

PROFILE OF MEPA MEMBER



INTRODUCTION:

Creative Media Services (FZ-LLC) launched **LATEST Magazine** in October 2003. Creative Media Services is a full-fledged publishing house with a team of experienced professionals.

THE CONCEPT

LATEST is a B2C magazine that talks to a fashion conscious readership about brands and how they impact our lifestyles. The magazine targets a mixed readership aged between 20 -50 covering the latest international and regional product launches in the Middle East market by high end brands. LATEST showcases Haute Couture fashions, luxury jewellery and watches, luxury consumer electronics (not white goods) and profile beauty and skincare brands. These constitute the regular sections to highlight new entrants into the market each month in the above - mentioned categories. The Events pages showcase high society events / parties that surround the launches.

Our features and interviews follow seasonal collections for the above categories; we interview CEO's, general managers and marketing managers or artistic directors to talk about design trends, colours and any historical or innovative interests relating to their brands that would be of added interest to our readership.

We are also expanding the magazine to cover new launches, openings and expansion within the hospitality and travel sector. Exciting new services within these segments would be of great interest to our readership.

Readership Appeal

The need of the hour was for a niche magazine that delivers the LATEST in info – tainment, for the pursuit of the luxury life. LATEST is THE magazine that has its finger on the pulse of what is hot and current and many times, ahead of the market in its coverage.

"LATEST" is a social events magazine focusing on the latest buzz from the world of Merchandise and Entertainment, with special emphasis on people in the news.

"LATEST" communicates the Advertiser's message with more visual appeal and maximum product exposure.

"LATEST" targets up-market English readers in the UAE and neighbouring Arab countries – Kuwait, Qatar, Bahrain, Kingdom of Saudi Arabia and Oman.

"LATEST" has superior quality production, a contemporary look and appeal.

TOPICS:

"LATEST" has a rich mix of exclusive interviews and articles based on interests surrounding high-end local, regional and international lifestyle brands.

Additionally:

- Fashion & Accessories
- Cosmetics & Perfumes
- Funky gadgets & high end consumer goods
- Watches & Jewellery
- Arts and culture
- Services & Hospitality
- Luxury market coverage by country
- Motoring

LATEST CIRCULATION :

Latest

Circulation	
Saudi Arabia	9,500
United Arab Emirates	7,500
Kuwait	2,500
Qatar	1,000
Oman	1,000
Bahrain	1,000
Direct Mail & Complementary	4,300
Total Including KSA	26,800

NEWS UPDATE

TWO UK NEWSPAPERS TO BE PRINTED IN UAE

Dubai: The Times and The Sunday Times, two of the most respected and influential newspapers in the world, will publish their international editions in the Middle East starting on Monday.

The move marks the second time a leading international English language daily is printed and distributed widely in the region on the day of publication.

The Financial Times is currently printed in Dubai.

Licensing for The Times and The Sunday Times in the region has been acquired by Saudi-based SAB Media.

The paper will be published seven days a week and will be available in retail outlets or by subscription.

The international editions are edited in London and will be printed in the UAE.

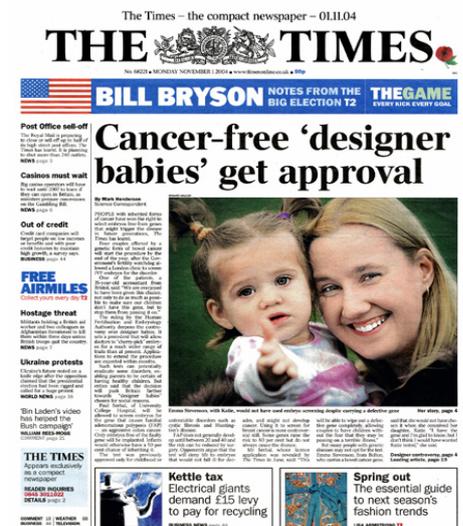
Robert Thomson, Editor of The Times, said: "Since 1798, when The Times first reported Napoleon's arrival in Egypt, we have invested heavily in our reporting from the region and we now have one of the largest networks of reporters in the Middle East. Printing in Dubai is a very important milestone and we look forward to providing intelligent, informative and entertaining news, comment and analysis for many new readers in the region."

The international edition will be published seven days a week, at 64 pages, with a 96-page Saturday edition and the 96-page broadsheet The Sunday Times.

In the UAE, the retail rate will be Dh7 for the daily edition and Dh15 for The Sunday Times; subscription rates will be Dh5 for the daily and Dh12 for the Sunday paper, with comparable rates around the region.

