



Gulf Weekly

The community newspaper at the heart of Bahrain

2016 Media Information



www.gulfweekly.com

OVERVIEW

GulfWeekly, available every Wednesday, is Bahrain's most widely-read, leisure and lifestyle periodical and the biggest selling home-delivered title in the kingdom.

It is the island's only WEEKLY glossy publication with almost 9,000 visitors to its website www.gulfweekly.com each month from across the region.

Published by the Al Hilal Group and now in its 13th year, *GulfWeekly* has established itself as a well-loved community, campaigning newspaper at the heart of the kingdom offering readers hard-hitting news stories and heart-warming features highlighting local people – Bahrainis and expat families living in the country – and local business.

GulfWeekly offers companies and businesses unique advertising platforms including News, Shopping, Motoring, Health, Fashion, Business, Travel, Property, Eating Out, TV, Film and Sport as well as a comprehensive Listing Guide ... in full, glorious colour.

The newspaper's print quality and easy-to-use website assures advertisers of every kind of leisure, lifestyle and entertainment product a 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 invest in your products and services ... so why wait a month to get your message across?



OFFICES

Head Office: **BAHRAIN: Al Hilal Publishing & Marketing Group**, P. O. Box 1100, Manama, Kingdom of Bahrain
Tel: +973 1729 3131, Fax: +973 1729 3400, Email: alison.lillywhite@tradedearabia.net, camille.jones@gulfweekly.com

DUBAI – UAE

Hilal Al Khaleej
Office 2402 (24th floor)
Al Shafar Tower 1, Tecom C
P.O. Box 6387, Dubai - UAE
Tel: +971 4 4200483
Fax: +971 4 4200176
Email: hilaldubai@tradedearabia.ae

AL KHOBAR - SAUDI ARABIA

Al Hilal Group
P.O. Box 31813, Al Khobar 31952
Saudi Arabia
Tel: +966 13867 2738 / 13867 2746
Fax: +966 13896 2960
Email: khobar@hilalpmg-sa.com

RIYADH - SAUDI ARABIA

Al Hilal Group
P.O. Box 221173, Riyadh 11311
Saudi Arabia
Tel: +966 11 217 8866
Fax: +966 11 416 9191
Email: riyadh@hilalpmg-sa.com

UNITED KINGDOM

Crescent Publishing Ltd
Crescent Court, 102 Victor Road
Teddington, Middlesex TW11 8SS
United Kingdom
Tel: +44 208 943 3630
Fax: +44 208 943 3701
Email: post@crescentpublishing.co.uk



Al Hilal Group



Gulf Weekly EDITORIAL CALENDAR 2016

- **January:**
Autumn Fair, Fitness 2016, Bahrain International Airshow
- **February:**
Bahrain International Garden Show 2016, Gulf Industry Fair, Valentine's Day Gifts & Events
- **March:**
Mothers' Day (UK), St Patrick's Day, Spring Fashion
- **April:**
Easter Specials, F1 Season
- **May:**
gulfBID, Mothers' Day (USA), Oil Show, Petrotech 2016
- **June:**
Home Décor, Holiday Destinations, Father's Day, Ifthar and Ramadan Specials
- **July:**
Summer Camps (Bahrain and the rest of the World), Eid Al Fitr - Eid gifts and entertainment, Eid Breaks
- **August:**
Summer Specials, Made in Bahrain Special
- **September:**
Back to School, Dine Out guide, Eid Al Adha – Entertainment, Greetings & Gifts
- **October:**
Think Pink, Autumn & Winter Catwalk, Halloween Events, Diwali
- **November:**
Jewellery Arabia 2016
- **December:**
Christmas Gifts, National Day, New Year Entertainment



Dates for each of the above features will be advised on a quarterly basis.

CIRCULATION, READERSHIP AND ETHNIC PROFILE

CIRCULATION, READERSHIP AND ETHNIC PROFILE

The newspaper has a printed circulation of over 12,000 copies 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 sale.....	500
Distribution to airlines and airport lounges	500
Hotels, leisure & coffee shops and other public areas	1,100
Promotional copies and free home distribution	1,700
Total	12,000

