



international

FINE ART AND ANTIQUES FAIR

Wednesday 12 November – Saturday 15 November 2008

Abu Dhabi National Exhibition Centre, Abu Dhabi, UAE

Visitor Marketing Plan

The Abu Dhabi International Fine Art & Antiques Fair will benefit from imaginative publicity campaigns embracing a wide variety of media outlets: high quality lifestyle magazines, international and national newspapers and trade press across the Middle East region and overseas

Target Visitor Groups

- Sheikhs & Sheikha's
- CEO and VIP's
- Art and antique Collectors
- Architects
- Interior decorators and designers
- Photographers
- Government departments
- Auctioneers and Antique dealers
- Bodies promoting Art and Antique
- Hoteliers
- Museum Curators
- Tourists
- Cultural foundation
- Ministries of culture and information
- Institutional buyers
- Art Critics



Our advertising and promotion campaign will bring visitors from the Pan Arab (United Arab Emirates , Saudi Arabia, Bahrain, Kuwait, Oman, Qatar and Yemen), Middle East and North African regions (Libya, Sudan, Somalia, Kenya, Tanzania, Uganda), Levant regions (Syria, Jordan, Lebanon) the Indian sub-continent (India, Pakistan, Bangladesh and Sri Lanka) and the CIS countries.

Media Partners

- **Millionaire Magazine- Official Publication**
- Middle East Interiors
- Antiques Magazine
- European Magazine
- Aquatoria of Luxury Life
- Art Map
- Alef Magazine
- Arabesque Magazine
- Bahrain Clientale
- Etihad Inflight Magazine
- What's New
- Choc-Shop.ru
- Dubai Magazine
- Al Hasnaa Magazine
- Al Sada magazine
- Architecture Plus
- Hia Magazine
- Sayidaty Magazine
- Latest Magazine
- Limited Edition Magazine
- Oyoun magazine
- Soura Magazine
- Tasamim/ Designs Magazine
- Al Sharq Al Awsat Magazine

Website Media Partners

- Palm Beach Fair, USA – www.palmbeachfair.com
- Araboo – www.araboo.com
- Artnet – www.artnet.com
- Idbazaar – www.idbazaar.com
- Middle East Events – www.middleeastevents.com
- AME Info – www.ameinfo.com



Photographs courtesy Centro Antiquario Romano di Roberto Parenza and images above and following pages



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Media List for Advertising, Editorials and Interviews:

MIDDLE EAST PRESS			
Title	Type	Region	Circulation
Time Out Abu Dhabi	English Weekly	Abu Dhabi	16,000
Conceirge Abu Dhabi	English Monthly	Abu Dhabi	10,000
Arabian Homes	English Monthly	Bahrain	50,000
Alwasat	Arabic Daily	Bahrain	30,000
Akhbar Al Khaleej	Arabic Daily	Bahrain	37,000
Gulf Daily News	English Daily	Bahrain	10,000
Time Out Dubai	English Weekly	Dubai	30,000
Conceirge Dubai	English Monthly	Dubai	21,000
Jumeirah Magazine	English Bimonthly	Dubai	18,000
Ettihad Inflight	A/E Monthly	Inflight - AD	10,000
Portfolio	A/E Monthly	Inflight - Dubai	50,000
AdDustour	Arabic Daily	Jordan	80,000
Al Hayat (KSA Edition)	Arabic Daily	KSA	270,000
Arab News	English Daily	KSA	56,000
Al Eqtisadiah	Arabic Daily	KSA	82,000
Al Riyadh	Arabic Daily	KSA (Central)	180,000
Al Jazirah	Arabic Daily	KSA (Western)	175,000
Okaz	Arabic Daily	KSA (Western)	250,000
Al Qabas	Arabic Daily	Kuwait	87,650
Al Rai Al Aam	Arabic Daily	Kuwait	88,000
Collection Magazine	Arabic Monthly	Lebanon	28,000
L'Orient Le Jour	French Daily	Lebanon	18,000
Al Nahar	Arabic Daily	Lebanon	40,000
Daily Star	English Daily	Lebanon	35,000
Al Sharq	Arabic Daily	Qatar	65,000
Qatar Tribune	English Daily	Qatar	30,000
Al Sharq Al Awsat	Arabic Daily	Regional	250,000
Canvas	English Bimonthly	Regional	40,000
Bidoun	English Quarterly	Regional	18,000
Gulf Connoisseur	English Bimonthly	Regional	25,000
Arabies Trends	English Monthly	Regional	60,000
Shawati	A/E Monthly	Regional	10,000
Gulf Marketing Review	English Monthly	Regional	16,500
Gulf Interiors	English Quarterly	Regional	12,000
Hotelier Middle East	English Monthly	Regional	8,094
Commercial Interior Design	English Monthly	Regional	13,873
L'Officiel Middle East	Arabic Monthly	Regional	15,000
Inside Out	English Monthly	Regional	40,000
Architecture Plus	English Monthly	Regional	15,000
Identity	English Monthly	Regional	15,000
Millionaire Magazines	English Bimonthly	Regional	23,000
Gulf News	English Daily	UAE	94,000
Khaleej Times	English Daily	UAE	69,000
Al Ittihad	Arabic Daily	UAE	94,000
Emirates Home	English Monthly	UAE	21,500
Al Bayan	Arabic Daily	UAE	94,000
Al Khaleej	Arabic Daily	UAE	90,000
MEED	English Weekly	UAE	6,000
What's On	English Monthly	UAE	32,000

