

# Gulf Weekly

[www.gulfweekly.com](http://www.gulfweekly.com)

2011 Media Information





## INTRODUCTION

**Gulf Weekly** available every Wednesday, is Bahrain's most widely-read news, leisure and lifestyle periodical. It is the island's only WEEKLY glossy publication ... so why wait a month to get your message across.

Published by the Al Hilal Group and now in its ninth year, **Gulf Weekly** has established itself as a well-loved community, campaigning newspaper at the heart of the kingdom.

**Gulf Weekly** offers local companies and businesses unique advertising platforms including motoring, fashion, business, health, eating out, TV, film and nostalgia as well as a comprehensive listings guide ... in full, glorious colour. The newspaper's print quality assures advertisers of every kind of leisure, lifestyle and entertainment products with superb reproduction at unequalled value for money.

Here is YOUR golden opportunity to reach out to our vibrant readership that has money to spend and to invest in your products and services.





## CIRCULATION

The newspaper has a printed circulation of over 13,000 per week, which is boosted at various times of the year to coincide with special exhibitions and events in Bahrain. The minimum estimated print readership is in excess of 60,000 per week.

### Circulation profile

Paid for home distribution .....	8,200
Copies on sales.....	500
Distribution to airlines and airport lounges.....	500
Distribution to hotels, leisure and coffee shops and other public areas .....	2,140
Promotional copies and free home distribution.....	2,026
<b>Total .....</b>	<b>13,366</b>

## EDITORIAL CALENDAR 2011

### January

- Health & Wellness Bahrain Expo
- Mall Special Feature
- New Year New Car
- New Year New You
- Summer Holidays

### February

- Bahrain International Garden Show 2011
- Beauty Arabia
- Mall Special Feature
- Valentines Day Gifts & Events

### March

- Bahrain International Education Expo
- F1 Season – 11-13 March 1st race
- Mall Special Feature
- MEFTEC 2011
- MEOS (Middle East Oil Show) Bahrain
- Mothers' Day
- St Patrick's Day

### April

- Back to School
- Easter Feature
- Hotels – Bahrain, Dubai, Oman
- International Jewellery Bahrain
- Mall Special Feature
- Short Break Holidays
- Spring Sales Feature

### May

- Bahrain International Travel Expo
- Gulf Bid 2011
- Mall Special Feature
- Property Arabia 2011

### June

- Energy, Water & Conservation Expo
- Mall Special Feature
- Summer Specials
- Summer Schools and Activities

### July

- Holidays Feature
- Mall Special Feature
- Summer Camps (Bahrain and rest of world)
- Summer Sales – Fashion

### August

- Cars Feature
- Eid Al Fitr – Entertainment, Greetings & Gifts
- Eid Breaks
- Ifthar
- Mall Special Feature
- Ramadan Specials
- Ramadan Hours

### September

- After School Activities – gyms, clubs, classes and horse riding
- Autumn Feature
- Mall Special Feature

### October

- BIPEX
- Diwali
- Eid Breaks
- Halloween Events
- Mall Special Feature
- Offshore Middle East Exhibition
- Property Arabia
- SPE Intelligent Energy Middle East Conference & Exhibition

### November

- Bahrain Bridal Show
- Career Expo
- Eid Al Adha – Entertainment, Greetings & Gifts
- Jewellery Arabia 2011
- Mall Special Feature
- Mother & Baby Expo
- Short Breaks & Holidays

### December

- Back to School
- Christmas & New Year
- Festive Food
- Festive Gifts
- Festive Season Specials
- Mall Special Feature
- National Day Greetings and Events
- New Year Entertainment



## ONLINE EDITION

The success of the **Gulf Weekly** printed edition has been emulated by the online edition which has successfully combined traditional publishing with an internet presence, providing added value promotion to advertisers.

**www.gulfweekly.com** has far exceeded initial readership targets, generating around a significant 100,000 visits each week.

All advertisers in **Gulf Weekly** are entitled to online promotion with banners linked to corporate websites.

Online Readership (visits per week)\*..... 97,158

Unique Visitors per week ..... 72,027

Page Views per week ..... 205,354

\*Average visitors per week (September 2010)

### Head Office

#### BAHRAIN

Al Hilal Publishing & Marketing Group  
PO Box 224, Manama, Kingdom of Bahrain  
Tel: +973 1729 3131, Fax: +973 1729 3400  
Email: susan.tealby@gulfweekly.com

### Regional & International Offices

#### DUBAI - UAE

Hilal Al Khaleej, Al Moosa Business Centre, M03  
Umm Hurair Road, PO Box 6387, Dubai, UAE  
Tel: +971 4 337 1366, Fax: +971 4 337 1344  
Email: hilaldbx@eim.ae

#### ABU DHABI – UAE

Al Hilal Group  
Suites 7/9, Level 2, Building 2, twofour54  
Abu Dhabi Media Zone, UAE  
Tel: +9712 401 2630, Fax: +971 2401 1627  
Email: tracy.winthorpe@trade Arabia.ae

