

INNOVATIVE • INTERACTIVE

Our new state-of-the-art WEB APP is now
ready for download ↓



bahrain
this month

CHECK OUT

www.online.bahrainthismonth.com

What's New

Editorial by Rachel Shuman

An Elegant Collection

The new collection is made up of 12 pieces, including a necklace, bracelet, earrings, and a ring. Each piece is made of 18K gold and features a combination of diamonds and pearls. The collection is available at all of our stores.



A New Legend is Born

When you wear the new Legend, you'll be wearing the most popular in the world. The Legend is a new collection of jewelry that is made of 18K gold and features a combination of diamonds and pearls. The collection is available at all of our stores.



French Fashion at Fore

The new collection is made up of 12 pieces, including a necklace, bracelet, earrings, and a ring. Each piece is made of 18K gold and features a combination of diamonds and pearls. The collection is available at all of our stores.



Black Gold

The new collection is made up of 12 pieces, including a necklace, bracelet, earrings, and a ring. Each piece is made of 18K gold and features a combination of diamonds and pearls. The collection is available at all of our stores.



My Scent, My Dream, My Emotion...

The new collection is made up of 12 pieces, including a necklace, bracelet, earrings, and a ring. Each piece is made of 18K gold and features a combination of diamonds and pearls. The collection is available at all of our stores.



www.bethelshuman.com

December 2013

MORE TO READ...

BEACH BASH

What? December 2
Event? Beach Party
Where? Novotel Bahrain Al Dana resort

The beach resort reintroduces its monthly musical event and kick-starts the season in Aqua Pavilion. This is all set with a brand new play list and hopes for a unique performance while you dance the night away on the sandy strip. Be sure not to miss this night of great music and baroque ideas. Entrance is free.

Call 17 288-088

A GOOD SHOW

What? December 3
Event? Live Music
Where? Pasha Entertainment

One of the island's favourite bands is back at the popular venue to deliver a fine night of music. Catch the B Side live as they bring your favourite songs with much a live feel. The band B Side live the house with great music.

Call 17 288-088

A FABULOUS NIGHT

What? December 10
Event? Guest DJ
Where? La Hacienda Bar

Come down to the club venue for some amazing beats, grooves and music as Argentine DJ and producer Fosky spins a magical spell. He evolved from a rising talent to essential player on the modern house scene with both speed and personality. A complete DJ with a seemingly instant understanding of the dance floor, highly adept technical nuances and a wide-ranging collection of essential records. Fosky has been blowing away the crowds at festivals and clubs around the world since 2010. Catch him live from 10pm to 2am.

Call 33 988-171

afterdark happenings

What? December 1
Event? Live Music
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jewellery & watches

All That Glitters

Jewellery has always been much more than just a fashion accessory. Besides its inherent value, it is also a symbol of love and appreciation between couples, friends, and family.

Asia Jewellers: A household name in Bahrain, this company is the supplier of a wide range of world-class brands such as Officine Papaver watches. These timepieces are a natural blend of Italian design, Swiss technology and passion for the deep ocean.

Kasheh Jewellery: The reputed company is all set to return this year to Jewellery Arabia 2015 to showcase its superb selection of finely crafted pieces.

Pank Philippe: has launched a number of fascinating new models that will undoubtedly appeal to watch collectors and aficionados alike. Responsible for manufacturing some of the most impressive and beautiful wristwatches in the world, this brand has a well-deserved reputation for excellence.

Shard Group: Roberto Cavalli Group, one of the most prestigious Italian fashion brands, and Franco Muller Group, the Swiss leader in the high-end watches sector, are creating a huge stir with their co-branding concept Roberto Cavalli by Franco Muller. The timepieces showcase the close collaboration between the two brands.

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DINING

A DELICIOUS HARMONY

Also this month
112 IMPRESSIBLY ITALIAN
124 MEDITERRANEAN FLAVOURS

Also this month
112 IMPRESSIBLY ITALIAN
124 MEDITERRANEAN FLAVOURS

Kai is the most creative way, providing you a space that is minimal and balanced to help you enjoy a good meal. The intention here next time and each article has been handpicked from Japan.

Soon two traps, containing dishes made, were brought to the table. This is a clear broth of shrimp, ham, chicken, crab and mushrooms, served with a slice of lime. The key ingredients, and we could taste all of them thanks to the carefully measured proportions that combine beautifully without any conflict.

Not only was it delicious, it was also a perfect for the next course.

Next we had Kai salad, a simple medley of greens and radish with a special homemade dressing that was delightfully refreshing. What arrived next was an absolute indulgence for all.

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MORE PICTURES...

Consumer Reports

Olivero Branch

A La Mode's New Shop

Mercedes-Benz Showcase

Chinese National Day

Top Car Competition

Outstanding

Maui To Bahrain

December 2015

Consumer Reports offer our readers 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 mobile phones, 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 pages, spread throughout the magazine, are the place to be seen with the movers and shakers about town.

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 conducted by our clients. We make sure *Bahrain This Month* reaches our target audience, every month. Our current print run is 13,750 copies each month, with a monthly readership in excess of 60,000.

