



bahrain
this month

SOCIAL MEDIA SERVICES

Bahrain This Month has now introduced an integrated social media support facility for advertisers participating with us commercially in 3+ issues over a 12-month contract period.

As privileged clients of Red House Marketing, we extend our support by promoting your brand on *BTM*: Facebook, Instagram and Twitter pages. *BTM* social media fan base is highly engaging and we believe this is the best way to complement our existing print reach to a more active online audience, thereby creating more awareness and generating brand visibility.

Parallel to the print advertisements, food reviews, advertorials and columns in our magazine, we would like to offer you the following online services through our *BTM* social media:

Social Media Services

1. Brand Awareness:

- For each advert insertion in *BTM* we provide clients with a post on one of our *BTM* social media channels i.e. Facebook, Instagram or Twitter for free of charge.
- This can be promotional content or an advert in the form of visuals/ info and graphics.

N.B. Promotional posts/adverts to be provided by you in digital format.

2. Social Media: Editorial coverage always remains at the exclusive discretion of Red House Marketing; policy towards advertisers is such that

whenever possible, exposure will be provided on our social media channels giving brands relevant coverage.

3. Custom Campaign/ Contests: We can create exclusive social media packages for brands to give them access to our social media followers. If the brand can provide us with giveaways such as coupons, vouchers, free items etc. we will run a customised competition for them on our social media pages.

N.B. In the case that we use contra vouchers for contests any exposure provided to clients will always remain at the exclusive discretion of RHM.

4. Events: If brands provide us with photos/videos of events happening at their establishment we can post them on *BTM* social media pages.

- Posting of visuals and choice of social media channel remains at the exclusive discretion of RHM.
- The logistics for all the above services will be discussed with you prior to the execution of a plan.
- We can design, curate and create content for sharing and engagement purpose at an additional cost.

We believe print and online promotion go hand-in-hand and together will certainly enhance your brand image. Do let us know your interest in social media promotion of your brand on our media pages.



Over 40,000 views



Over 49,000 followers



4,642 unique followers



3,002 followers

ONLINE EXPOSURE FOR *BTM* AS OF 31 DECEMBER 2016

BAHRAIN THIS MONTH WEB

www.bahrainthismonth.com

With an objective to provide advertisers the best marketing tool and give our online fans a smooth and seamless user experience, we have launched an interactive web application for *Bahrain This Month*. Our state-of-the-art digital platform offers advertisers an innovative way to express their brand's story and journey as a user-friendly interactive experience on smartphones, tablet PCs, and desktops.

The web is a rapidly evolving space and it is extremely important for marketers to keep up to date with new technologies and trends to effectively communicate with customers. *BTM* web can help advertisers achieve this goal. *BTM* digital platform will help brands link their message directly to customers/prospective customers, with the simple objective of creating a stronger and more valuable engagement for advertisers.

Silent Features of *BTM* Digital Platform:

- It is an effective content marketing tool.
- Responsive User Experience: Optimise readers' experience to make users active members of *BTM* online fan base.
- Give users an interactive experience and get their feedback via social media.
- Social media linking.
- Optimal integration for visuals and info graphics for a unique digital experience.
- Google Maps integration.



ADVERTISEMENT RATES & MECHANICAL DATA

Full Colour Rate in Bahrain Dinars			
Advertisement	Print Area (H x W)	Trim Size (H x W)	Cost (BD)
Cover - Gate Fold	262 x 402	278 x 427	3,550
Double Page Spread*	262 x 416	278 x 432	1,925
Back Cover	262 x 191	278 x 216	2,035
Inside Cover, Front or Back	262 x 191	278 x 216	1,405
Opposite Inside Front Cover	262 x 191	278 x 216	1,320
DPS*, pages 2-3	262 x 416	278 x 432	2,220
Left Hand Page, pages 4-8	262 x 191	278 x 216	1,155
DPS*, pages 10-11	262 x 416	278 x 432	2,120
Right Hand Page, pages 13-29	262 x 191	278 x 216	1,100
Full Page, other pages	262 x 191	278 x 216	1,075
Half Page - Horizontal	125 x 191		580
Half Page - Vertical	253 x 94		580
Quarter Page	125 x 94		360
Eighth Page** - Horizontal	61 x 94		250
Eighth Page** - Vertical	125 x 45.5		250

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

** Eighth page advertisements are only available in the listings section of the magazine.

Trim Size: 278mm x 216mm, **Bleed:** Add 5mm on all sides

Other Special Position Request: Add 10% to cost of full page;

Additional Colour: Quoted on request.

