



**CAPITAL LETTER 2021 RATE CARD**

Capital Letter is the tri-annual business magazine of the British Business Group in Abu Dhabi. With a distribution of over 2,000, Capital Letter is sent to all members of the British Business Group in Abu Dhabi, it is shared with BBG Dubai and their companies and is also circulated to major corporations and large companies in Abu Dhabi. It is distributed at lounges and terminals at Abu Dhabi Airport, business centres including ADGM Square and in hotel business centres including at St. Regis and Etihad Towers. The magazine aims to promote British business in the capital and to provide relevant business news updates and informative features; it also reports on British business successes and events of interest to the British business community in Abu Dhabi. The British Embassy and Consulate in the Emirates hand out copies to visiting businesspeople and it is also posted to senior officials and parliamentarians in government offices and ministries in the UK. It also incorporates a directory of the BBG Abu Dhabi membership.

Capital Letter is an ideal advertising medium as a targeted publication for British businesspeople across Abu Dhabi.

**Previous and current advertisers include:**

HSBC Bank	Al Farida Investment Company	FAB Bank
InterContinental Hotel	BP	British School Al Khubairat
Shell Abu Dhabi	Etihad Airways	Molton Brown
ADCB	G4S	Etihad Airways
Abu Dhabi Airport Business City	Rotana Hotel Group	Masdar

**Readership: Capital Letter is read by senior management in the following sectors:**

Renewable Energy	Hospitality	Recruitment	Distribution & Trading
Embassies	Legal firms	Banking & Finance	Management Consultants
Education & Training	Airlines	Oil & Gas	Medical & Health Services
Shipping & Ports	Government & Ministries	Construction	

Capital Letter is also distributed to leading Parliamentarians in the UK and to major British businesses.

**2021 Capital Letter – Advertising Rates (Price per issue in AED & inclusive of 5% VAT)**

<b>Full Colour</b>	<b>1 Issue</b>	<b>2 Issues</b>	<b>3 Issues</b>	<b>All 3 2021 issues</b>
	(March 2021)	(June 2021)	(December 2021)	
Inside Front	5250	4990	4725	<b>14,175</b>
Outside Back	5775	5515	5250	<b>15,750</b>

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Full Page	4725	4410	4095	<b>12,285</b>
Half Page	2890	2625	2365	<b>7,095</b>
Quarter Page	1575	1365	1260	<b>3,780</b>

**Advertising Artwork/ Image Standards**

Advertising artwork will only be accepted in the following high resolution formats: .eps, .ai, .pdf, .jpg.

Logos will only be accepted in the following high resolution formats: .eps, .ai, .jpg and .pdf

All logos and artwork should be in 300 dpi resolution. CL advert – A4 size

- Full Page Advert Actual Size: 21 cm x 29.7 cm Full Page Bleed 22 cm x 30.7 cm
- Half Page Advert Actual Size: 18.5 cm x 13.5 cm With Bleed: 19.5 cm x 14.5 cm
- Quarter Page Advert 13.2 cm x 9.2 cm