



مينالاک
MENALAC

presents

MENA LEISURE & ENTERTAINMENT INDUSTRY YEAR BOOK 2020

MENA LEISURE & ENTERTAINMENT INDUSTRY YEAR BOOK 2020 is a first of its kind publication that will celebrate the Middle East and North Africa's vibrant leisure industry.

This special leisure report will offer insights into the overall leisure attractions sector and the broader leisure tourism industry overview that will create an annual benchmark report on leisure industry trends for stakeholders to understand the strengths, weaknesses, opportunities and challenges that will help them benefit from the opportunities and adjust to the changing circumstances.

MENA LEISURE & ENTERTAINMENT INDUSTRY YEAR BOOK 2020 will be rich in content and offer an in-depth industry research, country specific economic data, especially on tourism and leisure attractions, and showcase the leading players in the MENA region. It will contain detailed information on the live leisure tourism projects, new projects in the pipeline – so that industry suppliers and contractors could better prepare themselves from the new business opportunities. The country-specific information and data will help the leading players of each country to be ahead of the game.

The book, a collector's item, will create a regional benchmark 'State of the MENA Leisure Industry Status Report with outlook, based on real-time data, will benefit all industry players.

The book will raise the profile of the leisure operations in the region and will provide factual data in each key country in the MENA industry.

KEY HIGHLIGHTS OF THE BOOK

- **Macro Economic Overview** – Review the country's inbound tourism and demographic sector overview
- **Country specific in depth economic report of the MENA region**
- **Leisure Industry trends, analysis and data per country in the MENA region**
- **New upcoming Leisure projects of the Middle East and North Africa region**
- **Features articles by Industry Thought Leaders and Visionaries**
- **Directory of the MENALAC Members**
- **Company profile of the leading players of the MENA region and the Advertisers**



Why Advertise?

- MENA LEISURE & ENTERTAINMENT INDUSTRY YEAR BOOK 2020 will be an annual report that will be a collector's item with a longer shelf life.
- This limited edition Year Book will be distributed to Government Institutions, Real estate Developers, Banking & Financial Institutions, International leisure Fraternity, MENALAC Members and Regional Exhibitions & Conferences.
- Key Opportunity for your company to showcase your products and services and attract your target audience in the MENA region.

www.menalac.org

ADVERTISEMENT BOOKING FORM

Advertiser Details:

Name of the Company:

Are you a MENALAC MEMBER: YES NO

Address:

Country:

Key Contact Person: Designation:.....

Telephone: Mobile Number:

Email : Website :

Type of Advertisement Booking

Please tick the appropriate box. All rates are inclusive of VAT payable in UAE.

Sizes	Member Rate in \$	Non-Member Rate in \$	Sizes in cms (Length X Height)
<input type="checkbox"/> Back Cover	\$ 5450	\$ 6540	Bleed: 21.6 X 30.3 • Trimmed: 21 X 29.7 Non-Bleed: 19 X 28
<input type="checkbox"/> Inside Back Cover	\$ 4750	\$ 5700	Bleed: 21.6 X 30.3 • Trimmed: 21 X 29.7 Non-Bleed: 19 X 28
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<input type="checkbox"/> Bookmark	\$ 4750	\$ 5700	Bleed: 21.6 X 8.6 • Trimmed: 21 X 29.7

Editorial for Advertisers:

Each Advertiser is entitled to a free editorial in the same ratio as the number of advertisement pages booked. This editorial will be a profile of your company, a vision statement from your CEO and pictures relevant to your business. Please tick the below if you wish to take advantage of this free editorial.

I wish to take advantage of the free editorial and request your editor to reach out to us.

Additional Copies of the year Book:

Each advertiser is provided with 2 copies of the MENA Leisure Industry Year Book 2020. Companies can obtain additional Copies for US\$ 50.00 each.

We will require additional copies of the YEAR BOOK.

Advertisement Booking Deadline: Jan 30 2020.

Advertisement Material Deadline: Feb 15, 2020.

Material Format:

All artworks should be sent in CMYK high resolution PDF format and all fonts converted to outlines.

Authorized Signatory :

Name : Designation :

Kindly email all forms to sanai.parab@menalac.org

Terms and Conditions

All advertisements booking should be received by January 25th, 2020. Advertisers are required to process 100% payment to confirm each advertisement in the book.

Cancellation of an advertisement after the booking deadline will incur a cancellation fee of 100% of the advertised fee for that advertisement. Separate forms are required for each advertisements.

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Upon receipt of the invoice, payment can be made as direct transfer to the bank account. Please ensure your remittance advice are emailed to Sanai.parab@menalac.org.

I wish to confirm my advertising booking.

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I have read and understand the terms and conditions.