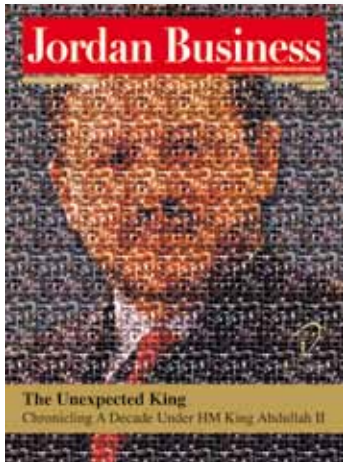


# الأنثى

أسلوب حياة



2011  
Media kit



# ABOUT

## The Publishing House

Known as the leading publishing house in Jordan since 1997, Front Row Publishing & Media Services (previously Grumpy Gourmet Publishing), began with the Arab world's first quarterly magazine devoted to the hospitality industry; as an independent body dedicated to improving the level of service and quality of food in hotels and restaurants. Grumpy Gourmet was instantly popular with dining connoisseurs and gourmet enthusiasts seeking value and quality, and established itself as the standard bearer in the region. Today, Front Row has grown to offer a comprehensive line of English and Arabic publications; category leaders and best sellers reaching over 150,000 readers every month.

- Jordan Business – Jordan's premier corporate magazine
- Living Well – Jordan's best-selling lifestyle magazine
- Anty ('You' in Arabic) – lifestyle for the Arab woman
- Home – the art of living
- Living Well Weddings – the definitive guide for today's bride
- Royal Wings -- The Official in-flight magazine of Royal Jordanian Airlines, an international airline that flies to over 35 countries

Boasting the highest magazine readership in Jordan with a subscriber base in the thousands, reaching as far as Scandinavia, North America, and Australia, Front Row is also an official media representative for HELLO! and Forbes Arabia.

The success of Front Row rests on a solid foundation of quality content, innovative design, and personalized care for a diverse client base. Its publications are carefully targeted and reach the audience that counts, with precision. With a global network of contacts and selected partnerships with international providers, Front Row continues to set the standard as a pioneering publisher in Jordan.

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## Mission Statement

### Anty

Anty is the one & only Arabic lifestyle magazine in Jordan, dedicated for women. With over 12,000 copies in monthly circulation, we present to our readers valuable and attractive information by bringing to the surface issues of concern to the community in general and women in particular; moreover, we highlight Jordanian women achievers in all fields to both inspire and. Our experienced editorial team reports news and exclusive features with Arab celebrities and dignitaries from Jordan and the Arab world. Anty also continues to provide its readers with the hottest and latest looks, trends, and buys in town, with a touch of international flavor. Its appealing format, editorial structure, and top-quality contributors have always made the magazine the front-runner in quality daces sibility.



# Anty

Content

أسلوب حياة

## Anty Magazine's Content

### Features

Hard lined features and investigative reports derived from both the Jordanian community and the Arab World. This section also provides our readers with the latest in health, relationship, and social topics and information

### Interview

Interviews with key figures, celebrities and accomplished Jordanian women in different fields



# Anty

Content أسلوب حياة

## Style Fashion

Anty's 20 + pages fashion file provides the ultimate guide to fashionistas, as this section highlights world class fashion alongside budding designers mixed in a visually stimulating and engaging layout.



## Content

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### Beauty

Guide on latest make-up and beauty products ranging from the ultra-luxurious to run of the mill items found in your local drug-store in addition to spa and cosmetic treatment reviews

### Working women

Articles addressing today's women with busy schedule on fitness, diet, and overall ideas on how to get an edge in today's hape.

### Decor

Home décor providing types, advice, and articles on how to appreciate your immediate surroundings.



### Cuisine

Section with recipes and our world famous restaurant reviews section, Grumpy Gourmet

### Religion

Frequently asked questions answered by our religious experts.

### Agony Aunty

Dr. Najwa Aref the renowned social and family counselor answers readers questions and provides them with honest solutions to their problems.





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## Regulars

Opinion pieces by well known intellectuals.  
Entertaining tidbits, newsletters, and more.

## Circulation/Distribution

**Circulation:**  
12,000 copies.

## General Distribution:

3,500 subscribers including VIP lists  
News Agencies-JDA, Royal Court, 5 star hotels in Amman, Dead Sea, Petra & Aqaba (Exclusively--in all rooms), Restaurants and popular coffee shops, Private Hospitals and Doctors, Banks, Fitness Centers, Men and Women's fashion retail outlets, On board Royal Jordanian Airline flights (First Class), Embassies and diplomatic missions

## Demographics

Anty distinguishes itself by targeting an up-market readership. The magazine can boast a cosmopolitan diverse readership with discerning tastes and high disposable incomes.

Targeted mainly at Socio-economic group A, members of middle up to upper class society, Anty is the definitive guide on all aspects pertaining to lifestyle for women ages 22-62 years.



## Client List

- Fashion
- Make-Up & Beauty
- Fashion Accessories
- Luxury Goods
- Jewelry & Watches
- Lifestyle
- Travel & Airline
- Spas & Wellness Centers
- Fitness
- Cuisine
- Food & Beverage
- Chocolate
- Hotels, Restaurants, Cafes, & Night Clubs
- Gizmos & Technology
- Telecommunications
- Automobiles
- Home
- Corporate
- Banks & Credit Cards
- Insurance
- Investments, Stocks, & Real Estate
- Real Estate and Housing companies



## Contact Us

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Visit Our Website

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