



The Third Eye Beyond Time & Space...

science today

Dear Sir,

It is indeed with ineffable pleasure that I'm sending you this letter, our magazine is a part of our creative-media projects devoted for the purpose of, enlighten the readers with affluence of knowledge presented in a very attractive, entertaining, easily formatted & tailored in layman's term i.e. the non-scientific-background audiences.

We intended to qualify the largest database for the distribution of S-today magazine to make sure that it will reach all corporate decision makers of senior management and strategic-planning influencers of middle management after filtering census covering Egypt & Middle-East.

Nevertheless, S-today magazine is sold on shelves for 19 LE practically in all libraries, Al Ahram stands & POS, and most of newspapers & magazines kiosks in Egypt.

Complimentary issues are largely distributed in all areas of interest, Airports, Hotels, Coffee shops, touristic places, embassies & consulates, waiting areas, hair dressers...etc

Our minimum estimated audience "reach" is 20 thousand copies with 4 times multiplicity ratio making an estimated "overall-reach" of 80,000 Female & Male, varying from High to Medium-High income level will see your advertisements while being highly entertained by the abundance of our super interesting articles.

S-today projects are starting now after several years of study; we are reflecting the world's paradigm shift in all domains with the knowledge that we will be covering.

Your contribution by placing advertisements will not only promote your product, but it will make the enlightenment spread for all audiences through the message we are conveying by this smart media vehicle.

All the BLISS,
Eng. Ragheb Abushahba



Chairman



➤ About the magazine:

S-TODAY is a bimonthly magazine that serves, inspire, educate and inform. Our mission is to help people to achieve a balanced, active and purposeful life. We are committed to assist them gain control of their life through a wide variety of knowledge, both mental and emotional wellbeing by focusing on the core areas of health, nutrition, technology, psychology, and Self help. As the country's leading Knowledge magazine, we come into contact with Women/Men who are overcoming challenges every day, and give them the knowledge they are missing in this life saturated with business events.

➤ **S-TODAY** is a magazine paving the bridges between Science & lifestyle, dedicated to giving our readers knowledge updates on things we consider relevant to independent and savvy individuals. Whether you're on the hunt for the latest, or if you also want to see the newest in electronics and gadgets, then S-TODAY is the tool that you need to check. Other categories we cover are: Self-Help, Holistic Healing, psychology, expeditions/adventures, Yoga, along with all scientific sections of latest updates in the field of Quantum Physics, Biology & Medicine breakthroughs...etc

We are a collective of friends who have interests in a wide range of subjects, so you will always find something new and interesting here at S-TODAY

➤ Target Audience:

The Main Big 7 Groups are: "covering the biggest expenditure categories"

- 1- Men are interested in Gadgets. (abundance of updates)
- 2- Women are interested in Yoga, Self-Help, Nutrition/Diet, and Health (affluence of articles in these concerns)
- 3- Corporate people will be certainly interested to keep updated about the state-of-the-art breakthroughs in order to have a clear vision about the overall worldwide trends affecting their strategic planning.
- 4- Foreigners (inside/outside) will be certainly interested to read every month about the Science of the PHARAOHS with respect to other Ancient & Modern Science as well. This is a totally new topic that never existed until now in any magazine anywhere!
- 5- Arabs communities living abroad all around the world.
- 6- Higher age groups will certainly buy the magazine for various reasons: a) e.g. longevity articles, What Medicine Couldn't cure department, and New types of Healing/well being b) Nutrition & Health. c) Connecting with the new age/generations development as they feel out of date.
- 7- We would consider curious, adventurers, and scientific readers not only a stand out separate target, but the owners of this magazine, as well as the key creator of this knowledge community that will emerge from the middle-east.

➤ Distribution:

More than 20 000+ Copies (80% Egypt/Middle East primary targets, 20% International secondary target) by EL AHAM, & DISPATCH Corporations. The magazine value is 19 LE, & the subscription is discounted to 100 LE/year. S-today is sold through DIWAN branches, Madbouly, Volume one, Dar EL Shorouk, Ahram stands/POS, Cilantro, & most of the famous coffee shops, most of the areas of interest, hang-out, and touristic zones.

➤ Sections of interest:

Escapade:

All about excitement and adventurous expeditions, traveling inbound or outbound, safaris, mountain climbing, discovering new islands or dunes, this section acts like a guide for the most breath-taking adventurous spots showing all the mysteries of mother nature & the science behind the phenomena.



