

MEDIA INFORMATION 2017

# woman

this month

Bahrain's leading women's monthly



BEAUTY | FASHION | HOME | WELLBEING | PARENTING | LOCAL ISSUES



### PUBLISHER'S DATA:

*Woman This Month* ranks within the top three most widely read magazines in 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.

### 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.

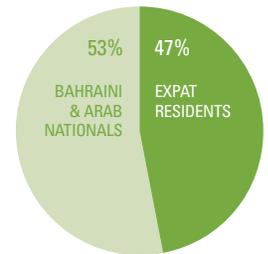
### Promotional copies

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

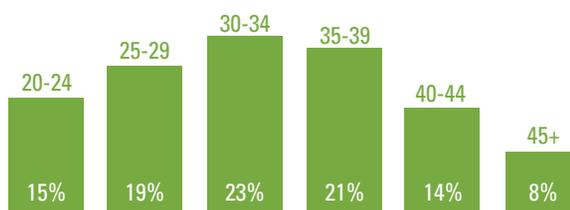
### Data for Print run analysis



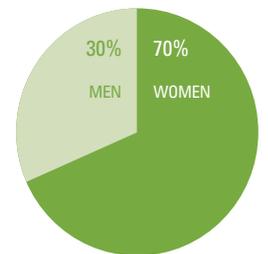
### Nationality Profile



### Data for Age Profile



### Gender Profile



### BPA Worldwide Data:

A trusted member of BPA Worldwide, *Woman This Month* offers advertisers an independent, audited reference point to review our circulation statistics.



### Qualified (monthly average)

January - December 2014

6,678

July- December 2015

6,556

January- June 2016

6,604

\*First published in 2003



### ABOUT US

Red House Marketing (RHM) was founded in 1991 and is based in Bahrain. As well as *Woman This Month*, RHM publishes *Bahrain 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).

Published by:



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

Audited by:



**To book your advertisement, contact a sales representative on Tel: (+973) 17 813-777**  
**Fax: (+973) 17 813-700**  
**or e-mail: sales@redhousemarketing.com**  
**Mailing address: P.O. Box 20461, Manama, Bahrain**

### ADVERTISEMENT RATES & MECHANICAL DATA

Full Colour Rate in Bahraini Dinars			
Advertisement	Print Area	Trim Size	Cost (BD)
Cover - Gate Fold	262 x 402mm	278 x 427mm	3,080
Back Cover	262 x 191mm	278 x 216mm	1,595
Inside Cover, Front or Back	262 x 191mm	278 x 216mm	963
IFC/Page 1 DPS*	262 x 416mm	278 x 432mm	1,540
Opposite Inside Front Cover	262 x 191mm	278 x 216mm	935
Opposite Contents	262 x 191mm	278 x 216mm	880
Opposite Editor's Note	262 x 191mm	278 x 216mm	880
Double Page Spread, p.2-3*	262 x 416mm	278 x 432mm	1,485
Left Hand Page, pages 4-11	262 x 191mm	278 x 216mm	880
Other Double Page Spread*	262 x 416mm	278 x 432mm	1,430
Full Page, other pages	262 x 191mm	278 x 216mm	825
Half Page - Horizontal	125 x 191mm	-	440
Half Page - Vertical	253 x 94mm	-	440
Quarter Page	125 x 94mm	-	330

\* 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

# woman this month

**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.

## SOCIAL MEDIA SERVICES

*Woman This Month* has now introduced an integrated social media support facility for advertisers participating with us commercially in 3+ issues over a 12-month contract period.

As privileged clients of Red House Marketing, we extend our support by promoting your brand on *WTM's* Facebook, Instagram & Twitter pages. *WTM's* social media fan base is highly engaging and we believe this is the best way to complement our existing print reach to a more active online audience, thereby creating more awareness and generating brand visibility.

Parallel to the print advertisements, beauty reviews, advertorials and fitness columns in the magazine, we would like to offer you the following online services through our *WTM's* social media:

### Social Media Services

#### 1. Brand Awareness:

- For each advert insertion in *WTM* we provide clients with a post on one of our *WTM's* social media channels i.e. Facebook, Instagram or Twitter for free.
- This can be promotional content or an advert in the form of visuals/ info graphics.  
N.B. Promotional posts/adverts should be provided by you in digital-ready format.

**2. Social Media:** Editorial coverage always remains at the exclusive discretion of Red House Marketing; policy towards advertisers is such that, whenever possible, exposure will be provided on our social media channels giving brands relevant coverage.

