

Qatar's favourite events magazine

Rate Card 2016



QATAR HAPPENING

Reasons to advertise with us:

QH has a unique position in the marketplace as a one-stop events and entertainment guide

QH has a strategic distribution geared to attract a niche audience of intelligent, hip, active, sophisticated members of Qatar's community.

QH is sold at Virgin Megastore, Qatar Duty Free, Megamart, Carrefour, Lulu Express, Lulu Hypermarket and Sidra Stores at all Woqod Gas Stations (next to the cashier) and more!

QH VIP copies are distributed on-board Qatar Airways, Doha College patrons, all five-star hotels, cafés, salons and major events.

QH helps build your business through its targeted and exclusive distribution

ENTERTAINMENT FEATURES FASHION TRAVEL INTERVIEWS WHO'S WHO HEALTH NEWS
COMMUNITY FITNESS REVIEWS LISTINGS LUXURY HAPPENINGS

ALL THE STATISTICS

- Minimum print run is **8,000 per month**
- **+ 37** advertisements per month
- **+ 150** public distribution points with 4.5 readers per copy
- **Targeted** free distribution in major events - it's visible, selective and effective



INSIDE FEATURES

HAPPENING LISTINGS

Comprehensive listings on everything from restaurant promotions, arts and culture to nightlife and fun things to do with the kids.

IN-DEPTH FEATURES...

Highlighting local arts, culture, community, sports, knowledge and technology, and showcasing the unique happenings in Qatar's community.

MONTHLY TOP PICKS

The editorial team's monthly choice picks and reviews of the best possible places to visit, dining spots and things to do.

QH SENSATIONS

A closer look at the latest trends in luxury from spas, gadgets and travel destinations to enhance your lifestyle.

www.qatarhappening.com



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THE WOW FACTOR

By Sarah Al Motairi
Photography by Jessie Palazzo

OH had the opportunity to sit down

with the Director of the Youth Center for a

chat about the organization's

mission and the impact it has on the

community.

Can you tell us more about the

organization's goals and how it

plans to continue to grow and

serve the community in the future?

Mohamed F. Youth Center

organization which serves

the community.

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platform for youth empowerment and development, as well as to support the community with consultancy services. With the success of NYC, Mohamed once again served his position as an extension of The

organization with purpose. Outreach of Wow is a creative way to learn new things and subjects through

workshops, music, and other activities.

When it made up its mind, Create the Wow Factor. She has

worked in 20 years in various roles at various

organizations and has been a part of many successful

projects.

She has been a part of many successful projects.

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have a place to meet, share and explore each other's talents and skills.

"Qatar is a small country and House of Wow is a hub to help the arts culture get stronger," says Timothy. "Its goal is to activate the youth and help them build a network. The scene in Qatar has more of the rest of the GCC but it's more of a niche. There hasn't been a space for it."

Timothy can be reached at timothy@houseofwow.com

or [+974 3366 6666](tel:+97433666666).

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Just a matter of getting the place going - activating it. We had weekly events such as Open Mic Nights, All-Style Dance Battles, Ho-Hop Shows, Massara Corner and the likes. People of all backgrounds and skill levels are welcome to participate any given night.



Mohamed F. Youth Center and Founder of The People Company and House of Wow founded the organization to help the community.

ADVERTISING RATES*

35 %
Discount available
with yearly
contracts only!

Back Cover	QR 32,000
Inside Back Cover	QR 25,000
Inside Front Cover	QR 25,000
Double Page Spread (Front Special Position)	QR 23,000
Double Page Spread	QR 20,000
Opposite Editor's Page	QR 12,000
Inside Page	QR 11,000
Half Page	QR 6,500
Belly Band	QR 40,000
Magazine Cover Image	QR 40,000

**Loose and Bound Inserts available.
Price provided upon sample review.**

**Ad Design and Webpage advertising available.
Ask for details and pricing.**

Service Charges: A service charge rate of 1.5% per month will be added to all invoices 60 days or more past due.

*** Special layout rates available upon request.**

OUR STRENGTHS

- QH Magazine is a customized publication made in, for and about Qatar
- Striving for 100% local content and photography
- Featuring stories with heart and hot happenings from all over Qatar
- Market leader in event/activity-related content
- Glossy, sophisticated presentation– chic design, premiere paper quality
- Loyal readership and advertiser base

THE DISTRIBUTION

We print 8,000 copies with a readership of 55,000.

