

ARTS | CULTURE | CLUBS | SPORTS | INTERVIEWS | LIFESTYLE | DINING | NIGHTLIFE







## bahrain this month

our audience.





There are profiles with movers and shakers in the Personality and Diplomatic Talk pages, and interviews with the Kingdom's influencers and

parties, live music and a detailed events calendar.

Informative! Bahrain This Month informs its

events taking place around town, impacting on

that Bahrain's great way of life is celebrated by

The **Happenings** section is filled with information

Events are previewed and a detailed calendar is

integrated into the editorial pages. There are specific pages for After Dark events including

about events and activities all around the Kingdom.

both business and personal lives. We ensure

readers about the latest happenings and

social activists in the Spotlight section. Inside Business, there's a round up of important local news and more people-based interviews with entrepreneurs and business leaders.

Our Lifestyle section features all those things which make life more enjoyable, whether through the Destination Report columns or the sections on Motoring, Downtime and What's New, including the latest Fashion.

Life would not be complete without our **Dining** section, and here we do not disappoint. New restaurants, chefs and theme nights are all covered and summarised in our F&B happenings pages which also include reviews on the best places to eat in town as well as the latest offers.





### **BRINGING WORDS TO LIFE**



# **MORE TO READ...**







## **MORE PICTURES...**



Consumer Reports provide our readers with 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 marketplace. From a review of the latest sports utility vehicles, to electronic gadgets, 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 section, spread throughout the magazine, is the place to be seen with local and (sometimes) international celebrities featured extensively. 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 carried out by our clients. We make sure Bahrain This Month reaches our target audience, every month. Our current monthly print run is 13,750 copies, with a readership in excess of 60,000.

### The Gulf Daily News newspaper

Each subscriber to the leading English-language daily newspaper in Bahrain, the GDN, receives a monthly complimentary copy of *Bahrain This Month*.

### Individually named and requested copies

A feature of our international 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 verify their personal 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.

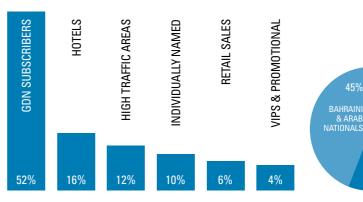
### **VIPs**

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

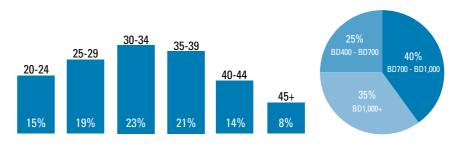
### **Promotional copies**

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



### **Data for Age Profile**



**Monthly Salary Profile** 

55%

EXPAT RESIDENTS

**Nationality Profile** 

### Digital Media Support Options for Bahrain This Month

Bahrain This Month has introduced an integrated digital and social media support facility for those advertisers engaged in print advertising in BTM.

Rather than choose between print and digital promotional offerings, BTM provides you with an integrated solution of professionally produced, editorially effective content (in print) combined with effective digital proliferation.

In order to provide advertisers with the best promotional tool available, thereby ensuring our online and offline audience fans benefit from as smooth and seamless a user experience as possible, we have launched interactive web applications for both *Bahrain This Month* and *Woman This Month*.

Our new state-of-the-art digital platforms offer advertisers an innovative way to express their brand story and buyers' journey experience on smartphones, tablet pcs and desktops in a user-friendly, responsive environment. The web is a rapidly evolving space and it's extremely important for marketers to keep up to date with new technologies and trends enabling them to effectively communicate with customers.

BTM web exposure can help advertisers achieve this goal. BTM's digital platform will help brands link their message directly to customers and prospective clients with the overall objective of creating stronger, more valuable engagements online.

### Salient Features of BTM Digital Platform

### 1. Content Marketing: Brand Awareness

We publish high-quality content on a regular basis, which is directly relevant to our followers.

Online content marketing support is available on a monthly basis to clients advertising with us, including publishing articles on website and social media platforms. PR material submitted must conform to our house style and will be edited accordingly.

### 2. Events Management

Having an event? Create your online event listing, promote and manage every detail of your event with *BTM* Web.

Our fast and easy-to-use interface enables you to link your *BTM* event page to your website/ any URL to convert visitors to sales.

### 3. Gallery Management

Share pictures and videos either publicly or privately on BTM web. Private albums will be accessible to followers who have registered on BTM web.

- 4. Strong focus on SEO. All our content is indexed extremely well.
- 5. Social Media Integration

Please note: You send us PR materials including text, images, and videos for BTM website via email.

## Salient Features of BTM Social Media Support

- 1. **Brand Awareness Exercises:** Promotional Posts Brand related updates, product reviews/brand stories in the form of video content and infographics will be posted to share the brand updates to the online audience. We can provide promotional posts during the advertising duration, each month featuring a new brand update relevant to your current marketing campaign.
- 2. **Custom Campaigns:** We can create special 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. **Competitions**: Competitions that talk about the brand, trigger an action like voting for your favourite product, service or exclusive merchandise. Give-away vouchers or prizes can be distributed to select users for their content sharing/engagement activities.

Please note: 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 at additional cost. 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, give-aways and discount vouchers.











Over 100.000 followers Over

Online exposure for BTM as of 30 November 2017

Over 5,300 followers

Over 3,500 followers



### **ADVERTISEMENT RATES & MECHANICAL DATA**

Full Colour Rate in Bahrain Dinars			
Advertisement	Print Area (н x w)	Trim Size (н 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 BD2,925.

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:



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 email 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. Thirty 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 Health, Medical & Wellbeing Guide, The Bahrain Education & Personal Development Guide, The Bahrain Desert Times (fortnightly Newspaper) and MWR (quarterly).

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.