

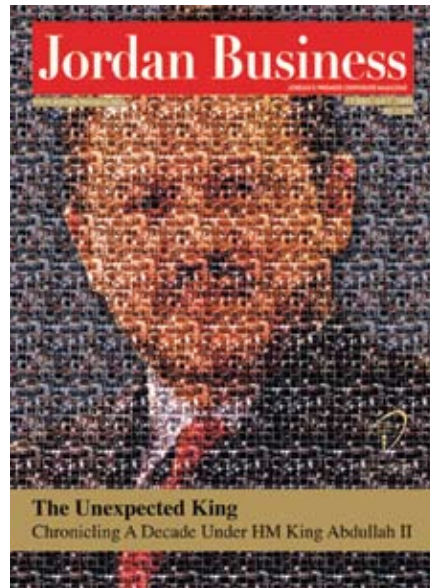
Jordan Business

JORDAN'S PREMIER CORPORATE MAGAZINE

Media Kit

2011

Every word counts.
In real terms.



Front Row Publishing & Media Services

Front Row Publishing & Media Services (formerly known as Grumpy Gourmet), established in 1997, is 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 for a studied audience to ensure content enjoyment, affluent readership and precision of taste. 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 the rest of the region. It was immediately popular with dining connoisseurs and gourmet enthusiasts seeking value and quality, and has established itself as the standard bearer in the region ever since.

Today, Front Row Publishing & Media Services publishes and represents a comprehensive line up 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 the latest and most 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, inspiring and richest editorial content in the Kingdom. Presenting an ingenious embodiment of Jordanian culture, style and entertainment, Front Row also upholds its standards and mass appeal by relating these themes to a wider regional and international audience.

Jordan Business

Jordan's premiere corporate magazine focuses on the latest in business, economics, politics, marketing, management and technology. *Jordan Business* offers an unrivaled comprehensive and critical approach to covering the Kingdom's vital business news, as well as developments within a regional context.

Frequency: Monthly

Circulation: 10,000

Distribution: Jordan, Lebanon and the United Arab Emirates

Web site: www.jordan-business.net

FRONTROW

PUBLISHING & MEDIA SERVICES



Living Well

An English-language luxury and lifestyle magazine, *Living Well* highlights a modern Jordanian society, blending finesse with a keen sense of sophistication. Exposing the latest in global fashion, *Living Well* sheds light on current social issues, offering an all-rounded coverage of Jordanian cultural news and events.

Frequency: Monthly

Circulation: 12,000

Distribution: Jordan, Lebanon, Egypt, Syria and the United Arab Emirates

Website: www.livingwell-magazine.com

Anty

An Arabic-language magazine, *Anty* strives to achieve its exceptional aim of enlightening Arab women with domestic, regional and international social issues, as well as fashion, news and leisure. Featuring key local and Arab figures in the fields of art, fashion, culture and media, *Anty* offers its readers elegantly candid content and design.

Frequency: Monthly

Circulation: 15,000

Distribution: Jordan, Lebanon and the United Arab Emirates

Web site: www.antymagazine.com

Home

Jordan's primary and leading interior design and décor magazine, *Home* showcases a wide variety of relevant issues related to furnishing, decoration, and transforming your house into a real "home." Providing readers with the latest in home products and accessories, *Home* offers resourceful advice on interior design and on how to approach the world of decorating. *Home* also gives its readers an exclusive peek into the spectacular world of Jordanian and international homes, gardens, and architecture.

Frequency: Monthly

Circulation: 10,000

Distribution: Jordan

Web site: www.livingwellhome-magazine.com

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About Us

Established in 2004, *Jordan Business* has managed to posit itself as the Kingdom's leading independent corporate magazine, tackling issues pertaining to the country's commercial, economic and political landscapes – comprehensively, analytically and with integrity. Through regular features as well as exclusive coverage and interviews, *Jordan Business* is committed to presenting a repertoire of pluralist ideas and viewpoints. To date, it is the only English Jordanian monthly publication to feature His Majesty King Abdullah II and Her Majesty Queen Rania al Abdullah in exclusive *cover story* interviews.

Mission Statement

Jordan Business' core mission is to move business in the Kingdom and the rest of the region forward. Through content, context and collaboration with private sector as well as government and civil society actors, *Jordan Business* serves as an indispensable resource for leaders in Jordan, the Levant and the Middle East and North Africa region more broadly. Our forward perspective and useful insights into business, economic and political developments inspire our audience of readers to turn ideas into action. Leaders from all spheres of life rely on *Jordan Business* to make smarter decisions in their businesses, careers and investments, essentially making us their trusted advisor.

