

# R.K Advertising Sales Consultancy

---

Villa 60 New Sheikh Ahmed, Block of 164, Jumeirah  
29th Road Safa 2. Opposite the English College  
Dubai, Dubai Po Box : 686  
United Arab Emirates

Phone: +971 4 3954619

Fax: +971 4 3466639

- Independent advertising sales consultant
- Sponsored by Trident Communications Dubai

## Services offered

- Create advertising sales brief
- Analyse business objectives, target profiles and advertiser profiles
- Set sales targets based on client objectives, circulation data and market

## information

- Set booking and mechanical deadlines
- Produce media sales kits
- Sample distribution
- Mail shots, sales calls and follow up
- Manage political and brand association sensitivities
- Deliver confirmed order forms and material
- Manage advertiser interface
- Assist with collection of payment and outstanding invoices

## Experience

- Based in Dubai for 20 years
- Established contacts and relationships with media directors, planners and

## placement

...houses in the UAE & GCC

- Large database including marketing managers and general managers of

## international

...and local brands

## Motivate Publishing

- Trade show catalogues - The Boat Show, Commercial Vehicle & Plant Exhibition, ...ME Environmental Exhibition
- Contract Titles - Emirates In-flight, Emirates TV Times,
- British Business Group Magazine & Newsletter, Focus on Dubai, Holiday, Great

## Hospitality

- IIR Exhibitions
- Project Manager - Arab Bank, Motexha, The Leather Show & Ambiente Arabia
- Al Futtaim Arabian Publishing
- Launched the 1st Walt Disney children's publication in the Middle East

## Projects

- Council Caucus (American Business Council members magazine)
- Human Assets (The only human resources publication in the GCC)
- Emirates Holidays/Arabian Adventures sales collateral
- Dubai Air Show - Flight Dubai
- XL Magazine
- Arabian Adventures consumer collateral
- Safar & GroupWorld - Emirates & Dnata staff newsletter and intranet
- Dubai Air Show Exhibitors Manual
- Flight Dubai - Official Air Show Guide
- ATM Show Dailies
- INDEX Show Dailies

## Marketing Approach

- Highly targeted approach
  - Quality media sales kits in digital format
  - Understanding of client objectives
  - Sensitive to political and brand association issues
- For more Info please contact me

on below email: [rghouse@emirates.net.ae](mailto:rghouse@emirates.net.ae)

Contact Person: Mr. Rudi Kolkman (050 4591109)

[Visit Website](#)

[Send Message](#)

[Email Friend](#)