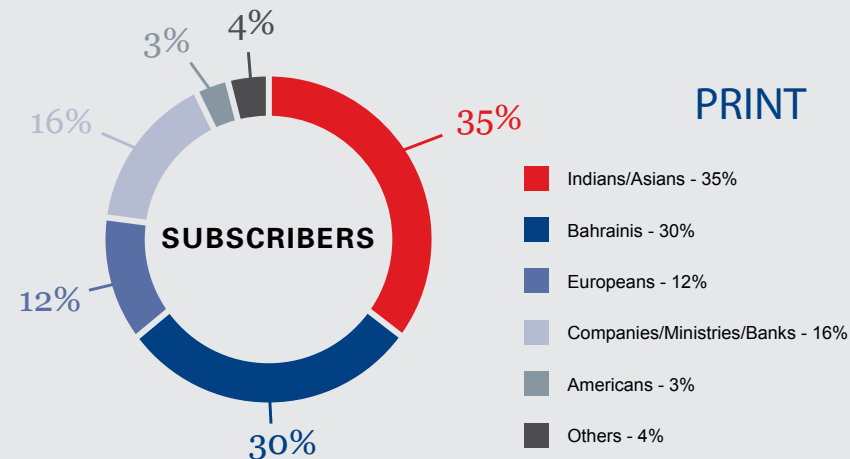
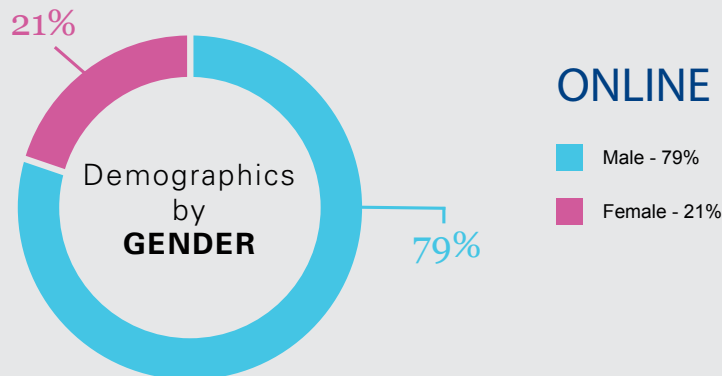
Online edition

The success of the *GulfWeekly* 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.

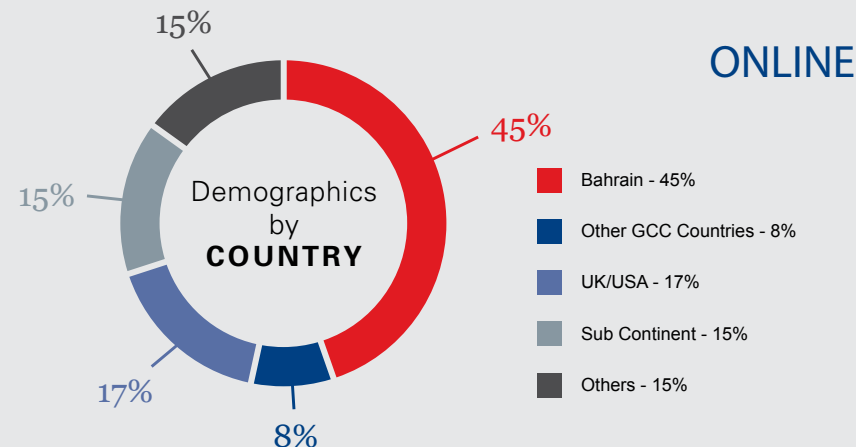
www.gulfweekly.com generates a significant 2,000 visits each week. Advertisers in *GulfWeekly* are entitled to online promotion with banners linked to corporate websites at special rates.

Online Readership/Page Viewers	19,600
Average Visits	8,600
Average Unique	6,800

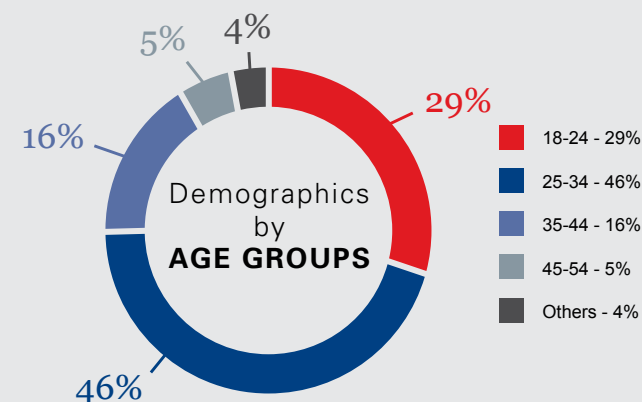
Average visitors November 2014



PRINT



ONLINE



ADVERTISING RATES AND DATA

Print Display and Classified advertising is available with special positions and operations to suit all requirements. Online advertising positions include Leaderboards, MPUs, and Space Banners which run throughout the site (ROS). An Advertisers Window provides additional added value opportunities on the Home Page.

