

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...

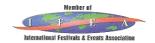












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DG Magazine Media Kit 2014

<u>As of Jan. 2014</u>							
Size (23.6cm X 31cm) including 0.6 surrounding bleed	Rate L.E(one Shot)						
Inside Covers	15,000						
Page # 1	14,000						
Full Page	8,000						
Half Page	5,000						
premium page(First 10 pages)	9,000						
Inside Back Cover	14,000						
Back Cover	22,000						
Logo Placed At Magazine Cover "10c*6c"	21,000						
200 gm Carton page (PO)	20,000						
2 Pages Spread	14,000						
Flip Front Cover	25,000						
Flip Back Cover	20,000						

Dear Guest Distribution Outlets:

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

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.







