

MEDIA INFORMATION 2017

woman

this month

Bahrain's leading women's monthly

BEAUTY | FASHION | HOME | WELLBEING | PARENTING | LOCAL ISSUES



PUBLISHER'S DATA:

Woman This Month ranks within the top three most widely read magazines in 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.

The Gulf Daily News newspaper

Each subscriber to the leading English-language daily newspaper in Bahrain, the GDN, receives a complimentary copy of *Woman This Month* every 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 verify their personal 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.

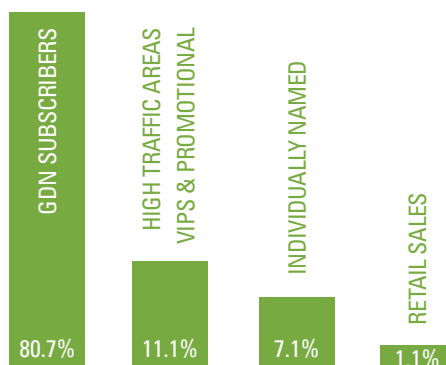
VIPs

A copy of *Woman This Month* is delivered to each embassy and selected government ministries.

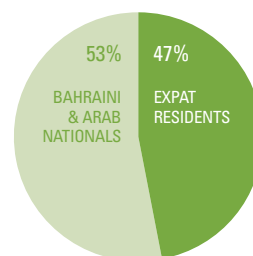
Promotional copies

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

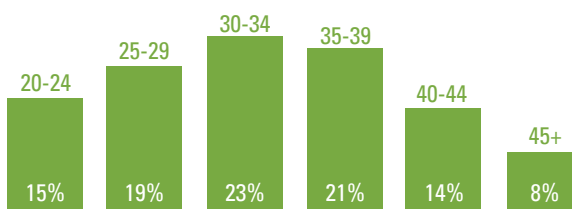
Data for Print run analysis



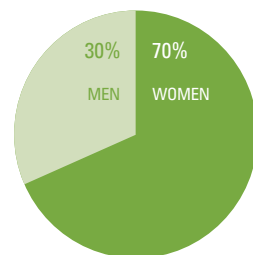
Nationality Profile



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

6,678

July- December 2015

6,556

January- June 2016

6,604

*First published in 2003



ABOUT US

Red House Marketing (RHM) was founded in 1991 and is based in Bahrain. As well as *Woman This Month*, RHM publishes *Bahrain This Month* (monthly magazine), the annual *Bahrain Hotel & Restaurant 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:



To book your advertisement, contact a sales representative on Tel: (+973) 17 813-777
Fax: (+973) 17 813-700
or e-mail: sales@redhousemarketing.com
Mailing address: P.O. Box 20461, Manama, Bahrain

ADVERTISEMENT RATES & MECHANICAL DATA

Full Colour Rate in Bahraini 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 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

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. Our research continually demonstrates a very loyal readership from local and expatriate women. Some of them 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 2016 — 6,604 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 75 per cent of household retail purchases.

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SOCIAL MEDIA SERVICES

Woman This Month has now introduced an integrated social media support facility for advertisers participating with us commercially in 3+ issues over a 12-month contract period.

As privileged clients of Red House Marketing, we extend our support by promoting your brand on *WTM*: Facebook, Instagram & Twitter pages. *WTM* social media fan base is highly engaging and we believe this 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 and fitness columns in the magazine, we would like to offer you the following online services through our *WTM* social media:

Social Media Services

1. Brand Awareness:

- For each advert insertion in *WTM* we provide clients with a post on one of our *WTM* social media channels i.e. Facebook, Instagram or Twitter for free.
- This can be promotional content or an advert in the form of visuals/ info graphics.
N.B. Promotional posts/adverts should be provided by you in digital-ready format.

2. Social Media: Editorial coverage always remains at the exclusive discretion of Red House Marketing; policy towards advertisers is such that, whenever possible, exposure will be provided on our social media channels giving brands relevant coverage.

3. Custom Campaign/ Contests: We can create exclusive social media packages for brands to give them access to our social media fan followers. If the brand can provide us with giveaways such as coupons, vouchers, free items etc. we will run a customised competition for them on our social media pages.

N.B. In the case that we use contra vouchers for contests any exposure provided to clients will always remain at the exclusive discretion of RHM.

4. Events: If brands provide us with photos/videos of events happening at their establishment we can post them on *WTM* social media pages.

- Posting of visuals and choice of social media channel remains at the exclusive discretion of RHM.
- The logistics for all the above services will be discussed with you prior to the execution of a plan.
- We can design, curate and create content for sharing and engagement purposes at an additional cost.

