

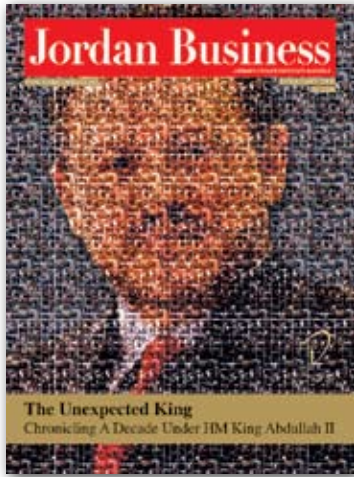
# LIVING

WELL

There's living.. and there's  
*Living Well*



2011  
Media kit



# ABOUT The Publishing House

Front Row Publishing & Media Services (formerly known as Grumpy Gourmet), established in 1997, is now the leading publishing house in Jordan. Front Row's infinite drive for excellence and sophistication generates the highest readership in Jordan, with a growing subscriber base reaching as far as North America. With a grand variety of publications, each magazine is targeted to a precise audience to ensure content that is current, comprehensive, and engaging.



## Our History

Front Row began with the Arab world's first quarterly magazine devoted to the hospitality industry – an independent body dedicated to improving the level of service and quality of food in hotels and restaurants in Jordan and beyond. It immediately became popular with dining connoisseurs and gourmet enthusiasts seeking value and quality, and has established itself as a publishing leader in the region ever since. Today, Front Row Publishing & Media Services represents a comprehensive lineup of English and Arabic magazines that include *Living Well*, *Anty*, *Jordan Business*, *Home*, and *Living Well Weddings*, to name but a few.



## Our Magazines

Front Row magazines highlight up-to-date and relevant social, cultural, political and business issues shaping Jordan and the world today. A trailblazer in the country's magazine publishing industry, Front Row Publishing & Media Services prides itself in producing the most original and inspiring editorial content in the Kingdom. It blends Jordanian culture, style, and entertainment while maintaining mass appeal by relating these themes to a wider regional and international audience.

- **Jordan Business** – Jordan's premier corporate magazine
- **Living Well** – Jordan's best-selling lifestyle magazine
- **Anty** – 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

*Living Well*

# Mission Statement



As Jordan's best-selling lifestyle magazine, *Living Well* needs no introduction. Being the first in the market and having been around for almost a decade, *Living Well* is truly a reflection of modern society.

With 12,000 issues in circulation every month,

*Living Well* has firmly established itself as a market leader and trendsetter. Featuring investigative reports and features on social and cultural issues, *Living Well* is the lens overlooking the region. Our experienced editorial team reports news and exclusive features with the most high-profile celebrities and dignitaries in Jordan and around the world. *Living Well* also continues to provide its readers with the hottest and latest looks, trends, and buys in town; with a touch of international flavor. Its unique format, editorial structure, and top-quality contributors have always made the magazine the front-runner in quality and accessibility. *Living Well* combines the latest, trendiest content in the region with exclusive interviews and news on the hottest international celebrities.

Maintaining this position of leadership, *Living Well* not only informs readers on where to shop, but also where to eat, where to travel, and where to find the latest in both the city's and the region's art, music, and culture scenes.

# LIVING WELL

## CONTENTS



### • Perspectives

Hard-lined features, extensively covered exposés, and investigative reports from across the globe, in addition to interviews with key figures and celebrities. This section also provides our readers with the latest in health, relationships, and social topics and information.

### • Concierge

Fun-filled section with information on the latest in art, film, technology, travel, design, and beyond in addition to celebrity gossip and entertainment.

### • Mindset

Opinion pieces by local and international intellectuals.

### • Radar

The ultimate guide on what's going on in and around the country, with news items on art, design, culture, events, charities, etc.



# LIVING WELL

## CONTENTS



### • *Style Fashion*

Rendered a fashion bible by both local and regional readers, *Living Well's* fashion file provides the ultimate guide to fashionistas, with up to one third of the magazine dedicated to fashion and style. No stone is left unturned as this section highlights world class fashion alongside budding designers, mixed in a visually stimulating and engaging layout.



# LIVING WELL



## • *Style Accessories*

Covering an up-to-date and extensive range of both jewelry and accessories by local and international talent.

## • *Style Vanity*

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



# LIVING WELL

## • Cuisine

Section with recipes, advice for connoisseurs, articles on food, and our world famous restaurant review section, Grumpy Gourmet Reviews.

## • Mind, Body, & Soul

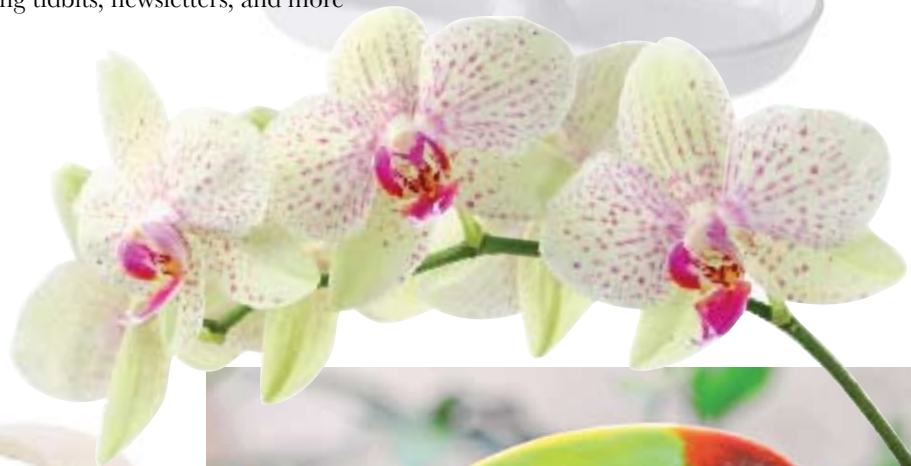
Articles addressing today's women facing a busy schedule, with fitness, diet, and overall ideas on how to get and stay in shape.

## • Locale

Home décor and travel pages providing tips, advice, and articles on how to appreciate your immediate and distant surroundings.

## • Regulars

Entertaining tidbits, newsletters, and more





## Client List

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



## Ad Specifications

### **Technical information:**

Page size: 21.5 x 28.5 cm  
 Artwork size: 21.5 x 28.5 cm  
 Please add 5mm bleed.

**Artwork:** To be delivered on **CD (illustrator EPS format)** with one signed colored printout.

## Circulation/Distribution

### **Circulation:**

12,000 copies

### **General Distribution:**

- Over 4,000 Subscribers including VIP lists
- News Agencies-JDA
- Royal Court
- 4 and 5 star hotels (Exclusively available 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

With an affluent, top-notch audience, *Living Well* 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-upper to upper class society, *Living Well* is the definitive guide on all aspects pertaining to lifestyle for women ages 22-62 years.

## Awards

Representing success for Jordan in the business world, *Living Well* magazine was chosen as the Best Magazine in the Middle East. Front Row Publishing & Media Services (previously Grumpy Gourmet) received the International Quality Summit Award 2007 in the Gold Category presented to *Living Well* magazine on May 28, 2007, in a gala dinner awards ceremony held at the prestigious Marriott Marquis in New York. The prominent event was attended by outstanding personalities from the business world and the diplomatic corps from across the globe.



## Contact Us

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## Visit Our Website

[www.livingwell-magazine.com](http://www.livingwell-magazine.com)  
[www.frontrowjo](http://www.frontrowjo)