

The Middle East is currently one of the most rapidly flourishing Tuning markets in the world, and Top Performance (a veteran magazine of four years) has effectively monopolized the region as its only Aftermarket/Tuning publication. It is highly praised among the readers, industry and enthusiasts in the territories over which it dominates.

Printed monthly in full-color, Top Performance is distributed heavily throughout Dubai and the rest of the United Arab Emirates (UAE), as well as Jordan, Bahrain, Qatar, and Oman, with planned expansion into Kuwait and Saudi Arabia in 2009. Similar in format to the popular enthusiast-titles here in the U.S., the magazine intimately features events within their region as well as global trends and technical advancements. Extensive regional-event coverage ranges from the emerging drag-racing scene and off-road rallies to car-shows and F1 events. Stunning feature Cars range from exotics and late-model domestics to modified trucks/SUVs and the ever so popular sports compact vehicles.

“This is our first chance to experience the market in the Middle East and it has been a really wonderful experience for us. We have made a lot of interesting contacts and we are really excited about the future here. We think that there will be growing opportunities for the SEMA Industry.” -Peter MacGillivray, Vice President Communications & Events, SEMA

-The trade in Automotive Parts and Accessories in Dubai alone has increased 127% from \$2.2 billion in 2003 to \$5 billion in 2007! This trend continued in Q1 2008 as trade rose 33% over the same period in 2007. -*Department of Statistics, Dubai World*



The local enthusiast acquires parts from a thriving network of retailers and mail order sources. However, as many popular automotive enthusiast websites are blocked in these countries, print advertising has emerged as the prime medium in which to discover and purchase new and innovative international technologies making Top Performance the ideal vehicle for that global enterprise. With its regional authority over a rapidly accelerating market, Top Performance Magazine has certainly won the race.

POPULAR CAR MODELS: BMW 3 & 5 SERIES, CAMARO & CORVETTE, HOLDEN, HONDA EURO CIVIC & S2000, INFINITY G35 / G37, LATE MODEL MUSTANG, MITSUBISHI EVO / LANCER, NISSAN 350Z, SKYLINE R32 – R34, SUBARU IMPREZZA, TOYOTA SUPRA, VW GOLF GTI & R32, JK WRANGLER JEEP, TAHOE, FJ LANDCRUISER.

We have opened up flexible rates and introductory ad packages as well as editorial support, distribution assistance and additional exposure opportunities for advertisers at major automotive events in the Middle East such as AutoMechanika - Middle East , Dubai Intl. Motorshow and the Abu Dhabi MotorShow.

2009 NET Aftermarket Ad Space Rates (USD) -All ads are Full Color:

Size	3x	6x	12x
Full Page 4C	\$2,350	\$2,150	\$1,850
½ Page 4C (Horizontal only)	\$1,350	\$1,200	\$1,000
1/3 4C Marketplace (6x min.)	N/A	\$400	\$350
1/6 4C Marketplace (6x min.)	N/A	\$300	\$250
Covers: C4, C3, C2	Inquire about pricing and availability		
Spreads, special ad units	Inquire about pricing and availability		

