

# MWR BAHRAIN

## Naval Support Activity Bahrain

PROGRAMS • EVENTS • SERVICES • FACILITIES  
GUIDE TO RECREATIONAL OPPORTUNITIES

## Reach your target market

The MWR guide offers essential information from both the Naval Support Activity (NSA) base and Red House Marketing targeted at visiting servicemen and new arrivals to the island. Produced four times a year, the guide includes directories of places to go while off-duty together with a full map of Bahrain.



## Distribution

The MWR is distributed primarily to visiting servicemen from the U.S. Navy. Copies of the guide are handed out to servicemen at the port of call PRIOR to their arrival in Bahrain. This is designed to ensure military personnel have ample time to understand important cultural issues before they arrive in the Kingdom. It also offers them advance information as to how to spend their leisure time. New arrivals at the NSA base as well as 6,000 base personnel gain access to this publication.

*Each publication has a minimum print run of 8,000 copies (reprinted as required)*

*\* MWR is published quarterly*

## MWR Content

In addition to information supplied by the NSA base, Red House Marketing includes detailed information covering:

### ■ Bahrain – A Snapshot

Contains summary information about Bahrain together with a listing of major tourist attractions and places to visit.

### ■ Where to Stay

More than 50 major hotels and serviced apartments are listed, offering a range of pricing options for visitors;

### ■ Eating Out

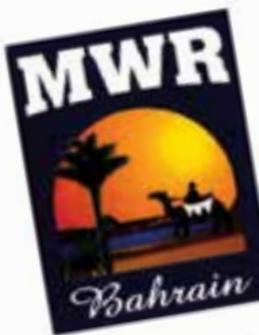
A comprehensive listing of restaurants for all occasions details the range of cuisine available within the Kingdom;

### ■ Shopping

Everything for the visitor to find is listed; from jewellery to carpets to digital gadgets.

### ■ Nightlife Planner

A detailed review of where to go after the sun goes down, including hotel bars, sports bars and night clubs.



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**MORALE, WELFARE & RECREATION DEPARTMENT**

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18 July 2005

Mr. George Middleton  
Managing Director  
Red House Marketing  
PO Box 20461, Manama  
Bahrain

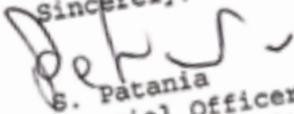
Dear Mr. Middleton,

This is to confirm that the Morale Welfare and Recreation Department of the U.S. Naval Support Activity, Bahrain strongly supports the use of the MWR Bahrain Guide to Recreational Opportunities, printed and provided by the Red House Marketing.

The Guide remains extremely useful in providing U.S. military and civilian personnel either visiting or residing in the Kingdom of Bahrain, with details on both MWR programs and activities and local business and recreational opportunities.

We hope to maintain the same excellent working relationship between our organizations, as we have in the past many years.

Sincerely,

  
S. Patania  
MWR Financial Officer  
Naval Support Activity, Bahrain

MWR..... "Committed to First Class Service"

## Essential information about Bahrain

**Destination finder:** Shows you how to get to your destination.

**Grid reference code system:** Locate major local landmarks, places of interest, hotels, ministries, museums, restaurants, shopping complexes and much more.

**Key information:** A brief history of Bahrain, major tourist attractions, business information and hotel, restaurant and shopping directories — the MWR Guide delivers as a concise, all-in-one, essential reference source.

# Morale, Welfare & Recreation Guide

Produced in cooperation with the Naval Support Activity (NSA) base in Bahrain, the MWR guide is handed to servicemen visiting the Kingdom. The guide includes content from the NSA and essential information for military personnel on where to go, how to get there and what to do.

***The essential reference  
source for NSA visitors and  
new arrivals to Bahrain.***



## ADVERTISEMENT RATES & MECHANICAL DATA

Full Colour Rate in Bahrain Dinars		
Advertisement	Size (width x height)	Cost (BD)
Back Cover	100 x 210 mm	1,015
Inside Front & Back Cover	100 x 210 mm	825
Centre Spread	200 x 210 mm	1,650
Reverse of Centre Spread	100 x 210 mm	825
Double Page Spread	200 x 210 mm	1,210
Full Page	100 x 210 mm	660
Half Page	90 x 100 mm	425
Edit Panel	90 x 30 mm	185

- Trim Size: 100 mm x 210 mm, Bleed: Add 5 mm on all sides
- Discounts available for volume bookings

Publication Data	Winter	Spring	Summer	Autumn
Publication	Jan	Apr	July	Oct
Booking Deadline	Jan 15	Apr 15	July 15	Oct 15
Artwork Deadline	Jan 20	Apr 20	July 20	Oct 20

**ACCEPTABLE SOFTWARE FORMATS:**  
 InDesign CS, QuarkXpress, Freehand,  
 Illustrator, Photoshop, Press Quality  
 PDF, TIFF, EPS, with all fonts supplied  
 or converted to outlines.

### Mechanical Data

- Printed: Web offset
- Screen: 300 dpi colour

Published by:



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**MARKETING**  
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