Consciousness:

Everything is consciousness!?? All matters, even thoughts & memories are potentialities that emanate from nothing!!? Our thoughts are the vibration blue print matching what will manifest in the near future??? Our emotions are nothing but energy at different frequencies!?

S-today will answer all these kind of questions with the latest empirical research & experiments done by the biggest scientists & physicists, we will certainly elaborate thoroughly in that field.

Quantum:

This section is about the latest modern physics news, and its possible applications in life.

Ancient:

the study of the science that flourished in the distant past belonging to the distant past especially to the time before even the known civilisations knowledge of mysteries, The 1st total knower was Ancient Egypt, then maybe India & the Vedic science, nonetheless; China, Greece...etc. We will explore this together. (This is a totally new topic that never existed until now in any magazine anywhere!)

Yoga:

All about your health, your life and how to make it a better much peaceful place a system or set of exercise and postures derived from or based on Vedic science, the art of which the individual can create a supreme living.

OMNI Science (Features):

The most significant detailed science evolving around the globe, S-TODAY will act as a magnifying lens through which you can have a closer look, and get a clearer image in all sorts of science whether it's in medicine, physics, or general science. The aim of S-TODAY Interviews is to celebrate the achievements of prominent characters with huge achievements or discoveries.

Each Issue The Magazine Has A Number Of Features That Could Vary In Topic And Format. Ex: Interviews, in-Depth report about a new phenomenon, a subject that doesn't necessarily go under any of the departments

Self-Help (S-TODAY Mentor):

The articles rationale will be tailored for helping everyone towards perfection.

A role model, a book, or a documentary will be selected every issue.

Living is an Art:

Who said scientists are only using the left sides of their brains, oppositely they are in the abstract creative thinking side of their brains...that's S-today's team mission to bring about the best artistic aspects of our living; e.g. paintings, photography, decorations, and all artistic talents.

What Medicine Couldn't Cure...:

You will find here all the truth about Holistic Healing & alternative medicine.

The Agenda

1. General News.
2. Book, Movies, & Documentaries Reviews.
3. Museums.
4. Conferences, Seminars, & Workshops.
5. Cultural Centres.
6. Holistic Healing Centres/Spa.
7. Websites Roundup.
8. Readers Input
9. Business/Economy/Trading Research
10. History of Science.



➤ Special Focus on: S-TODAY Gadget Review

The S-TODAY gadget review is geared towards anybody with inkling for technology or a craving for the latest gadgets. Each issue includes a rundown of the latest breakthroughs to reach the shop shelves as well as frank and honest reviews of technological gadgets both new and old. Every reviewed item is given a rating according to a number of factors helping you make a quick decision of the items you want to buy and those that are probably best left well alone. You can expect to see a wide range of gadgets, with S-TODAY magazine, Items that are commonly included are mobile phones, mp3 players, and digital cameras. But being a true gadget review means broadening this horizon and S-TODAY magazine has lived up to this promise. Computers, computer accessories, desktop gadgets, spy gadgets, and just general gadgets are covered in great detail inside every issue. The monthly reviews and previews are always accompanied by a healthy selection of news articles and general interest pieces pertaining to technology or gadgets in some form. All in all S-TODAY magazine is a really enjoyable, quality publication.

Every budget and every occasion is well catered for. There are some exquisitely expensive products that are probably out of the reach of most of us, but there is also a lot of fun, sometimes gimmicky, products that we can all afford to enjoy. As well as home entertainment and communication devices (televisions and mobile phones) anyone with a fleeting interest for any form of gadget will be catered for.

S-Today is a knowledge magazine that is indeed attracting women & men

As the Medias nowadays are lacking these types of necessary scientific knowledge, that could change lives to the best.



➤ ADVERTISING RATE CARD

ADVERTISING SPECS		
Position	Page specs	Price
Full Page	26.5 (H) x 20 cm (W)	8,000 L.E
Double page spread	26.5(H) x 40 cm(W)	14,000 L.E.
First Page	26.5 (H) x 20 cm(W)	11,000 L.E.
Inside Front Cover	26.5(H) x 20 cm(W)	16000 L.E
Back Cover	26.5 (H)x 20 cm(W)	28 000 L.E.
Inside Front cover Gatefold	Cover + double page spread inside (26.5(H) x 20 cm(W))+(26.5 x 40 cm(W))	30,000 L.E.
Inside Back cover Gatefold	Cover + double page spread inside (26.5(H) x 20 cm(W))+(26.5 x 40 cm(W))	26,000 L.E.

