WOMAN THIS MONTH is for the women in Bahrain who enjoy a cosmopolitan and luxurious lifestyle, but who are also proactive, cultured and care about the community in which they live.

FIRST WOMEN’S MAGAZINE IN BAHRAIN
Woman This Month (WTM) was the first women’s magazine to be launched in the Kingdom. Our research continually demonstrates a very loyal readership from local and expatriate women. Some of them have even grown with our publication as our editorial line fits their interests according to the changes in their lives.

WTM REACH
Woman This Month is committed to informing, educating, entertaining and empowering women. Your brand can reach out to this audience and be an integral part of WTM’s readers’ lives. Our target audience is women and we are the most-read women’s magazine in the Kingdom (IPSOS) and the only audited publication for this segment (BPA January - June 2016 — 6,604 readers).

DEFINED DEMOGRAPHIC
Our research has identified two distinct readership groups; a younger audience (early twenties to early thirties) whose primary interest is in fashion and beauty, and a more mature segment (late twenties to early forties) with a more broad-based demand for information on issues important to women and the family.

PURCHASING POWER
Our readers are typically middle-to-high-income earners in their own right, or from households with high disposable incomes. Women have the primary say when it comes to purchasing goods and services for the home. They are also the ones that take the final decision on more than 75 per cent of household retail purchases.

PUBLISHER’S DATA
Woman This Month ranks within the top three most-read magazines within the Kingdom, based upon the latest analysis from IPSOS. This survey also reveals Woman This Month to be the most widely read magazine by women in Bahrain. Our current print run is 7,800 copies, with a monthly readership in excess of 40,000.

Digital Media Support Options for Woman This Month

Woman This Month has introduced an integrated digital and social media support facility for those advertisers engaged in print advertising in WTM. Rather than choose between print and digital promotional offerings, WTM 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 Woman This Month and Bahrain 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.

WTM web exposure can help advertisers achieve this goal. WTM’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 WTM

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 WTM’s online audience e.g. offering discounts to users of WTM, 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. Giveaway 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, giveaways and discount vouchers.

Online exposure for WTM as of 30 November 2017

Over 45,000 followers Over 3,000 followers Over 1,500 followers

Over 1,500 followers
EDITORIAL PILLARS

SHOPPING/FASHION
These sections are packed with information about all the latest fashions and trends, from store openings to new brands, designers and models. We trend forecast, as well as trend set and analyse everything that comes down the runway. The images are colourful, the text is rich with opinion and wit, and the fashion selections are unparalleled.

BEAUTY
We bring you the latest products in the market and test some of them providing our readers with useful advice on how best to use them and where to find them. The section covers fragrances, make-up, skin- and hair-care products. We also feature beauty reviews from spas and salons and advice on how to achieve your favourite celebrity looks.

PEOPLE/INTERVIEWS
We are dedicated to profiling the region’s most influential, hard-working and high-achieving women, providing others with inspiration. We offer an insightful look at the lives of those women who have sought to go beyond words and put their ideas into action.

HOLIDAY DRESS
Christmas decorations, in the hopes are piling in so that the holiday you have become by now – and as we see in the streets, it’s time to get your winter-ready for the celebrations that your guests at this time of the year, say you are the time to see the winter's swing!

BEAUTY Essentials

BEAUTY | news

High and Dry in Houston

Linda Brown-Hague lived in Bahrain for five years before heading back to the US in October 2016 to get back home to a north of Houston, Texas. She shares her experience of the devastating Hurricane Harvey.
TRAVEL/FOOD
We uncover different places around the globe giving essential information on the country or theme in question. Our food pages review restaurants on the island and, each month, we include a recipe from a chef at one of the Kingdom’s favourite restaurants so our readers have the chance to reproduce it at home.

LIFESTYLE | travel
Audemars Piguet, with partners Asia Boutique Re-opening
HEAD TO the northern lap of arctic Finland, due to its unique spa and wellness, Audemars Piguet has a job worldwide to support the exclusive retailer and also to improve your own skin care through Finland spa. Information and the journey to the Woroja to utilize the

FEARURES
Every month we explore a relevant theme, from wedding specials to our health guide.

LIFESTYLE | food
Get ready to create a seasonal favourite.

