

MEDIA INFORMATION 2018

woman

this month

Bahrain's leading women's monthly



BEAUTY | FASHION | HOME | WELLBEING | PARENTING | LOCAL ISSUES

woman this month

WOMAN THIS MONTH is for the women in Bahrain who enjoy a cosmopolitan and luxurious lifestyle, but who are also proactive, cultured and care about the community in which they live.

FIRST WOMEN'S MAGAZINE IN BAHRAIN

Woman This Month (WTM) was the first women's magazine to be launched in the Kingdom. Our research continually demonstrates a very loyal readership from local and expatriate women. Some of them have even grown with our publication as our editorial line fits their interests according to the changes in their lives.

WTM REACH

Woman This Month is committed to informing, educating, entertaining and empowering women. Your brand can reach out to this audience and be an integral part of *WTM's* readers' lives. Our target audience is women and we are the most-read women's magazine in the Kingdom (IPSOS) and the only audited publication for this segment (BPA January - June 2016 — 6,604 readers).

DEFINED DEMOGRAPHIC

Our research has identified two distinct readership groups; a younger audience (early twenties to early thirties) whose primary interest is in fashion and beauty, and a more mature segment (late twenties to early forties) with a more broad-based demand for information on issues important to women and the family.

PURCHASING POWER

Our readers are typically middle-to-high-income earners in their own right, or from households with high disposable incomes. Women have the primary say when it comes to purchasing goods and services for the home. They are also the ones that take the final decision on more than 75 per cent of household retail purchases.

PUBLISHER'S DATA

Woman This Month ranks within the top three most-read magazines within the Kingdom, based upon the latest analysis from IPSOS. This survey also reveals *Woman This Month* to be the most widely read magazine by women in Bahrain. Our current print run is 7,800 copies, with a monthly readership in excess of 40,000.

Digital Media Support Options for *Woman This Month*

Woman This Month has introduced an integrated digital and social media support facility for those advertisers engaged in print advertising in *WTM*. Rather than choose between print and digital promotional offerings, *WTM* provides you with an integrated solution of professionally produced, editorially effective content (in print) combined with effective digital proliferation.

In order to provide advertisers with the best promotional tool available, thereby ensuring our online and offline audience fans benefit from as smooth and seamless a user experience as possible, we have launched interactive web applications for both *Woman This Month* and *Bahrain This Month*.

Our new state-of-the-art digital platforms offer advertisers an innovative way to express their brand story and buyers' journey experience on smartphones, tablet pcs and desktops in a user-friendly, responsive environment. The web is a rapidly evolving space and it's extremely important for marketers to keep up to date with new technologies and trends enabling them to effectively communicate with customers.

WTM web exposure can help advertisers achieve this goal. *WTM's* digital platform will help brands link their message directly to customers and prospective clients with the overall objective of creating stronger, more valuable engagements online.

Salient Features of *WTM* Social Media Support

- 1. Brand Awareness Exercises:** Promotional posts, brand-related updates, product reviews/brand stories in the form of video content and infographics will be posted to share the brand updates to the online audience. We can provide promotional posts during the advertising duration, each month featuring a new brand update relevant to your current marketing campaign.
- 2. Custom Campaigns:** We can create special social media packages exclusively for *WTM's* online audience e.g. offering discounts to users of *WTM*, based on their engagement with the brand. The offers should be unique to *RHM* titles and the audience generated by such campaigns.
- 3. Competitions:** Competitions that talk about the brand, trigger an action like voting for your favourite product, service or exclusive merchandise. Giveaway vouchers or prizes can be distributed to select users for their content sharing/engagement activities.

Please note: Logistics of all the above points to be discussed with you prior to the execution of the plan.

We can also design, curate and create content for sharing and engagement purposes at additional cost. The above approach is designed to significantly contribute to your 'brand buzz', brand recall and help create brand-loyal customers for your company. We believe print and online promotion go hand-in-hand and together will certainly enhance the brand image.

Do let us know your interest in looking at the social media promotion of your brand on our media pages by supporting us with your valuable gift coupons, giveaways and discount vouchers.

Online exposure for *WTM* as of 30 November 2017



Over 45,000 followers



Over 3,000 followers



Over 1,500 followers

TRAVEL/FOOD

We uncover different places around the globe giving essential information on the country or theme in question. Our food pages review restaurants on the island and, each month, we include a recipe from a chef at one of the Kingdom's favourite restaurants so our readers have the chance to reproduce it at home.

LIFESTYLE | travel



Explore the city on a traditional tram.



For a somewhat otherworldly religious experience, don't miss seeing Temppelaukko the rock church.



Sleep in an igloo under the stars at Kakolattman Arctic Resort.

