



MEDIA KIT




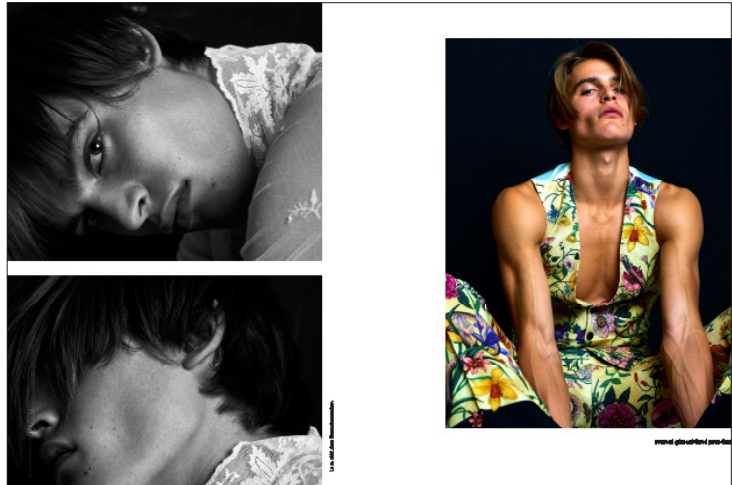
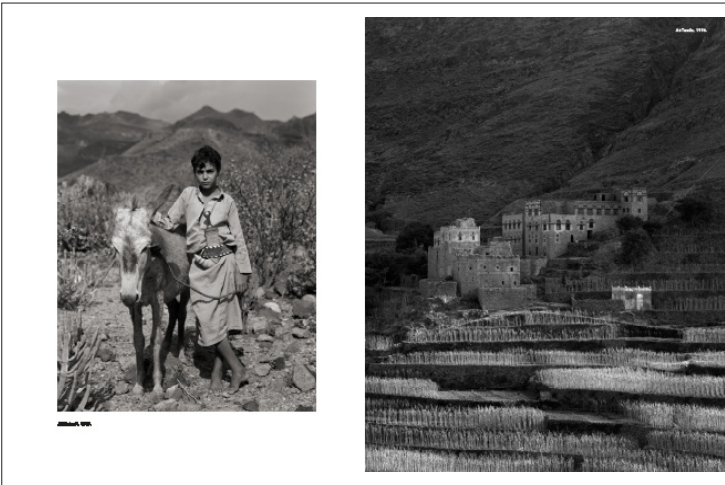
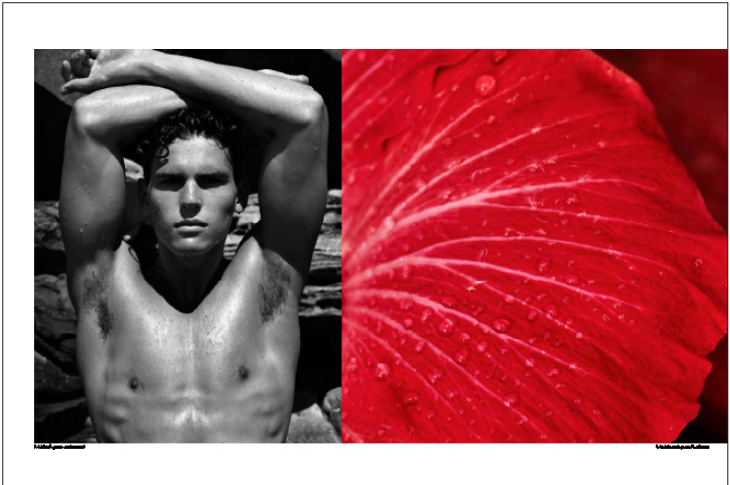
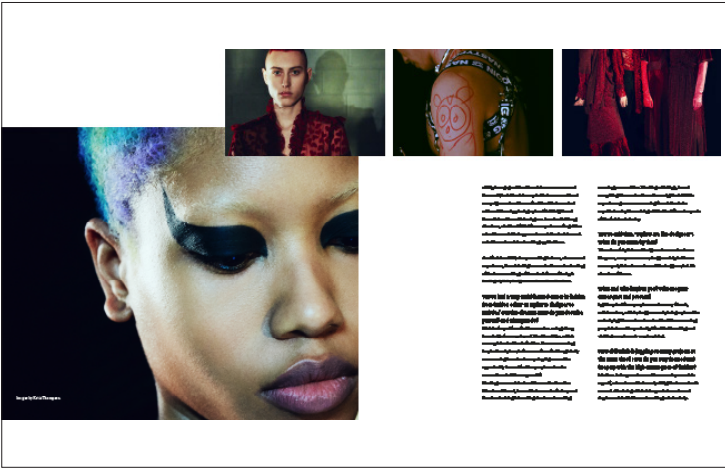
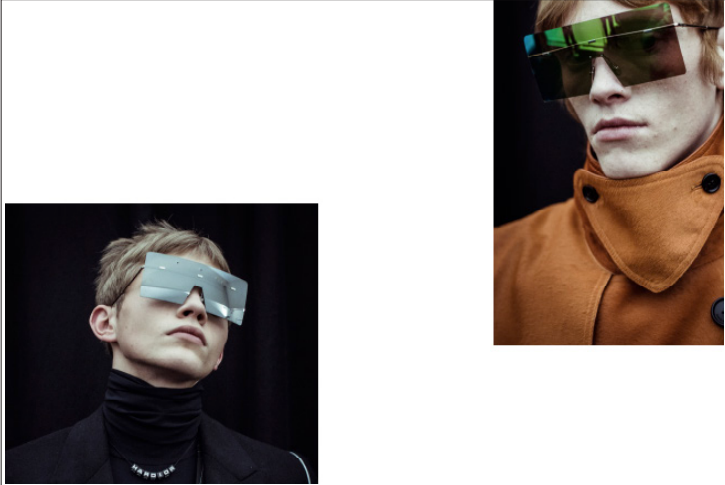
H MAGAZINE