CHRISTMAS WRAPPING
Deck the halls, hang your baubles, mull a little something spicy on the stove and get Santa’s mince pie ready – it’s the time of year for making memories! Our collection of gifts, wrapping cards and treats will help you give… and receive (hint, hint). On the following pages you’ll find presents selection of the sublime to silly for Secret Santas.

SPECIALS
Get ready to create a seasonal favourite.

GUGELHUPF
Get ready to create a seasonal favourite.
• 150g crystalised sugar
• 60g raisins
• 4 egg yolks
• Finely chopped lemon peel
• Flour and sugar for the pan
• Whisk the soft butter with the icing sugar mixture.
• Pre-heat the oven to 180° Celsius.
• Coat the cake tin with butter and flour.
• Put the dough into the tin and bake for 45 minutes.
• Let the cake cool in the tin before turning it out. This is important, up to another hour. If the surface is very uneven, cut it up straight using a knife.
• Sprinkle with icing sugar, using a small sieve.

INGREDIENTS (serves 12)
• Saddle bag by Cath Kidston. City Centre Bahrain 16 686-209.
• Feminine print meets practical style, what’s not to like?
• Satin lounge pyjamas from Marks & Spencer. City Centre Bahrain 17 211-309.
• Gorgeous modern PJs with piping from Next. City Centre Bahrain 

GET INVOLVED
There are various creative ways in which your brand can collaborate with Woman This Month. We can cover you in our fashion pages. We can offer beauty and food reviews. Your chef could be selected for our ‘Chef’s Special’ page. Your products and services could also be featured in our regular homes section and much more.

SOCIAL BUTTERFLY
The place to be seen!
PUBLISHER’S DATA:

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The Gulf Daily News newspaper

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

Individually named and requested copies

A feature of our 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 verify their personal details.

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 in main business areas, upmarket cafés and restaurants, hospitals, dentists, beauty salons and fitness centres and spas.

Retail outlets

More than 160 retail outlets, including major bookshops and supermarkets, receive *Woman This Month* for sale.

VIPs

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

Promotional copies

Each month complimentary issues of *Woman This Month* are dispatched to clients, advertising agencies and for use by our own sales team.
**ADVERTISEMENT RATES & MECHANICAL DATA**

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Print Area</th>
<th>Trim Size</th>
<th>Cost (BD)</th>
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<tbody>
<tr>
<td>Cover - Gate Fold</td>
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<td>Back Cover</td>
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<tr>
<td>Inside Cover, Front or Back</td>
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<td>278 x 216mm</td>
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<tr>
<td>IFC/Page 1 DPS*</td>
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<tr>
<td>Opposite Contents</td>
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<tr>
<td>Opposite Editor’s Note</td>
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<tr>
<td>Double Page Spread, p.2-3*</td>
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<tr>
<td>Left Hand Page, pages 4-11</td>
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<tr>
<td>Other Double Page Spread*</td>
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<td>1,430</td>
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<tr>
<td>Full Page, other pages</td>
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<tr>
<td>Quarter Page</td>
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<td>330</td>
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* Ensure that 6mm on either side of the spine does not contain any text as it will be lost in binding

**Bleed:** add 5mm on all sides.

**Special position request:** add 10% to the cost of the full page.

**Additional colour:** quoted on request.

**AGENCY COMMISSIONS AND DISCOUNTS**

- **Advertising Agency Commission:** 15% on rate card price;
- **Series Discount, 3 – 6 consecutive inserts:** 5% on rate card price, available on bookings placed within a single calendar year;
- **Series Discount, 7 – 12 consecutive inserts:** 10% on rate card price, available on bookings placed within a single calendar year.
- **Prepayment Discount:** 5% on net rate card price.

**PUBLICATION DEADLINES**

- **Booking:** 10th of month prior to issue month
- **Editorial Copy:** 8th of month prior to issue month
- **Artwork:** 12th of month prior to issue month
- **Publication Date:** 18th of month preceding issue month

**TERMS AND CONDITIONS**

- **Submission of artworks:** All artworks must be in digital format, either on a CD ROM, via e-mail or by FTP. Additionally a proof copy of the artwork should be sent either in PDF format or a hard copy, in full colour to 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:** 30 days from date of invoice.

**OTHER TECHNICAL DATA**

- **Acceptable software formats:** InDesign CS, Freehand, Illustrator, Photoshop, TIFF and EPS, with all fonts supplied or converted to outlines.
- **Screen:** 150 lines per inch;
- **Images:** All images must be supplied in high resolution 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