

YOUR GUIDE TO A GREAT WAY OF LIFE

MEDIA INFORMATION 2011

# bahrain

## this month



HAPPENINGS | DINING | ARTS SCENE | CLUBS | SPORTS | KIDS' EVENTS | AFTER DARK | DOWNTIME

# More Confidence...

## TARGET AUDIENCE

Bahrain This Month, whose target audience is people with high disposable incomes, is the most-recognised magazine in the Kingdom (IPSOS) and has the highest audited publication (BPA 2010 – 12,185 readers).

## DEFINED DEMOGRAPHIC

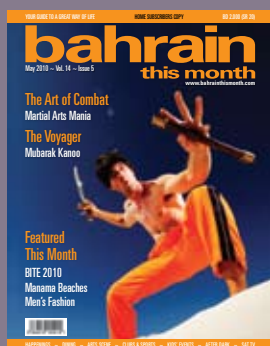
Our readers are covers the full spectrum of society, from their early 20s onwards. Moreover, they are decision makers and leaders within their own field of expertise.

## LOYAL READERSHIP

The first monthly magazine to be launched in the Kingdom of Bahrain, our research continually demonstrates a very loyal readership; all members of a family grow up with the publication with a consistent level of readership over time.

## PURCHASING POWER

Bahrain This Month's readers are typically middle-to-high income earners in their own right, or from households with high disposable incomes.



# bahrain

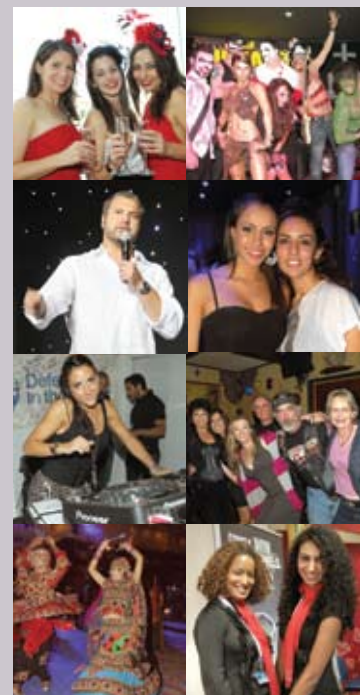
this month



The Happenings section is loaded with information about events taking place around the Kingdom. Events are previewed and detailed calendars are integrated into editorial pages. There are specific sections for arts and culture, social clubs, kids and teenagers as well as sports and recreation.

Profiles with movers and shakers appear in the Personality and Diplomat Talk pages, and interviews with those standing out from the crowd in the Spotlight section. Inside Business there's a round of important local news and more people-based interviews with entrepreneurs and business leaders.

Lifestyle peeks into all those things which make your life more enjoyable, whether through the Discover Bahrain and Destination Report columns or the sections on Motoring, Downtime and What's New, which includes Fashion.





HAPPENINGS



CLUBS



AFTER DARK



BYSTANDER



DOWNTIME

Life would not be complete without our Dining section, and we do not disappoint. New restaurants, new chefs and new theme nights are all covered and summarised in our F&B happenings pages. This is complemented by our review of what is happening After Dark in the vibrant nightlife scene within the Kingdom.

Consumer reports offer our readers an opportunity to examine the best ways to spend disposable income on life's luxuries, with in-depth looks at products and services available in the market place. From a review of the latest sports utility vehicles to mobile phones, home entertainment systems and much, much more, Bahrain This Month informs readers of the best choices available.

Regular pages and columns include our listings section, a WIN WIN competition page, Tarotscope and Last Word.

The Bystander pages, spread throughout the magazine, are the place to be seen for the movers and shakers around town. A pictorial presentation of events occurring in the previous month, Bystander includes the best of thousands of photographs taken at dozens of events each month.

**BPA Worldwide data:**

A trusted member of BPA Worldwide, Bahrain This Month offers advertisers an independent reference point to review our circulation statistics.



