

MASQUERADE

A woman with dark, wavy hair is the central figure. She wears a white, short-sleeved, pleated dress with a large bow at the waist and a thin black belt. She is also wearing dark sunglasses and has her hands raised in a dramatic pose. Her right leg is raised and bent, showing a black lace boot. Her left leg is also bent, showing another black lace boot. The background is a plain, light-colored surface.

MEDIA KIT

2017

INTRODUCTION

MASQUERADE “AN ALTERNATIVE VIEW”

Through in-depth editorials on the cultural sensitivities of the art, fashion and social issues of the East and West, Masquerade aims to emphasize how unity can be achieved through the recognition of what binds and differentiates various cultures.



Why do human beings need something that pleases the eye? Our word cosmetic comes from the Greek word kosmos which originally means ornament and decoration. Plato took this word and made it the name to refer to all that is – the universe. Thus began the philosophical journey of beauty. Several hundred years later the Roman architect Vitruvius noted that every work of architecture has to have firmitas, utilitas, venustas: stability, utility and beauty. “At Masquerade we define luxury as an priceless experience, a moment of wonder with the underlying fundamental of cherished beauty at the core”

A bi-monthly luxury lifestyle magazine, Masquerade aims to constitute an important voice between the East and the West. While we often focus on the similarities that bind a people together, it is important to also highlight the rich diversities that can unify cultures across time and in the present day. Through in-depth editorials on the cultural sensitivities of the art, fashion and social issues of the East and West, Masquerade aims to emphasize how unity can be

achieved through the recognition of what binds and differentiates various cultures. Our photo shoots, shot all over the globe, further reveal our missive to show how luxury in all its forms, is something universal and to be cherished by all.

We humans need beauty. The desire to create an artwork or beautifully-made luxury product is part of the same natural human impulse to create and experience beauty in our lives. But there is an edge to beauty. As Nobel chemistry laureate and playwright Roald Hoffman puts it, “Beauty resides at some tense edge where order and disorder, symmetry and asymmetry contend with each other in our soul, with both emotion and cognition entering into that struggle.

In each issue of Masquerade we celebrate the myriad forms of beauty that are presently being created in the Middle East.

Managing Editor
Ayman Haddad



THE MAGAZINE

Masquerade is one of the leading women's lifestyle magazines in the luxury sector. It represents the ideal of the Masquerade woman.



Masquerade is a publication that caters to the ideals of luxury, refinement and beauty. It is a publication that believes in the potential of a beautiful product to foster a creative dialogue across cultures, particularly between the East and the West. It understands the value of the cuttingedge and the need to be constantly advancing with the times. Each edition of Masquerade thus delivers content catering to an 'alternative view' regarding today's fashion, culture and art. The content of the magazine therefore engages each reader in her own way, foster an experience that caters to one's individuality.

As one of the leading female publications in the luxury lifestyle domain, the magazine represents the ideal of the Masquerade woman. She is someone who is elegant, stylish and gracious and whose wealth of knowledge about culture, art and fashion influences the latest trends on the market. The publication uses this feminine ideal to create a platform through which to showcase the Middle East's aesthetic under an international light. It also serves as a bridge on which to link cultural heritage with the modern avant-garde. Masquerade thus hopes to leave a legacy as one of the world's foremost and respected sources for innovative excellence within the fashion and lifestyle industry





MASQUERADE ONLINE

The website features select articles from each edition of the print magazine in addition to daily content regarding the latest news on the fashion, lifestyle, culture and art within the Middle East and internationally.



Masquerade's online presence is equally important as the title's print editions. Increasing technological advances coupled with the continued demands for superior mobile devices within today's market place make it imperative that readers can access *Masquerademag.com* at all times and from any location. The website features select articles from each edition of the print magazine in addition to daily content regarding the latest news regarding fashion, lifestyle, culture and art within the Middle East and internationally.

Masquerademag.com also provides full interactive feature content including live fashion shows/feeds, one-on-one interviews; shoot recordings and backstage clips, among other features showcasing the daily activities of the *Masquerade* team around the world. The website also allows for the possibility to subscribe to both the print and electronic editions of the magazine.

Lastly, *Masquerade* is active on a range of social networks platforms including instagram, twitter, pinterest and facebook providing public access to the magazine's cutting-edge content on a daily basis.



TARGET MARKET

The publication caters to the ideal of the *Masquerade* woman, who is well-educated and traveled, ambitious, sophisticated, strong, creative and able to move in and out of a variety of social and cultural worlds.



Masquerade is the voice of the new cosmopolitan, forward thinking and engaging generation. The publication caters to the ideal of the *Masquerade* woman. She is someone who is well-educated and traveled, ambitious, sophisticated, strong, creative and able to move in and out of a variety of social and cultural worlds. The publication's readers are similarly well-educated and discerning women interested in fashion, beauty, lifestyle, art and culture as well as in contemporary social issues.