We believe print and online promotion go hand-in-hand and together will certainly enhance your brand image. Do let us know your interest in social media promotion of your brand on our media pages.

ONLINE EXPOSURE

WEBSITE (WWW): OVER 40,000 VIEWS/ MONTH



Over 26,000 followers



2,630 followers



1,463 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.

CRAZY CAT LADY

YOU DON'T HAVE TO BE A CAT PERSON TO EMBRACE THIS TREND THAT'S EVERYWHERE RIGHT NOW, BOTH ON THE HIGH STREET AND IN HIGH-END BRANDS' COLLECTIONS. WHETHER CUTE AND CARTOONISH OR CLASSIC FELINE FACTS, THESE FURRY FRIENDS ARE STAMPING CLOTHING AND DÉCOR ITEMS FOR A FUN LOOK THIS AUTUMN.



12 November 2014

THE IT-BAG

Handbags are just like shoes, we can never seem to get enough of them! Besides being important to carry all the necessary bits and bobs, the bag is also an essential accessory to compose a look. We selected the arm- and hand-candy you should be carrying this season!



HOW TO WEAR IT?

The 2016 autumn and winter bags are looking big! Ample satchels, shoppers, totes and backpacks are held in the hand, carried lugged to the hip, worn over the shoulder or across the body. Together with the oversized options, the '70s' saddle doesn't seem ready to leave its throne and is still on the shelves and catwalks.

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BEAUTY | news

Chanel's Colour Eyeshadow Palette Highly concentrated in mineral pigments, these shadow palette offers the lids from the first stroke. Blush, mascara and brown tones illuminate, soften and protect sensitive skin to look like a natural look. Formulated for real wear and use, they can be applied dry to a soft look or slightly damp for a more sophisticated result. Available at all leading retailers.



L'Oréal Paris Advanced Hydration Cream This cream helps to soothe and hydrate the skin, leaving it feeling soft and smooth. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.

Beauty Essentials

OK, it might not actually feel like it, but autumn is definitely here! Time to take care of your skin and hair with the new products in the market and salon treatments. In the make-up field, look out for colours that suit the season to enhance your looks.



Estée Lauder Advanced Night Repair This serum helps to repair and rejuvenate the skin, leaving it feeling soft and smooth. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.



Sephora Vow for Natural Makeup This makeup line is designed to enhance your natural beauty, leaving you looking like you. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.



Maybelline Fit Me Concealer This concealer helps to cover up blemishes and imperfections, leaving your skin looking clear and smooth. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.



Epi Skin Gel This gel helps to soothe and hydrate the skin, leaving it feeling soft and smooth. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.



Kiehl's Cream This cream helps to soothe and hydrate the skin, leaving it feeling soft and smooth. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.



Garnier Skin Naturals This product helps to soothe and hydrate the skin, leaving it feeling soft and smooth. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.



Karastan Nourish This product helps to soothe and hydrate the skin, leaving it feeling soft and smooth. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.

Ladies, are you being hurt? or abused?

Help is available.

(domestic violence or sexual violence)

Visit us!

American Mission Hospital

Call us!

3844 7588

Helpline

Open 24 hours. Free and confidential. All women welcome.

كل النساء مرحب بكن

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PEOPLE/INTERVIEWS

We are dedicated to profiling the region's most influential, hard-working and high-achieving women, providing others with inspiration. We offer an insightful look at the lives of those women who have sought to go beyond words and put their ideas into action.

PEOPLE | interview



When Art Meets Emotion

This gifted artist spoke to Puja Tiwari about her unique, sentiment-inspired work as well as the growing creative community in Bahrain.

When I first met artist Puja Tiwari, she was busy preparing for an imminent exhibition, with one of her works depicting a caricature of a jolly Saudi man appearing to be chattering on his phone with a floral blindfold on.

"Growing up in Saudi, I saw how widespread it was for women to cover up, mostly to keep men's thoughts pure."

"This piece challenges that norm in a playful manner and portrays a man being blindfolded for a change, so they don't have to witness anything to taint their notions," says Puja.

Originally hailing from Palestine, but never having set foot there, I researched the culture and learned of their folk songs, traditions and dance.

Attitude, and has painted shoes for a year. I have a Bahraini youth-led relief organisation.

"I do as much as I can to give back to the community and that is usually with a paintbrush or pencil," she says.

Asked to choose a favourite struggle because it goes to show that even after all the pain and struggle, they still choose to sing together and hope for better," says Puja.

She is part of the growing subculture of talented artists gaining momentum in the art scene and says: "A lot of artists and creatives have emerged; now it's just a matter of time for the general public to take note and begin to truly appreciate art."

"Hopefully they start inventing, not just purchasing, and offer more creative jobs while appreciating the effort and flair that is put into each