Consumer Report Advertising

3+1 Consumer Report Package: Designed for those clients handling multiple brands and/or products, the 3+1 package — only available for advertisements placed inside Consumer Reports — entails payment for three advertisements and receiving one advertisement free-of-charge. The package also includes three pages of guaranteed editorial support. However, the editorial coverage must relate to the products or services included within the advertisements placed. Cost BD2,925.

Cost of advertorial will be added as full page/dps rate less 20% net.

Agency Commissions and Discounts

Advertising Agency Commission: 15% on rate card price;

Prepayment Discount: 5% on net price;

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

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

Recommended Retail Price - BD 2/-

Publication Data	
Publication Date	1st of month
Booking Deadline	20th of month prior to publication
Copy Deadline	18th of month prior to publication
Artwork Deadline	22nd of month prior to publication

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.

Terms and Conditions

Submission of artworks. All artworks must be in digital format, either on a CD ROM, via email or by FTP. Additionally, a proof copy of the artwork either as a PDF or a hard copy, in full colour, should 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. Thirty days from date of invoice.

Other Technical Data

Acceptable software formats. InDesign CS, QuarkXpress, Freehand, Illustrator, Photoshop, Press Quality PDF, TIFF and EPS, with all fonts supplied or converted to outlines;

Screen. 150 lines per inch;

High resolution images. All images must be supplied in 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
Eighth Page	BD 60

About Red House Marketing

Red House Marketing (RHM) was founded in 1991 and is based in Bahrain.

As well as *Bahrain This Month*, RHM also publishes *Woman 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).

The activities of the company, however, are not restricted to publishing. RHM also offers clients a range of services including advertising, public relations, market research, direct marketing and event management.

Our clients include blue-chip local, regional and international organisations. Our management team is highly experienced in the publishing and media business, both within the Middle East and internationally.



MORE TO READ...

afterdark happenings

ALL THAT JAZZ
 When? December 18 & 22
 Event? Coda Jazz Lounge Grand Opening
 Venue? Al-Riviera Promenade Mall

The newest arrival on the island's nightlife scene is an authentic jazz lounge and bar which has its official opening over two nights.

A stylish dining and musical venue, Coda Jazz Lounge is located on the ground floor of Al-Riviera Promenade Mall and promises jazz live jazz in lush unique surroundings designed to provide immersion of both a resident band directed from Philadelphia, Dhamir Moore & the Showroom Band, and the sounds of resident DJ Eddy who aims to make this an evening party to remember.

Call 17 629 666.

SMOOTH OPERATOR
 When? December 1
 Event? Military Of Sound
 Venue? Miskit

The UK's no 1 club brand Ministry Of Sound is coming to Bahrain as part of its end of year world tour. Experience a panoramic party like no other with the unique sounds of Martin 2 Dinowax, whose DJ career has seen him play with legends such as De La Soul, Nas, Busta Rhymes, Jay-Z and Shorty Bito and Mark Ronson. Martin was recently labelled London's hottest DJ by separator Rihanna. In 2015 alone he played over 275 gigs across 18 countries. His versatile and creative open format, party-pleasing style enables him to mix sounds from rock to hip-hop to house and drum and bass. Dinner at the venue is as usual, then follow your food with a hot party.

Call 17 602 776.

SOMETHING SINISTER
 When? December 1
 Event? Something Sinister With Satriani
 Venue? Pappa's Restaurant and Lounge

It is not very often that a debut from an artist gets into Burger King's. Something Sinister has been selected as the main feature project of acclaimed Italian performance producing. Something Sinister will also be the cover of December Recordings' new performance of Forwardland (California, USA) Audio SF (San Francisco), Platinum Kids (Manchester), Tundra (Rural Lithuania) and Earth (Tennessee) in Bahrain is a live event with the debut appearance which promises a blend of classic minimal techno, deep house and club-influenced electronic rhythms, mixed with artistic production.

