



GULF Daily News *The voice of Bahrain*

GDN ONLINE

NEWS... All day

2016 Media Information



www.gdnonline.com



GDN EDITORIAL CALENDAR 2016

■ **Weekly:**

Weekly Focus, Mid-Week Focus, Out and About, It's the Weekend, Friday Focus.

■ **Monthly:**

Business World, Consult the Experts, Dine Out, Focus on Finance, Industry Today, Life at the Top, Mall Moments, New in Town, Children's World, Computers, Technology Today, Travel.

■ **Bi-Monthly:**

Beauty Buzz, Education, Healthcare and Fitness, In Style, Outside Catering, Motors, Home Entertainment.

■ **Quarterly:**

Air Conditioning & Refrigeration, CCTV, Safety and Security, As You See It, Boating and Water Sports, Focus on the East, Freight Services, Homes and Gardens, Home Entertainment, Improve Services to Expatriates, Seasonal specials, Waterproofing, Kitchen Kit, Who's where.

■ **Seasonal:**

Racing to the Future — Formula 1 Focus, Bahrain International Airshow.

■ **By Country:**

National Days of all Countries, Tribute to Bahrain, Spotlights on Countries.

■ **Special Features:**

Anniversaries, Openings, Special Events, Exhibitions, Property Shows.

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



CIRCULATION, READERSHIP AND ETHNIC PROFILE

The *Gulf Daily News* has an average print run of 10,200 copies per day of which 5,000 are delivered to homes and offices throughout the Kingdom. The remaining copies are sold through a multitude of outlets and street sales.

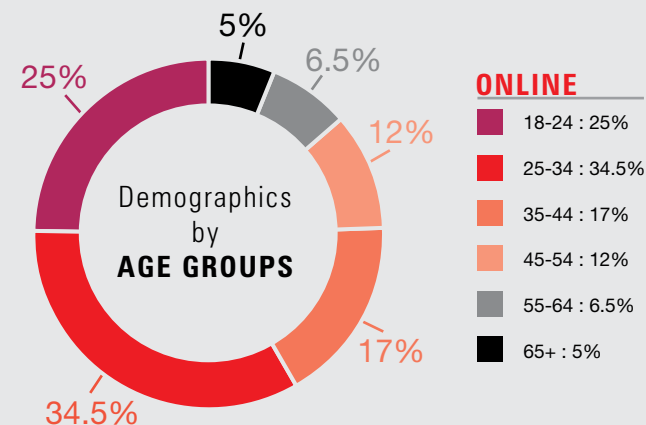
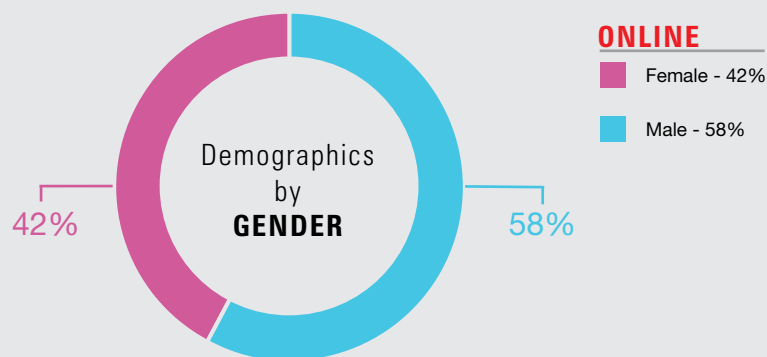
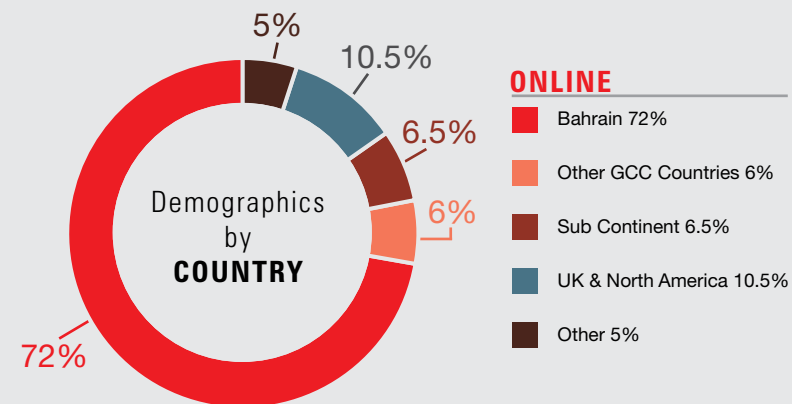
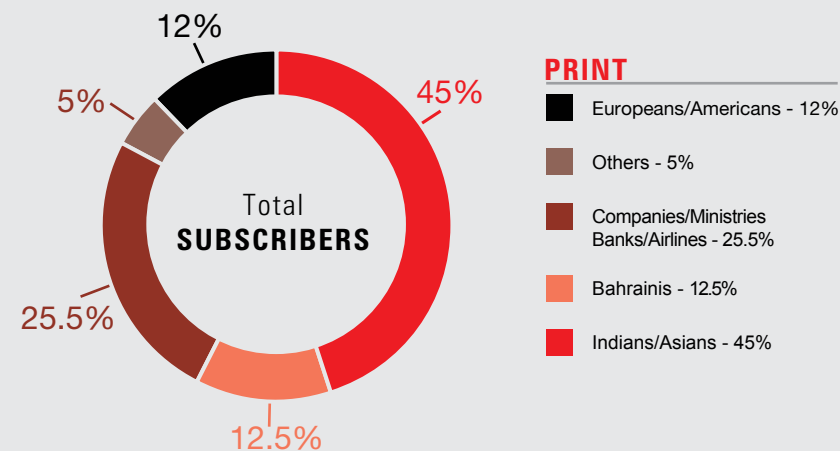
Our Readership profile is made up of both expatriates and Bahrainis with the ethnic breakdown as follows:

