

Let's Celebrate

Eid in a Global Spirit

London 2009



Eid is a Muslim festival, which is always anticipated with great delight. It marks the end of the holy month of fasting (Ramadan), a month of reflection, charity and self control. So Eid is the day when a Muslim's heart is full of joy with utmost purity of soul and wishes to involve all around them in this celebration.

We are proud to have a multicultural society in Britain where different communities are very well integrated. Especially in the capital we observe Londoners celebrating something or the other throughout the year. We join together in venues like Trafalgar Square or Hyde Park and together celebrate Eid, Diwali and Vaisakhi and many other occasions.



Eid Magazine strives to present a more realistic, moderate and positive face of Islam that majority of British Muslims relate to. Featuring articles from Islamic art, architecture and music to humanitarian and charitable spirit of Islam. Moreover articles on the significance of EID, how it is celebrated in various parts of the world and how it can be celebrated in a multicultural UK.

We are publishing Eid magazine in the spirit of intercommunity festivity. Eid Magazine now in its 6th year of publication has proven to be extremely successful with its readers and advertisers alike in Northwest of England. By popular demand we have launched a Greater London edition of the Eid Magazine.

www.eidmagazine.co.uk



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Advertisers & Sponsors

The Eid Magazine provides an ideal opportunity for Public and private sector to reach important section of BME communities across the capital. Extensive list of previous advertisers with Eid Magazine proves its popularity and viability.

Advertising or sponsoring the **Eid Magazine** is the perfect way to be associated with this important event, and wish readers a happy Eid!

Readership & distribution

The Eid magazine is targeting over million strong Muslim population of the capital, 30,000 free copies will be distributed via satragic pick up points as well as It will be available in London borough libraries, local schools and London universities. Previous issues have proved that readers are likely to retain this souvenir copy making Eid Magazine a publication with long shelf life and increasing its readership by many folds. .



Advertising Rates

Full colour display advertising

Double page advert	£ 2,150
Full page advert	£1,350
Half page	£950
Quartert page	£650
Eighth page	£380

Special Positions

Back cover	£5,000
Inside back cover	£3,000
Inside front cover	£3,000
Page 3 to 7	£1,500
Centre - double page spread	£3,000

Rates are subject to VAT.

Standard terms and conditions apply and are available on request

Mechanical Data

Magazine format

A4 Full colour (w x h)	210mm x 297mm
Full page	188mm x 130mm
Half page	90mm x 130mm
Quartert page	90mm x 62mm
Eighth page	90mm x 62mm

Please note all full page adverts MUST have a 3mm bleed.

Supplying your digital artwork: Digital artwork is preferred providing the following guidelines are observed.

Formats: **PDF, EPS, JPEG, TIFF** (High resolution with all the images and fonts embedded)

Contacts

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Some of 'Eid Magazine' previous advertisers

Muslims in London

The Muslim population in London is one of the largest in any European city. Islam is the second largest faith in London after Christianity. According to 2001 Census, 607,000 people living in London identified themselves as Muslims; that 8.5 per cent of London's population.

As with most other national, ethnic and faith minorities, London is home to a contingent of the UK's Muslim population that is out of all proportion to London's size. While 14 per cent of UK's population lives in London, almost 50 per cent of the Muslims in England, Scotland and Wales live in London.

London boroughs where Muslim constitutes more than 10 per cent of the population are Tower Hamlets, Newham, Waltham Forest, Hackney, Brent, Redbridge, Westminster, Camden, Haringey and Ealing.

London's Muslim population is of diverse origin, 58 per cent Muslims are South Asian (Bangladeshi, Indian, Pakistani and other Asian), almost 20 per cent of Muslims are white, a little over 13 per cent are black, just under 5 percent are in both the mixed category and the Chinese or other groups.