An international men's fashion magazine from the Middle East that gives voice to a progressive generation of free-thinkers and creative spirits. **H MAGAZINE** is the first-of-its-kind magazine in both English and Arabic that celebrates and showcases a new era in menswear and fashion's transformative ability to permeate culture, art, music, film, architecture and beyond. It also acts as an international platform that promotes high-caliber talent from the Arab world.

Visually-driven, original, and culturally astute. Each issue is a collectable, a snapshot of its time, with inspiring and arresting visual storytelling accompanied by intelligent reporting, critical analysis, and insightful narratives through the vantage points of the most influential designers, artists, luxury brands, international tastemakers, and style icons. It's a chronicle of what's relevant and important at the present moment.

The magazine is produced biannually every March and September by indie-publisher MODE INTERNATIONAL based in Muscat, Oman.







CULT

H MAGAZINE has garnered a cult following of highly informed, affluent tastemakers and opinion leaders predominantly from the creative and cultural industries. 76% of our readers are male and 24% are female with an average age of 30.

PRINT

H MAGAZINE's innovative format of English and Arabic combined in one issue features two covers front and back; English from left to right and Arabic from right to left with different imagery for each article in each language that connect as a visual storyboard.

Global distribution of 25,000 copies across the Middle East in addition to key opinion-forming cities around the world including London, Paris, Milan, New York and Tokyo available at specialty newsstands, bookstores and concept stores. 17,500 copies (70%) are distributed in the Middle East and 7,500 copies (30%) in other international markets. In the Middle East, the United Arab Emirates (Dubai and Abu Dhabi) represents our largest market with 7,500 copies, followed by the Kingdom of Saudi Arabia (Jeddah and Riyadh) with 3,000 copies (private distribution only), Qatar 2,000 copies, Kuwait 2,000 copies, Oman 1,250 copies, Bahrain 1,250 copies and Lebanon 500 copies.





