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**MARKET POSITION:**

*Capital Magazine* is a highly-respected English-language monthly business and finance publication, established and accredited by the Dubai International Finance Centre (DIFC).

It features articles contributed by certified financial and business experts on a broad spectrum of topics, ranging from banking, technology, human capital and risk management to treasury, corporate finance and cash management.

*Capital Magazine's* distribution targets the most powerful decision-makers throughout the GCC and the Middle East each month (35% presidents/chairman/CEO; 30% CFO/VP finance/finance controllers; 20% vice presidents/senior managers; 9% human resources managers; 6% consultants).

		<b>Capital</b>
Total Circulation	BPA 2009	<b>17 500</b>

**EDITORIAL PROFILE:**

*Capital's* mission is to provide the readers with professional and reliable business information to enhance knowledge and corporate culture.

*Capital Magazine* has more in-depth coverage than its news counterparts and deals often on trends and issues. It takes feature rather than a hard new approach that its articles go beyond the news. *Capital Magazine* is also highly specialized in content and in audience that makes readers appreciate information that seems aimed directly at their needs and interests.

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