Call 17 688 486.

4th December 2016 www.bahrainthismonth.com

Jewellery & watches

SHARIF GROUP L.L.C. / LADANGS

Crystal Clear

Swarovski crystals, in myriad shapes and shades, sparkle in this brand's latest eye-catching collection.

Futuristic Mood
 The Balance line perfectly expresses the extra-dimensional mood projecting crystals in delicate shades and asymmetric cuts, inspired by planetary rocks, assembled on delicate chains. A celebration of crystal's magic, for women who live the moment and embrace the future.

Sparkle and Shine
 Swarovski features heavily in the Palace family which includes ball shapes inspired by stars and planets, where gold, rose gold and rhodium encircle the magic of Swarovski crystals. Primary materials perfectly combine in beautiful all-around necklaces, uniquely sparkling earrings and bracelets, made to last for beyond seasonal trends.

Luxury of Romance
 The Love line is a romantic celebration of Swarovski's crystal colours and cuts. The most sparkling gems are found in oval, round and drop cuts, assembled in essential shapes and embraced by delicate crystal peak contours.

Glowing Colour
 A fine declaration to crystal, the Glam line is presented in new shades: fluorescent blue, luminous and iridescent green, mixed with purple and transparent crystals with an Aurora Borealis effect. A refined colour palette makes the Glam family the most amazing expression of Swarovski's simple ability to emphasise Swarovski crystals in fashionable yet affordable jewellery.

5th November 2016 www.bahrainthismonth.com

DINING

A FANTASTIC CATCH

PLAIA THAWAN

Rising above the range of the seafood eateries on the island, this five-star hotel's restaurant offers a variety that sets it apart from the rest.

Also This Month:
 158 A SUPERSITICATED 160 TABLE HOPPING

Chef Angelo Saverio

Situated in a picturesque location with breathtaking views of the Arabian Sea, La Mer is sophisticated yet light and airy, with subtle nautical elements that reflect its name.

Located at the sprawling, ultra-luxurious complex of the Sofitel Bahrain Zallaq Thalassa Sea & Spa, the seafood offer is second to none.

Elegant chandelier lamps, glass sculptures representing seaweed, and progress glass crockery is all at a sight to behold at the venue.

Artistic plating and floor-to-ceiling windows lend the atmosphere a romantic aura, while groovy swing tunes turn up the classy factor. The menu is imaginative, devoid of fancy sounding names, just what each dish entails (served in French and English).

Our attraction for the evening, a bubbly get by the name of Laska, led by my dining partner and I took out the appetizers and beverages for the evening.

A fresh fish and seafood display called the Fish Market is where guests can go and have their pick cooked according to their preference. Emphasis is paid to local species along with a few international ones.

Chefs busy at work in the immaculate kitchen can be seen through the large open windows.

While waiting for the food, chef Angelo Saverio greeted us with his presence and elaborated on the quality of fish and the concept of the cuisine. He then explained the process of food selection, and how each dish is prepared to perfection to eliminate any odour, an inevitable aspect of the cuisine.

Tied to the theme, even the bread is baked with seaweed skin. Ruffy and filling.

Having the sizzling and sizzling of my soon-to-arrive feast whenever the kitchen door would open, was revving up the appetite. And, what arrived on the table, didn't disappoint.

La Mer signature starter of steamed scallops, coconut and vanilla sauce, pea pod and prawns with olive was baked to perfection, each texture distinct and robust.

A salad with a medley of heirloom tomatoes, black truffle, mozzarella, basil and lemon thyme was as generous enough to share, with the leaves adding a peppery zest to the other ingredients.

My favourite from the list was the rock fish soup with new potatoes, garlic bread and taragon foam, which we polished off in a couple of sips.

Although specialising in fish, word of mouth has it that the meat and poultry gets an offer as equally delicious. The presentation is to order a steak.

A chunky piece of Australian Wagyu beef tenderloin with a marble score of four out of five, goes best for 600 was next. It came with a side of vegetables prettily stacked in rings of three and served in mushroom sauce. Lightly floured and chocolatey breads, it was a tasty explosion with every bite, a definite palate-pleaser for meat lovers.

