

# **GULF** Daily News *The voice of Bahrain*



*NEWS... All day*

## MEDIA

PRINT • ONLINE • SOCIAL



# OVERVIEW



**Gulf Daily News** together with the **GDN Online** is Bahrain's leading English language media platform providing 365 days / 24-hour coverage of local, regional and international news. Presented in print, online and through social media, the **Gulf Daily News** and **GDN Online** are considered to be Bahrain's most authoritative and respected news outlets.

With an average daily print circulation of over **10,000** copies and an online readership of over **8,500** visitors every day, the total estimated readership of almost **50,000** across a multi-national section of Bahrainis and expatriates as well as engaging with thousands more on social media. The majority of our readers live and work in Bahrain and in addition, the media 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.

**Gulf Daily News** media provides a total promotional opportunity utilising print, online and social media in bundled packages. This ensures that advertisers' messages achieve exceptional exposure and value through a combination of print and online promotion, supported with social media reaching thousands of followers.



# EDITORIAL CALENDAR



## **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 One Focus.

## **By Country**

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

## **Special Features**

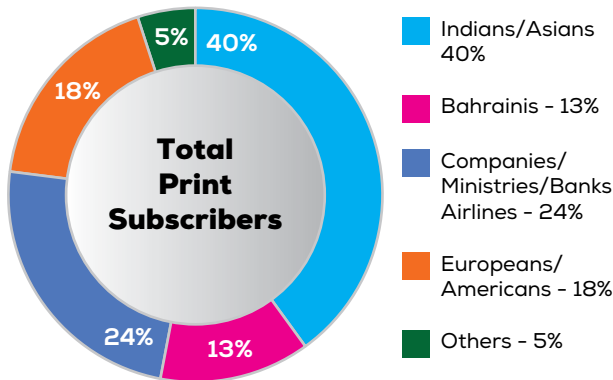
Anniversaries, Openings, Special Events, Exhibitions, Fairs, Property Shows.

# CIRCULATION AND READERSHIP PROFILE

## Print

The **Gulf Daily News** has an average print run of over 10,000 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.

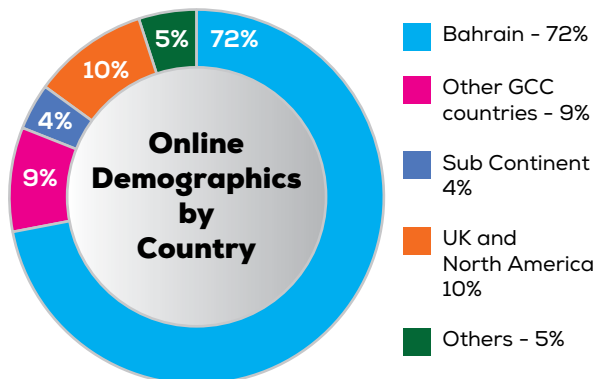
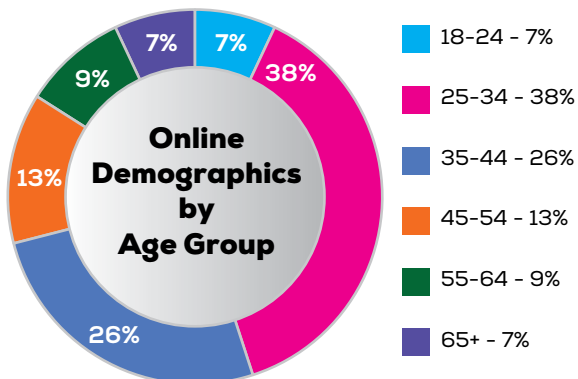
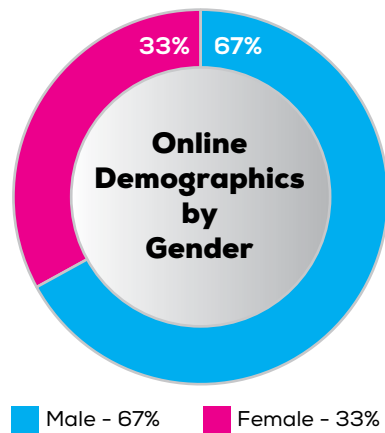
Our readership profile is made up of both expatriates and Bahrainis with the breakdown as follows: Asians 40%, Bahrainis 13%, Europeans and Americans 18%, Others 5%. A further 24% of the circulation is delivered to the corporate and governmental sector with copies also uplifted onto regional airlines.



## Online

The **Online Edition** of the **Gulf Daily News** attracts an average of a further 8,500 visitors on a daily basis giving a total of 17,000 print and online subscribers per day with an estimated total readership in excess of 50,000. With over 1.8 million page views per month, the online edition can deliver 60,000 impressions per day.

Social media provides even more reach for advertisers with thousands of Likes and Followers on Twitter, Instagram and Facebook. GDN's online presence today represents one of the most extensive digital reaches in Bahrain ensuring that advertisers are promoted on every possible online platform.





