



MEDYA KİTİ | MEDIA KIT



GÜÇLÜ YAPI | STRONG FOUNDATION

Yayın hayatına Şubat 2014'te Turkuvaz Medya Grubu'nun bir üyesi olarak başlayan Daily Sabah, Türkiye'nin en çok okunan İngilizce gazetesi olarak yayın hayatına devam ediyor.

Daily Sabah, Türkiye'de yerleşik İngilizce haber okuyucularının yanı sıra dünyanın dört bir yanında Türkiye ve bölgesindeki gelişmeleri özgün bir içerikle okumak isteyenlere sesleniyor. Turkuvaz Medya'nın uzun yıllara dayanan medya tecrübesini İngilizce yayıncılığa taşıyor.

Founded in 2014 as a member of Turkuvaz Medya Grubu, Daily Sabah is Turkey's highest circulating English newspaper.

In addition to informing local English readers, Daily Sabah addresses readers worldwide who are interested in keeping up with the developments in Turkey and the region through unique content.

Daily Sabah is a representation of Turkuvaz Medya's long history of experience in media.

GENİŞ ERİŞİM | BROAD ACCESS

Basılı, web ve sosyal medya üzerinden her gün 50 binin üzerinde kişiye erişim. Dünyanın farklı yerlerinden sadık bir okur kitlesi.

Over 50,000 people per day access Daily Sabah via print, web and social media formats with regular audiences from all corners of the world.

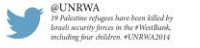
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Columns

PHOTO: MERRIN LUNA/AGF



Ibrahim Kalin

ISIS serves as a useful distraction to divert attention from the main issue, which is the Assad regime's brutal war against the Syrian people

Why Aleppo matters

If it is a matter of time before Aleppo, the second largest city in Syria, falls to the hands of the Assad regime... The attacks against ISIS under the Assad regime... The Assad regime's brutal war against the Syrian people... The Assad regime's brutal war against the Syrian people...

The U.S. strategy in the eyes of the Syrian opposition... For weeks, Western media outlets presented Kobani as a test for the success or failure of the U.S. strategy in Syria... The Assad regime seems to have formed an alliance of convenience where neither side gains in the way of the other... Aleppo is the living example of this unholy alliance...



Meryem İlayda Atlas

Huge number of refugees have fled to Turkey from lands in strife and turmoil. So far, Turkey has given its best efforts for the improvement in the lives of the refugees, but the continuing influx is pushing the limits of country's resources

Women and children: Victims of man's war

It was 2011 when Turkey first established a temporary protection and open border system for the continuous influx of Syrian refugees to Turkey... The larger population in the cities living under basic conditions with no social care or education is mostly in a traumatic psychology having experienced many losses in Syria with no hope for the future... The Assad regime's brutal war against the Syrian people...

Women and children are the most vulnerable in the conflict... They are unable to afford to buy new shoes for any of his three small children... The Assad regime's brutal war against the Syrian people...

KALİTELİ İÇERİK | HIGH QUALITY CONTENT

Yazar ve yorumcu kadrosuyla Türkiye ve bölgedeki gelişmelerin sağlıklı yorumları. Türkiye ve dünya üzerinden takip edilen ve gündem oluşturan yazarlar.

Sound interpretations of developments in Turkey and the region by expert journalists and leading columnists.

Mehmet Barlas, İbrahim Kalın, Osman Can, Cemil Ertem, Etyen Mahcupyan, Markar Eseyan, Kılıç Buğra Kanat, Sadık Ünay



Markar Eseyan

Reading news reports on Turkey from several Western media outlets presents a new form of entertainment today because of their garden-variety incompetence

Friendly suggestions to New York Times editors

Recently, Bloomberg released a report alleging that five truckloads of energy deals from Turkey to Syria... The same New York Times reporter also reported another piece of 'news' that is worth even more appreciation... The Assad regime's brutal war against the Syrian people...

