

# THE BAHRAIN HOTEL & RESTAURANT GUIDE 2017

WWW.THEBHRG.COM

Residents and visitors to the island need to know where to stay, where to eat and where to find the best entertainment available around town. The Bahrain Hotel & Restaurant Guide, now in its 18th year of publication, delivers this information in a handy pocket-sized directory to those with disposable income to spend.

**The essential reference source for residents and visitors to Bahrain!**



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 (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 (right hand page)	200mm x 90mm	1,150
Opposite Contents	200mm x 90mm	1,080
Opposite Introduction (left hand page)	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 103mm, **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 hotels, serviced apartments, restaurants, cafés and nightlife. Cost: BD 780 per insert.

**Four-Page Profile:** A four-page company profile, on consecutive pages, is available. In addition to 500 free copies, 2,000 run-on copies of the profile are provided free-of-charge. Cost: BD 1,950 per profile.

### 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/-**

### PUBLICATION DATA

Booking Deadline	Artwork Deadline	Publication Date
31 December 2016	07 January 2017	15 January 2017

**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

## 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 by type/cuisine/area/price
- Promotional offers, editorials, blogs, video embeds & slideshows
- User Ratings & Feedback
- Social Media promotions
- Digital Menu Card to view and order online
- Online Table Booking facility
- Pre-order your meals with the Table Reservation
- Client Admin access to your page to create your own online menu, for brand updates and latest promotions

**Follow us on**

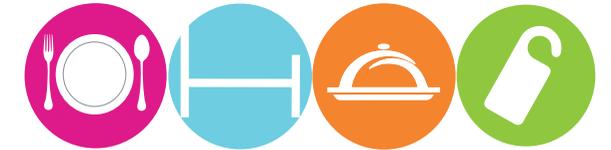
[www.thebhrg.com](http://www.thebhrg.com)

BahrainHotelandRestaurantGuide

@bhrguide



Media Information 2017



The Bahrain Hotel & Restaurant Guide 2017

WWW.THEBHRG.COM



*Including:*

CAFÉS | ENTERTAINMENT | SERVICED APARTMENTS

## REACH YOUR TARGET MARKET

Published annually since 1998, the 2017 Guide includes sections covering hotels, restaurants, serviced apartments, spas, cafés and the nightlife scene.

The Bahrain Hotel & Restaurant Guide 2017 is a unique dual medium, of both print and online targeted at local residents and visitors to the island, looking for somewhere to stay, something to eat and also somewhere to spend their leisure hours.

These are your customers: affluent individuals with disposable incomes and/or corporate expense accounts, able to spend time and money in your establishment throughout the year.

## 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 BHRG 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 THEBHRG.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 BHRG clientele.

In the print edition, each section of the comprehensive reference guide contains an editorial introduction, a directory of establishments in alphabetical order and a promotional gallery. All directory listings include the name of the establishment, 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 restaurant and hotel database available allowing access via name of establishment and cuisine type or facilities, special offers, location mapping and user-ratings as well as bloggers and editorial reviews.

Common to both media, are the featured facilities including:

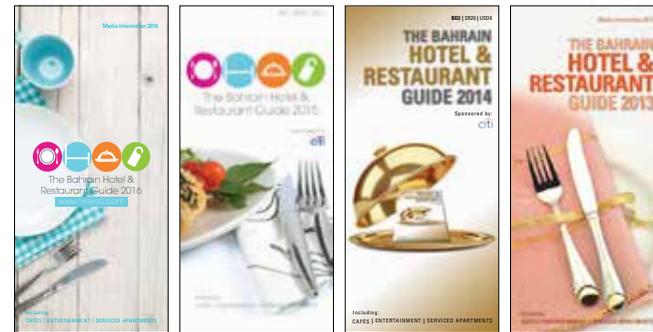
- **Hotels.** All hotels receive a listing, organised by star rating, highlighting selected facilities at each establishment. These include a swimming pool, beach, gym, internet access in rooms, business and conference centres;

- **Serviced Apartments.** Bahrain boasts a wide range of furnished serviced apartments for those seeking long-term accommodation or a place to stay without the hassle of property rental;

- **Restaurants.** There are more than 300 restaurant outlets around the island, catering to all palates. In addition to an alphabetical listing, there is also a cuisine listing, detailing which outlets are licensed, which offer home delivery and other specialised options including kids' menus;

- **Cafés.** Every month there appears to be a new café opening around town, whether it is a new branch of an existing chain or a stand-alone outlet. All are listed in detail and the guide highlights those locations offering Internet access and a terraced area;

- **Nightlife.** For those looking for somewhere to unwind after a long day at work, there is a comprehensive listing of all the major nightlife outlets in town. The directory provides details on opening hours and whether the outlet provides live entertainment, a resident DJ or a menu;



## PRINT DISTRIBUTION

Our distribution of the Bahrain Hotel & Restaurant 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 15,000 copies

- **Gulf Daily News Subscribers:** Each subscriber to the *Gulf Daily News* receives a complimentary copy of the Hotel & Restaurant Guide.

- **Five and Four-Star Hotels and high-traffic locations:** With high average occupancy rates, and with guests typically staying 2 to 3 days, this translates into 350,000 hotel bookings per year. Additionally, copies are available from the concierge and placed in hotels' business centres and individual hotel rooms.

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

Working with an affordable and reputable media partner like us is the best way to beef up your business and establish your brand as a mainstay in the market.

## ADVERTISERS' BENEFITS

- **Guaranteed Listings.** List all facilities available at your hotel and/or restaurant establishment in a handy and detailed pocket reference book as well as on THEBHRG.COM;

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

- **Guaranteed Editorial Support.** Editorial reviews and PR support provided with a minimum half-page print advertisement as well as online;

- **Highlighted Listings.** Stand out from the crowd with all your directory listings highlighted in BHRG. Choice of priority listings online (based on the ad size / online package chosen);

- **Complimentary Copies.** All advertisers will receive complimentary copies of the guide.

## 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 THEBHRG.COM to drive results for clients.**
- **Social Media promotions on BHRG for all participating brands and organisations.**

For more information visit us on [www.thebhrg.com](http://www.thebhrg.com)

Hotel Concierge Desk Display Stand