Asians 45%, Europeans and Americans 12%, Bahrainis 12.5%, Others 5%. A further 25.5% of the circulation is delivered to the corporate and governmental sector with copies also uplifted onto regional airlines.

The Online edition of the *Gulf Daily News* attracts an average of a further 11,500 unique visitors on a daily basis giving a total of 21,700 print and online subscribers per day with an estimated total readership in excess of 55,000. With over 1.8 million page views per month, the online edition can deliver 60,000 impressions per day.

The online readership accesses the site from Bahrain (72%) as well as from the United States, India, the UK, the UAE, Saudi Arabia, Qatar, Canada, Pakistan and Germany.

The online traffic generates over 70,000 page views per day.



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 DAILY RATES

Advertising slots	Size in pixels	Position on home page	Visibility	Online Rates	Online + Print	CPM Rate
Leader board	728 x 90	Top next to GDN logo	Throughout the site	BD 1,540	BD 250 in addition to print advert	\$60/BD 22
MPU (mid page unit)	300 x 250	Right side panel	Throughout the site	BD 1,330	BD 200 in addition to print advert	\$51/BD 19
Space banner	220 x 550	Right side panel (lower)	Throughout the site	BD 1,330	BD 200 in addition to print advert	\$51/BD 19
Advertisers window	400 x 250	Right top	Only home page	BD 750	BD 150 in addition to print advert	N/A

* CPM rate from \$51/BD19 per thousand impressions, with upto 70,000 impressions available per day (Exclusive) with a minimum of 25,000 impressions per day.

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

Display

BD 13.000 per single column centimetre

BD 7.000 per single column centimetre

Spot colour

Linage

Series discount

Deadlines

Late Linage Column

Cancellations

Ad agency commission

Mechanical data

Printed

Screen

Page size

Column Width

- Full colour (maximum size 45 centimetres, minimum size 20 centimetres)
- Black & White (minimum size 3 centimetres)
- BD 75.000 in addition to space charge.
- 300 fils per word (minimum 10 words) + Free online upload of photos for various categories such as Motoring and Properties
- 3 + 1 free - consecutive days unchanged copy
- **Classified Display** 9am working day prior to publication
Classified Lineage 11am working day prior to publication
- 5pm working day prior to publication. NB: These advertisements are unclassified
- 1pm the working day prior to publication
- 15% on paid for advertising only (applicable to space only in the case of spot colour)
- Web Offset
- 100 lpi – colour and black & white
- 36cms x 26cms
- 3.45cms – 7 columns per page.

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.

PRINT EDITION RATES AND DATA

Display Advertising

BD 15.000 per single column centimetre
 BD 13.750 per single column centimetre
 BD 7.500 per single column centimetre
 Series Discount

Special positions

Front Page Glazed Newsprint (full colour only)

Glazed Newsprint Pages (full colour only)

Page 2, centre 4 pages, inside back and back pages.

Page 3 (newsprint, full colour only)

Guaranteed Position (other newsprint pages)

Spot colour

Earpieces (Front page full colour) 4.5cms height x 4cms width

Earpieces (Back page full colour) 4cms height x 8.3cms width

Earpieces (Back page full colour) 4cms height x 4cms width

Earpieces (Black & White Back Page only)

4cms height x 4cms width

Front page hamper (full colour only) 6cms height x 4cms width

Wraps and Inserts*

4-page colour outside wrap

1-page colour front page attachment

Back page attachment any size

Belly Band

Inserts any size (not exceeding full page)

Folded material e.g. 1 printed side folded will be billed as 2 sides.

Ready printed material 12,000 copies to be supplied. Operations involving pasting or glue spots, these must also be supplied.

Labour charge for special operations:

* Distribution is subjected to prior approval of content.

Other special procedures prices on request.

