

THE BAHRAIN HEALTH, MEDICAL & WELLBEING GUIDE 2016

Maintaining a healthy lifestyle and a sense of wellbeing are essential to an effective and modern approach to life. The Kingdom's residents need to know where to access the resources to keep them in tip-top condition, and where to go when something goes amiss.

The Bahrain Health, Medical and Wellbeing Guide delivers information in a comprehensive and handy pocket-sized directory.

PUBLICATION DATA

Booking Deadline	Artwork Deadline	Publication Date
15 August 2016	20 August 2016	September 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
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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; blogs, video embeds & slideshows;
- Priority listings on home page • Cross-referenced listings;
- Interactive search facilities; • User ratings & feedback;
- Promotional offers, editorials, • 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 (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 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 hospitals, medical clinics, dental clinics, fitness centres and spas. 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.

Recommended Retail Price - BD 2/-

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Including: **MEDICAL & DENTAL HOSPITALS & CLINICS**
ALTERNATIVE THERAPIES | SPAS & BEAUTY SALONS
HEALTH CLUBS & FITNESS CENTRES
HEALTHCARE SERVICES

REACH YOUR TARGET MARKET

The Bahrain Health, Medical and Wellbeing Guide is targeted at local residents, and visitors to the island, seeking out the resources they need to maintain a healthy lifestyle.

This guide is aimed at your customers: affluent individuals, all with high disposable incomes, or from high-income households, able and willing to spend time and money at your establishment as the need arises.

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 BHMWG 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 BHMWG.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 BHMWG clientele.

An annual publication, the 2016 Guide includes details of hospitals and clinics, dental practitioners, fitness centres and other venues geared towards maintaining the body and mind in perfect shape.

Each section of the comprehensive reference guide contains an editorial introduction, a directory of establishments, with sub-headings as appropriate, in alphabetical order and 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 hospitals, clinics, dental and fitness centres 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.

■ **Hospitals.** The Kingdom is well-endowed with top-quality hospitals, in both the public and private sectors; all the major ones, as with medical clinics, will be listed, highlighting the various 'mini' clinics and areas of specialism at each;

■ **Medical Clinics.** A whole plethora of clinics exists to meet any and all of our needs; whether it is to fix a life-threatening disease or to engage in some cosmetic surgery to boost our morale, Bahrain offers the full spectrum of services;

■ **Dental Clinics.** Whether we like it or not, a visit to a dentist is one of life's inevitable experiences. Fortunately, modern techniques and technologies no longer mean this has to be a painful exercise;

■ **Fitness Centres and Gyms.** Maintaining a basic level of fitness is now seen as one of the best approaches to remaining healthy; it is the epitome of preventive maintenance to help us to stay in shape;

■ **Alternative Therapies.** Traditional and alternative medical centres all have a part to play to ensure our bodies and minds are in perfect working order. From Ayurvedic practices to yoga, there is significant depth to the market for alternative therapies in the Kingdom;

■ **Service Providers.** There is a whole host of businesses that support a healthy lifestyle, from spas to insurance providers, from pharmacies to organic and nutritional food suppliers.



PRINT DISTRIBUTION

Our distribution of the Bahrain Health, Medical and Wellbeing 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 12,000 copies

■ **Gulf Daily News Subscribers**

Each subscriber to the *Gulf Daily News* receives a complimentary copy of the Health, Medical and Wellbeing Guide.

■ **High-Traffic locations**

The Guide will be readily available at high-traffic locations, and at many of the venues listed in the directory, from hospitals to dental clinics, to fitness centres and alternative medical practitioners.

■ **Social Clubs**

■ **Serviced Apartments**

■ **++ more than 250 retail outlets**



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 with your directory listings 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 BHMWG.COM to drive results for clients.**

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

For more information visit us on

www.bhmwg.com