**Qualified (monthly average)**

January - December 2009



January - December 2010



December 2010\*



\*Subject to BPA audit in 2011

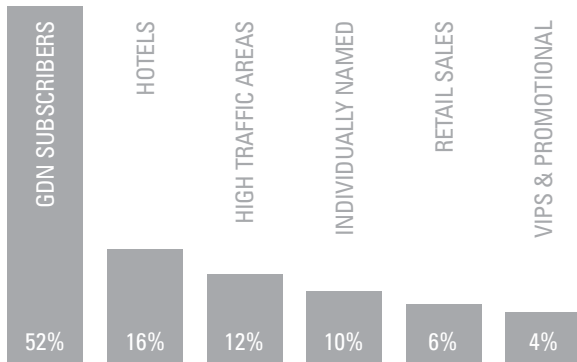
**Publishers own data**

Bahrain This Month continues to top the rankings for readership in surveys conducted by external organisations (such as PARC) and in studies conducted by our clients. We make sure Bahrain This Month gets to our targeted audience, each month. Our current print run is 13,750 copies per month, with a monthly readership in excess of 60,000.

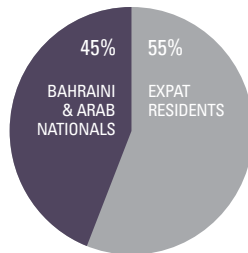
**The Gulf Daily News newspaper**

Each subscriber to the leading English-language daily newspaper in Bahrain receives a complimentary copy of Bahrain This Month each month.

**Publisher's Print run analysis**



**Publisher's Nationality Profile**



**Individually named and requested copies**

A feature of our distribution database is the number of copies that are named before being dispatched, ensuring only those who have requested the magazine receive a personal copy. To qualify, we require recipients to provide their income details.

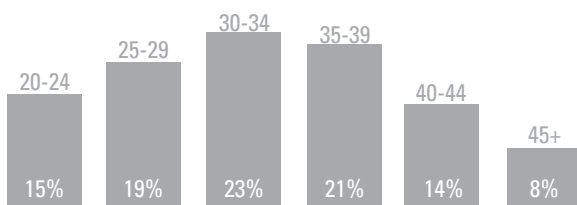
**Major hotels**

Our distribution into the major five- and four-star hotels is geared towards areas of high traffic, including business centres, meeting areas and management offices.

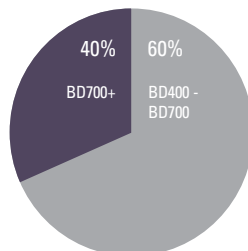
**High-traffic locations**

We have carefully researched key distribution points around Bahrain where those with high disposable incomes congregate either to work or spend their leisure time. These high-traffic locations include waiting areas inside offices, upmarket cafés and restaurants, hospitals, dentists, beauty salons, fitness centres and spas.

**Publisher's Age Profile**



**Publisher's Monthly Salary Profile**



**Retail outlets**

More than 160 retail outlets, including major bookshops and supermarkets, receive Bahrain This Month for sale.

**VIPs**

A copy of Bahrain This Month is delivered to each embassy and selected government ministries.

**Promotional copies**

Each month complimentary issues of Bahrain This Month are dispatched to clients, advertising agencies and for use by our own sales team.