Photograph courtesy Gallery Michel-Guy Chadeaud





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INTERNATIONAL PRESS			
Title	Type	Region	Circulation
La Gazette de l'Hotel Drouet	French Weekly	France	60,000
Il Giornale dell'Arte	Italian Daily	Italy	16,000
Wall Street Journal	Worldwide	New York	20,00,000
Antiques Magazine	English Weekly	UK	16,000
Antiques Trade Gazette	English Weekly	UK	20,000
The Art Newspaper	English Monthly	UK and Int'l	100,000
International Herald Tribune	English Daily	Worldwide	242,073
Financial Times	English Daily	Worldwide	590,000
The Times	English Daily	Worldwide	692,581
The Daily Telegraph	English Daily	Worldwide	901,238
Antiquariato	Italian Monthly	Italy	30,000

Programme of Press releases

Highly experienced PR professionals will be generating news and features relating to the following topics:

- Why investing in Art and Antiques is a good idea
- Interviews with prominent collectors
- Interview with Sheikh Sultan
- Interview with Cultural Foundation
- AD Government's plan to stimulate art and antique sales
- Art in the boardroom – why it is a good idea
- Mixing modern design with antiques: pictures place in Inside Out for example
- Art & Antiques: the social scene
- Exhibitors from around the world to participate
- The vetting procedure
- "Museum piece" Feature news
- "Abu Dhabi Designer" Feature news
- \$500 million of art coming
- Wealthy buyers coming to buy
- Record number of galleries coming

Photograph right and below courtesy Gallery Michel-Guy Chodet





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Direct Mail Invitations

Direct mailing will be undertaken by Turret Middle East, with an enviable database of 10,000 wealthy clients, all of whom will be invited to attend. The following are the sources for the databases:

- In-house database of 5,000 wealthy individuals
- Abu Dhabi Cultural Foundation database of 5,000 collectors
- International Invitations to key buyers around the world
- ADNEC VIP list
- Media partner circulation lists
- Architects and interior designer lists
- High net worth individuals via Embassy invitations
- Business Groups (British, French, Swiss, Italian, American and German)
- CEO Club
- Abu Dhabi Ladies Club & International Business Women Group
- Young Presidents Organization
- Exhibitor Client invitations

Personal Visits to Sheikhs and Sheikha's

Personal visits will be made to invite the members of the UAE Royal family, VVIPs and "crème de la crème" of the region to this prestigious fair. Special care will be undertaken to brief them about the art and antiques on display.

Patrons Preview

The Patron Preview is in appreciation of our patron Abu Dhabi Authority for Culture & Heritage at the enthusiast level and above, and includes cocktails and a presentation by the Director. Special invites will be sent by the Cultural Foundation to their guests to experience a private look at the fair. Invitations will also be sent to Embassies and Consulates. The Patrons Preview offers guests the first opportunity to buy art and antiques and mingle with the dealers.

Loan Exhibition

A number of important initiatives are underway to complement the extensive promotional campaign and are targeted to reach art and antiques collectors around the world.

A unique and special Loan Exhibition will be a major attraction at the Abu Dhabi International Fine Art and Antiques Fair. An invited feature, the display will highlight a particular area of art and antiques collecting, emphasising the importance of the art and antiques market to the world's cultural heritage.

Photograph courtesy Jilings Antiques, Gloucestershire

