Headhy Courmet Lite Cookbook by Woman

This year's edition, *Healthy Options*, The Gourmet Lite Cookbook by *Woman This Month*, is all about offering healthy variations on foodie favourites adapted to fit a healthier way of life.

Featuring recipes compiled by the *WTM* team, our readers and, of course, some of the island's favourite chefs, we bring you 40-plus dishes to tantalise the taste buds.

From quick and easy snack-size bites to full-on entertaining fare and even healthier alternatives to your favourite takeaways, the beautifully illustrated recipes include helpful kitchen hints and step-by-step instructions.





ADVERTISEMENT RATES & MECHANICAL DATA

Full Colour Rate in Bahrain Dinars		
Advertisement	Print Area (H x W)	Cost (BD)
Gatefold	236mm x 377mm	1,950
Chef's Signature (4 pages)	-	1,400
Back Cover	229mm x 174mm	1,250
Inside Front Cover	229mm x 166mm	950
Inside Back Cover	229mm x 166mm	950
Page 1	229mm x 166mm	900
Page 3	229mm x 166mm	850
Page 5	229mm x 166mm	850
Chef's Signature (2 pages)	-	800

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Recommended Retail Price - BD 2/-

PUBLICATION DATA			
Booking Deadline	Artwork Deadline	Publication Date	
10 February 2016	15 February 2016	March 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

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REACH YOUR TARGET MARKET

Healthy Options, The Gourmet Lite Cookbook by Woman This Month, is targeted at local residents, offering a unique recipe resource for the benefit of those who cook and entertain at home.

Published in an easy-to-use format, *Healthy Options* is a compilation of quality, wholesome and easy-to-prepare recipes helping those who aim to eat more healthily. Each segment in the guide provides authentic recipes featuring all-time favourite dishes prepared in a more healthy way.

CONTENTS SUMMARY

Published annually, the 2016 cookbook will feature a range of dishes from snacks to complete meal options suitable for parties and special occasions:

- 1. Finger food and light bites
- 2. Main dishes
- 3. Desserts
- 4. Juices and smoothies

Compiled by the *WTM* team with significant engagement from our readers, these recipes allow you to create unique, visually attractive dishes and each recipe features simple instructions and easy-to-find ingredients, readily available in Bahrain.

■ Cuisine Specials: The publication will also include a special section featuring top chefs from Bahrain's most prominent restaurants, including celebrity chef collaborations. Each chef will offer healthier versions of their signature dishes with detailed recipes, ingredients and preparation methods. These pages will also feature specific 'Chef's Tips' allowing our readers to learn from the best.

This section may also include recipe contributions from food professionals in other health-related areas such as diet delivery operations; drink and smoothie bar operators; food retailers; both specialists and supermarkets; and even fast food and delivery options — as long as they're healthy!

■ Ingredient Index. Recipes throughout the publication will include locally-available fruits, vegetables, herbs, olives, nuts and legumes as well as dairy, meat, poultry, and seafood. This is a unique opportunity for Bahrain's premier food suppliers to target their brands and specialist foods in this unique reference source which will appear in the Suppliers' Index. Not only is this a 'How to Cook Guide' but offers our readers the most authentic and compelling recipes from around the world. In this guide, we make the healthy options EASY.

DISTRIBUTION

Healthy Options, The Gourmet Lite Cookbook and Recipe Guide will be distributed to readers of Woman This Month magazine (March edition) and Gulf Daily News. It will be officially launched at a special event at one of the island's premier hotels.

The Cookbook and Recipe Guide will have a print run of 8,500 copies.

The distribution of the publication includes:

■ Gulf Daily News Subscribers

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

■ High Traffic locations

We have carefully researched key distribution points around Bahrain where those with high disposable income congregate either to work or spend their leisure time.

These high-traffic locations include reception areas inside offices in the main business areas, upmarket cafés and restaurants, hospitals, dentists, beauty salons and fitness centres and spas.

Individually named and requested

A feature of our BPA audited circulation is that copies are named before being dispatched, ensuring only those who have requested the magazine receive a personal copy.

ADVERTISERS' BENEFITS

- Audience. Three out of ten women collect cookbooks. Of all cookbook users internationally, 68 per cent are women. Your promotional message will remain for many weeks and months to come due to its multiple impact and high retention value.
- **Reach.** Woman This Month magazine has the highest female readership of any publication in the Kingdom.

Exposure in the guide allows you to talk to a community that is important to you, reaching women who cook and create the best dishes that Bahrain has to offer.

- Guaranteed Listings. All participants will receive exposure, as appropriate, within the Ingredients Index section of the guide.
- Complimentary Copies. Available for all participants depending upon the size of advertisement taken.

RECIPES









SIGNATURE DISHES

