

Gulf Weekly

The community newspaper at the heart of Bahrain



MEDIA INFORMATION
PRINT • ONLINE • SOCIAL





GulfWeekly EDITORIAL CALENDAR

January

Autumn Fair, Festival City, Shop Bahrain

February

Bahrain International Garden Show, Gulf Industry Fair, Valentine's Day Gifts & Events

March

Mothers' Day (UK), St Patrick's Day, Spring Fashion

April

Easter Specials, F1 Season, Gulf Construction Expo, Gulf Interiors Exhibition, Gulf Property Show

May

Mothers' Day (USA), Oil Show, and Ramadan Specials, Ifthar

June

Home Décor, Holiday Destinations, Father's Day, Eid Al Fitr - Eid gifts and entertainment

July

Summer Camps (Bahrain and the rest of the World), 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

December

National Day, Christmas Gifts, New Year Entertainment

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

CIRCULATION, READERSHIP AND ETHNIC PROFILE

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

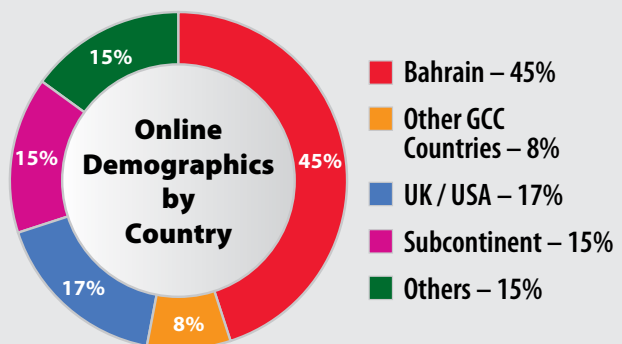
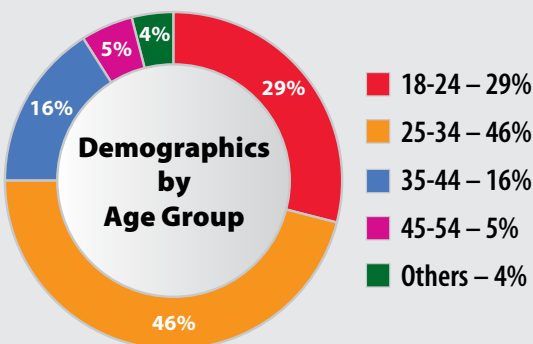
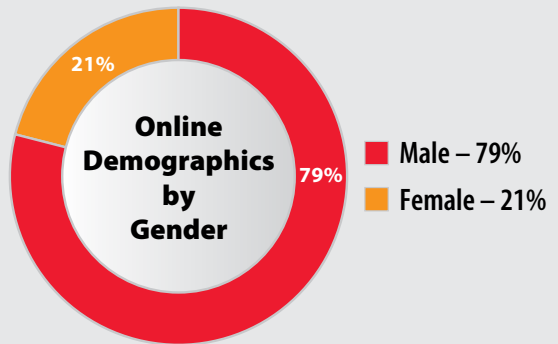
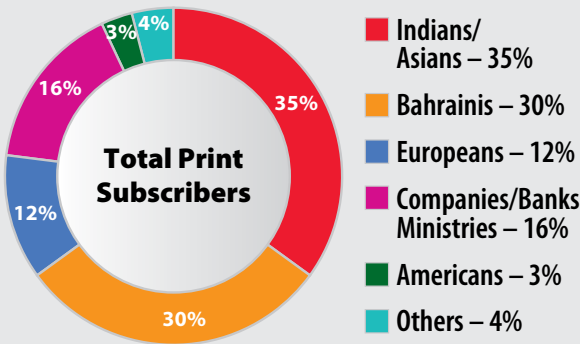
Paid for home distribution	8,200
Copies on sale	500
Distribution to airlines and airport lounges	500
Hotels, leisure and coffee shops and other public areas	1,100
Promotional copies and free home distribution	1,700
Total	12,000

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



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 BD13 per single column centimetre

Black & White BD7 per single column centimetre

Minimum size 3 centimetres

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 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 38 cms x 29 cms

