

## THE MUSLIM WEEKLY

is an independent non-sectarian, non-biased newspaper, covering national and international news, people and community, current affairs, lifestyle, women's issues, employment, education, sport, history, art, culture and much more.

## WE AIM

to be factual and objective in both our reporting and analysis. We believe this is the best way to promote better understanding of Islam and Muslims. We wish to convey the fact that Islam is a diverse and tolerant religion, and that Muslims are participating positively and making rich contributions to society.

## READERSHIP PROFILE

### VOICE FOR THE MUSLIM COMMUNITY

7 out of 10 of readers believes that The Muslim Weekly is the voice of the Muslim Community in the UK.

### YOUNG READERS

74% of our readers are below the age of 44, the youngest of any national newspaper reflecting the Muslim population in the UK.

### RISING SOCIO-ECONOMIC GROUPS

The social class profiles of our readership has a pronounced skew towards the rising professional and managerial groups with an ABC1 average issue readership of 67%.

### MORE THAN A NEWSPAPER

6 out of 10 readers keep our newspaper for reference purposes – increasing the chance of an advert being seen and an opportunity to pick up secondary readership.

### TARGETED READERSHIP

Population growth ratio indicates that there are more than 2 million Muslims in the UK with potential readership of 200000. According to Census 2001, three quarters of Muslims (74 per cent) were from an Asian ethnic background, predominantly Pakistani (43 per cent), Bangladeshi (16 per cent), Indian (8 per cent) and other Asian (6 per cent). There were almost 1.2 million Asian Muslims living in Great Britain in 2001. One in ten Muslims (11 per cent) were from a White ethnic group, 4 per cent were of White British origin and 7 per cent from other White backgrounds including Turkish, Cypriot, Arab and Eastern European. A further 6 per cent of Muslims were of Black African origin, mainly from North and West Africa, particularly Somalia.

**The Muslim Weekly**  
The Voice for Muslims in Britain

## ADVERTISING RATES

### ARTWORK FORMATS:

High Resolution PDF, TIFF or JPEG  
For website GIF or JPEG format

### INSERTS:

Flat A4, A5 or A6 @ £75 /thousand  
Booklets A4 or A5 @ £125 /thousand

### ADVERTORIAL RATE:

15% extra on general rates

### CONTRACT DISCOUNTS:

Special discounts for multiple advertisements and charities.

### SPECIALS:

4 Page cover wrap  
4 Page centre supplement

### DEADLINES:

We adhere to tight print deadlines  
All artwork and documents are to be with us by Tuesday afternoon.

### COPY REQUIREMENTS:

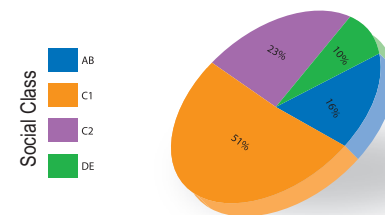
MONO & COLOUR: Camera ready artwork of film.  
(Right reading emulsion side down negative film)  
ELECTRONIC ARTWORK preferred for best reproduction  
IN-HOUSE DTP: Apple Macintosh  
SOFTWARE: QuarkXpress 4&5, Photoshop & Illustrator

EMAIL: [sales@themuslimweekly.com](mailto:sales@themuslimweekly.com)  
WEBSITE: [www.themuslimweekly.com](http://www.themuslimweekly.com)

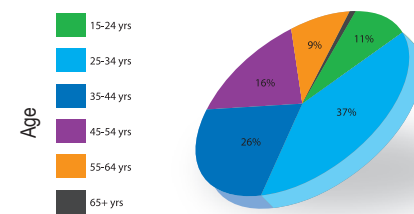
Tel: 08703 606 607 / 020 73771919  
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Out of office: 07713 471 905

117 Whitechapel Road  
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POPULATION	Profile %
All Adults	100
Man	62
Woman	38



SOCIAL CLASS	%
AB	16
C1	51
C2	23
DE	10



AGE	%
15-24	11
25-34	37
35-44	26
45-54	16
55-64	9
65+	1

Source: Readership Survey June 2005

ADVERTISING RATE	COLOUR	MONO
Inside Full page	£2500	£2000
1/2 page	£1500	£950
1/4 page	£750	£675
1/8 page	£350	£300
1/16 page	£200	£175

General Rates: (excluding Classified/Recruitment and Back cover rates)

BACK PAGE RATE	COLOUR
Full Page	£4000
1/2 page	£2200
1/4 page	£1200
1/8 page	£700

RECRUITMENT RATE	COLOUR	MONO
Inside Full Page	£4000	£3000
1/2 page	£2200	£1600
1/4 page	£1100	£600
1/8 page	£550	£350
1/16 page	£250	£200

WEBSITE ADVERTISEMENT	PER WEEK
468 x 60 pixels	£200 (min 4 weeks)
140 x 60 pixels	£100 (min 4 weeks)

For other sizes and series discount please contact our sales team.

### Agency Commission - AOA

### MECHANICAL DATA

Print Area	350mm x 259mm
1/2 page	175mm x 259mm
1/4 page	175mm x 127mm
1/8 page	87mm x 127mm
1/16 page	87mm x 63mm
<b>MONO &amp; COLOUR SCREEN</b>	<b>85</b>
<b>DOT GAIN</b>	<b>30% to 50%</b>

## PROMOTE YOUR BUSINESS

- To more than 2 million Muslims in the UK
- To people with interest and influence in Islamic culture.
- To curious, information-hungry, social, well educated readers

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[sales@themuslimweekly.com](mailto:sales@themuslimweekly.com)

For more information, please call us on  
**08703 606 607**