Moreover, the publication focuses on "*Luxury as an experience*". Through tailor-made editorials and photo shoots readers are confronted with the extravagant, refined, exquisite and beautiful. *Masquerade* believes that one can learn from what is luxurious and that it is an experience shared by all cultures.



DISTRIBUTION

Masquerade magazine can be found at the region's most prominent locations and outlets. They include airport lounges, art galleries and places for high-end hospitality such as hotels and spas and social and business hubs.

The magazine is also present at private and sponsored events, where it targets the region's most influential women and tastemakers. Masquerade's distribution is also complimented by a lengthy list of subscribers that aids further in the strategic distribution channels of the publication.

In addition to private and sponsored events, Masquerade is additionally distributed in high -value locations including 4 & 5* hotels, 1st and Business class airport lounges, Business centres, Art Galleries, Spas and to all collaborative clientele.

Masquerade is distributed in the regio of the GCC, additionally Paris, London, New York, Los Angeles, Mumbai and Delhi. We are currently in the process of expanding our distribution further in Europe and areas of South East & East Asia.



PRINT SPECIFICATIONS

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240 x 300 mm
176 + 4 pages
Cover 250g with matt acrylic varnish.
Perfect bound, gold-embossed cover & spine.
Inside paper 110g semi-matt

The colour space must be CMYK or Grayscale. No RGB, LAB or embedded colour profiles (such as ICC profiles).
No files with PMS colours will be accepted without prior notification.

ADVERTISER SPECIFICATIONS

Booking deadline is 30 days prior to publication.
Material deadline is 21 days prior to publication.
Required format: High resolution print ready PDFs.
All files should have minimum bleed of 3 mm on all sides.
Images should be in 300 DPI.

	TYPE AREA (mm)	TRIM SIDE (mm)	BLEED SIZE (mm)
FULL PAGE	220 (w) x 280 (h)	240 (w) x 300 (h)	246 (w) x 306 (h)
DPS	450 (w) x 280 (h)	470 (w) x 300 (h)	490 (w) x 306 (h)

PUBLICATION

Language: English



ADVERTISEMENT RATES

POSITIONS & PRICES IN USD

Run of Book Single Page	\$8,000
Single Page (1st third)(inc. % guarantee)	\$9,000
Single Page Facing Contents/Masthead/Editor's Letter	\$10,000
Run of Book Double Spread	\$15,000
First, Second, Third DPS	\$17,000
Outside Back Cover	\$19,000
Inside Front Cover Spread	\$24,500
Inside Back Cover	\$10,000
4 page IFC gatefold	\$27,500
4 page OBC gatefold	\$22,500
Advertorial	On Request
Bespoke	On Request

ONLINE EDITORIALS Prices *Per Month*

Fashion	\$6,000
Art/Culture	\$4,000
Events	\$6,000
Destination	\$8,000
Bespoke	On Request
Website Sponsorship	On Request
Site Sponsorship (Global)	\$4,500
Article/Editorial Sponsorship	\$3,000

WEBSITE ADVERTISING

Creative Advertisement (Bespoke)	\$9,000
Creative Video	\$7,500
Pre-Video Advertisement	\$2,000

EMAIL MARKETING

Editor's Desk Newsletter	\$1,500
Subscription Sponsorship	\$4,000
Sign Up Sponsorship	\$2,000
Promotion Newsletter Sponsorship	\$4,000



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EDITORIAL CALENDAR

DYNASTIES: KINGS & QUEENS

FEBRUARY/MARCH

SUMPTUOUS OPULENCE & EXTRAVAGANCE - HAUTE COUTURE/FINE JEWELLERY

Knowledge and wisdom are fundamental pillars of success and prosperity, both past and present and with the dawn of a new year, brings another new day. We are driven to build on the lessons of yesterday, flourish from within our misfortunates and contribute further and greater to our impending success and eternal legacies.

Timbuktu – Mali, a country considered as the original “Eldorado”, a country so rich in culture that it was considered in its time as a “Centre of Cultural and Academic Excellence”, while also being home to greatest wealth ever known to mankind and it’s stupendously wealthy King Mensa Musa. Opulence and extravagance is a hallmark of most empires and monarchs, and non-more exemplifies these characteristics than the Russian empires of Catherine the Great, Peter the Great, the Romanovs’, culminating with Nicholas (II).

With every cloud there is a silver lining, and those winter blues are sure to be warmed up by the red-blooded abundance of affection and love in the air of St. Valentine’s Day. Truly there’s no better way into a women’s heart than “a girl’s best friend”, as we explore Basel World, the foremost calendar date in the world covering fine jewellery and watches. Undoubtedly, what better way to add some “Je ne sais quoi” as we explore the new offerings of the season with the opening of the season’s Haute Couture calendar.

APRIL/MAY

CONQUESTS & LEGENDS - ART AND LUXURY

Myth or infallible truth, if anything, “Legends” give rise to leaders, inspirational visionaries and conquerors of the impossible.

