

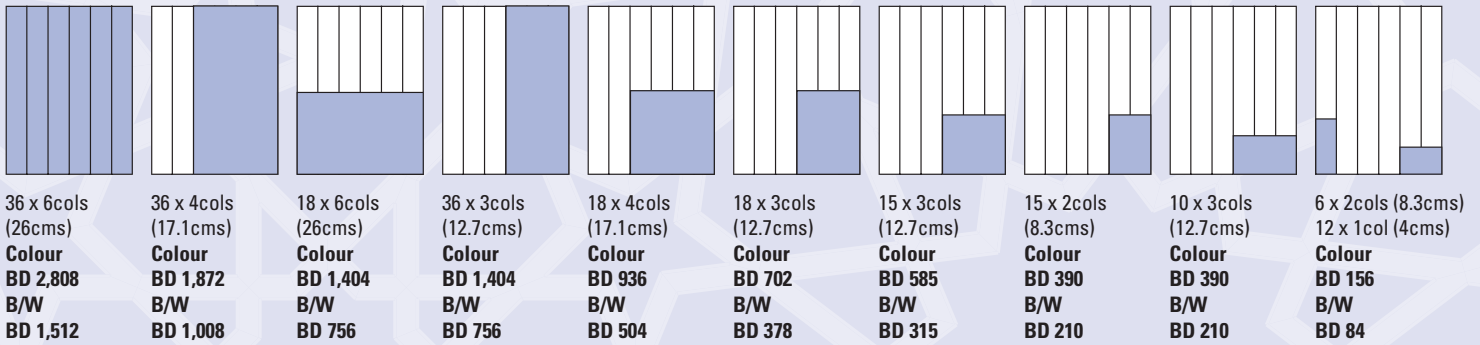
Gulf Weekly

www.gulfweekly.com

2012 Media Information



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

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

Ear Pieces

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

Page Sponsors

	BD 80.000 per insertion
	Contract only
Size	20 paid + 6 free / 40 paid 12 free 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 Adobe 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. High resolution PDF files are also accepted.

Advertisement bookings should be sent to:

Gulf Weekly Advertising Dept.
Al Hilal Publishing & Marketing Group
P.O. Box 1100, Manama, Kingdom of Bahrain
Tel: +973 17293131
Fax: +973 17293400
Email: susan.tealby@gulfweekly.com



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
Total	13,366

EDITORIAL CALENDAR 2012

January

- Autumn Fair, Fitness 2012
- Bahrain Air Show, 19-21 January
- Summer Travel
- Ifthar
- Ramadan Specials
- Ramadan Hours

February

- Bahrain International Garden Show 2012
- Valentines Day Gifts & Events

March

- Mothers' Day (UK)
- St Patrick's Day

April

- F1 Season – 20-22 April
- Health & Wellness Expo 2012

May

- Gulf Bid 2012
- Mothers' Day (USA)
- Oil Show

June

- Home Decor
- Holiday Destinations

July

- Ramadan
- Summer Camps (Bahrain and the rest of the World)

August

- Eid Al Fitr – Entertainment, Greetings & Gifts
- Eid Breaks

September

- Autumn Feature
- Back to School

October

- Autumn & Winter Catwalk
- Halloween Events

November

- Diwali – 13 November
- Eid Al Adha – Entertainment, Greetings & Gifts
- Jewellery Arabia 2012 – 22-26 November

December

- Christmas Gifts
- National Day
- 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 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)*	99,267
Unique Visitors per week	39,606
Page Views per week	117,173

*Average visitors per week (August 2011)

Head Office

BAHRAIN

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Regional & International Offices

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ABU DHABI – UAE

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