Column Width..... 3.45 cms – 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 BD20 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	BD 13 per single col cm
Full Colour	BD 7 per single col cm
Black & White	3 paid plus 1 free (2 months)
Series Discounts	5 paid plus 2 free within (4 months)

Special Positions

Front page banner strip	BD 20 per single col cm (Max. height 5 cms x max width 6 columns, min width 2 columns)
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Back Page

Guaranteed Position (Inside)	50% Premium
	25% Premium

Front page Ear Piece

	BD 60 per insertion (<i>Contract only</i>)
	4 cms height x 5 cms width
	20 paid plus 6 free / 40 paid plus 12 free

Back page Ear Piece

Size	BD 40 per insertion
	4.5 cms height x 6 cms width

Page Sponsors

	BD 80 per insertion (<i>Contract only</i>)
	20 paid + 6 free / 40 paid 12 free
	Size 4 cms height x 8.7 cms width

Wraps and Inserts

4-page Colour Wrap	BD 15,552
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	BD 10,000
Inserts* (any size)	BD 1,512 per printed side
Labour charge (special operations)	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

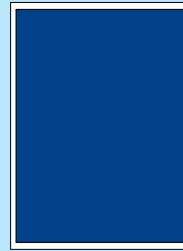
Display Advertising	2 days prior to publication
Features Advertising	One week prior to publication
Cancellation Deadline	4 working days prior to publication

Circulation

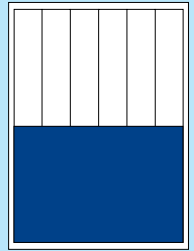
12,000 + copies

Mechanical Data

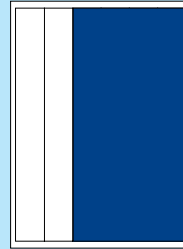
Printing	Web Offset
Page Size	38 cms x 29 cms
Column Width	4 cms; 6 columns per page



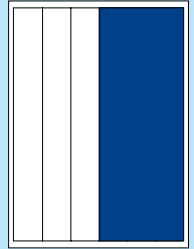
36cm x 6col (26cm)
Colour **BD 2,808**
B&W **BD 1,512**



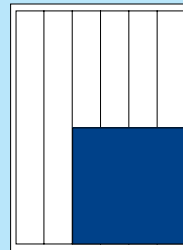
18cm x 6col (26cm)
Colour **BD 1,404**
B&W **BD 756**



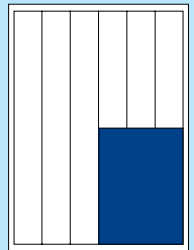
36cm x 4col (17.1cm)
Colour **BD 1,872**
B&W **BD 1,008**



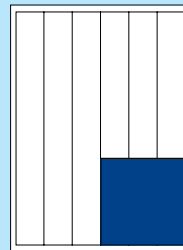
36cm x 3col (12.7cm)
Colour **BD 1,404**
B&W **BD 756**



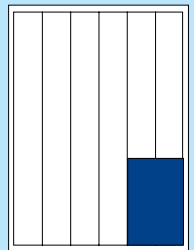
18cm x 4col (17.1cm)
Colour **BD 936**
B&W **BD 504**



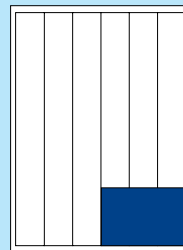
18cm x 3col (12.7cm)
Colour **BD 702**
B&W **BD 378**



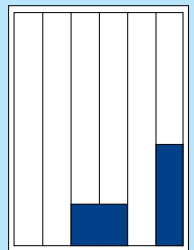
15cm x 3col (12.7cm)
Colour **BD 585**
B&W **BD 315**



15cm x 2col (8.3cm)
Colour **BD 390**
B&W **BD 210**



10cm x 3col (12.7cm)
Colour **BD 390**
B&W **BD 210**



6cm x 2col (8.3cm) or
12cm x 1col (4cm)
B&W **BD 84**

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?

GulfWeekly

The community newspaper at the heart of Bahrain



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