Deadlines

ROP

Advertising Features

Wraps and Inserts

Cancellations

NB: Late cancellations will be subject to a 50% cancellation charge

Circulation

Advertising agency commission – 15% on paid for advertising only (applicable to space only in the case of spot colour)

Mechanical data

Printed

Screen

Page size

Column Width

Please supply PDF (JPG, EPS) format high resolution, text converted to path.

Four colour material in CMYK. Spot colour material in CMYK AND Pantone instructions.

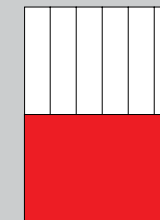
Gulf Daily News Display and Classified bookings to be sent directly to our Bahrain office.

NB: Colour separations, films, laser prints, and bromides are no longer accepted.

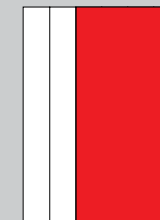
- Glazed Newsprint Full Colour (minimum size 54cms)
- Newsprint Full Colour (minimum size 30cms)
- Newsprint Black & White (minimum size 12cms)
- 5 + 1 free
- BD24 per single column centimetre (Max. height 4cms max width 6 columns, min width 2 columns)
- 50% premium
- up to 54cms 25% premium over 54cms 50% premium
- 25% premium. NB: Pages 4, 5, 7 are full colour only.
- BD 150.000 in addition to space charge.
- BD 96.000 (annual contract only 42 paid + 8 free)
- BD 80.000
- BD 40.000
- BD 33.000 (annual contract only 30 paid + 20 free)
- BD 144.000
- BD 20,000
- BD 10,000
- BD 5,000 + advertising space required @ glazed newsprint rates + 50% surcharge
- BD 15,000
- BD 1,512 per printed side.
- BD 175



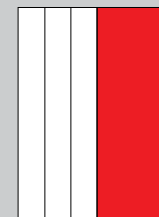
36cm x 6col (26cm)
 * G Colour **BD 3,240**
 Colour **BD 2,970**
 B & W **BD 1,620**



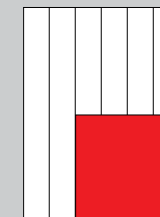
18cm x 6col (26cm)
 * G Colour **BD 1,620**
 Colour **BD 1,485**
 B & W **BD 810**



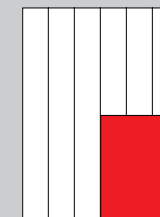
36cm x 4col (17.1cm)
 * G Colour **BD 2,160**
 Colour **BD 1,980**
 B & W **BD 1,080**



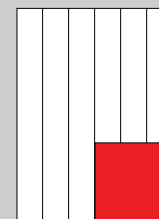
36cm x 3col (12.7cm)
 * G Colour **BD 1,620**
 Colour **BD 1,485**
 B & W **BD 810**



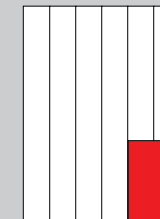
18cm x 4col (17.1cm)
 * G Colour **BD 1,000**
 Colour **BD 990**
 B & W **BD 540**



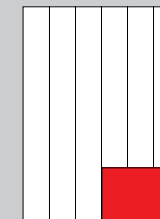
18cm x 3col (12.7cm)
 * G Colour **BD 810**
 (Minimum size)
 Colour **BD 742**
 B & W **BD 405**



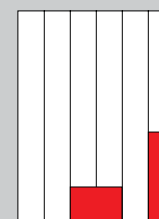
15cm x 3col (12.7cm)
 Colour **BD 619**
 B & W **BD 337**



15cm x 2col (8.3cm)
 Colour **BD 412**
 (Minimum size)
 B & W **BD 225**



10cm x 3col (12.7cm)
 Colour **BD 412**
 (Minimum size)
 B & W **BD 225**



6cm x 2col (8.3cm) or
 12cm x 1col (4cm)
 B & W **BD 90**
 (minimum size)

* G Colour = Glazed Newsprint



OVERVIEW

Gulf Daily News is Bahrain's leading English language daily newspaper, published seven days a week, 365 days a year.

With a daily print circulation approaching 10,200 copies and an online readership of over 11,500 unique visitors every day, the Kingdom's most popular and respected newspaper has a total estimated readership in excess of 55,000 across a multi-national section of Bahrainis and expatriates. The majority of our readers live and work in Bahrain and in addition the newspaper reaches a number of regional and international subscribers who have a serious interest in the Kingdom's news and development.

The *Gulf Daily News* has the most extensive home delivery service in Bahrain. The online edition is available from

6am each day providing our readers with the flexibility of reading either the print or web editions with fully enabled mobile and tablet facilities to accommodate any device.

Editorial content is varied and detailed with local, regional and world news, current business news and global sports coverage. Regular advertising features, readers' letters, a 'Leisure' section and busy classified advertising pages all help maintain the *Gulf Daily News* as Bahrain's leading and most popular newspaper.

The newspaper provides the option of print or online advertising opportunities as well as bundled packages which give advertisers exceptional reach and value through a combination of print and online promotion at the same time.



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