Finland

HEAD TO this northern land of almost 200,000 lakes to spot some spectacular wildlife. Responsitravel.com has a 100 per cent success rate on photography expeditions to capture the elusive wolverine and can also help you get your eyes on reindeer, moose, brown bear, wolf, osprey, Arctic fox, pine marten, beaver, black woodpecker and hundreds of other endangered, rare or unusual species throughout Finland's bogs, moorlands and Arctic tundra. Warm up with a few days

Take a dip in Finland's oldest public pool - Yrjökatu Swimming Hall. There are single-sex sessions at which you can go topless.

LIFESTYLE | food

CHEF'S SPECIAL

Get ready to create a seasonal favourite.



GUGELHUPF

Gugelhupf (or kugelhupf) is one of the most popular Austrian desserts, and a classic for afternoon teas and Sunday breakfasts, at home or in Vienna's coffee houses. Essentially, gugelhupf is a yeast or sponge cake baked in a peculiar high-creased cake tin with a tube in the middle, and served with sugar sprinkled on top. Its fine taste comes from chopped dried orange peels used in the dough. Varieties include adding raisins or creating a marble cake by blending dark dough with chocolate along with the original light dough.

INGREDIENTS (serves 12)

- 300g butter
- 240g flour
- 150g icing sugar
- 150g crystallised sugar
- 60g raisins
- 4 egg yolks
- 4 egg whites
- Vanilla sugar
- Finely chopped lemon peel

Chef Holger Lang brings a combination of 20-plus years of experience coupled with family inspiration to his role at this popular hotel. Born in Germany, chef Holger has been



FEATURES
Every month we explore a relevant theme, from wedding specials to our health guide.

Christmas Wrapping

Deck the halls, hang your bangles, mull a little something spicy on the stove and get Santa's mince pies ready - it's the time of year for making a list and getting it right. Yep, it's Christmas season. Take the pain out of present shopping with our carefully curated list of the things we'd love to give, and receive (hint, hint). On the following pages you'll find presents with presence for him and her, great host/hostess ideas for those who'll be guests over the festive season, must-haves for the kids and, of course, a selection of the sublime to silly for Secret Santas.

Happy Christmas!

For Her



Sparkle and Shine
Bling it on!
City Centre Galleria, 17, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100
Ladies will love these chunky bracelets. They are made of a high-quality material, plus they're fun for a complete outfit.

Sleep Tight
Sonic Sleepers
17, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101
Guaranteeing you'll sleep peacefully with a perfect fit, these are the most relaxing you can find.

Light Up
Glow in the Dark
17, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101
Glow in the dark candles. Everlasting, they'll glow by with the scents of candle and melt gently.

Star Bright
Embellished Toppings
17, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101
Make a festive statement.



Perfect Pies
Breads, Cakes, Confectionery
17, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101
For gifts on the go.

Golden Glamour
Gold in multiple shades
17, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101
So festive, but bring the extra in this shiny season.



Form and Function
Saddle bag by John Kildan, City Centre Galleria 16, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100
Fashionable and practical, light, what's not to love?



Rock 'n' Roll
Inchless card holder
17, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101
Bring rock to the office with this business card holder.



Magnetic Colour
17, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101
Lots of colour choices and the same easy-to-use lip and eye.



Specialties
17, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101
Ideal for the holiday gift to our new-money clients.



SOCIAL BUTTERFLY



Management and staff at the event.
Audemars Piguet Boutique Re-opening
Audemars Piguet, with partners Alex Jewellers, inaugurated the newly reopened Audemars Piguet Boutique in Moda Mall.



SOCIAL BUTTERFLY
The place to be seen!

GET INVOLVED

There are various creative ways in which your brand can collaborate with *Woman This Month*. We can cover you in our fashion pages. We can offer beauty and food reviews. Your chef could be selected for our 'Chef's Special' page. Your products and services could also be featured in our regular homes section and much more.



PUBLISHER'S DATA:

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The Gulf Daily News newspaper

Each subscriber to the leading English-language daily newspaper in Bahrain, the GDN, receives a complimentary copy of *Woman This Month* every month.

Individually named and requested copies

A feature of our distribution database is the number of copies that are named before being dispatched, ensuring only those who have requested the magazine receive a personal copy. To qualify, we verify their personal details.

High-traffic locations

We have carefully researched key distribution points around Bahrain where those with high disposable incomes congregate either to work or spend their leisure time. These high-traffic locations include waiting areas inside offices in main business areas, upmarket cafés and restaurants, hospitals, dentists, beauty salons and fitness centres and spas.

Retail outlets

More than 160 retail outlets, including major bookshops and supermarkets, receive *Woman This Month* for sale.

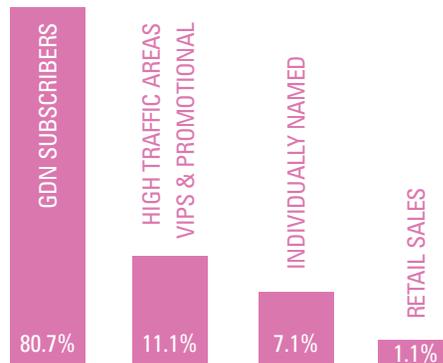
VIPs

A copy of *Woman This Month* is delivered to each embassy and selected government ministries.

