

Information for Advertisers

Libya Herald Business Eye magazine - Relaunch 2019-20

We are pleased to announce that we are relaunching Libya Herald Business Eye magazine in 2019/20. We believe it is time to recognise Libya's resilience and acknowledge emerging transformational trends in the business sector.

Despite years of turmoil and conflict - business and trade continue to evolve and develop. Established organisations are adapting, new entrepreneurs are emerging and economic dynamics are changing. These underlying drivers are building and shaping Libya's future.

The 32 page issue will highlight the advances key sectors are making to transform and embrace the current opportunities and digital potential which will drive Libya's future growth and development.

We welcome your advertising to support the publication of this issue and others in 2020.

Why advertise with us?

By advertising with Libya Herald, your organisation will be seen in Libya and internationally by decision makers and others who are interested in Libya's current and future development. If you are already contributing to, or aspire to contribute to championing these positive developments then this is your opportunity to be noticed.

About us

- *Libya Herald Business Eye* is an English language business magazine providing news and information on developments and opportunities in Libya.
- The magazine is the high quality print publication to the online service www.libyaherald.com which has been publishing news on Libya for over 7 years – launched in Tripoli, 17 Feb 2012.
- Our first business magazine was printed in November 2012, followed by 8 issues of the Libya Herald Business Eye between February 2013 and April/May 2014.
- Libya Herald is independent and privately owned; funded by advertising and subscriptions.
- We publish original source, balanced content written by *Libya Herald* journalists and Libya experts, which include insightful interviews, business news and sector updates.
- Valued for its high quality content read daily by thousands of readers in Libya and overseas, it is a reliable, trusted reference on Libya, cited by international authorities and media.

Advertising and distribution

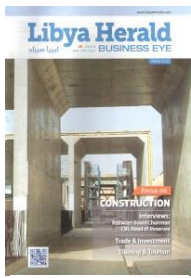
- The Libya Herald readership is Libyan and international audiences in Libya and overseas with over 39 million page views online since 2012 (*Source: Google Statistics*)
- 2,000 printed magazines will be distributed to leading local and international companies and organisations in Libya and overseas.
- Distribution includes: Libyan prime minister's office and government ministries; CBL, NOC, LIA, GECOL, and other leading Libyan public sector organisations; oil sector companies; leading hotels and airlines; leading private sector companies, retail outlets, auto-distributors; banks and insurance companies; Libyan Business Council, chambers of commerce and bi-lateral trade associations; embassies and international organisations (e.g. EU, UN agencies) in Libya and Tunis.
- PDF version will be available to local and international subscribers to www.libyaherald.com
- **See next page for magazine advertisement sizes, specifications and special relaunch rates.**

Google Statistics – Libya Herald Page Views

- 39.56 million since 2012
- 1.25 million (12 months to 1 September 2019)

Visitor Profile (12 months to 1 Sept 19)

- Europe 46%; Africa 23%; Americas 17%; Asia; 13%;
- Top 19: Libya 17%; USA 13%; UK 11%; Italy 6%; Norway 4%; Malta 4%; Germany 3%; France 3%; Canada 3%; Tunisia 3%; India, Spain, UAE, Turkey, Netherlands, Egypt, Swiss, Australia, Philippines.



Contact Editor Sami Zaptia for more information and to reserve your advertising space

s_zaptia@hotmail.com Message via LinkedIn, Facebook & Twitter Mob: +44 7518 906455 plus Viber & Whatsapp

Libya Herald Advertising: yolandazaptia@knowlibya.net

Print Advertising Information: Advert positions, sizes, specifications and prices

Please select your advert option, note the size and specifications below for your advert designer.

Format: In Design 300 dpi open Hi Quality Print format PDF to size (able to manipulate size to fit in layout) – or Illustrator AI or EPS files. All package converted & saved as CMYK (type, photos, graphics etc.). We advise that your advert designer positions the text and logos at least 5mm in from the edge of your print advert space.

Send your high quality, full colour print-ready adverts to Sami Zaptia at: s_zaptia@hotmail.com

Full Page (A4)

For full A4 page ads: Bleeds – please add 3 mm trim

Option 5: Full Page (A4)

Option 6: Inside Front Cover (A4)

Option 7: Inside Back Cover (A4)

Option 10: Back Cover Page (A4)

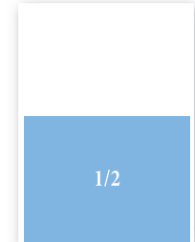
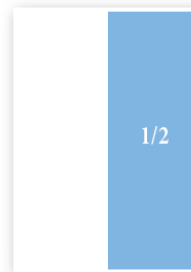
Size: 210 x 297 mm plus printer marks, bleeds & 3 mm trim



Half Page

Option 3:
Half Page A
Vertical
105 x 273 mm

Option 4:
Half Page B
Horizontal
210 x 148.5 mm

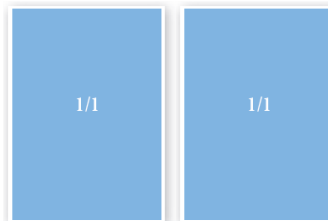


Double Page Spreads (2 x A4)

Option 8:
Double Page Spread (2 pages x A4)

Option 9:
Centre Double Page Spread (2 pages x A4)

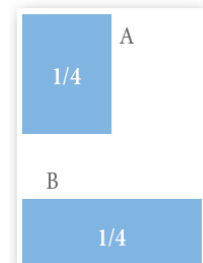
Size: 420 x 297 mm (2 x 210 x 297 mm)
Plus printer marks, bleeds & 3 mm trim



Quarter Page

Option 1:
Quarter Page A
Vertical
105 x 148.5 mm

Option 2:
Quarter Page B
Horizontal
210 x 74.5 mm



Magazine Print - relaunch Advertising Rates *

Option	Print Advert size / position	US \$	Euro	GB£
1	Quarter page – A (Vertical)	300	275	250
2	Quarter page – B (Horizontal)	300	275	250
3	Half page – A (Vertical)	500	450	400
4	Half page – B (Horizontal)	500	450	400
5	Full page inside (A4)	900	800	700
6	Inside Front Cover (A4)	1,450	1,300	1,100
7	Inside Back Cover (A4)	1,450	1,300	1,100
8	Double page spread (2 x A4)	1,750	1,500	1,300
9	Centre Page Spread (2 x A4)	1,950	1,750	1,500
10	Back Cover (A4)	1,950	1,750	1,500

*Plus 20% VAT for EU/UK based companies

Contact the Editor Sami Zaptia on LinkedIn, Facebook, Twitter or email for more information and to reserve your ad space

s_zaptia@hotmail.com
Call +44 7518 906455