

## Winter 2010

### The Art Issue

- The New Middle East: The Old Guard Faces Westernization
- The It List + who's hot in 2010
- Doing Business in the Middle East
- The Art of Fashion + Hot Spring Picks
- Looking 10 Years Younger
- The Art of Entertainment
- Cuisine: Extending the Olive Branch

### Destinations:

- Michigan Playgrounds

### Special Advertising Section:

- Has Free Living return - Lebanon
- Closing: October 30, 2010

## Spring 2011

### Living Large Issue

- Honored Sacrifice: Female Circumcision
- The American Dream: Who made and who didn't
- Building the Perfect ALO Man
- Sexy Wearables
- The New Must Haves
- Winery Weekends
- Homewreckers: The Strange Phenomenon

### Destinations:

- The Ultimate Vacation: Cruises are it!

### Special Advertising Section:

- What's Doing in Greece?
- Closing: March 31, 2010

## Summer 2011

### Wedding and Style Issue

- Bisexual Confessions
- Wife or Ex-Wife: Confidential
- Latest Fashions and Jewelry
- Fresh Faces and Rising Stars
- 10 Paths to an Empowered Lifestyle
- Dating Guide 2012
- Health Secrets Your Mother Never Told You

### Destinations and

### Special Advertising Section:

- Spas and Rejuvenation
  - Hit the Slopes
- Closing: June 30, 2011

### The #1 Emerging Niche Market in the United States

- 1#2 most affluent and educated ethnic niche in the U.S.\*\*
- 113 million U.S. citizens—4.3% of the total U.S. population\*\*
- 1\$8 billion in online retail products spending (9% of the U.S. total)\*
- 1\$820 billion in spending power by 2013 (currently \$500 billion)\*



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**Expand. Explore. Experience.** ALO is the world's premiere English language Middle Eastern culture and lifestyle magazine. Each captivating high-end issue showcases the many facets of the rich, dynamic heritage of the Middle East, North Africa and Mediterranean communities to an affluent audience.

\*Data Source: AC Nielsen Research 2008 / \*\* Anderson School of Business