

THE BAHRAIN AUTOMOTIVE & MOTORING GUIDE 2016

Choosing the right mode of transport is often a major financial decision for individuals and organisations. The Kingdom's residents and companies need to know what range of cars, vehicles and services are available that will meet their specific requirements.

The Bahrain Automotive & Motoring Guide delivers this information in a comprehensive and handy pocket-sized directory.

PUBLICATION DATA

Booking Deadline	Artwork Deadline	Publication Date
19 February 2016	24 February 2016	March 2016

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

OTHER TECHNICAL DATA

- Printed Web Offset
- Screen 300 Dpi Colour

Published by:



Red House
MARKETING
Publishing & Information Marketing Specialists

To book your advertisement, contact a sales representative at:
Tel: (+973) 17 813-777 Fax: (+973) 17 813-700
e-mail: sales@redhousemarketing.com
mailing address: P.O. Box 20461, Manama, Bahrain.

ADVERTISEMENT RATES (ONLINE)

Digital Exposure	Cost (BD)
Monthly @	99/- minimum 6 months
Annual @	750/-

Inclusive of the following:

- Monthly brand updates;
- Priority listings on home page
- Interactive search facilities;
- Promotional offers, editorials,
- blogs, video embeds & slideshows;
- Cross-referenced listings;
- User ratings & feedback;
- Social media promotions.

ADVERTISEMENT RATES (PRINT & ONLINE)

Full Colour Rate in Bahrain Dinars		
Advertisement	Print Area (H x W)	Cost (BD)
Cover - Gatefold	200mm x 187mm	2,819
Back Cover	200mm x 93mm	1,550
Double Page Spread*	200mm x 196mm	1,530
Inside Cover (Front/Back)	200mm x 90mm	1,250
Opposite Inside Front Cover (<i>right hand page</i>)	200mm x 90mm	1,150
Opposite Contents	200mm x 90mm	1,080
Opposite Introduction (<i>left hand page</i>)	200mm x 90mm	980
Full Page	200mm x 90mm	900
Half Page	100mm x 90mm	480
Editorial Panel	40mm x 90mm	270

* Ensure that 6mm on either side of the spine does not contain any text as it will be lost in binding.

- **Trim Size:** 210mm x 100mm, **Bleed:** Add 5mm on each side
- **Special Position:** Five special position advertisements, which are all left hand pages, are available opposite the start of each of the sections for passenger vehicles, commercial vehicles, car servicing & repairs, car rental & leasing and automotive services. Cost: BD 1,000/- per insert.
- **3+1 Package:** Designed for clients handling multiple brands, the 3+1 package entails paying for three advertisements and receiving a fourth one free of charge. Cost: BD 2,500/-.

ADVERTISING BENEFITS - EDITORIAL SUPPORT AND FREE COPIES

Advertisements:

Back page: 400 words + photo + 150 free copies;
IBC/IFC: 400 words + photo + 125 free copies;
DPS: 800 words + 2x photos + 200 free copies;
Full page: 400 words + photo + 100 free copies;
Half page: 200 words + photo + 50 free copies.

Editorial Panel:

An editorial panel, only available in the listings section, has a maximum of 75 words + small photo + 10 free copies.

Recommended Retail Price - BD 2/-

THE BAHRAIN AUTOMOTIVE & MOTORING GUIDE 2016

Including: NEW & USED CARS | COMMERCIAL VEHICLES
AUTOMOTIVE SERVICES | CAR HIRE

REACH YOUR TARGET MARKET

The Bahrain Automotive & Motoring Guide is targeted at residents and companies seeking out the ultimate transport solutions that best meet those needs when using the Kingdom's road network.

This guide is aimed at your customers: individuals and organisations with the requisite financial resources and willingness to spend money at your establishment in order to meet their lifestyle and business aspirations.

CONTENTS SUMMARY

Today an online presence is an absolute must-have for all brands no matter what size their establishment.

