

Gulf Weekly

The community newspaper at the heart of Bahrain

POLE POSITION



Formula 1 in Bahrain 2012

Gulf Air Bahrain Grand Prix's OFFICIAL weekly newspaper

Formula 1 in Bahrain 2012

Pole Position, *Gulf Weekly's* annual Formula 1 edition, will be published on 18th April 2012 to coincide with the eighth Gulf Air Bahrain Grand Prix which will take place on 20th, 21st, 22nd April 2012 at the Bahrain International Circuit.

Airlines, hotels, manufacturers and distributors of consumer products as well as property developers around the Gulf will all benefit by advertising in this very special edition of Bahrain's only English-language weekly community, entertainment and lifestyle periodical. With an expected influx of more than 40,000 visitors, *Gulf Weekly* will be printing an extra 12,000 copies for distribution through unique and strategic locations such as the arrival and VIP areas at Bahrain International Airport.

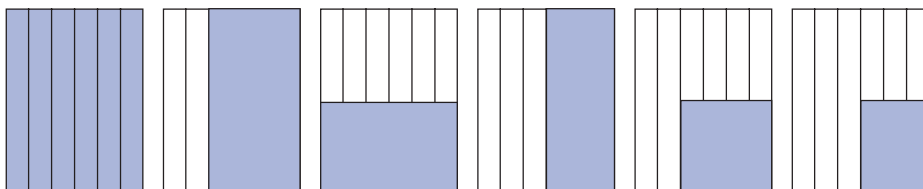
The total print run of more than 25,000 copies will provide unparalleled exposure including *Gulf Weekly's* established home-delivered circulation, plus distribution to hotels, coffee shops, restaurants and other outlets in Bahrain as well as hundreds of copies on airlines and in airport lounges. The feature will also appear online at www.gulfweekly.com which generates around 100,000* visitors per week.

Take advantage of this unique issue which provides you with the opportunity to reach a massive market of consumers throughout the region at the most exciting sporting event of the year.

*Average visitors per week (December 2011)



RATES AND DATA



36 x 6cols
(26cms)
Colour
BD 2,808
B/W
BD 1,512

36 x 4cols
(17.1cms)
Colour
BD 1,872
B/W
BD 1,008

18 x 6cols
(26cms)
Colour
BD 1,404
B/W
BD 756

36 x 3cols
(12.7cms)
Colour
BD 1,404
B/W
BD 756

18 x 4cols
(17.1cms)
Colour
BD 936
B/W
BD 504

18 x 3cols
(12.7cms)
Colour
BD 702
B/W
BD 378

Artwork Specifications

Layout files on high resolution PDF or Illustrator 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.

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

Advertisement bookings should be sent to:

Gulf Weekly Advertising Dept.

Al Hilal Publishing & Marketing Group, P O Box 1100, Manama, Kingdom of Bahrain

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