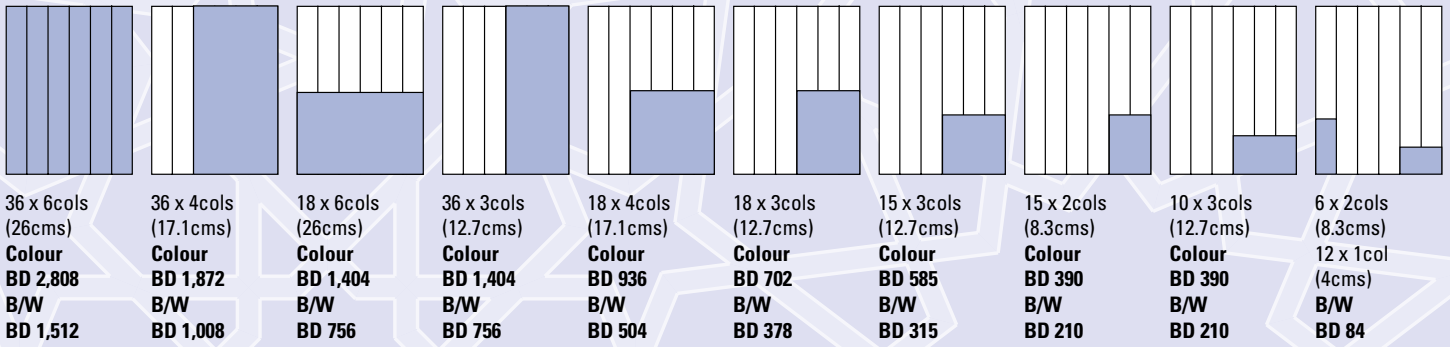
#### SAUDI ARABIA

Al Hilal Group, PO Box 31813, Al Khobar 31952, Saudi Arabia  
Tel: +966 3 867 2738, Fax: +966 3 896 2960  
Email: khobar@hilalpmg-sa.com

#### UNITED KINGDOM

Hilal International (UK) Ltd, Crescent Court, 102 Victor Road  
Teddington, Middlesex TW11 8SS, United Kingdom  
Tel: +44 208 943 3630, Fax: +44 208 943 3701  
Email: post@hilal.co.uk

# GULF WEEKLY RATES AND DATA



Minimum size 6cms by 2cols B/W only

## Display Advertising

### Inside Page

Full Colour BD13.000 per single column centimetre  
Black and White BD 7.000 per single column centimetre  
Series Discounts 3 paid + 1 free consecutive weeks  
5 paid + 2 free within 12 weeks period

Advertisement over 54 col. cms will be included in [www.gulfweekly.com](http://www.gulfweekly.com)

### Special Positions

Front page banner strip BD20.000 per single column centimetre  
(Max. height 5cms x max width 6 columns,  
min width 2 columns)  
Back Page 50% Premium  
Guaranteed Position (Inside) 25% Premium  
Spot Colour BD150.000 in addition to space charge

### Ear Pieces

BD40.000 per insertion  
Contract only  
20 paid + 6 free / 40 paid plus 12 free  
Size (Front Page) 4cms height x 5cms width  
(Back Page) 4.5cms height x 6cms width

### Page Sponsors

BD 80.000 per insertion  
Contract only  
20 paid + 6 free / 40 paid 12 free  
Size 4cms height x 8.7cms width

### Wraps and Inserts

4-page Colour Wrap BD15,552  
Front Page Gatefold BD 6,480  
1-page Colour Front Page Attachment BD 5,000  
Back Page Attachment (any size) BD 5,000  
Belly Band BD10,000  
Inserts\* (any size) BD 1,512 per printed side

\*Ready printed material 13,000 copies to be supplied

Prices of other special positions are available on request.

Advertising agency commission: 15% on paid for advertising only.

## Booking/Cancellation Deadlines

Display Advertising 4 days prior to publication  
Features Advertising One week prior to publication  
Cancellation Deadline 7 working days prior to publication

Circulation 13,000+ copies

### Mechanical Data

Printing Web Offset  
Page Size 36cms x 26cms  
Column Width 4cms; 6 columns per page

## Online Display Advertising

Full Page 156 pixels x 200 pixels (up to 34 Kb)  
Half Page 468 pixels x 60 pixels (up to 34 Kb)  
Quarter Page or Bigger 156 pixels x 100 pixels (up to 34 Kb)  
Resolution 72 dpi (dots per inch)  
Format gif, jpeg or flash (swf) with source file (fla)

## Classified Advertising

### Display

Full Colour BD13.000 per single column centimetre  
Black and White BD 7.000 per single column centimetre  
Minimum size: 3cms

Spot Colour BD75.000 in addition to space charge

### Linage

300 fils per word (minimum 10 words)

### Series Discount

2 + 1 free / 3 + 2 free consecutive weeks

### Deadline

4 days prior to publication

### Cancellation Deadline

7 working days prior to publication

Advertising agency commission: 15% on paid advertising only.

### Mechanical Data

Printing Web Offset  
Page Size 36cms x 26 cms  
Column Width 3.45cms; 7 columns per page

NB. Situations Vacant, Tender Notices and Used Car Sales advertisements are ONLY published in the Classified pages under the relevant classification. Advertisements of any size can be placed within these classifications.

## WOW – Weekly on Wednesday

Composite page BD 20.000 per week  
Contract only  
20 paid + 6 free / 40 paid 12 free  
Individual size 5cms height x 8.3cms width

## Artwork Specifications

Layout files on Illustrator EPS or Freehand EPS, logos and fonts to be supplied; pictures in Adobe Photoshop, non-compressed, high resolution 300 dpi, CMYK; not to be embedded but supplied separately. High resolution PDF files are also accepted.

Advertisement bookings should be sent to:

### Gulf Weekly Advertising Dept.

Al Hilal Publishing & Marketing Group

Manama, Kingdom of Bahrain

Tel: +973 17293131

Fax: +973 17293400

Email: [susan.tealby@gulfweekly.com](mailto:susan.tealby@gulfweekly.com)