From the Fish Market we had hamour and prawns, seasoned with garlic, a hint of butter and salt. The full-bodied texture was a delight for the taste buds, all covered in a fry.

With its scenic views and exceptional menu, La Mer guarantees to satisfy even the most discerning tastes.

Call 17 638 383. www.bahrainthismonth.com

15th December 2016

MORE PICTURES...

Annual Poppy Ball

Turkish Independence Day

Hungarian National Day

American Week

20th Anniversary UK Bahrain Relations

Election Extravaganza

Photo: © Al-Riviera Promenade Mall

Consumer Reports provide our readers with an opportunity to examine the best ways to spend disposable income on life's luxuries, with in-depth looks at the products and services available in the market place. From a review of the latest sports utility vehicles, to electronic gadgets, home entertainment systems and much, much more, *Bahrain This Month* informs its readers about the best choices available and from where.

Regular pages and columns include a WIN WIN competition page, Tarotscope and Last Word.

BE SEEN! The Bystander section, spread throughout the magazine, is the place to be seen with local and (sometimes) international celebrities featured extensively. A pictorial memoir of events occurring in the previous month, **Bystander** includes the best of thousands of photographs taken at dozens of events each month.

MORE REACH...

PUBLISHER'S DATA:

Bahrain This Month continues to top the rankings for readership surveys conducted by external organisations (such as PARC) and in studies carried out by our clients. We make sure *Bahrain This Month* reaches our target audience, every month. Our current monthly print run is 13,750 copies, with a readership in excess of 60,000.

The Gulf Daily News newspaper

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

Individually named and requested copies

A feature of our internationally audited 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 require recipients to verify their personal details.

Major hotels

Our distribution into the major five- and four-star hotels is geared towards areas of high traffic, including business centres, meeting areas and management offices.

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, upmarket cafés and restaurants, hospitals, dentists, beauty salons, fitness centres and spas.

Retail outlets

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

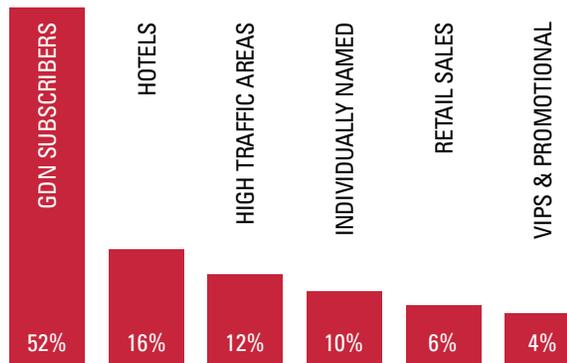
VIPs

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

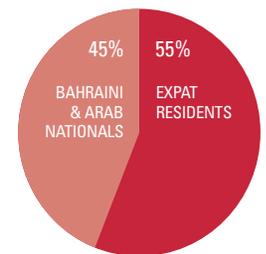
Promotional copies

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

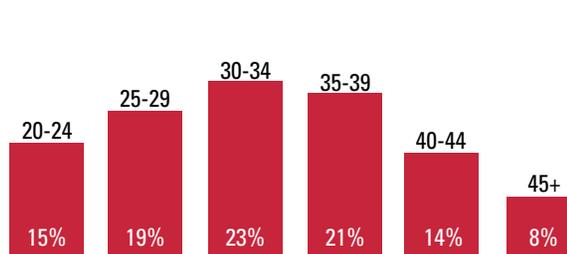
Data for Print run analysis



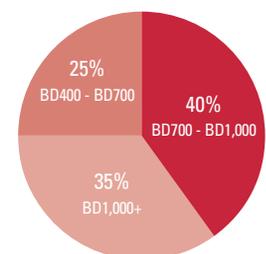
Nationality Profile



Data for Age Profile



Monthly Salary Profile



BPA Worldwide Data:

A trusted member of BPA Worldwide, *Bahrain This Month* offers advertisers an independent reference point to review our circulation statistics.



Qualified (monthly average)

January- June 2015

9,994

July- December 2015

9,588

January- June 2016

9,893