## ADVERTISEMENT RATES & MECHANICAL DATA

Full Colour Rate in Bahrain Dinars

Advertisement	Print Area	Trim Size	Cost
Cover - Gate Fold	253 x 402mm	278 x 427mm	BD 3,225
Double Page Spread*	253 x 416mm	278 x 432mm	BD 1,750
Back Cover	253 x 191mm	278 x 216mm	BD 1,850
Inside Cover, Front or Back	253 x 191mm	278 x 216mm	BD 1,275
Opposite Inside Front Cover	253 x 191mm	278 x 216mm	BD 1,200
DPS*, IFC-page 1	253 x 191mm	278 x 216mm	BD 2,195
DPS*, pages 2-3	253 x 416mm	278 x 432mm	BD 2,015
Left Hand Page, pages 4-8	253 x 191mm	278 x 216mm	BD 1,050
DPS*, pages 10-11	253 x 416mm	278 x 432mm	BD 1,925
Right Hand Page, pages 13-29	253 x 191mm	278 x 216mm	BD 1,000
Full Page, other pages	253 x 191mm	278 x 216mm	BD 975
Half Page - Horizontal	125 x 191mm		BD 525
Half Page - Vertical	253 x 94mm		BD 525
Quarter Page	125 x 94mm		BD 325
Eighth Page** - Horizontal	61 x 94mm		BD 225
Eighth Page** - Vertical	125 x 45.5mm		BD 225

\* Ensure that 6mm on either side of the spine does not contain any text as it will be lost in binding;

\*\* Eighth page advertisements are only available in the listings section of the magazine.

**Trim Size:** 278mm x 216mm, **Bleed:** add 5mm on all sides.

**Special position request:** add 10% to the cost of the full page.

**Additional colour:** quoted on request.

## 3+1 CONSUMER REPORT PACKAGE

Designed for those clients handling multiple brands and/or products, the 3+1 package — only available for advertisements placed inside Consumer Reports — entails payment for three advertisements with a fourth free-of-charge. The package also includes three pages of guaranteed editorial support. However, editorial coverage must relate to the products or services featured within the advertisements placed. Cost **BD 2,925**.

## AGENCY COMMISSIONS AND DISCOUNTS

**Advertising Agency Commission:** 15% on rate card price;

**Series Discount, 3 – 6 consecutive inserts:** 5% on rate card price, available on bookings placed within a single calendar year;

**Series Discount, 7 – 12 consecutive inserts:** 10% on rate card price, available on bookings placed within a single calendar year.

**Prepayment Discount:** 5% on net rate card price.

## PUBLICATION DEADLINES

**Booking:** 20th of month prior to publication

**Editorial Copy:** 18th of month prior to publication

**Artwork:** 22nd of month prior to publication

**Publication Date:** 1st of month

## TERMS AND CONDITIONS

**Submission of artworks:** All artworks must be in digital format, either on a CD ROM, via e-mail or by FTP.

Additionally a proof copy of the artwork should be sent either in pdf format or a hard copy, in full colour, is to be delivered to the Red House Marketing office in Bahrain.

**Cancellations:** Any cancellations must be received in writing no later than 30 days prior to the publication date, in order to be effective.

**Credit Terms:** 30 days from date of invoice.

## OTHER TECHNICAL DATA

**Acceptable software formats:** InDesign CS, QuarkXpress, Freehand, Illustrator, Photoshop, TIFF and EPS, with all fonts supplied or converted to outlines.

**Screen:** 150 lines per inch;

**Images:** All images must be supplied in high resolution 300 dpi, CMYK, accompanied by a hard copy in colour.

## ARTWORK CHARGES

Where Red House marketing is required to produce an artwork on behalf of an advertiser, the following charges will apply:

Full Page	BD 150
Half Page	BD 110
Quarter Page	BD 80
Eighth Page	BD 60

## ABOUT US

Red House Marketing (RHM) was founded in 1991 and is based in Bahrain. As well as Bahrain This Month, RHM also publishes Woman This Month (monthly magazine), the annual Bahrain Hotel & Restaurant Guide, The Bahrain Map & Pocket Guide (published quarterly), Bahrain Desert Times (fortnightly Newspaper) and MWR (quarterly).

Published by:

**Red House**  
**MARKETING**  
Publishing & Information Marketing Specialists

Audited by:



To book your advertisement, contact a sales representative on Tel: (+973) 17 813-777 Fax: (+973) 17 813-700 or e-mail: sales@redhousemarketing.com  
Mailing address: P.O. Box 20461, Manama, Bahrain.