The backbone of both the Indian and British empires are as diverse, multi-cultured and rich as one may get, built on legends that have travelled and explored vast lands and seas of the Earth, and in doing so traded and exchanged knowledge, commodity, wealth, growth and prosperity.

We encounter two empires on acutely counter opposites of one another in terms of legacies, an Indian Empire that was quick to embrace unity, peace and love. A lasting reminder, a monument revered the world over, and described by Nobel laureate Rabindranath Tagore “the tear-drop on the cheek of time” - The Taj Mahal.

However, man’s insatiable conquest for power was the legacy of the British Empire built on legends of King Arthur and Excalibur, and William the Conqueror that inspired future explorers to travel to far reaching lands of Africa, Asia and the Americas. A prominent vessel that profited from such vested interest was the exuberantly powerful East India Trading Co.

A fascinating myriad of cultural integration that undoubtedly transformed and evolved these diverse empires, with many of the traditions and customs widely regarded as culturally similar.

JUNE/JULY

DÉJÀ VU - NEW WORLD THROUGH OLD EYES

Double take or evolutionary cycle, the Arabian & American empires both share many glaring similarities that could be mistaken for déjà vu; young, ambitious, superior, exemplary, innovative, proud, hasty and culpable.

Like the Arabian Empire, the American Empire is a myriad of immigrants that infused with the indigenous settlers, growing rapidly, crossing many lands and viewed as the beacon of prosperity and benchmark to the world.

The Arabian Empire can call to name warriors like Salah Addin al-Ayyubi, Umar Ibn Khattab, Tariq Ibn Ziyad who achieved legendary status for their accomplishments. In contrast, the fledgling American Empire has Washington, Franklin, Lincoln, JFK and Hollywood, with its Queen, none other than Marilyn Monroe.

At the half point of the year and what would be considered as half a millennium, we pause to reflect at the demise of one great empire and the rise of another, the lessons and tribulations that they can take from one another, to be a source of enlightenment and wisdom. It is a time for self-reflection, soul searching and pious observation, at a time no better than American Independence Day and, as half the globe observes the Holy month of Ramadan.



AUGUST/SEPTEMBER

DIVINE IMMORTALITY - THE FASHION ISSUE

Empires are a plentiful but non more impressive and immense that captured the world in their time and still to this day as many still allure to the romance and enchantment that were the Egyptian Pharaohic and Roman Empires.

Imperial, powerful, influential, glamorous, desirable, opulent, wealthy, decadent, impressive, cryptic and imperious are all expressions that one would associate to these empires, with an abundance of larger than life characters that defined their eras, Nefertiti, Tutankhamun, Julius Caesar, Cleopatra, Marc Anthony, Leonardo Da Vinci, Michelangelo and the House of Medici are but some.

Today’s empires are multi-dimensional, ethnically diverse, full of larger than life characters that carry a similar aura. Their stage today is a universal canvas that encompasses the globe with the headline arena commencing on the East coast of New York back through a world wind tour around Europe, culminating with the climax at the holy grail of Fashion in Paris, for the quintessentially most glittering date on the social and industry calendar of the fashion world.

OCTOBER/NOVEMBER

THE ROAD TO EDEN

From the Unparalleled, phenomenal, spectacular grandeur to the illusive, mysterious, divine spirituality, both the Persian and Viking Empires are steeped in grand feats, formidable in supremacy, dominant in influence and instrumental in innovation. The Vikings were the original architects of naval prowess navigating the globe. Amidst the magnificently spiraling Empire that covered most of the ancient world, the Persian Empire gave rise to the legendary “Silk Road” known as the “Persian Royal Road”, but also is where the rumored illusive “Garden of Eden” lies.

The true accomplishment of such diverse worlds was a common aspiration of growth and prosperity on which we find ourselves at opposites ends within today’s world, a challenge that can be overcome through collective communication, reflection and recognition.

At a time of distorted realities we are in need of the both the spectacular & phenomenal, the illusive & mysterious intertwined by divine intervention.

DECEMBER/JANUARY

WINTER WONDERLAND / NEW HORIZONS

Mystery, fantasy & strength; In the furthest corners of the East we explore the 5 prosperously great dynasties of the Chinese Empire, shrouded in rich history and culture, an indulgent Shangri-La until this day with many enigmas protected within the Great Wall and the Forbidden City, again an important and dominant leader in the world. We also shine a light on the “Andalusian” triangle of Portugal, Morocco and Spain, and the “Battle of the three Kings”.

As we set into the final days of the year however you view Christmas, it is a time in the year that is universal in bringing the world together to appreciate one another, forgive all for the failings of one another. We reinforce and strengthen the bonds with all those around us, cherishing memories, and anticipate many more wonderful memories for the years to come. We look to the horizon for a brighter world filled with joy, embracing love, hope and prosperity and rich in possibilities and unity.

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