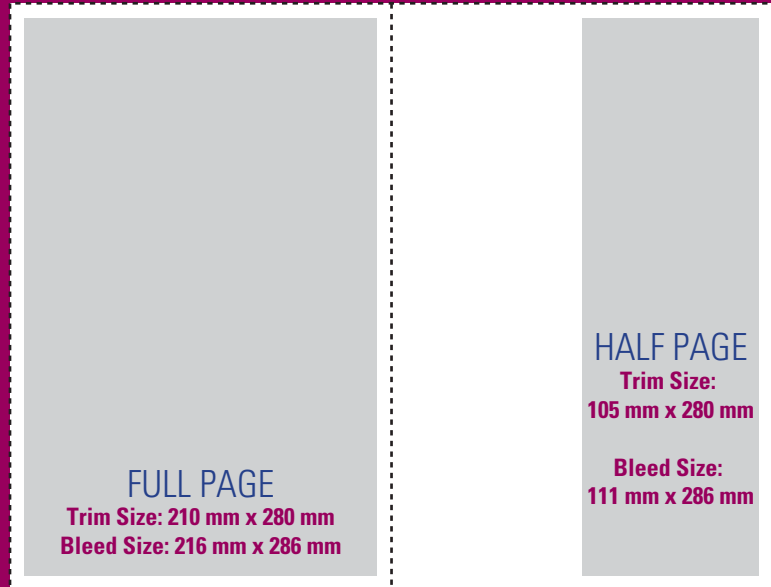
The distribution is a retail model, plus:

- On-board Qatar Airways (all business-class flights)
- QH is available at all Virgin Megastores, to Doha College patrons, Woqod Petrol Stations, Carrefour, Lulu Hypermarket and Megamart
- Promotional copies distributed at select events such as DFI Ajyal Youth Film Festival, Qatar Philharmonic Concerts, Disney On Ice, Cirque Eloize, Oktoberfest at the InterContinental Doha, FIG Artistic Gymnastic Challenge Cup, Commercial Bank Qatar Master, The Samsung Diamond League Athletics Event, among many other high-profile events and concerts throughout the year.
- Four and 5-star hotels including, Marsa Malaz Kempinski, The W Doha, Marriott Marquis City Center Doha, Shangri-La Doha, Banana Island Resort Doha by Anantara, The Hilton Doha, The Sheraton Doha, Kempinski Residence & Suites, Grand Hyatt Doha, Crowne Plaza Doha - The Business Park, The Ritz-Carlton Doha, The Four Seasons, The St. Regis Doha, The InterContinental Doha The City, The InterContinental Doha, The Holiday Villa, The Doha Marriott, The Movenpick Towers & Suites, The Movenpick Hotel Doha, The Diplomatic Club and the Golf Club among many other prestigious hotels and clubs.
- Public distribution points are at coffee shops, restaurants, spas, and beauty salons including Columbus Coffee, Haagen Das, Paul, The One Coffee Shop, Bert's Café, Café Vergano, Emporio Armani Café, all restaurants at Katara Cultural Village and Aspire Park, Pampano, The Noodle House, Al Mourjan Restaurants, Al Dana Club – Beatrice Beauty Salon, Glow Salon, B/Attitude Spa, and many more.
- University lounges – Hamad bin Khalifa University, University of Calgary, Doha College, Stenden University and others

