



MEDIA KIT 2019

bahrain
this month

EVENTS | INTERVIEWS | DINING | LIFESTYLE | BUSINESS | MOTORING | BYSTANDER

Powered by:



MULTIPLATFORM PUBLISHING



PRINT



DIGITAL



PRINT
MOBILE
MAGAZINE WEBSITE
DIGITAL EDITION
DIRECT eMAILERS
SOCIAL MEDIA

bahrain
this month

OFFERING MULTIPLE OFFLINE & ONLINE ADVERTISING OPPORTUNITIES

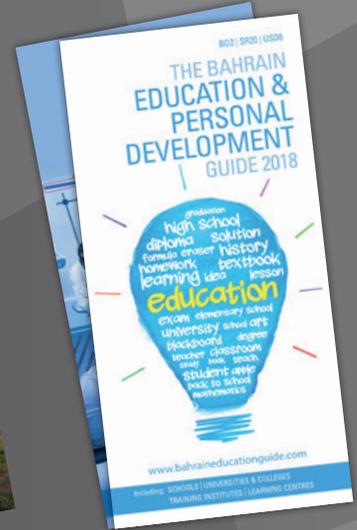
PRINT



MONTHLY MAGAZINE



SPECIAL SUPPLEMENT



GUIDES

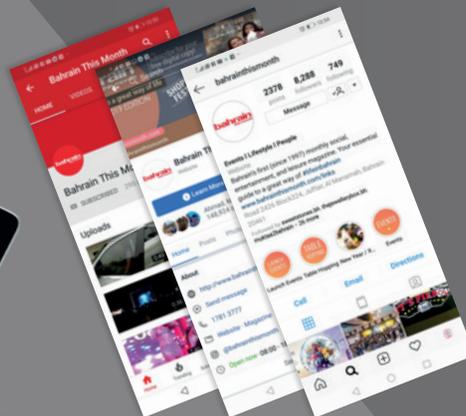
BHRG,
Education,
Health & Wellness

DIGITAL



WEBSITES

www.bahrainthismonth.com



SOCIAL MEDIA

Facebook
Instagram
Twitter
You Tube
Pinterest



EMAIL BLASTS

bahrain
this month



THE FIRST EVER ENGLISH LANGUAGE MONTHLY MAGAZINE PUBLISHED FROM BAHRAIN SINCE 1997.

BAHRAIN THIS MONTH informs its readers about the latest happenings and events taking place around town, impacting on both their business and personal lives.

We ensure that Bahrain's great way of life is celebrated by all our readers.

CONTENT PLAN

Content that resonates with lifestyle in Bahrain:



BAHRAIN HAPPENINGS



INTERVIEWS



DINING



MOTORING



LIFESTYLE



BUSINESS



BYSTANDER

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.

Bahrain This Month has been reaching its target audience, every month without fail for **21+ years**.

SPECIAL SUPPLEMENTS



MULTI-CHANNEL DISTRIBUTION

REACH

DIGITAL
VIA WHATSAPP

2,500



DIGITAL
VIA EMAIL

5,000



PRINT
9000 COPIES
40,000
READERSHIP



MAGAZINE
WEBSITE

58,176
pageviews



Print edition is distributed to

GULF DAILY
NEWS DELIVERY
SUBSCRIBERS

CORPORATE
OFFICES

HIGH FOOTFALL
AREAS

INDIVIDUAL
REQUESTED
COPIES

SALONS

HOTELS

CAFES &
RESTAURANTS

SPAS & FITNESS
CENTRES

bahrain
this month



TARGET AUDIENCE

CIRCULATION DATA

Bahrain This Month is the 1st multi-platform information source in Bahrain (since 1997) which is both inclusive and influential in the service of Bahrain's entire cosmopolitan community.

9,000

Total Copies in Circulation

40,000

Print Readership



**MONTHLY
FREQUENCY**

Print Editions

58,176

Monthly Page Views

Note: Readership, Page Views and Reach are estimates from Google Analytics and social media insights..

REACH

270,000

(Audience - Print+Online+Social)

bahrain
this month

ADVERTISEMENT RATES & MECHANICAL DATA

PRINT

FULL COLOR RATE IN BAHRAIN DINARS			
Advertisement	Print Area/mm (H x W)	Trim Size/mm (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
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

WEBSITE - HOME PAGE

FORMAT	DIMENSIONS	FILE TYPE	RATE
Leaderboard	728px x 90px	Jpeg, png	BD 400
MPU	265px x 360px	Jpeg, png	BD 250
Mid Page Banner	728px x 90px	Jpeg, png	BD 300
Customised EDM Newsletter	As required	Jpeg, png	BD 450



DIGITAL EDITION DIRECT MAILER

FORMAT	DIMENSIONS	FILE TYPE	RATE
Top banner	468px X 60px	Jpeg, png	BD 350
Square banner	300px X 250	Jpeg, png	BD 280



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.

N.B. : All rates displayed are subject to 5% VAT

MULTI-PLATFORM CAMPAIGNS

Create your multi-platform Bahrain This Month 360° campaign from the below menu.

Print Ad
Online Web Banners BTM + WTM
Electronic Direct Mailer Banner (5,000)
Social Media Posts in BTM/WTM (FB 216,335; IG 12,200)
Social Ads: IG +FB + Audience Network
Google Ads: Search, Display, Youtube

To get preferential rates for BTM print advertisers for multi-platform campaigns email sales@redhousemarketing.com

DIGITAL MEDIA SUPPORT OPTIONS FOR BAHRAIN THIS MONTH

Bahrain This Month has introduced an integrated digital and social media support facility for those advertisers engaged in print advertising in *BTM*.

Rather than choose between print and digital promotional offerings, *BTM* provides you with an integrated solution of professionally produced, editorially effective content (in print) combined with effective digital proliferation.

Custom Content Creation.

Get customized quotes for long-lasting digital content assets that enhance your SEO.

30 sec-60 sec videos:

- Animated videos from images
- Videos with live filming
- Long form videos for YouTube
- Blogs

Flipbooks:

- eBrochures
- eBooks

Newsletter

Content Marketing:

We publish high-quality content on a regular basis, which is directly relevant to our followers.

Online content marketing support is available on a monthly basis to clients advertising with us, including publishing articles on website and social media platforms. PR material submitted must conform to our house style and will be edited accordingly.

1. Events : <https://www.bahrainthismonth.com/events>

Having an event? Create your online event listing, promote and manage every detail of your event with *BTM* website.

Our fast and easy-to-use interface enables you to link your *BTM* event page to your website / any URL to convert visitors to customers.

2. Gallery : <https://www.bahrainthismonth.com/gallery>

Share pictures and videos either publicly or privately on *BTM* website. Private albums will be accessible to followers who have registered on *BTM* website.

3. Social Media Integration: - Facebook, Instagram, You Tube, Pinterest

Please note: Send your PR materials including text, images, and videos for *BTM* website via email: editor@redhousemarketing.com



www.bahrainthismonth.com



[bahrainthismonth](https://www.bahrainthismonth.com)

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Publishing & Information Marketing Specialists

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