

**Price list**

Price list (page booking)	cost
Full page	S.R 15000
Double page spread	S.R 20000
Page facing content	S.R 18000
Inside front cover	S.R 25000
Inside front cover DPS	S.R 32500
2nd DPS	S.R 25000
3rd DPS	S.R 25000
Outside back cover	S.R 35000
Inside back cover	S.R 22500
inside back cover DPS	S.R 27500
Editorial & Insertion	
Editorial charges	S.R 2500
Flyer Insertion (5000)	S.R 2 per flyer
Flyer Insertion (10000)	S.R 1.5 per flyer

**Online news letter**

(18,000 Members)	cost p/letter
newsletter (single)	S.R 5000
newsletter (2-4)	S.R 3000
newsletter (+5)	S.R 2000

**Targeted audience**

The majority of what's up readers are cultured aspiring, trendy, talented, professional who are always on the lookout for the latest and greatest products that hit the market

**Gender:**

Targeted Audience	%
female	60%
Male	40%

**Age:**

Age	%
-20	15%
20 - 30	45%
31 - 45	30%
46+	10%

\*Based on 2010 circulation statics

**Release dates & deadlines**

Release Dates	Deadline
January 10 <sup>th</sup>	Booking 15 <sup>th</sup> Dec – Art Work 23 <sup>rd</sup> Dec
February 10 <sup>th</sup>	Booking 15 <sup>th</sup> Jan – Art Work 23 <sup>rd</sup> Jan
March 10 <sup>th</sup>	Booking 15 <sup>th</sup> Feb – Art Work 23 <sup>rd</sup> Feb
April 10 <sup>th</sup>	Booking 15 <sup>th</sup> Mar – Art Work 23 <sup>rd</sup> Mar
May 10 <sup>th</sup>	Booking 15 <sup>th</sup> Apr – Art Work 23 <sup>rd</sup> Apr
June 10 <sup>th</sup>	Booking 15 <sup>th</sup> May – Art Work 23 <sup>rd</sup> May
July 10 <sup>th</sup>	Booking 15 <sup>th</sup> June – Art Work 23 <sup>rd</sup> June
August 10 <sup>th</sup>	Booking 15 <sup>th</sup> Jul– Art Work 23 <sup>rd</sup> Jul
N/A	N/A
October 10 <sup>th</sup>	Booking 15 <sup>th</sup> Sep– Art Work 23 <sup>rd</sup> Sep
November 10 <sup>th</sup>	Booking 15 <sup>th</sup> Oct – Art Work 23 <sup>rd</sup> Oct
December 10 <sup>th</sup>	Booking 15 <sup>th</sup> Nov – Art Work 23 <sup>rd</sup> Nov

**Circulation**

What's up circulation	Quantity
Jeddah (monthly editions )	10,000 copy

**Distribution Points (+150 point):**

- VIP lounges at Airports in the kingdom.
- Jeddah Chamber of Commerce.
- Grandest hotels and most exclusive resorts.
- Private banking sector at leading banks.
- Private Colleges & Educational Institutes.
- Elite Brands, Fashion and accessory stores.
- The superlative saloons and beauty centers.
- High-end restaurants and cafes.
- Leading construction & real estate companies.
- Malls and Shopping Centers.
- Targeted events across the kingdom.

\*Detailed list can be requested

**For further information & special operation contact us on:**

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