Editorial Coverage

Our editorial coverage aims to give the magazine's audience of readers timely access to the information they need to move forward. Regular sections in the magazine include but are not confined to:

Blurbs & Retrospective: In today's world of rapid globalization and information overload, leaders are increasingly starting to rely on *Jordan Business* to filter what's essential for them to know – intelligently. Whether it is a story about corruption or uncovering the truth about the sorry state of unemployment in the region, we put news into sharp focus and perspective. Conversations that start in *Jordan Business* often continue in executive boardrooms and government halls, and are often picked up by other media outlets.

Features: From some of the challenges facing small businesses to the success of Jordanian entrepreneurs locally and abroad, *Jordan Business'* features are fresh, punchy and appealing to leaders region-wide.

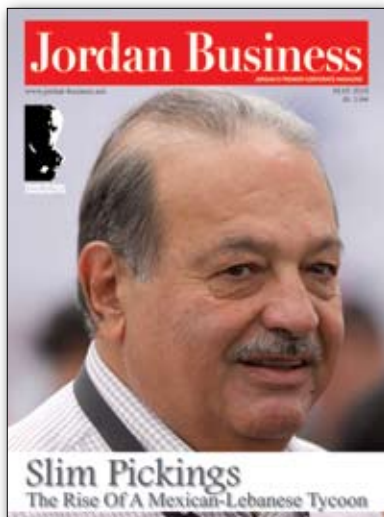
Economy: One of the few business publications in the region with a professionally trained economist as its editor-in-chief, *Jordan Business* offers unparalleled insight into what drives economies all around the region.

Politics: Business and politics go hand in hand, and so does *Jordan Business*, which, with its extensive network of top analysts, is able to deliver local insights and regional perspectives to help business professionals stay on top month in, month out.

Technology: Through regular features, *Jordan Business* delivers the vital insight affluent professionals need to make the most of technology at work and in their personal lives.

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Company Profiles: Our company features identify those that are setting the standards for success and analyze how their strategies are shaping the future of business in the region.

Editorial Management

Jordan Business is currently headed by Marwan A. Kardoosh, who is the magazine's editor-in-chief. Kardoosh is supported by two of Jordan's best young writers: Naseem Tarawnah and Zaina Steityeh. The magazine deliberately maintains a small number of in-house writers but achieves its considerable influence as a catalyst for change by bringing together and deploying the skills of an extensive network of experts that its staff members have established over many years – consultants, policy specialists, business people, politicians and journalists, among many others.

Quality Assurance

- The content of *Jordan Business* is entirely original. This is what sets *Jordan Business* apart from other magazines. The emphasis of the magazine is on quality, erudite information specific to Jordan and the region.
- The magazine retains editorial independence for its entire content. This fact adds to its value among its wide and influential readership.
- *Jordan Business* employs qualified writers and journalists whose analyses are based on empirical and academic knowledge of the industries and fields they tackle, as well as a familiarity with international standards of business operation and established regional business practices.
- All writers are qualified in their respective fields and use a multi-disciplinary approach (in business, economics, politics and social development) towards their work. Other areas of expertise include the environment, social media, communications and technology.
- *Jordan Business* conducts quality assurance on its content through a rigorous process of editing that includes structural and copy editing, and finally proofreading both on screen and hard copy.

Why Advertise In *Jordan Business*?

Jordan Business is unlike any other publication in the Kingdom because of its quality content, strong distribution channels and highly influential readership.

Apart from a growing body of readers who buy the magazine on a monthly basis, as well as a rising number of annual subscribers both in Jordan and abroad, the magazine is distributed to a VIP list of Jordanian individuals and leading organizations, the diplomatic community, five-star hotels across Jordan, the Queen Alia International Airport, as well as on board business class cabins on Royal Jordanian flights. This readership is well traveled regionally and internationally, and includes high profile businesspersons, politicians, diplomats, expatriates, economists, researchers, academics, media personnel and a broad range of professionals. In sum, people who have strong purchasing power.

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Jordan Business Forum

In its continuous effort to innovate, 2010 witnessed the birth of a new forum, simply called the Jordan Business Forum. A forum like this has long been an ambition of *Jordan Business* – a magazine that dedicates its editorials, features and analytical work not only to raising the standards of journalism in Jordan, but also to elevating the level of open, critical dialogue that is very much a centerpiece of developing nations with big aspirations. In its six years of existence, *Jordan Business* has managed to place itself at the forefront of critical inquiry and independent analysis, and so the move from printed to spoken word only seems like a natural step in its evolution.

It was an auspicious start. The first forum provided a long-awaited scrutiny of just how much Jordan's economy has fallen victim to the global recession and in what ways it has had to contend with and adapt to it. The second forum, held in November, was dedicated to discussing Jordan's energy portfolio – perhaps the biggest challenge for the Kingdom's sustainable economic growth. Both events have been highly successful and very well attended.