# 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/BD 19 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

- BD13 per single col cm – Full colour (maximum size 45cm, minimum size 20cm)
- BD7 per single col cm – Black & White (minimum size 3cm)

### Spot colour

- BD75 in addition to space charge

### Linage

- 300 fils per word (minimum 10 words) + Free Online upload of photos for various categories such as Motoring and Properties

### Series discount

- 3 + 1 free - consecutive days unchanged copy

### Deadlines

- Classified Display 11am working day prior to publication
- Classified Lineage 1pm working day prior to publication

### Late Linage Column

- 5pm working day prior to publication
- NB: These advertisements are unclassified

### Cancellations

- 1pm the working day prior to publication

### Ad agency commission

- 15% on paid for advertising only (applicable to space only in the case of spot colour)

### Mechanical data

- Page size – 36cm x 26cm
- Column width – 3.4cm – 7 columns per page (4mm gutter space)

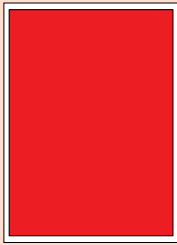
**NB: Situations Vacant, Tender Notices and Used Car Sales advertisements are ONLY published on our Classified pages under the relevant classification. Advertisements of any size can be placed within these classifications.**

## Mechanical data

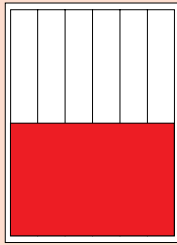
|              |                                      |
|--------------|--------------------------------------|
| Printed      | - Web Offset                         |
| Screen       | - 100 lpi – colour and black & white |
| Page size    | - 38cm x 29cm                        |
| Print area   | - 36cm x 26cm                        |
| Column width | - 4cm – 6 columns per page           |

- 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.

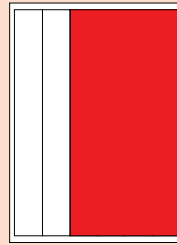
## ROP AD SIZES



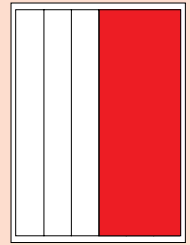
36cm x 6col (26cm)  
\* G Colour **BD 3,240**  
Colour **BD 2,970**  
B&W **BD 1,620**



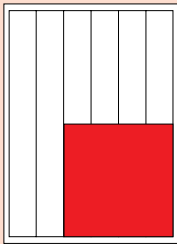
18cm x 6col (26cm)  
\* G Colour **BD 1,620**  
Colour **BD 1,485**  
B&W **BD 810**



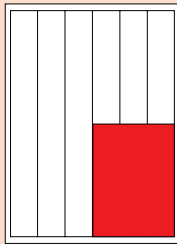
36cm x 4col (17.1cm)  
\* G Colour **BD 2,160**  
Colour **BD 1,980**  
B&W **BD 1,080**



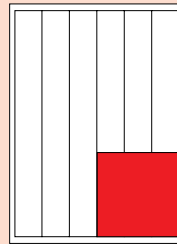
36cm x 3col (12.7cm)  
\* G Colour **BD 1,620**  
Colour **BD 1,485**  
B&W **BD 810**



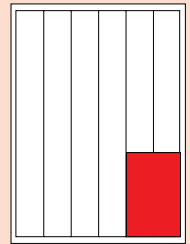
18cm x 4col (17.1cm)  
\* G Colour **BD 1,000**  
Colour **BD 990**  
B&W **BD 540**



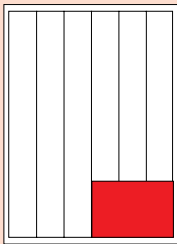
18cm x 3col (12.7cm)  
\* G Colour **BD 810**  
(Minimum size)  
Colour **BD 742**  
B&W **BD 405**



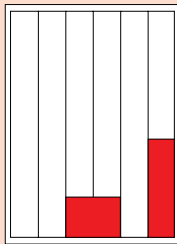
15cm x 3col (12.7cm)  
Colour **BD 619**  
B&W **BD 337**



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

# PRINT EDITION RATES AND DATA

## ROP (Run on page)

### Display Advertising

- BD 15 per single col cm – Glazed Newsprint Full Colour (minimum size 54cm)
- BD 13.750 per single col cm – Newsprint Full Colour (minimum size 30cm)
- BD 7.500 per single col cm – Newsprint Black & White (minimum size 12cm)
- Series discount (within a six-month period) – 5 + 1 free

### Special Positions

- Front Page Glazed Newsprint (full colour only) – BD 24 per single col cm (Max. height 4cm max width 6 col, min width 2 col)
- Glazed Newsprint Pages (full colour only) – 50% premium
- Page 2, centre 4 pages, inside back and back pages – Up to 54cm 25% premium over 54cm 50% premium
- Page 3 (newsprint, full colour only) – 25% premium. NB: Pages 4, 5, 7 are full colour only
- Guaranteed Position (other newsprint pages) – BD 150 in addition to space charge
- Spot Colour – BD 96 (annual contract only 42 paid + 8 free)
- Earpieces (Front page full colour) 4.5cm height x 4cm width – BD 80
- Earpieces (Back page full colour) 4cm height x 8.3cm width – BD 40
- Earpieces (Back page full colour) 4cm height x 4cm width – BD 33 (annual contract only 30 paid + 20 free)
- Earpieces (black & white back page only) 4cm height x 4cm width – BD 144
- Front page hamper (full colour only) 6cm height x 4cm width



### Wraps and Inserts\*

- 4-page colour outside wrap – BD 20,000
- 1-page colour front page attachment – BD 10,000
- Back page attachment any size – BD 5,000 + advertising space required @ glazed newsprint rates + 50% surcharge

### Belly Band

- **BD 15,000**
- Inserts any size (not exceeding full page) – BD 1,512 per printed side.
- 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 – BD 175

\* Distribution is subjected to prior approval of content.

Other special procedures prices on request.

### Deadlines

- ROP – 2 working days
- Advertising Features – 3 working days
- Wraps and Inserts / Belly Band – 4 working days

### Cancellations

- **4 working days**
- NB: Late cancellations will be subject to a 50% cancellation charge

### Circulation

- **Over 10,000 per day**
- 15% on paid for advertising only (applicable to space only in the case of spot colour)



**GULF Daily News** *The voice of Bahrain*

**GDN ONLINE**  
NEWS... All day

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