

الانوار

AL ANWAR

INDEPENDENT DAILY NEWSPAPER

2017



DAR ASSAYAD

www.dar-assayad.com

MEDIA DATA ADVERTISING RATES



AL ANWAR

“Give light and people will find their own way”

Al Anwar aims at excellence in delivering the news and information it publishes, and engages in responsible editorials that address the minds of its readers. It focuses on the long-term stability and prosperity of Lebanon.

Founded in 1959, Al Anwar is one of the leading newspapers in Lebanon. It is owned by Dar Assayad, the dominant Arab publishing group.

A highly talented team of editors, reporters and photographers race against time every day of the week to bring about a newspaper that is the embodiment of objectivity and reliability.

Many Al Anwar reporters, editorialists and photographers won major journalistic prizes throughout the years. Among the prizes in the last decade were the UNESCO Prize for Social Reporting and Columbia University’s James Wechsler Award for Best International Reporting.

Al Anwar is an integral part of the fabric of Lebanese society. This is reflected in its strong local news and sports coverage, while retaining a healthy commitment to Arab and international events.

Moreover, Al Anwar does not overlook nor does it pander to any section of the community. While proud of its links with Arab and Lebanese history, Al Anwar welcomes and embraces change and challenge.

With Al Anwar **political and economic news** come first. Rafic Khoury, one of the leading columnists in the Arab world, is Al Anwar’s Editor in Chief and writes daily on its first page.

Fouad Daaboul, the managing editor, is also renowned for his Monday inside stories on Lebanon’s political intrigues.

Moreover, Al Anwar’s **sports pages** are the most comprehensive and up-to-date, its attractive **society page** and stimulating **last page** have a high entertainment value to readers.

The **Sunday edition** of Al Anwar is unique for its mix of **political news, feature stories, colored lifestyle entertainment sections and its strengthened sports pages**. It has more than first-rate coverage of local and international news.

Every morning, Al Anwar is distributed in the rooms of these fine hotels



Tech Specs

Type area Page:
535mm (h) x 315mm (w)

No of columns:
8 (35 mm each)

Copy date:
15days before issue date

Formats:
JPEG, TIFF, PDF

Source: DAS Research Dept.

Circulation 2017

Lebanon	25001
SAUDI ARABIA	2552
KUWAIT	1964
UAE	2116
BAHRAIN	1147
QATAR	1024
OMAN	458
Other Arab Countries	10796
Europe & R o W	6219

Average net daily sales..... 51277

Readership

Al Anwar provides credibility with strength in numbers with its readership 100,000 during the week. The depth of resources available help advertisers reach their target market as Al Anwar delivers customers with cost efficiencies that no other media platform can match.



FAIRUZ IS ALSO IN 1ST & CLUB CLASS ON BOARD OF MANY ARAB AIRLINES & IN 5 STARS M.E. HOTELS TOO



Advertising Rates 2017 in US Dollars

FIRST PAGE	Upper ear panel 5,5 cm X 2 col	300
	Lower ear panel 5,5 cm X 2 col	250
	Double ear panel 11,5 cm X 2 col. or 5,5cm X 4 col	450
	Triple ear panel 17,5 cm X 2 col.or 5,5cm X 6 col	600
SECOND & THIRD PAGE	Cm Column	17
	One full page	6,800
	Half page	3,400
	Quarter Page	1,700
FOURTH & FIFTH PAGE	Cm column	16
	One Full Page	6,400
	Half Page	3,200
	Quarter Page	1,600
BUSINESS PAGES	Cm Column	13
OTHER PAGES	Cm Column	12
	Full Page	4,800
	Half Page	2,400
	Quarter Page	1,200
LAST PAGE	Cm Column	18
	Full Page	7,200
	Half Page	3,600
	Quarter Page	1,800
CLASSIFIED ADS	With Borders	\$10
	Minimum of 4 lines	Lbp10,000
	Each additional line	Lbp3,000
	Full Page	\$4000
	Half Page	\$2000
	Quarter Page	\$1000
OBITUARIES	With Borders	\$10
	Minimum of 10 lines	\$30
	Each additional line	\$3
	With Pictures	\$30
	Weekly and Other Supplements	\$10
	Full page	\$4,000
	Half page	\$2,000
Quarter Page	\$1,000	

One colour: add 25% / Full colour: add 50%

Prices do not include V.A.T.

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www.alanwar.com





alanwar.com

Serving Lebanese & Arab Communities Globally

Alanwar.com is a leading information and service source for Lebanese and Arabs at home and abroad. Not only does Alanwar.com fulfill the information needs of its visitors throughout the day, but Alanwar.com also involves its users with one another and with the site. Thus Alanwar.com is a global interactive Internet community site for Lebanese and Arabs.

Alanwar.com is both rich in content and interactivity. Not only are all the newspaper's news, views, and reviews published, but content is updated throughout the day.

Alanwar.com is also a name Lebanese and Arabs trust, because Al Anwar has been both read and respected internationally by Lebanese and Arabs for more than 44 years.

The News section

- Lebanese News
- Arab News
- World News
- Business News
- Technology News
- Art & Entertainment News
- Health & Sciences News
- Sports News
- Special Features
- Editorials
- Cartoons
- People
- Crossword Puzzles
- Archives

Banner Advertising Rates

Cost per Thousand Random Page Views: \$35

Audience and Usage

Audience	Region
51 percent	U.S. & Canada
20 percent	GCC
8 percent	Europe
6 percent	Australia
15 percent	Lebanon

Usage (Average 2016)

- 1.1 million hits per month
- 63,010 visitors per month
- 441,070 page views per month
- Users spent an average of 16 minutes on the site
- 15,000 page views per day.
- 10,000 unique visitors per day

Advertising Price per Section

Cost Per Thousand (CPM) Banner Impressions

Sections	CPM
Page One	\$45
Lebanese News	\$40
Arab News	\$35
World News	\$33
Business News	\$40
Technology News	\$40
Art & Entertainment News	\$29
Health & Sciences News	\$29
Sports News	\$29
Special Features	\$30
Editorials	\$40
Cartoons	\$29
People	\$29
Crossword Puzzles	\$25
Updated News	\$45



For every 50,000 prints 20 percent discount on CPM for a maximum of 50 percent

We will design your banners
for a \$40 extra charge

Technical Specifications

Banner 360 x 58 pixels: Maximum 12K, GIF animated or JPEG

Banner 115 x 60 pixels: Maximum 7K, GIF animated or JPEG

Banner 145 x 60 pixels: Maximum 7K, GIF animated or JPEG

Button Banner 115 x 31 pixels: Maximum 7K, GIF animated or JPEG

Traffic Monitoring

Alanwar.com will supply its advertisers
and sponsors with a detailed traffic
report on clicks and page impressions.

Dar Assayad Contact Offices:

HEAD OFFICE:

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