

THE BAHRAIN EDUCATION & PERSONAL DEVELOPMENT GUIDE 2016

Choosing the right education for either yourself or your children is one of life's most challenging decisions. The Kingdom's residents need to know what options are available to them and the sort of education and learning they can expect to receive.

The Bahrain Education & Personal Development Guide delivers this information in a comprehensive and handy pocket-sized directory.

PUBLICATION DATA

Booking Deadline	Artwork Deadline	Publication Date
20 May 2016	22 May 2016	31 May 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
e-mail: sales@redhousemarketing.com
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;
- Priority listings on home page
- Interactive search facilities;
- Promotional offers, editorials,
- blogs, video embeds & slideshows;
- Cross-referenced listings;
- User ratings & feedback;
- 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 (<i>right hand page</i>)	200mm x 90mm	1,150
Opposite Contents	200mm x 90mm	1,080
Opposite Introduction (<i>left hand page</i>)	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 private schools, universities & colleges, training institutes, learning centres and service providers. Cost: BD780 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: BD1,950 per profile.

ADVERTISING BENEFITS - EDITORIAL SUPPORT AND FREE COPIES

Advertisements:

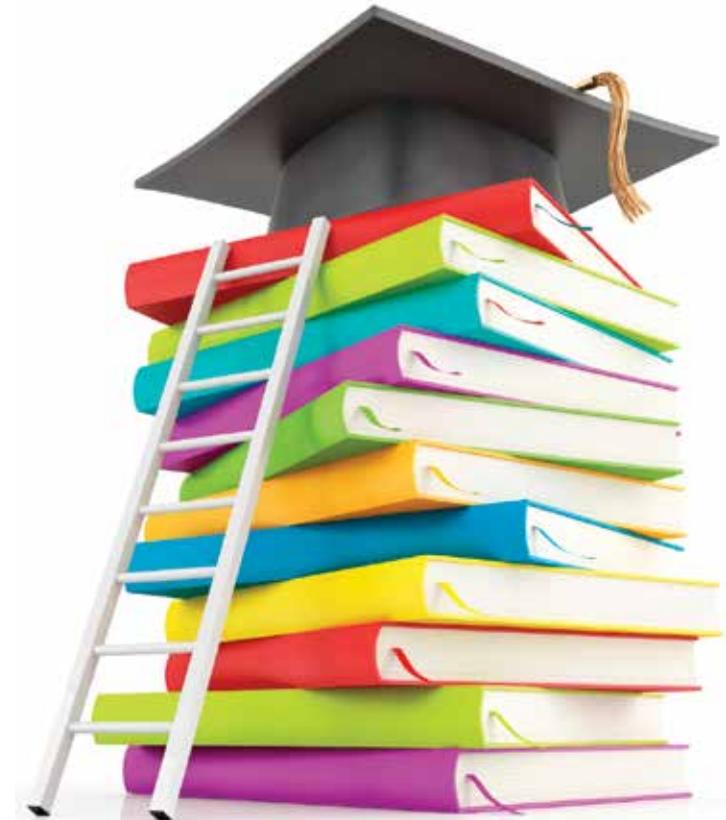
Back page: 380 words + photo + 150 free copies;
IBC/IFC: 380 words + photo + 125 free copies;
DPS: 750 words + 2x photos + 200 free copies;
Full page: 380 words + photo + 100 free copies;
Half page: 180 words + photo + 50 free copies.

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/-

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Including: SCHOOLS | UNIVERSITIES & COLLEGES
TRAINING INSTITUTES | LEARNING CENTRES

REACH YOUR TARGET MARKET

The Bahrain Education & Personal Development Guide is targeted at residents, both Bahraini and expatriate, seeking out educational facilities that best meet the needs of both their children and themselves.

This guide is aimed at your customers: affluent individuals, all with high disposable incomes, or from high-income households, able and willing to spend money to enable them to maximise their potential as individuals.

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 BEPDG 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 **bahraineducationguide.com** and social media pages provide a strategic direction and promotional offering that will forcefully market the client's brands. The ongoing web marketing efforts at RHM will drive results for the **bahraineducationguide.com** clientele.

An annual publication, the 2016 Guide includes details of schools, universities and colleges, training institutes and other learning centres geared towards enhancing our personal development and helping us to achieve our aspirations.

Each section of the comprehensive reference guide contains an editorial introduction, a directory of establishments, with sub-headings as appropriate, in alphabetical order together with 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 list of Bahrain education and personal development institutes through a database which allows access via name of establishment and service type or facilities, special offers, location mapping and user-ratings as well as bloggers and editorial reviews.

■ **Schools.** An array of pre-schools, primary and secondary schools are available within Bahrain to meet the diverse needs both of local Bahrainis and expatriates. The cosmopolitan nature of the society in which we live ensures there are schools with country-specific curricula and where teaching is offered in a host of different languages;

■ **Universities and Colleges.** The Kingdom boasts an abundance of tertiary educational facilities, from public and private universities to a polytechnic and specialist colleges

that cater to professions such as graphic design and nursing. Whether it is to gain an internationally-recognised degree or a diploma, Bahrain is home to some of the best educational resources within the Gulf region;

■ **Training Institutes.** These educational establishments offer courses that are tailored to our own interests, covering everything from IT and technology to insurance and the hospitality industry;

■ **Learning Centres.** Our education does not stop when we reach a certain age; it is a lifelong process of continuous personal development. Whether we want to learn an additional language or become skilled in a handicraft, specialist learning centres deliver niche opportunities;

■ **Service Providers.** There is a whole host of businesses that support what it takes to receive an education, from school uniforms to stationery, from specialist arts and crafts stores to bookshops and soccer schools.



PRINT DISTRIBUTION

Our distribution of the Bahrain Education & Personal Development 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 substantial online presence.

The Guide has a print run of 10,000 copies

■ **Gulf Daily News Subscribers**

Each subscriber to the *Gulf Daily News* receives a complimentary copy of the Bahrain Education & Personal Development 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 schools to universities, to training institutes and learning centres.

■ **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, all your directory listings are 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 bahraineducationguide.com to drive results for clients.**

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

For more information visit us on

www.bahraineducationguide.com