

woman

this month

Bahrain's leading women's monthly

2016
MEDIA
INFORMATION

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 of Bahrain. Our research continually demonstrates a very loyal readership from local and expatriate women. Some of them even 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 2012 — 7,039 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 60 per cent of new car 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.



ONLINE EXPOSURE
WEBSITE ABOVE 10,000 UNIQUE VISITORS



Over 13,000



2,015 unique followers



1,160 unique followers

EDITORIAL PILLARS

SHOPPING/FASHION

These sections are packed with information about all the latest fashions and trends, from store openings to new brands, designers and models. We trend forecast, as well as trend set and analyse everything that comes down the runway. The images are colourful, the text is rich with opinion and wit, and the fashion selections are unparalleled.

SHOPPING | editor's choice

SO BEAD IT

Colourful gems and beads can be applied to all sorts of items, from clothing to home décor. So if you are looking for trendy and great eye-catching pieces, opt for beaded items or apply them yourself for a flash of style.

1. Photo frame: Zara Home
2. Shirts: Above Paris
3. Chandelier: B&B
4. Sunglasses: M&M at Sainsbury's Shop
5. Bracelet: Zara
6. Dress: M&M&M
7. Clutch: A&A
8. Lip balms: Acconostri
9. Black beaded shawl: Galia

12 November 2015

FASHION | trend

QUIRKY AESTHETICS

Graphic designs in contrasting hues with a touch of psychedelia, zigzags, waves, diamonds or stripes is the trend to follow this season. You can opt for the classic black and white optical illusion or play with '60s and '70s colourful patterns.

1. Zigzag clutch: Parfums
2. Short-sleeved dress: Paul & Joe
3. Long-sleeved dress: Debenhams
4. Striped bag: Zara
5. Striped bag: H&M
6. Striped bag: H&M
7. Striped bag: H&M
8. Striped bag: H&M
9. Striped bag: H&M

17 November 2015

BEAUTY | news

Beauty Essentials

Our beauty selection this month brings brand new fragrances and perfect for autumn and winter cosmetics. Enjoy the cold season as a chance to invest in new items for your beauty cabinet.

URBAN DECAY BROW TAMER FLEXIBLE HOLD BROW GEL. The trend formulated this product to tame even the most unruly brows. It groomes, defines and sets for a fuller and more polished look. The lightweight formula provides comfortable hold without becoming stiff or sticky. It comes in four different tints or clear. Available at all leading retailers.

REVLON COLORSTAY MOISTURE STAIN. With a weightless and creamy texture that lingers like a glossy and wet look colour. Its formula is infused with vitamins E and also to provide moisture without stickiness. The product is offered in 15 trend-setting shades. Available at all leading retailers.

GUERLAIN. The brand's new fragrance has been meticulously not given any name. According to the spokesperson, this strategy gives customers the opportunity to choose the name of this exclusive scent. The top notes are lavender, sandalwood and tuberose accord. Available at all leading retailers.

ESTÉE LAUDER NUTRITIOUS VITALITY. These moisturiser cream use the brand's new pomelo-grape complex signature. The product helps to boost skin's own natural energy and protect the complexion from environmental stressors. Available at all leading retailers.

BOBBI BROWN SHIMMER BRICK. The product is a brush on powder compact with five complementary shades to bring a soft glow to cheeks and eyes. The shimmer pigments reflect radiance and light creating a sun-kissed look. It comes in sunset pink to light cream to all skin tones. Available at Bobbi Brown.

30 November 2015

CLARINS AUTUMN GELS MAKE-UP COLLECTION. The brand has created two limited-edition palettes, one with the brand's iconic red and the other with dark blue for evening. The day shades and the other with dark blue for evening. The day shades and the other with dark blue for evening. The day shades and the other with dark blue for evening.

MIU MIU EAU DE PARFUM. The brand's first fragrance follows the ready-to-wear DNA that mixes floral and earth tones to create a natural and timeless fragrance. Available at all leading retailers.

BOURJOIS LASH MACHINE. This innovative product is a booster for lashes and also too short, too thin or not full enough. It pulls lashes into shape with its boosting formula when applied right after your traditional mascara. Lashes after your traditional mascara. Lashes after your traditional mascara.

KERASTASE RESISTANCE SERUM THERAPEUTE. The repairing dual serum is part of the Resistance Therapiste and works split ends. It is formulated for very damaged hair but can also be used on all hair types. The oil retentive and restructures hair fiber. Available at all leading retailers.

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BEAUTY

We bring the latest products in the market and we test some of them and provide our readers with useful advice about how best to use them and where to find them. The section covers fragrances, make-up, skin- and hair-care products. We also feature beauty reviews from spas and salons and a page called Beauty Advice, where readers can send their questions to our beauty expert.