In order to stay ahead of the curve, we at BAMG have devised a well-researched print and interactive online offering providing guaranteed and updated exposure to our clients and customers alike.

The launch of our new website bahrainmotoringguide.com and social media pages provides a strategic direction and will forcefully market the client's brands. The ongoing web marketing efforts by RHM will drive results for our bahrainmotoringguide.com clientele.

An annual publication, the 2016 guide includes details of new car and vehicle distributors, car servicing and repair workshops, car rental and leasing companies, and automotive services and other providers, all of which are geared towards enhancing the Kingdom's driving and motoring pleasure.

Each section of the comprehensive guide contains an editorial introduction, a directory of establishments, with sub-headings as appropriate, in alphabetical order and supported by a promotional gallery. All directory listings include the name of the establishment, basic contact details and location.

In the online edition, an intuitive search facility is enabled allowing users to select from the most detailed and populated Bahrain Automotive & Motoring database available allowing access via name of establishment and service type or facilities, special offers, location mapping and user-ratings as well as bloggers and editorial reviews.

■ **Passenger Vehicles.** A wide range of car brands and models is available to consumers in the Kingdom, from small compact cars to family saloons, luxury sports utility vehicles and motorbikes. The diverse nature of Bahrain's motoring requirements ensures that there are options to match any budget or space requirement.

■ **Commercial Vehicles.** Shipping large quantities of goods around town or delivering transport solutions for employees, our roads are full of vehicles of every shape and size, including buses, pick-up trucks, vans and lorries.

■ **Car Servicing & Repairs.** Whenever our prized set of wheels breaks down, we need immediate attention. From an official distributor to a skilled mechanic running his own business, there is no shortage of garages to get our vehicles back on the road in full working order.

■ **Car Rental & Leasing.** Increasingly, a popular option on a long-term lease, car rental and hire companies are to be found on almost every street corner around the Kingdom. The convenience of having a set of wheels when you need them is an essential component of our modern lifestyle.

■ **Automotive Services.** There is a whole host of businesses that support what it takes to acquire and maintain your vehicle on the road, from banks offering loans to companies that offer roadside assistance; from retailers that sell child car seats to workshops that will customise your wheels.



PRINT DISTRIBUTION

Our distribution of the Bahrain Automotive & Motoring Guide reflects many years' experience gained as a publisher, based in Bahrain. This has allowed us to construct a carefully crafted and researched distribution network supplemented by an annual online presence.

The Guide has a print run of 10,000 copies

■ **Gulf Daily News Subscribers:** Each subscriber to the *Gulf Daily News* receives a complimentary copy of the Bahrain Automotive & Motoring Guide.

■ **High Traffic locations**

The Guide will be readily available at high traffic locations, and at many of the venues listed in the directory.

- **Social Clubs;**
- **Car Rental Companies;**
- **American Naval Base;**
- **Serviced Apartments;**
- **++ more than 250 retail points of sale.**



ADVERTISERS' BENEFITS

■ **Guaranteed Listings.** All the facilities available at your establishment will be listed, and highlighted, in a handy and detailed pocket-sized reference guide;

■ **Cross-Referenced Indexes.** Benefit from the index and advertising cross-referenced alphabetical and category listings inherent in the guide;

■ **Guaranteed Editorial Support.** Editorial coverage, with a minimum half-page advertisement, is guaranteed;

■ **Highlighted Listings.** Stand out from the crowd as your directory listings are highlighted;

■ **Complimentary Copies.** All advertisers will receive complimentary copies of the guide for their own use.

ONLINE PROLIFERATION

■ **An intuitive and professional website appropriate to audience requirements.**

■ **Effective strategies for driving targeted traffic to the website resulting in lead generation and brand awareness ultimately guaranteeing ROI.**

■ **Content and strategic insights provided to participating brands**

■ **Ongoing marketing efforts for bahrainmotoringguide.com to drive results for clients.**

■ **Social Media promotions on BAMG for all participating brands and organisations.**

For more information visit us on
www.bahrainmotoringguide.com