ONLINE WEEKLY RATES

Advertising slots	Size in pixels	Position on home page	Visibility	Online Rates	Online + Print
Leader board	728 x 90	Top next to GW logo	Throughout the site	BD 1,540	BD 250 in addition to print advert
MPU (mid page unit)	300 x 250	Right side panel	Throughout the site	BD 1,330	BD 200 in addition to print advert
Space banner	220 x 550	Right side panel (lower)	Throughout the site	BD 1,330	BD 200 in addition to print advert
Advertisers window	400 x 250	Right top	Only home page	BD 750	BD 150 in addition to print advert

CLASSIFIED ADVERTISING - appears in both print and online editions of the newspaper.

Display	
Full colour	- BD 13.000 per single column centimetre
Black & White	- BD 7.000 per single column centimetre
Minimum size	- 3 centimetres
Spot colour	- BD 75.000 in addition to space charge
Linage	- 300 fils per word (minimum 10 words) + Free online upload of photos for various categories such as motors and properties
Series discount	- 2 plus 1 free / 3 plus 2 free consecutive weeks
Deadlines	- 4 days prior to publication
Cancellations	- 7 working days prior to publication
Ad agency commission	- 15% on paid for advertising only
Mechanical data	
Printed	- Web Offset
Page size	- 36cms x 26cms
Column Width	- 3.45cms - 7 columns per page
<i>NB Situations Vacant, Tender Notices and Used Car Sales advertisements are ONLY published on our Classified pages under the relevant classification. Advertisements of any size can be placed within these classifications.</i>	
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

PRINT EDITION RATES AND DATA

Display Advertising

Inside Page	BD 13.000 per single column centimeter
Full Colour	BD 7.000 per single column centimeter
Black & White	3 paid plus 1 free consecutive week
Series Discounts	5 paid plus 2 free within 12 weeks period

Special Positions

Front page banner strip	BD 20.000 per single column centimeter (Max. height 5 cms x max width 6 columns, min width 2 columns)
-------------------------	---

Back Page
Guaranteed Position (Inside)

50% Premium
25% Premium

Ear Pieces

BD 40.000 per insertion
Contract only
20 paid plus 6 free / 40 paid plus 12 free

Size (Front Page)
(Back Page)

4 cms height x 5 cms width
4.5 cms height x 6 cms width

Page Sponsors

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

Wraps and Inserts

4-page Colour Wrap	BD 15,552
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	BD 10,000
Inserts* (any size)	BD 1,512 per printed side
Labour charge (special operations)	BD 175

*ready printed material 12,000 copies to be supplied Prices of other special positions are available on request.
Advertising agency commission: 15% on paid 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 12,000 + copies

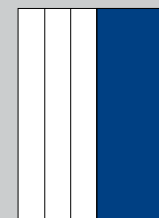
Mechanical Data

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



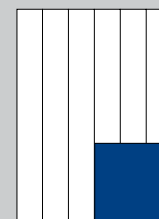
36cm x 6col (26cm)

Colour **BD 2,808**
B & W **BD 1,512**



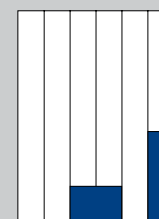
36cm x 3col (12.7cm)

Colour **BD 1,404**
B & W **BD 756**



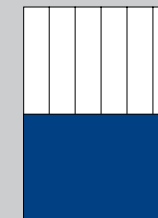
15cm x 3col (12.7cm)

Colour **BD 585**
B & W **BD 315**



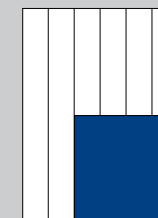
6cm x 2col (8.3cm) or
12cm x 1col (4cm)

B & W **BD 84**



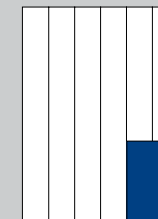
18cm x 6col (26cm)

Colour **BD 1,404**
B & W **BD 756**



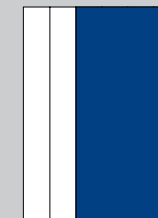
18cm x 4col (17.1cm)

Colour **BD 936**
B & W **BD 504**



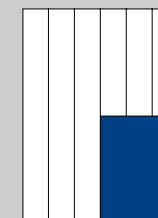
15cm x 2col (8.3cm)

Colour **BD 390**
B & W **BD 210**



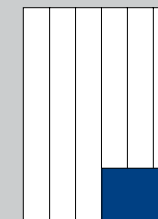
36cm x 4col (17.1cm)

Colour **BD 1,872**
B & W **BD 1,008**



18cm x 3col (12.7cm)

Colour **BD 702**
B & W **BD 378**



10cm x 3col (12.7cm)

Colour **BD 390**
B & W **BD 210**