PEOPLE | interview

Game On

Inspired by the recent event GCC Game Jam in Bahrain, Woman This Month decided to explore the gaming world interviewing four young women who are passionate about the subject.

WIM: Basically, Game Jam is a competition that teams up two to four developers and designers who must use their computers, software, creativity and skills to develop a game concept. However, it is not that simple as it could be. The team is given a theme and they have 48 hours to create a game. It must include a story line, graphics and the game itself. Bahrain Polytechnic, in partnership with local studios Interactive, Get Games Middle East, InfiniteWare and Bahrain Game Developers hosted the recent GCC Game Jam. To find out more about the gaming setup in Bahrain we spoke to Bahygeer Al-Mahdi, Naraa Bushairwan, Saba Saleem and Kyra! Yay who all participated in the event.

WIM: What is your study or work?
Bahygeer Al-Mahdi (BA): I have recently finished my MA in illustration & animation at Coventry University, UK. I am on a job hunt

WIM: Is it a hobby or do you want to follow it as a career?

WIM: WIM's the training process, courses or

WIM: How does it feel to be a woman in the gaming environment?
BA: I feel very comfortable in this area. We all work together and what matters is your skill not your gender.
KY: I feel very proud! I can show that women can do anything!
BA: Happy! I am simply happy to be working with these other guys and show them that I can work as hard as them.
SS: Representing all women in gaming is a huge responsibility, but that is not my main role. I think I am a representation of any general group whether it is gender, nationality or other. I am the best me.
WIM: Do you think there are opportunities for gamers in Bahrain?
BA: There are opportunities but not a lot of them in my opinion. We developers need to

WIM: What are your future expectations?
BA: I want to see more Bahraini programmers, animators, writers and musicians attending game development events and realizing how helpful their valuable skills can be in game making.

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Developers community is group of professional video game developers based in Bahrain focused

TRAVEL/FOOD

We uncover different places in 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 island's favourite restaurants so our readers have the chance to reproduce it at home.

LIFESTYLE | travel



Away on the Holly Days

Although there's no place like home for the holidays, for those who want to add the fun of travel to the festive excitement, Ankita Mangain lists a few destinations where Christmas celebrations extend beyond the usual.

Though it is perhaps the most magical time of the year, travel plans during Christmas can be stressful, chaotic and expensive. The obvious options of New York, Paris and London all are well armed to welcome yuletide revellers from across the world. But the sheer influx of tourists in these cities at this time of the year renders them notoriously busy and borderline frustrating. So why not head to a destination that keeps the festive spirit of the holidays intact, and provides you a much deserved taste of the true essence of Christmas?

LIFESTYLE | food

Dark Temptations

One of the most consistent 'wants' women have been noted to express is the desire for chocolate. Here's an idea that should help satisfy that craving.



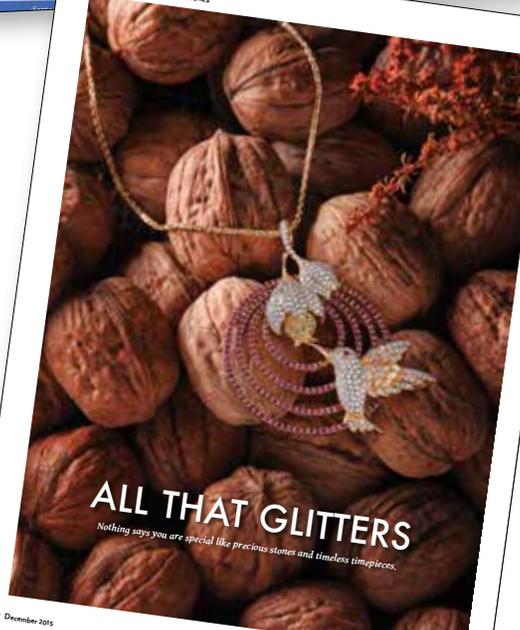
SPAGHETTI BOLOGNESE WITH CHOCOLATE (SERVES 2)

Ingredients

- 2 onions
- 1 tbsp of olive oil

- Once softened add garlic, basil, salt, pepper, tomato puree and the teaspoon of cocoa powder. Stir constantly for a couple of minutes.

FEATURE | Jewellery and watches



ALL THAT GLITTERS

Nothing says you are special like precious stones and timeless timepieces.

10 December 2015

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www.meritofhomeshop.com

FEATURE | Jewellery and watches



BLING MAGNETS

Diamonds may be girls' best friends but, in reality, any shiny jewellery will do the job. From pure gold to plated pieces, our eyes get that special glaze when they encounter a jewel that is worthy of a dream. Take a look at our selection of dandy baubles (ethnic and Western) before visiting Jewellery Arabia 2015 to find the one (or at least a similar gem) that will become your next favourite piece.

