

# bahrain

this month



DIGITAL, PRINT & BEYOND

# MEDIA KIT

2024

*Celebrating*  
**27 YEARS**  
IN 2024!

# WHO ARE WE?

**Bahrain's FIRST EVER AND FAVOURITE monthly English language publication since 1997.**

Celebrating its historic accomplishment of being the longest-running monthly media in Bahrain (25 years in September 2022) Bahrain This Month is now online, in digital and print formats and is proliferated via social media digital extensions.

**SINCE 1997**



# OUR AUDIENCE

Bahrain This Month platform has a total reach made up of High Net Worth Individuals including Bahrainis, Western and Asian expatriates resident in Bahrain as well as communities with ties to Bahrain living and working in Saudi Arabia

## Key Facts about our readers:

- High-income earners working in Bahrain and Saudi Arabia.
- Mostly in senior to management positions in Bahrain.
- Active on social media.
- Our readers are open to travelling and new experiences.
- Dine out 2-3 times per week.
- Readers enjoy socialising at various clubs across Bahrain with other expats and Bahrainis.
- Many have lived here for many years and looking for an option to continue to live in Bahrain for as long as possible.





# THE FIRST EVER ENGLISH LANGUAGE MONTHLY MAGAZINE PUBLISHED IN BAHRAIN SINCE **1997**.

**BAHRAIN THIS MONTH** informs its readers about the latest happenings and events taking place around town, impacting on both their business and personal lives.

We ensure that Bahrain's great way of life is celebrated by all our readers.

## CONTENT PLAN

Content that resonates with the lifestyle in Bahrain is available on mobile, online, through digital editions and print as well as via social media channels accessible to an audience of over one million every single month.



BAHRAIN  
HAPPENINGS



INTERVIEWS



DINING



MOTORING



BUSINESS



BYSTANDER



LIFESTYLE

## SPECIAL SUPPLEMENTS



# MULTIPLATFORM PUBLISHING

✓ **PRINT** ✓ **DIGITAL** & BEYOND

## PRINT

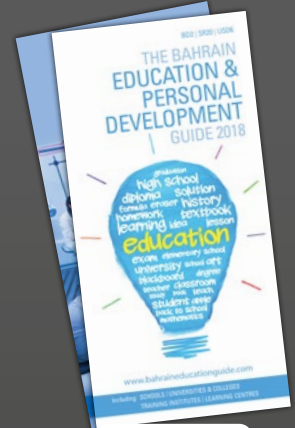


**MONTHLY MAGAZINE**

5,000 COPIES 20,000 READERSHIP



**SPECIAL SUPPLEMENTS**



**GUIDES**

BHRG,  
Education,  
Health & Wellness

## TARGETED DISTRIBUTION:

- Gulf Daily News Delivery Subscribers
- Corporate offices
- Individual requested copies
- Spas & fitness centres
- Salons
- Showrooms
- Hotels

## DIGITAL



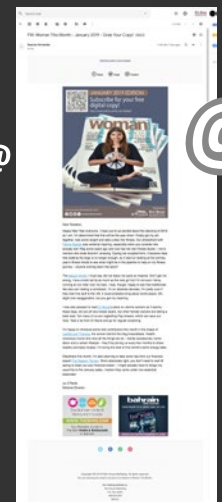
**WEBSITES**

[www.bahrainthismonth.com](http://www.bahrainthismonth.com)



