

THE BAHRAIN HEALTH, MEDICAL & WELLBEING GUIDE 2019

Maintaining a healthy lifestyle and a sense of wellbeing are essential to an effective and modern approach to life. The Kingdom's residents need to know where to access the resources to keep them in tip-top condition, and where to go when something goes amiss.

The Bahrain Health, Medical and Wellbeing Guide delivers information in a comprehensive and handy pocket-sized directory.

PUBLICATION DATA

Booking Deadline	Artwork Deadline	Publication Date
5 October 2019	10 October 2019	October 2019

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
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mailing address: P.O. Box 20461, Manama, Bahrain.

ADVERTISEMENT RATES (ONLINE)

Digital Exposure	Cost (BD)
Monthly @	99/- per month
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 (right hand page)	200mm x 90mm	1,150
Opposite Contents	200mm x 90mm	1,080
Opposite Introduction (left hand page)	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 hospitals, medical clinics, dental clinics, fitness centres and spas. 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: 760 words + 2x photos + 200 free copies;
- Full page: 380 words + photo + 100 free copies;
- Half page: 180 words + photo + 50 free copies.

Recommended Retail Price - BD2/-

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Including: MEDICAL & DENTAL HOSPITALS & CLINICS
ALTERNATIVE THERAPIES | SPAS & BEAUTY SALONS
HEALTH CLUBS & FITNESS CENTRES
HEALTHCARE SERVICES

REACH YOUR TARGET MARKET

The Bahrain Health, Medical and Wellbeing Guide is targeted at local residents, and visitors to the island, seeking out the resources they need to maintain a healthy lifestyle.

This guide is aimed at your customers: affluent individuals, all with high disposable incomes, or from high-income households, able and willing to spend time and money at your establishment as the need arises.

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 BHMWG have devised a well-researched print and interactive online offering providing guaranteed and updated exposure to our clients and customers alike.

Inclusion within the popular *Woman This Month* website and social media pages will forcefully market the client's brands. The ongoing web marketing efforts by RHM will drive results for our BHMWG clientele.

An annual publication, the 2019 Guide includes details of hospitals and clinics, dental practitioners, fitness centres and other venues geared towards maintaining the body and mind in perfect shape.

Each section of the comprehensive reference guide contains an editorial introduction, a directory of establishments, with sub-headings as appropriate, in alphabetical order, and a promotional gallery. All directory listings include the name of the establishment, basic contact details and location.

Online, advertisers will receive exposure in the health guide's portal which is displayed as a sub-domain of www.womanthismonth.com which has 10,000+ page views every month.

■ **Hospitals.** The Kingdom is well-endowed with top-quality hospitals, in both the public and private sectors; all the major ones, as with medical clinics, will be listed, highlighting the various 'mini' clinics and areas of specialism at each.

■ **Medical Clinics.** A whole plethora of clinics exists to meet any and all of our needs; whether it is to fix a life-threatening disease or to engage in some cosmetic surgery to boost our morale, Bahrain offers the full spectrum of services.

■ **Dental Clinics.** Whether we like it or not, a visit to a dentist is one of life's inevitable experiences. Fortunately, modern techniques and technologies no longer mean this has to be a painful exercise.

■ **Fitness Centres and Gyms.** Maintaining a basic level of fitness is now seen as one of the best approaches to remaining healthy; it is the epitome of preventive maintenance to help us stay in shape.

■ **Alternative Therapies.** Traditional and alternative medical centres all have a part to play to ensure our bodies and minds are in perfect working order. From Ayurvedic practices to yoga, there is significant depth to the market for alternative therapies in the Kingdom.

■ **Personal Pampering.** We all need a little personal time whether at the spa or salon or just enjoying a shave and massage.

■ **Service Providers.** There is a whole host of businesses that support a healthy lifestyle, from insurance providers and pharmacies to organic and nutritional food suppliers.



PRINT DISTRIBUTION

Our distribution of the Bahrain Health, Medical and Wellbeing 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 an annual 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 Health, Medical and Wellbeing 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 hospitals to dental clinics, to fitness centres and alternative medical practitioners.



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 with your directory listings highlighted.

■ **Complimentary Copies.** All advertisers will receive complimentary copies of the guide for their own use.

ONLINE PROLIFERATION

■ Social Clubs

■ Serviced Apartments

■ ++ more than 250 retail outlets

■ **Interactive website to give users a smooth and seamless digital experience while providing advertisers with an effective marketing tool.**

■ **Effective and proven strategies are used to drive traffic to the website, to create brand awareness, and generate leads for advertisers.**

■ **Social Media (Facebook & Instagram) promotions for all advertisers participating in print and/or digital platform. N.B. Logistics of Social Media promotions will be discussed by the sales personnel.**