1. BRILLIANT earrings
2. Carver's Carver's earrings in yellow and white gold with diamonds
3. Carver's bracelet
4. Chopard bracelet
5. Dancer earrings
6. One of a kind ring from Treasures of the Crown collection
7. Sweet Plum ring in 18K rose gold round and oval
8. International necklace from spotlight collection in A La Mode
9. Mother Gold & Diamonds necklace and earrings set
10. Marini bracelet necklace
11. Pigeon ring
12. Pigeon necklace
13. Tiffany & Co. penultimate.

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

SOCIAL BUTTERFLY Around Town



Woman's fashion brand, Sarah, hosted a ladies breakfast event at its store in Seel Mall, Musheer.



TK. Kanoos hosted its Ramadan Chahuga at the Golf Hotel Ramadan Tent.



Shawon Bahadur Hotel hosted a Ramadan Iftar for the elderly from the UCO Care Centre.



The Diplomat Radisson Blu Hotel organised an Iftar and Corporate party for the Al-Samab Orphan Care Society.



Asha Shetty hosted a Chahuga party for ladies at the Ramco Grand Hotel & Spa.



All Baba restaurant opened to the public in Anson.

Audi Preview
Behobhai Brothers held a media preview of the Audi Q7 at The Royal Golf Club, Weta.



Saeed & Saadaya



Christine, Thomas, Geetan, Khalid, Muhammad, Sherif & Shereen

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SOCIAL BUTTERFLY
The place to be seen!

GET INVOLVED

There are various creative ways in which your brand can collaborate with *Woman This Month*. Your brand could be covered in our fashion pages. We can offer beauty and food reviews. Your chef could be selected for our 'Chef's Special' page. Your brands could be highlighted as the 'Pick of the Month' 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 receives a complimentary copy of *Woman This Month* each 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 require recipients to provide their income 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

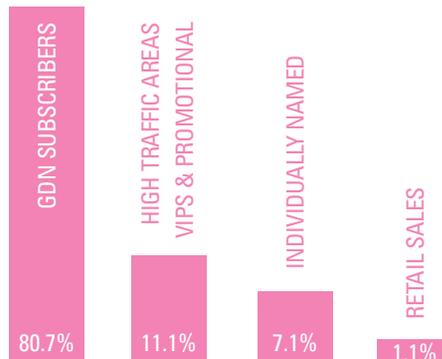
Each month complimentary issues of *Woman This Month* are dispatched to clients, advertising agencies and for use by our own sales team.

Social Media Support

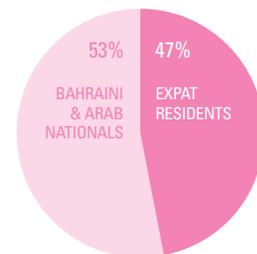
Woman This Month has now introduced an integrated social media support facility for those advertisers participating commercially. Parallel to the print advertisements, beauty reviews and advertorials, we would like to offer you the following online activities on social media:

- **Brand Awareness Exercises:** Promotional posts — brand-related updates such as product reviews, brand stories in the form of video content or infographics will be posted in our streamline.
- **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.
- **Contests:** Contests that talk about the brand, trigger an action like voting for your favorite product, service or exclusive merchandise. Give away vouchers or prizes can be distributed to select users for their content sharing/engagement activities.

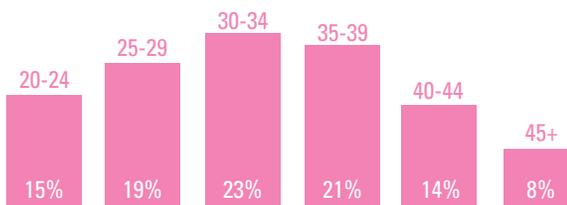
Data for Print run analysis



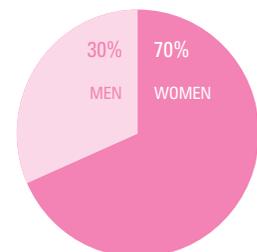
Nationality Profile



Data for Age Profile



Gender Profile



BPA Worldwide Data:

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



Qualified (monthly average)

January - December 2014

6,828

*First published in 2003



ADVERTISEMENT RATES & MECHANICAL DATA

Full Colour Rate in Bahrain 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, is 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 also publishes *Bahrain This Month* (monthly magazine), the annual *Bahrain Hotel & Restaurant Guide*, *The Bahrain Automotive & Motoring 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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