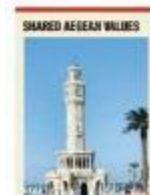
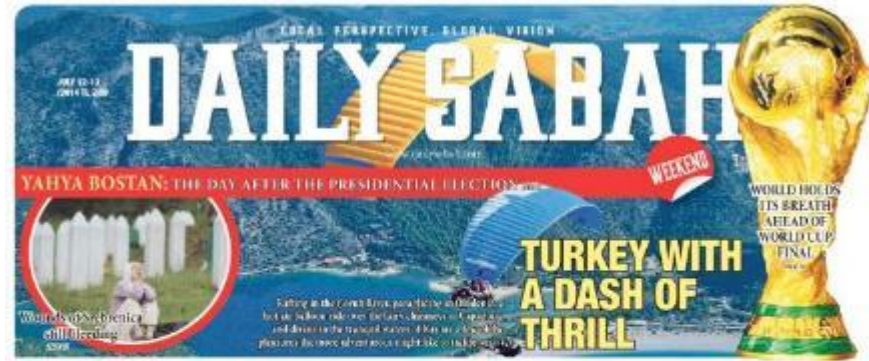
ing it is the first version of the report. After a little research, we find that The Boston Globe published the quote... The Assad regime's brutal war against the Syrian people...

UZMAN KADRO | EXPERT STAFF

Dünyanın önde gelen medya kurumlarında tecrübeli uzman editöryal kadro.

Serdar Karagöz – Genel Yayın Yönetmeni | Editor-in-Chief

Nejat Başar – Yazı İşleri Müdürü | Managing Editor



Erdoğan's presidential vision sees the dawn of a new Turkey

Probe to be launched over illegal wiretaps

THE ANKARA newspaper will launch a comprehensive investigation into the suspicious presence of wiretapping equipment in the homes of several high-ranking officials, it was revealed this week.

İŞ DÜNYASINA KÜRESEL PERSPEKTİF | A GLOBAL PERSPECTIVE FOR BUSINESSES

Türkiye’de yatırım yapmak isteyen yabancı şirketler için önemli bir haber kaynağı.

A major news source for foreign companies considering to invest in Turkey.



TÜRKİYE'NİN NABZI | THE PULSE OF TURKEY

Özellikle Türkiye'de yerleşik yabancılar için hayatın tüm renklerini yansıtan köşeler ve özel haber çalışmaları.

Features and exclusive news stories reflecting all aspects of life for expats in Turkey.



Mothers determined to get back their children from PKK's clutches

Mothers of children kidnapped by the PKK continued their sit-in while a few announced that they would end their protest to give the peace process a chance

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BÖLGENİN MERKEZİ | HEART OF THE REGION

Balkanlar, Kafkasya ve Ortadoğu'daki gelişmeleri uzman gazetecilerle değerlendiriyoruz.

All events in the Balkans, Caucasus and the Middle East are critiqued by expert journalists.

TO INHABIT BASIN
NOVEMBER 18, 2014 TUESDAY

Regional

6 DAY FORECAST

CITY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
London	12-15	12-15	12-15	12-15	12-15	12-15
Paris	12-15	12-15	12-15	12-15	12-15	12-15
Madrid	12-15	12-15	12-15	12-15	12-15	12-15
Barcelona	12-15	12-15	12-15	12-15	12-15	12-15
Istanbul	12-15	12-15	12-15	12-15	12-15	12-15
Ankara	12-15	12-15	12-15	12-15	12-15	12-15
Tehran	12-15	12-15	12-15	12-15	12-15	12-15
Beijing	12-15	12-15	12-15	12-15	12-15	12-15
Delhi	12-15	12-15	12-15	12-15	12-15	12-15
Sydney	12-15	12-15	12-15	12-15	12-15	12-15
Auckland	12-15	12-15	12-15	12-15	12-15	12-15
Los Angeles	12-15	12-15	12-15	12-15	12-15	12-15
New York	12-15	12-15	12-15	12-15	12-15	12-15
Chicago	12-15	12-15	12-15	12-15	12-15	12-15
San Francisco	12-15	12-15	12-15	12-15	12-15	12-15
Stockholm	12-15	12-15	12-15	12-15	12-15	12-15
Oslo	12-15	12-15	12-15	12-15	12-15	12-15
Norway	12-15	12-15	12-15	12-15	12-15	12-15
Helsinki	12-15	12-15	12-15	12-15	12-15	12-15
London	12-15	12-15	12-15	12-15	12-15	12-15
Moscow	12-15	12-15	12-15	12-15	12-15	12-15
Beijing	12-15	12-15	12-15	12-15	12-15	12-15
Delhi	12-15	12-15	12-15	12-15	12-15	12-15
Sydney	12-15	12-15	12-15	12-15	12-15	12-15
Auckland	12-15	12-15	12-15	12-15	12-15	12-15

WORLD WEATHER

Map showing weather conditions across the world.

