



CIRCULATION, READERSHIP AND ETHNIC PROFILE

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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.

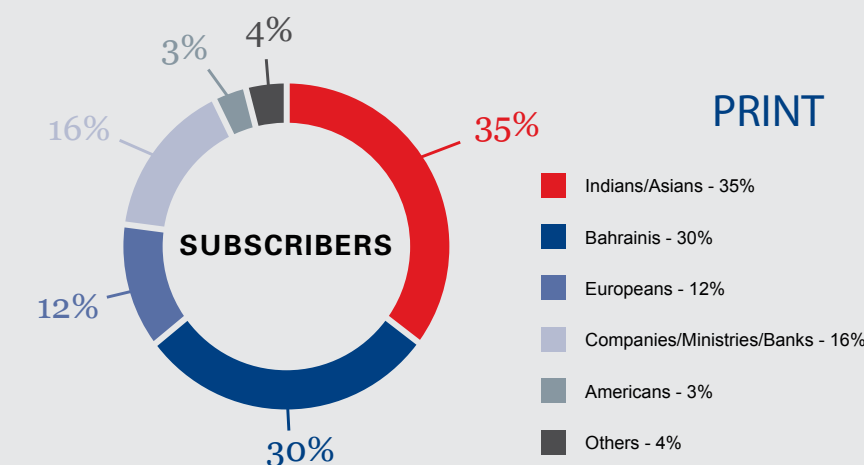
Online Readership/Page Viewers	19,600
Average Visits	8,600
Average Unique	6,800

Average visitors November 2014

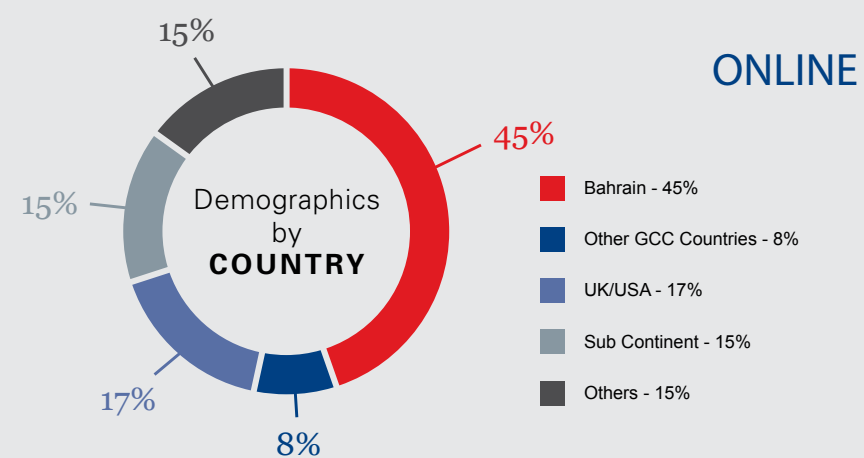


- **January:**
Autumn Fair, Fitness 2016, Bahrain International Airshow
- **February:**
Bahrain International Garden Show 2016, Gulf Industry Fair, Valentine's Day Gifts & Events
- **March:**
Mothers' Day (UK), St Patrick's Day, Spring Fashion
- **April:**
Easter Specials, F1 Season
- **May:**
gulfBID, 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

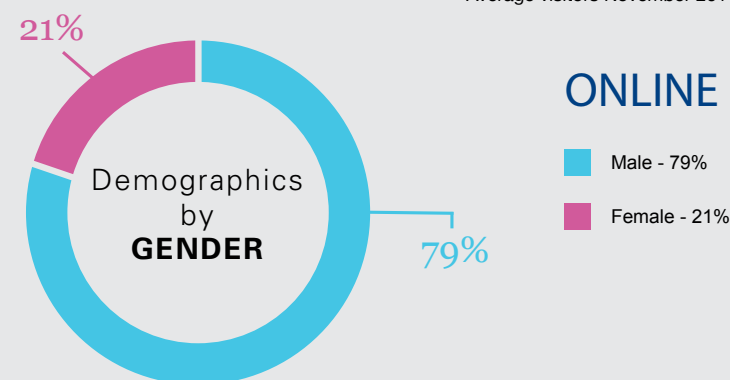
Dates for each of the above features will be advised on a quarterly basis.