**SOCIAL MEDIA**

Facebook, Instagram,  
Linkedin, Whatsapp  
You Tube, TikTok



**EMAIL BLASTS**



# AVERAGE MONTHLY STATISTICS

## Average Monthly Social Media Reach:

Post reach  
**810K**

Post engagements  
**51K**

New Page likes  
**356**

 150,632 like  
 156,590 follow

Accounts reached  
**179,089**

Followers (+4.7 VS Feb 28)  
**23,634**

**87K Views**

**9,079**

**1,635**

Total Social Media Reach  
**1,000,355**

## Average Monthly Digital Reach:

DIGITAL EDITION  
**37,000**

NEWSLETTER  
**8,000+**

WHATSAPP  
**4,200+**

WEBSITE VIEWS  
**48,748**

ALL VIEWS  
**455,590**

Total Digital Reach  
**117,948**

**EXPLORE OUR  
DIGITAL SPACE**



# ADVERTISEMENT RATES & MECHANICAL DATA

**PRINT + DIGITAL**

**DIGITAL**  
(SOCIAL MEDIA ONLY)

**DIGITAL**  
(WEBSITE ONLY)

## PRINT + DIGITAL

Size & Position	BHD
Front Cover (Client Image)	5,000/-
Cover - Gatefold	2,250/-
Double Page Spread	1,600/-
Back Cover	2,500/-
Inside Cover, Front or Back	1,750/-
Opposite Inside Front Cover	1,250/-
Full Page	850/-
Half Page	475/-
2 Pages Feature or Interview (1000 words & pictures)	1,200/-
1 Page Feature or Interview (500 words & pictures)	650/-

EDITORIAL ONLY

### Back Cover

**Trim: 278 x 216mm - Bleed: 5mm**

- 1 Page Back Cover advert
- 2 Pages editorial (print & digital) 1,000 words and associated images
- Edited filmed interview (1 minute)
- Leaderboard on Website for one month
- 2 Social Media posts or 1 Story Takeover with voice over

**BD 2,500/-**

### Inside Front / Inside Back Cover

**Trim: 278 x 216mm - Bleed: 5mm**

- 1 Page Inside Front or Back advert
- 1 Page editorial (print & digital) 500 words and associated images
- Edited filmed interview (30 seconds)
- 2 Social Media posts or 1 Story or Takeover with voice over

**BD 1,750/-**

### Half Page Advert

**Trim: 125 x 191mm - Bleed: 5mm**

- 1 Half Page advert
- 1 Half Page editorial (250 words & pictures) [online]
- 1 Social Media post

**BD 475/-**

### Full Page Advert

**Trim: 278 x 216mm - Bleed: 5mm**

- 1 Full Page advert
- 1 Full Page editorial (500 words & pictures) [online]
- 1 Social Media post or 1 Story Takeover

**BD 850/-**

# DIGITAL (WEBSITE ONLY)

FORMAT	SPECIFICATIONS	PER WEEK	PER MONTH
WEBSITE BANNER	Leaderboard W 728px x H 90px Jpeg, png	BD 125/-	BD 450/-
	MPU W 265px x H 360px Jpeg, png	BD 55/-	BD 180/-
	Event Listing MPU Ad W 265px X H 360px	BD 55/-	BD 180/-
	Main Category Ad W 360px H 250px Jpeg, png	BD 40/-	BD 130/-
	Category square Ad W 185px X H 185px	BD 30/-	BD 100/-
WEBSITE BUMPER AD	Image ad format designed to allow you to reach more customers and increase awareness about your brand-pops up before landing to any of our website page.	BD 300/-	BD 1000/-
WEBSITE NATIVE ADVERTISING	Content is sold as part of an article	BD 50/- (per listing)	BD 165/-
SPONSORED CONTENT	Client article on the site	BD 250/- (Evergreen Content)	

# DIGITAL (SOCIAL MEDIA ONLY)

## OPTION 1

**BD 550/-**

- 750-1000 words and associated images on website
- Leaderboard on Website for one month
- 1 social media reel (15-30 sec)
- 1 carousel post

## OPTION 2

**BD 425/-**

- 450-500 words and associated images on website
- 1 social media reel (15-30 sec)
- 1 standard post

## OPTION 3

**BD 300/-**

- 250-300 words and associated images on website
- 1 social media reel (15 - 30 sec)

## OPTION 4

**BD 225/-**

- 1 social media carousel post/ giveaway post/ motion post

## OPTION 5

**BD 75/-**

- Repost client advertisement on our page (no changes)

## OTHER SERVICES PROVIDED BY:



**Red House**  
**MARKETING**  
Publishing & Information Marketing Specialists

**SOS**® >  
marketing

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### **CORPORATE & B2B COMMUNICATIONS**

Marketing Communications  
Public Affairs  
Stakeholder Relations  
Internal Communications  
Branding and Brand Positioning  
Dynamic Digital Engagement  
Event Management

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### **DESIGN**

Creative & Conceptual Graphics  
Motion Graphics and Video Ads  
Corporate Identity & Guidelines  
Annual Reports  
Website Design

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### **FILM**

Film Production & Editing  
Photography services

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### **ONLINE**

Digital Marketing Strategy  
Content Marketing  
Online Media  
Analytics  
Consultancy



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