TURKEY WEATHER

City	Weather
Ankara	12-15
Istanbul	12-15
Antalya	12-15
Manisa	12-15
Adana	12-15
Van	12-15
Erzurum	12-15

INSIDE REGION

Israel to demolish homes amid increased tension

ISRAELI soldiers said they were about to demolish several homes in the West Bank village of al-Birwa. The soldiers said they were demolishing the homes because they were illegal, but they were also demolishing them because they were in the way of a road. The soldiers said they were demolishing the homes because they were in the way of a road. The soldiers said they were demolishing the homes because they were in the way of a road.

West reacts angrily to beheading of American citizen by ISIS

Western powers heavily condemned the beheading of the U.S. humanitarian worker and pledged their determination to battle ISIS while the U.S. announced that the mission of training Iraqi forces will be accelerated.



WESTERN nations have reacted with outrage to the execution of an American citizen by the Islamic State militant group. The U.S. and other Western nations have pledged to take action against the group. The U.S. announced that it will accelerate its mission of training Iraqi forces to fight against the group. The U.S. also announced that it will provide additional support to the Iraqi government in its fight against the group.

OKUR KİTLESİ | AUDIENCE

Türkiye'deki büyükelçilikler | Uluslararası şirketler ve karar vericiler | Uluslararası yatırım uzmanları | Türkiye'deki expat topluluğu | Her gün 700'ün üzerindeki Türk Hava Yolları uçuşundaki uluslararası yolcular | İngilizce öğrenimini sürdüren öğrenciler. | Avrupa Parlamentosu ve ABD'deki karar vericiler ve politik çevreler

Embassies in Turkey | Foreign companies and decision-makers | International investment experts | Expats in Turkey | International passengers on over 700 Turkish Airlines flights every day | ESL students | Decision makers and political environments in the European Parliament and U.S.

ÖZEL PROJELER | SPECIAL PROJECTS

Her sektör için içerik ve tanıtımı birleştiren özel projeler.

Special projects combining both content and presentation for each sector.

SAGLIK | HEALTH

Arařtırmalara gre Trkiye'ye sa ekim, plastik cerrahi de dahil olmak zere saėlık turizmi iin nemli sayıda kiřinin tercihi oldu. 2010 yılında 109,678 olan saėlık turisti sayısı 2012 rakamlarında 270,000'e ulařtı.

Uzun yıllar Dr. Mehmet z'le birlikte alıřmıř Dr. Halit Yerebakan, popler saėlık tavsiyeleri ile Daily Sabah'ta. TV dnyasındaki alıřmalarıyla da dikkat eken Yerebakan, akademik bilgileri yalın bir slupla aktararak geniř bir okur kitlesine sesleniyor.

According to the studies, the number of health tourists coming to Turkey for medical treatment including hair transplantation and plastic surgery has been increasing regularly for the past years. While 109,678 patients came to Turkey in 2010, there were patients 270,000 in 2012.

Dr. Halit Yerebakan, who has worked many years with Dr. Mehmet Oz, shares his popular health advice in Daily Sabah. Dr. Yerebakan, also known for his TV program, addresses a broad audience by simplifying academic information.

EXPAT CORNER | EXPAT CORNER

Leyla Yvonne Ergil Türkiye'nin farklı yerlerini ve tatlarını Daily Sabah okurlarıyla düzenli olarak paylaşıyor.

