



Member of



Media & printing (DG Magazine)

Dear Guest (DG) Company successfully released its Business & Life Style magazine in 2002 which have clearly & rapidly found its way to be one of Egypt's best English magazines in the market. In addition of the normal coverage and articles that all other magazines in the market present, DG magazine focuses on all customer service related issues through its main chapters such as, Mystery shopping chapter, Enrich your Knowledge and all marketing & customer services articles.

DG also interview executives through our executive of the month chapter, lady of the month chapter, even further by focusing on either an industry or an organization in terms of customer satisfaction.

DG distribution venues include, major hotels, bookshops and newsstands, supermarkets, airports, tourism centers, embassies, cultural centers, advertisers, numerous Egyptian and international business people, VIPs and the top decision makers within the national and multinational industries, Egypt-air flight "All Business & First Class" in addition to the AHRAM Newspaper as they are our distribution agent.

DG Magazine is published every two month addressing all categories starting from teens, ladies, hoteliers, travelers, and business men through its main chapters such as:

1. Covering weddings, social & corporate events.
2. Box office reviews for those people interesting in cinema & movies.
3. DG Fashion chapter.
4. DG cuisine.
5. DG features which cover different types of life style articles.
6. DG beauty for ladies.
7. Celebrities interviews which.
8. DG all around chapter, which we focus on travel destination and different hotels all over the world.
9. DG auto chapter, read about your favorite cars.
10. Business editorials, which we write about customer service, marketing and other business articles.
11. Top executive interviews with Egypt's top business men.
12. The hottest topic of DG magazine is our Mystery Shopping chapter, in which we do the role of the mystery customer in all fields and gives our readers a very interesting topic to read.

The above are in addition to the topic of the month which is related to the month that the issue comes out to the readers as follow:

| | |
|---------------------------------------|--|
| January & February issue: | New Year & valentine day and special exclusive coverage for the best 2014 DG Festival & award ceremony. |
| March & April issue: | Mother's Day and Easter. |
| May & June issue: | Wedding, summer activities etc... |
| July & August issue: | Summer activities etc & Ramadan etc. And a special exclusive coverage for the Middle East music award "MEMA" |
| September & October issue: | Back to School & adha Feast |
| November & December issue: | Christmas activities etc... |





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DG Magazine Media Kit 2014

As of Jan. 2014

| Size (23.6cm X 31cm) including 0.6 surrounding bleed | Rate L.E(one Shot) |
|--|---------------------|
| <i>Inside Covers</i> | 15,000 |
| <i>Page # 1</i> | 14,000 |
| <i>Full Page</i> | 8,000 |
| <i>Half Page</i> | 5,000 |
| <i>premium page(First 10 pages)</i> | 9,000 |
| <i>Inside Back Cover</i> | 14,000 |
| <i>Back Cover</i> | 22,000 |
| <i>Logo Placed At Magazine Cover "10c*6c"</i> | 21,000 |
| <i>200 gm Carton page (P O)</i> | 20,000 |
| <i>2 Pages Spread</i> | 14,000 |
| <i>Flip Front Cover</i> | 25,000 |
| <i>Flip Back Cover</i> | 20,000 |

Dear Guest Distribution Outlets:

| <u>Cafes& Restaurant</u> | <u>All Five Stars Hotels</u> <u>Book Shops Such as:</u> | <u>Airlines</u> | <u>Markets & Malls</u> | <u>Music & Gifts</u> <u>Shops</u> |
|-------------------------------------|--|---|----------------------------|--|
| 1. <i>Gold's Gym</i> | Grand Nile Tower | EgyptAir internatio nal flights on first & business class. | Alfa Market | 1.Nuts & Nuts |
| 3. <i>Mohamed el saghir</i> | Hilton | | Carrefour | 2.Kookai |
| 5. <i>trianon</i> | Le Meridien | | Metro | 3.Catterpillar |
| 7. <i>Mambo</i> | Marriott | | Dandy Mall | 4. Wibia |
| 9. <i>Maestro</i> | Movenpick | | | 5. Mambo |
| 11. <i>Farah</i> | Movenpick Jolly Ville | | | |
| 13. <i>Mohamed el saghir</i> | Sheraton | | | |
| 15. <i>Harry's Café</i> | JW. Marriot | | | |
| 17. <i>Latino's Café</i> | Hilton Zamalek | | | |
| 19. <i>Tabasco</i> | Safir Dokki | | | |
| 21. <i>Coffeology</i> | Sun Rise Hotel | | | |
| 23. <i>Rostery</i> | Hilton Green Plaza | | | |
| 25. <i>Spectra Café</i> | | | | |
| 27. <i>Orangette café Bistro</i> | Ritz Carlton Sharm el-Sheikh | | | |
| 29. <i>Rendezvous</i> | | | | |
| 31. <i>Nespresso</i> | | | | |
| 33. <i>Second Cup</i> | | | | |
| 35. <i>Condetti Café</i> | | | | |
| 37. <i>Chez edy</i> | | | | |
| 2. <i>Pasqua Café</i> | | | | |
| 4. <i>La Pietra</i> | | | | |
| 6. <i>Mo Café</i> | | | | |
| 8. <i>Hamam el Talat</i> | | | | |
| 10. <i>Cilantro</i> | | | | |
| 12. <i>Exit</i> | | | | |
| 14. <i>Africano</i> | | | | |
| 16. <i>Tornado</i> | | | | |
| 18. <i>Tasters</i> | | | | |
| 20. <i>L'Arroma</i> | | | | |
| 22. <i>Cloud 9</i> | | | | |
| 24. <i>café bean & tea leaf</i> | | | | |
| 26. <i>Seja freda café</i> | | | | |
| 28. <i>Retro Café</i> | | | | |
| 30. <i>Sidi Mansour</i> | | | | |
| 32. <i>Mint Café</i> | | | | |
| 34. <i>citco</i> | | | | |
| 36. <i>Deals</i> | | | | |
| 38. <i>Subway</i> | | | | |

Dear Guest Distribution:





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- 3000 copies complimentary (top VIP's and decision makers)
- 4000 copies El Ahram outlets stretching all over the A.R.E. All returnable copies are distributed complimentary to different outlets between café's, hotels, social clubs and special events.
- 1500 copies sales and marketing departments reaching prominent clients and franchise.
- 1500 copies selective subscribers.
- **Egypt Air international flights on all first & business class.**