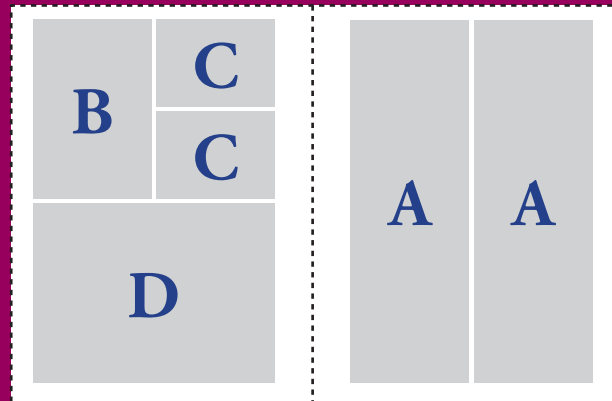
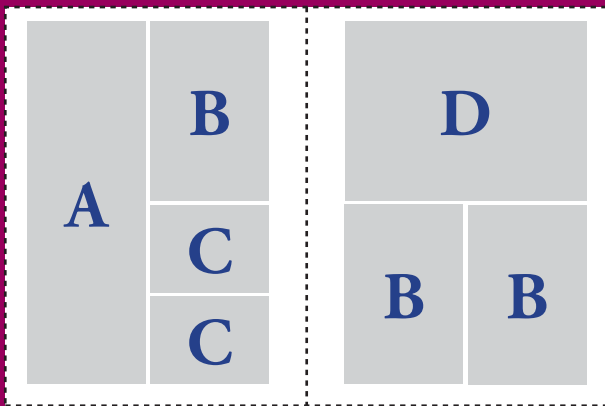
ARTWORK SPECIFICATIONS

All artwork to be submitted in the following formats:
Adobe Illustrator / EPS / PDF
 format with outlined text
Hi-Resolution Files @ 300 dpi
CMYK Colour Mode

DOUBLE PAGE SPREAD
 Trim Size: 420 mm x 280 mm
 Bleed Size: 426 mm x 286 mm



QH MARKETPLACE

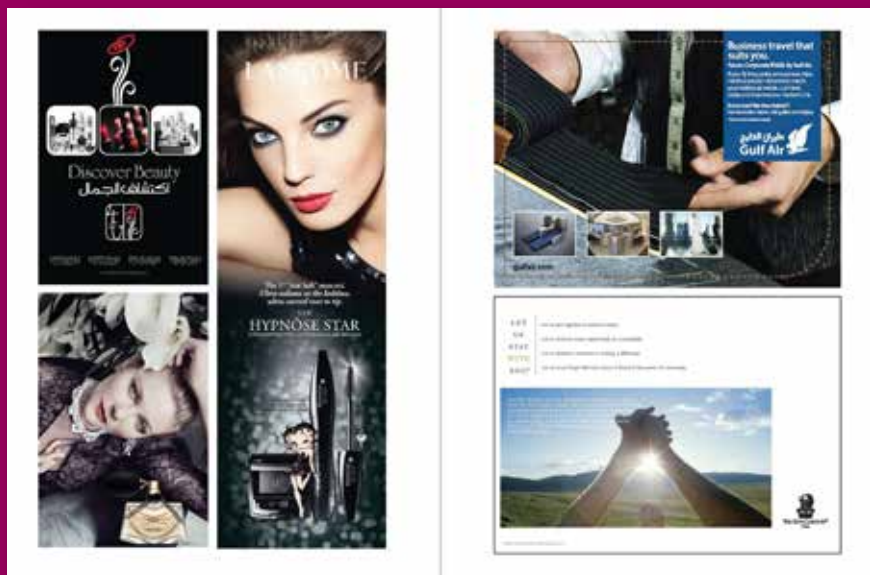


A: 82.5 mm x 255 mm
QR 4,000

B: 82.5 mm x 125 mm
QR 3,000

C: 82.5 mm x 60 mm
QR 2,000

D: 170 mm x 125 mm
QR 5,000



TERMS & CONDITIONS

Qatar Happening Liability:

Qatar Happening assumes no responsibility for any errors or omissions in any advertiser's corporate listings, artwork, index or typeset either sent by email or supplied on CD.

The advertisers and/or advertising agency representing the client is fully responsible and warrants that all material delivered for print shall be free of errors, libel and will not infringe or violate any copyright, trademark, or right of privacy or any other common property law.

Qatar Happening reserves the right to reject advertising which it feels does not mirror the publication's standards.

Deadline for Artwork Submission:

20th of every month preceding publication.

Frequency:

12 issues annually:

Cancellations:

In case an advertiser decides to withdraw advertising in the magazine, cancellation conditions will be as follows:

Signed contract: Three (3) months

Monthly booking: Before the 5th of the month

The 6th or 15th of the month - Client must pay 50% of invoice amount

After the 15th of the month - Client must pay 100% of invoice amount



A publication of



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