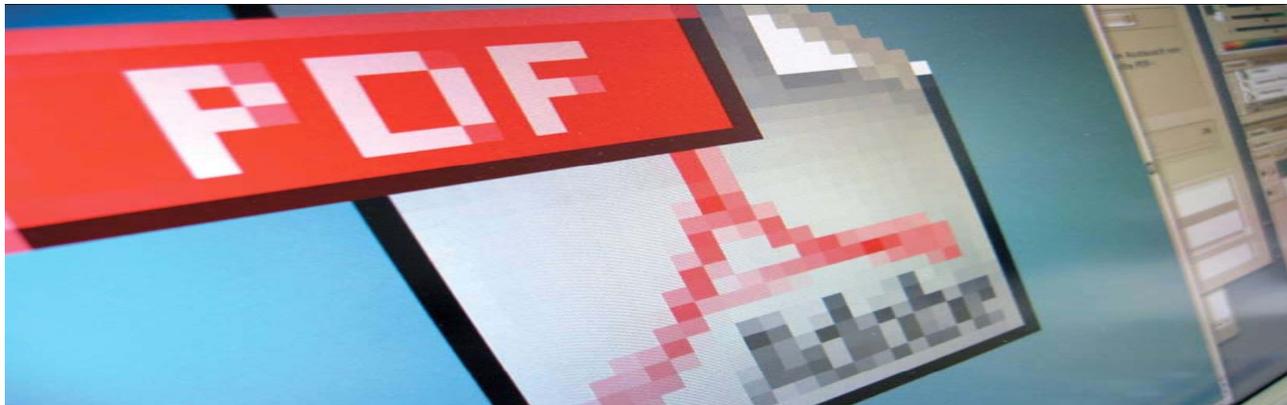
SAB Media is a part of SAB Holding. The company specializes in providing media interfaces and corporate marketing, which includes publishing.

Source : GULF NEWS
17/05/2007



ACTIVITIES AND OTHER UPDATES

Use of PDF in pre-press (Utilization du PDF en pré-presse)



Date: 4 et 5 June 2007
Location: Paris, France
Language (s): French



Ad Sales 2007
THE THIRD AD SALES WORKSHOP
Successful selling through powerful research



Start Date:14/06/2007
End Date:15/06/2007
Location:Prague
Country:Czech Republic

RESEARCH ARTICLE

READERS COLLABORATE WITH MAGAZINE ADVERTISING BECAUSE THEY ARE IN CONTROL

Magazines' targeting of their audiences, and readers' ability to control their own exposure, mean that readers can volunteer to immerse themselves in an advertisement for as long as they wish.

This is among the findings about magazines from an American study of both magazines and TV, published by Conde Nast Publications. The project was led by Dr. Scott McDonald.

Findings about magazines

Magazines help people to relax by providing the reader with a sense of intimacy. The reader's voice becomes the magazine's voice as the reader projects himself/herself into the magazine. In effect, the reader lends the magazine his or her own voice.

Magazines allow readers to feel in control of their experience. Rather than being shouted at and distracted (as is the case with television), readers feel that magazine ads invite them into the world of the advertisement, an invitation they are comfortable accepting because they retain their sense of control. When readers linger on a print ad, they 'volunteer' to immerse themselves in the ad for as long as they want to appreciate and absorb it.

Because magazine ads are targeted far more precisely than TV ads, magazine ads are viewed as mostly appropriate to the magazines in which they appear – that is, relevant to the reader or his or her peers.

Consumers create their own personal mix of ideas by using some of the ad and some of their own frame of reference. It is the interplay between ideas in the ad and ideas the consumer already has which produce a new frame of reference. Successful ads engage consumers' story-telling abilities. When images in an ad can be easily interwoven with the consumer's memories or imagination, a very powerful brand story is created by the consumer. The best print ads tend to be those which are not didactic but which leave part of a puzzle for the reader to decode. By completing the puzzle with their own jigsaw pieces, consumers make the ad part of themselves. Having a share in this construction allows the reader to more easily envisage using the product and getting benefits from it. When readers can hear their own voices speaking in the ads, their sense of trust and comfort is increased – easing the way towards a purchase.

Magazine advertising does not disrupt its own medium, but is frequently compared to bridges or highways – connecting parts of the editorial content, and being part of the 'flow' experience of going through the magazine. Because the advertising is part of the same relaxing flow experience of reading a magazine, readers do not put up their guard when they encounter the ads.

Because of the way magazines are well targeted to their audiences, the ads are more relevant, and more consistent in tone and theme with the magazine's editorial content.

The reader can linger on an ad, but equally the readers can disengage from an ad at any time and continue the journey through the magazine. Readers takes a collaborative position with the advertising because they appreciate the respectful way that magazine ads make their approach.

Readers symbolise magazine ads with the colour blue. Blue is relaxing, calming, soothing. Light blue is the colour of mediation; as blue darkens it becomes the colour of dreams.

Source: FIPP