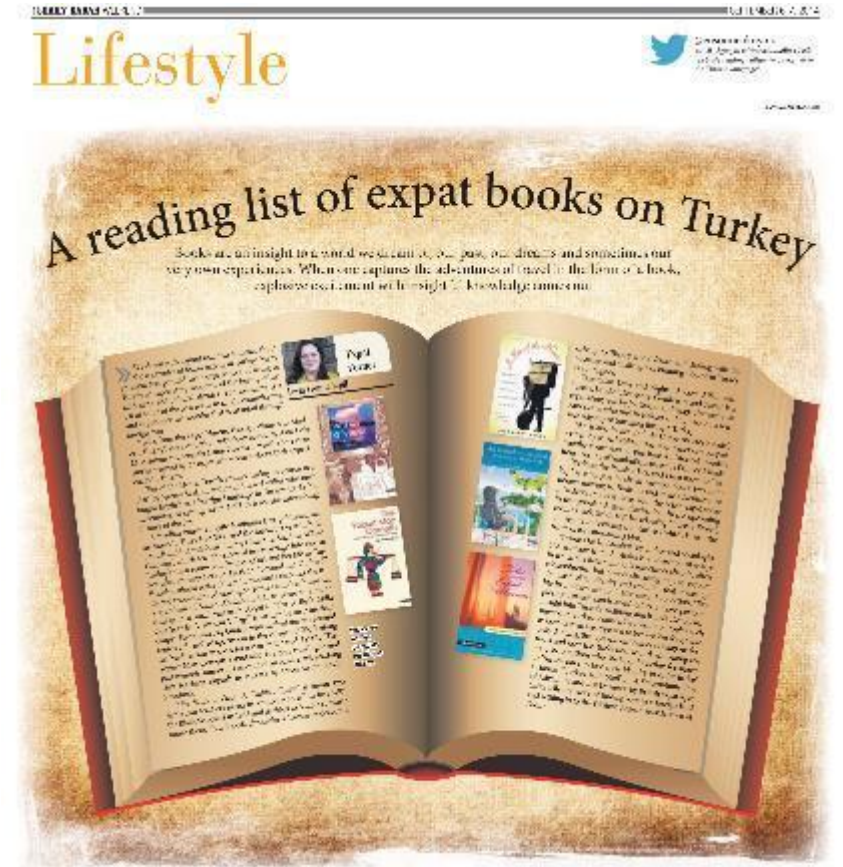
Expat yaşamıyla ilgili ipuçlarını ve expat sorunlarını gündeme getiren Ergil, köşesinde yaşanan sorunlara ve çözüm yollarına yer veriyor.

Türkiye'deki expat topluluğu ile yakın iletişim içindeki köşe sıcak üslubuyla Türkiye'de yerleşik yabancıların nabzını tutuyor ve etkileşim sağlıyor.

Leyla Yvonne Ergil regularly shares various sites and venues across Turkey as well as diverse Turkish cuisine with Daily Sabah readers.

Giving tips on expat life in Turkey and bringing to attention expat issues, Ergil offers possible solutions in her column.

Her close contact with Turkey's expat community and sincere tone keeps expats interested and interactive.



BUSINESS | BUSINESS

İş dünyasında yaşanan gelişmeler arka planıyla Business sayfalarında yer alıyor.

Current developments in the business world and their comprehensive background can be found in the Business pages.



HAFTASONU | WEEKEND

Portre, yaşam ve edebiyat sayfaları ile daha doyurucu içeriği okurlarımızla buluşturuyoruz.

Our readers are offered more satisfying content with the Portrait, Lifestyle and Culture&Art pages in our weekend edition.



Feature&Lounge

THE SPECIAL KIND OF GIRLS' NIGHT IN

Sometimes the most memorable moments are created with dimmed lights, buttered popcorn and good company in front of the television watching a classic movie that defines culture.

October 2014
Volume 10 Number 10

Special Feature
The Special Kind of Girls' Night In

Portrait
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Lifestyle
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Culture & Art
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AVRUPA ÖZEL | EUROPE SPECIAL

Salı günleri Avrupa Birliği Türkiye ilişkilerinin yoğun olarak işlendiği bir gündemle Brüksel'deki tüm karar vericilerin masasına ulaşıyoruz.

With particular focus on EU-Turkey relations, every Tuesday, Daily Sabah reaches all decision-makers in Brussels.



DAILY SABAH EDU | DAILY SABAH EDU

İngilizce öğrenenler için hazırlanan Daily Sabah Edu, sadeleştirilmiş haber dili ile hazırlanan özel haftalık gazete.

Daily Sabah Junior is a special weekly newspaper written in simplified news language made for ESL students.