The Gulf Daily News newspaper

Each subscriber to the leading English-language daily newspaper in Bahrain receives a complimentary copy of *Bahrain This Month* each 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 provide their income 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.

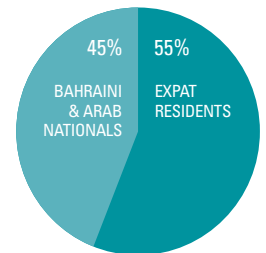
Promotional copies

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

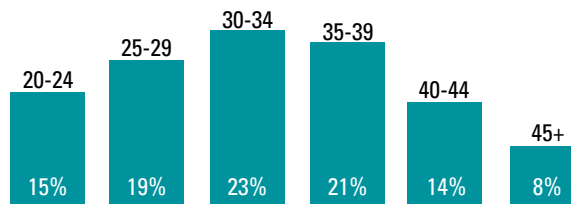
Data for Print run analysis



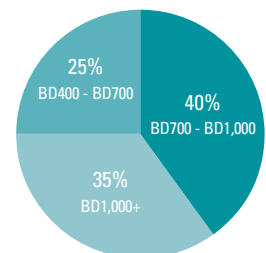
Nationality Profile



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 - December 2013

12,250

January - June 2014

10,716

July - December 2014

10,132

SOCIAL MEDIA SUPPORT OPTIONS

Bahrain This Month has now introduced an integrated social media support facility for those advertisers participating commercially.

As privileged clients of Red House Marketing, we extend our support on our social media platforms by promoting your brand on our *BTM* social media pages (i.e. Facebook, Instagram & Twitter). Our social media fans are highly engaging and we believe social media 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, beauty reviews, advertorials & fitness columns in our *BTM* magazine, we would like to offer you the following online activities on our *BTM* social media:

1) Brand Awareness Exercises: Promotional Posts - Brand related updates, product reviews/brand stories in the form of video content, infographics will be posted to share the brand updates to the online audience.

2) Custom Campaigns: We can create tailored social media packages exclusively for *BTM*'s online audience e.g. offering discounts to users of

BTM based on their engagement with the brand. The offers should be unique to RHM titles and the audience generated by such campaigns.

3) 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.

N.B. Logistics of all the above points to be discussed with you prior to the execution of the plan.

We can also design, curate and create content for sharing and engagement purposes. The above approach is designed to significantly contribute to your 'brand buzz', brand recall and help create brand loyal customers for your company.

We believe, print and online promotion go hand in hand and together will certainly enhance the brand image.

Do let us know your interest in looking at the social media promotion of your brand on our media pages by supporting us with your valuable gift coupons, giveaways, freebies, discount vouchers.

ONLINE EXPOSURE FOR *BTM*
AS OF 31 DECEMBER 2015



Over 20,000 unique visitors



Over 30,000



2,964 unique followers



1,911 unique followers

BAHRAIN THIS MONTH WEB APP www.bahrainthismonth.com

As an initiative to bring our advertisers the best marketing tool and client experience, we have launched an interactive web app for *Bahrain This Month*. Our new state-of-the-art web app offers our advertisers an innovative way to tell their brand's story as a mobile-friendly interactive experience on smartphones, tablets and desktops.

We as marketers at RHM, believe content is more than your website, blog or social network. The story of your brand touches every single piece of content and design that you use to communicate with customers. It is not a PDF-friendly world anymore.

We don't allow unresponsive technology to stand in the way of our advertisers' ability to clearly, cleanly and creatively communicate the story of their brand. For stronger and more valuable engagement between your prospect/customer and your message, we offer the *BTM* web app. It is typically a more advanced stage of your path-to-sales and also post-sales.

As an effective Content Marketing tool *BTM* web app offers:

- Responsive Experience: offered on all three major platforms - mobile, tablet, desktop. Every one of these is optimised with adaptive user interfaces and responsive layouts to optimise readers' experience.
- Flexible design and layout that allows easy immediate updates and awesome styling.
- Detailed Analytics: in-depth reporting to show which content is being read most.
- Easy direct access to your content with the intuitive search facility.
- Our web app is no print replica, we turn content into an interactive

experience for our readers and your customers.

- Updates on web app are instantaneous and fast.
- The web app is full HTML5app and accessible to our readers through a direct link, there is no app shop in between.
- Simpler faster and more effective web publishing.
- Offers a unique digital experience.
- Optimum platform where content and design work together to increase traffic, engagement and conversions.
- Higher engagement through smoother, faster and optimised digital experiences.
- Maximises the return-on-click and leverages the attention of our audience with our expanding set of integrated tools.
- Unparalleled ease of creation for all types of web content, moves beyond restrictions imposed by stodgy templates.

Advertising Benefits:

- Possibility to include a Call to Action on the advert with a link to a product page or landing page to increase conversion.
- Add social sharing buttons to Adverts.
- Include interactive elements.
- Combine storytelling with video, images, slideshows.
- Add Google Maps integration.
- Make links on adverts active.
- Include pop-ups or slideshows in adverts.
- Create advertorials. Convert into 'real' text instead of images, therefore searchable and search engine optimisation friendly.

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 BD 2,925.

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 e-mail 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. 30 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 Desert Times (bi-weekly) and the MWR Guide (three times a year).

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.