ONLINE

H MAGAZINE offers a multi-media reader experience online on website (h-magazine.com) and social media platforms including Facebook, Twitter and Instagram with curated stories from the print editions along with original content in the form of latest news, runway reports, behind the scenes, special previews, videos and fashion films.

10.4K

UNIQUE VISITORS
yr/yr

11.5K

VISITS
yr/yr


31.1K

PAGE VIEWS
yr/yr



A THOUSAND MILES

Presented by MARCUS W. HANSEN
 Photos by JONAHAS WELLS



Printed with love at VERACE



The Space Between

By MAX BRULINER
 Photographs by YOUNA ALARABSI

Photographer and filmmaker Youna AlArabski's work intimately captures where past and present, work and personal, and public and private life intersect.




Photo: AlArabski

Over the Rainbow

Leaving a lasting legacy of transformation, Christopher Bailey's keen eye for durability delivers a powerful message of love, hope and tolerance.

By MAX BRULINER
 Photographs by BRITT LOYD




When Christopher Bailey presented the Spring Summer 2016 collection for the British brand Burberry, he introduced the legend of the brand to the world in a new way. It was a collection that was not just about fashion, but about a message of love, hope and tolerance. Bailey's keen eye for durability delivered a powerful message of love, hope and tolerance. Bailey's keen eye for durability delivered a powerful message of love, hope and tolerance.

سحر الواقع


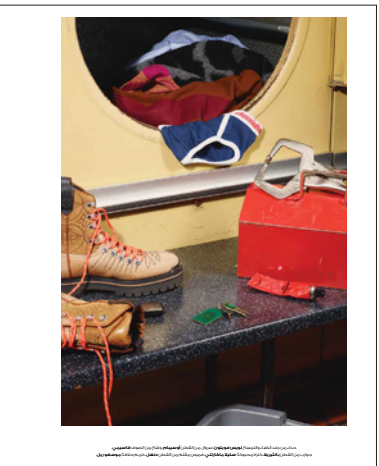
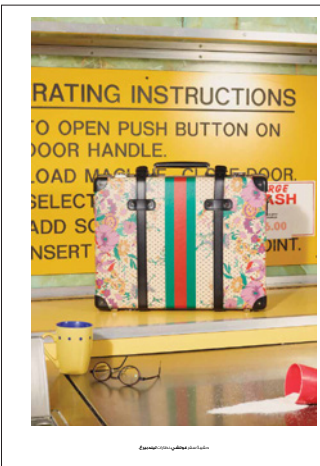
في عالمنا المتغير، يبحث الناس عن سحر الواقع. سحر الواقع هو سحر اللحظة، سحر المكان، سحر الناس. سحر الواقع هو سحر الحياة، سحر الحب، سحر الأمل. سحر الواقع هو سحر كل شيء، سحر كل شيء.



A New Renaissance

By MAX BRULINER
 Photographs by ARI LE

A partnership between Gucci and the legendary fashion designer Guccio Gucci bridges past and future, and revives the vibrant culture of a New York neighborhood.

ADVERTISING RATES

| | |
|------------------------|-------------|
| Inside Front Cover DPS | US\$ 30,000 |
| Center Fold | US\$ 28,500 |
| DPS1 | US\$ 26,000 |
| DPS2 | US\$ 24,000 |
| DPS3 | US\$ 22,000 |
| DPS4 | US\$ 20,000 |
| DPS5 | US\$ 18,000 |
| DPS | US\$ 16,500 |
| Opposite Contents | US\$ 11,500 |
| Opposite Flannel | US\$ 11,500 |
| Single Page | US\$ 9,500 |

DPS and SPS positions available in both English and Arabic sides of the magazine.

Advertorials, bespoke inserts, special operations, creative collaborations and strategic brand partnerships available on request.

TECHNICAL SPECIFICATIONS

SPS

Trim: Width: 230mm Height: 310mm
Bleed: Width: 238mm Height: 318mm

DPS

Trim: Width: 460mm Height: 310mm
Bleed: Width: 468 mm Height: 318mm

PRINTING MATERIAL

PDF High Resolution 300 DPI
Color: CMYK

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