



'Luxury World Magazine' back to the UAE market

New York Prime Media Group (NYPM) has officially announced its plan to carry its masterpiece Luxury World Magazine back to the UAE market.

DUBAI, GCC, UAE, October 8, 2013 /EINPresswire.com/ -- 'Luxury World Magazine' back to the UAE market

Dubai, October 8, 2013: New York Prime Media Group (NYPM), a US-based media oriented group has officially announced its plan to carry its masterpiece Luxury World Magazine, a truly bilingual, luxury lifestyle publication for the luxury industry, back to the UAE market, after its being withdrawn from this market, following the 2008 crisis.

Luxury World Magazine provides a superb advertising platform for those firms whose products and services appeal to this wealthy and discerning readership.

"Our readers are very high net worth individuals whose positions and lifestyles are reflected in the content of Luxury World Magazine. In view of the retention value and long shelf life of each edition, our conservative estimate of readership is in excess of 50,000 per issue. The circulation policy of Luxury World Magazine is unique. The readership is strictly controlled and specifically targeted to individuals who are the acknowledged political and business leaders in the Arab world", said Dr. Nilay Shah, Executive VP in New York Prime Media Group.

Luxury World Magazine's interviewees come from all walks of life. They are members of the Ruling Families, government officials, leading businessmen, technocrats, entrepreneurs, celebrities, and entertainers. Regular features are supplemented with unprecedented and exclusive interviews with a range of personalities who have either achieved success or exerted influence and direction within the world.

"Leading financial institutions promote their services alongside the manufacturers of the most elegant and expensive products, from luxury cars, boats and airplanes to some of the most stunning jewelry and watch creations in the world. The one thing these organizations have in common is the desire to access individuals who lead the luxury lifestyle and have the available wealth to purchase these products. Luxury World Magazine provides that access", declared Dr. Yaldar, the managing director in NYPM.

A minimum quantity of 9,000 copies is set to be printed for each edition with additional copies produced for such exclusive exhibitions as the Dubai Boat Show, Dubai Air show, Dubai Motor Show, and Arabian Travel Market.

Dr. Shah concluded "the expected net worth of the Luxury World Magazine reader is impossible to quantify but our conservative estimate is that the publication reaches individuals whose combined worth is in excess of \$50bn".

Approximately 6,000 copies are hand delivered to selected people and copies are also distributed by individual organizations to their customers. These include high profile companies who order copies for their Premier clients as well as luxury destinations who wish to distribute copies on an exclusive basis.

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