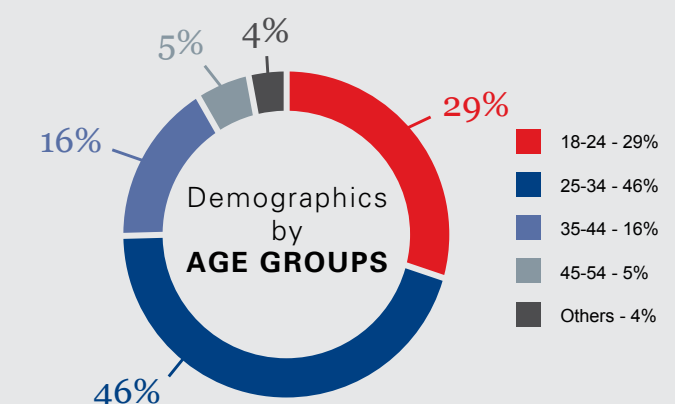
PRINT



ONLINE



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
- 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.*

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
Full Colour
Black & White
Series Discounts

BD 13,000 per single column centimeter
BD 7,000 per single column centimeter
3 paid plus 1 free consecutive week
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
Front Page Gatefold
1-page Colour Front Page Attachment
Back Page Attachment (any size)
Belly Band
Inserts* (any size)
Labour charge (special operations)

BD 15,552
BD 6,480
BD 5,000
BD 5,000
BD 10,000
BD 1,512 per printed side
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
Features Advertising
Cancellation Deadline

4 days prior to publication
One week prior to publication
7 working days prior to publication

Circulation

12,000 + copies

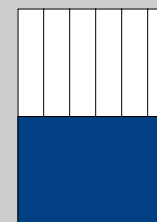
Mechanical Data

Printing
Page Size
Column Width

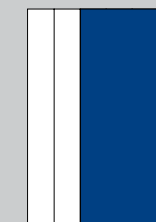
Web Offset
36cms x 26 cms
4cms; 6 columns per page



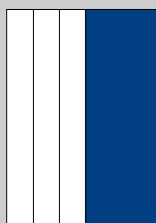
36cm x 6col (26cm)
* G Colour **BD 3,240**
Colour **BD 2,970**
B & W **BD 1,620**



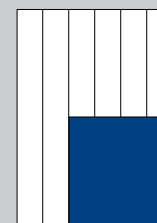
18cm x 6col (26cm)
* G Colour **BD 1,620**
Colour **BD 1,485**
B & W **BD 810**



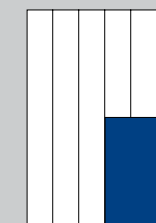
36cm x 4col (17.1cm)
* G Colour **BD 2,160**
Colour **BD 1,980**
B & W **BD 1,080**



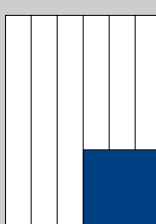
36cm x 3col (12.7cm)
* G Colour **BD 1,620**
Colour **BD 1,485**
B & W **BD 810**



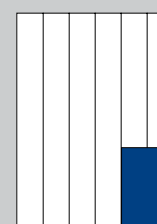
18cm x 4col (17.1cm)
* G Colour **BD 1,000**
Colour **BD 990**
B & W **BD 540**



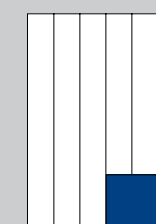
18cm x 3col (12.7cm)
* G Colour **BD 810**
(Minimum size)
Colour **BD 742**
B & W **BD 405**



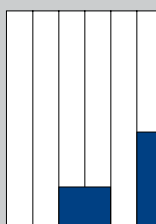
15cm x 3col (12.7cm)
Colour **BD 619**
B & W **BD 337**



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



10cm x 3col (12.7cm)
(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

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?



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Gulf Weekly

The community newspaper at the heart of Bahrain

2016 Media Information



www.gulfweekly.com