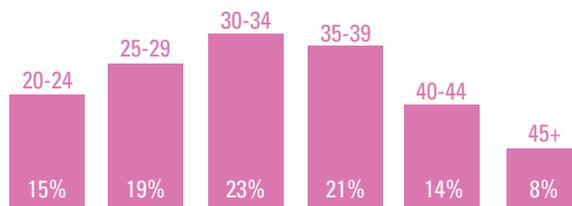
Promotional copies

Each month complimentary issues of *Woman This Month* are dispatched to clients, advertising agencies and for use by our own sales team.

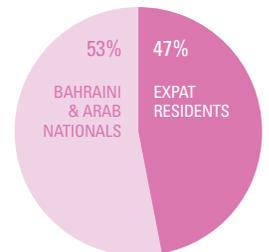
Data for Print run analysis



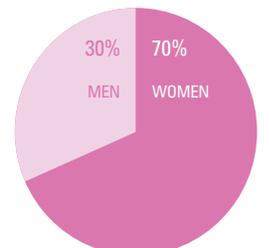
Data for Age Profile



Nationality Profile



Gender Profile





ADVERTISEMENT RATES & MECHANICAL DATA

Full Colour Rate in Bahraini Dinars			
Advertisement	Print Area	Trim Size	Cost (BD)
Cover - Gate Fold	262 x 402mm	278 x 427mm	3,080
Back Cover	262 x 191mm	278 x 216mm	1,595
Inside Cover, Front or Back	262 x 191mm	278 x 216mm	963
IFC/Page 1 DPS*	262 x 416mm	278 x 432mm	1,540
Opposite Inside Front Cover	262 x 191mm	278 x 216mm	935
Opposite Contents	262 x 191mm	278 x 216mm	880
Opposite Editor's Note	262 x 191mm	278 x 216mm	880
Double Page Spread, p.2-3*	262 x 416mm	278 x 432mm	1,485
Left Hand Page, pages 4-11	262 x 191mm	278 x 216mm	880
Other Double Page Spread*	262 x 416mm	278 x 432mm	1,430
Full Page, other pages	262 x 191mm	278 x 216mm	825
Half Page - Horizontal	125 x 191mm	-	440
Half Page - Vertical	253 x 94mm	-	440
Quarter Page	125 x 94mm	-	330

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

Bleed: add 5mm on all sides.

Special position request: add 10% to the cost of the full page.

Additional colour: quoted on request.

AGENCY COMMISSIONS AND DISCOUNTS

Advertising Agency Commission: 15% on rate card price;

Series Discount, 3 – 6 consecutive inserts: 5% on rate card price, available on bookings placed within a single calendar year;

Series Discount, 7 – 12 consecutive inserts: 10% on rate card price, available on bookings placed within a single calendar year.

Prepayment Discount: 5% on net rate card price.

PUBLICATION DEADLINES

Booking: 10th of month prior to issue month

Editorial Copy: 8th of month prior to issue month

Artwork: 12th of month prior to issue month

Publication Date: 18th of month preceding issue month

TERMS AND CONDITIONS

Submission of artworks: All artworks must be in digital format, either on a CD ROM, via e-mail or by FTP. Additionally a proof copy of the artwork should be sent either in PDF format or a hard copy, in full colour to be delivered to the Red House Marketing office in Bahrain.

Cancellations: Any cancellations must be received in writing no later than 30 days prior to the publication date, in order to be effective.

Credit Terms: 30 days from date of invoice.

OTHER TECHNICAL DATA

Acceptable software formats: InDesign CS, Freehand, Illustrator, Photoshop, TIFF and EPS, with all fonts supplied or converted to outlines.

Screen: 150 lines per inch;

Images: All images must be supplied in high resolution 300 dpi, CMYK, accompanied by a hard copy in colour.

ARTWORK CHARGES

Where Red House marketing is required to produce an artwork on behalf of an advertiser, the following charges will apply:

Full Page	BD 150
Half Page	BD 110
Quarter Page	BD 80

ABOUT US

Red House Marketing (RHM) was founded in 1991 and is based in Bahrain. As well as *Woman This Month*, RHM publishes *Bahrain This Month* (monthly magazine), the annual *Bahrain Hotel & Restaurant Guide*, *The Bahrain Health, Medical & Wellbeing Guide*, *The Bahrain Education & Personal Development Guide*, *The Bahrain Desert Times* (fortnightly Newspaper) and *MWR* (quarterly).

Published by:



Red House
MARKETING
Publishing & Information Marketing Specialists

Audited by:



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