**3. Custom Campaign/ Contests:** We can create exclusive social media packages for brands to give them access to our social media fan followers. If the brand can provide us with giveaways such as coupons, vouchers, free items etc. we will run a customised competition for them on our social media pages.

N.B. In the case that we use contra vouchers for contests any exposure provided to clients will always remain at the exclusive discretion of RHM.

**4. Events:** If brands provide us with photos/videos of events happening at their establishment we can post them on *WTM's* social media pages.

- Posting of visuals and choice of social media channel remains at the exclusive discretion of RHM.
- The logistics for all the above services will be discussed with you prior to the execution of a plan.
- We can design, curate and create content for sharing and engagement purposes at an additional cost.

We believe print and online promotion go hand-in-hand and together will certainly enhance your brand image. Do let us know your interest in social media promotion of your brand on our media pages.

**ONLINE EXPOSURE**  
**WEBSITE (WWW): OVER 40,000 VIEWS/ MONTH**



Over 26,000 followers



2,630 followers



1,463 followers



**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

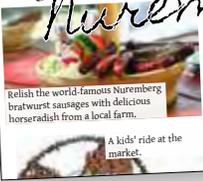
# Festive Fair

Trade your high street trudge for a traditional extravaganza as WTM unwraps the most charming Christmas Markets around the world.



Over 180 stalls set against the backdrop of a magnificent cathedral make up the Christkindlmarkt.

## Nuremberg, Germany



A kids' ride at the market.

With the enticing allure of mulled beverages, plum cake, bratwurst and gingerbread, the Christkindlmarkt is arguably the most popular Christmas market in all of Europe. Shimmering with colourful stalls, over 180 wooden stands sell their wares, from traditional German ornaments, toys, games and home

FEATURE | Jewellery

## It's a Bling Thing

This month sees the return of Jewellery Arabia, the Kingdom's ultimate expo for all things sparkly and special.

From high jewellery and stunning diamonds from the likes of Fabrice and Covert to the Asia Jewellers' award-winning metals at Malabar Gold and Diamonds and an array of precious and costume pieces from A La Mode, it's the cash, but also the ideal opportunity to look for bargains, if you know what you're looking for.

The Gemological Institute of America (GIA) has three tips to look out for when buying diamonds: Carat - Diamonds are weighed in metric carats. For reference, a small paper clip weighs about two carats. Clarity - Nearly all diamonds contain minute natural characteristics called inclusions and external characteristics called blemishes. Many clarity characteristics are not visible to the naked eye, but they can be seen by using magnification. The GIA Clarity Scale includes 11 grades ranging from Flawless to Included.

Colour - Truly colourless diamonds are very rare and highly valued. The GIA Colour Scale runs from colourless to be noticeable and only visible to the trained eye.

Cut - Cut refers to how a diamond's complex proportions and angles relate to light. A number of factors influence a diamond's cut grade, including its overall face-up appearance, design and craftsmanship.

**Going for Gold** There are various things to remember if you're thinking of purchasing gold. Understand that there are variations in gold that affect its purity, quality and price - the main factors to consider include purity, gram weight and design. Purity - When it comes to purity, most caratage. Pure gold is too soft to use as jewellery. Accordingly, it is alloyed with a mixture of metals like silver, copper, nickel and zinc to give it strength and durability. The most common 'karat' options are 18, 22 and 24.

**Price** - This is determined by purity, which alloy the gold is combined with, and the amount of skill and labour in the piece.

**Colour** - Gold has many variations including white, rose and red gold. Combining pure gold with other metals creates a new and diverse colour palette.

**Identification** - In many countries, local law requires that every item of gold jewellery have a clear stamp indicating its caratage.



www.womanthismonth.com

12 December 2016

LIFESTYLE | food

THE URBAN DHABA

## Urban Indian Flavours

Serving an eclectic variety of Indian food and set in a capricious atmosphere, this restaurant in Adliya gives you bang for your buck.



Growing up in India, the best part about long, interstate road trips was stopping by at a 'dhaba' for a meal. These little eateries, prominent alongside Indian highways, are characterised by cots to sit upon and serving delectable North Indian cuisine that's easy on the pocket.

The Urban Dhaba in Adliya offers a modern

popadums to begin with, which were filled with a medley of chopped veggies seasoned predominantly with cumin. The kebabs came in a smoking hot copper vessel, with a presentation so stunning they I almost didn't want to ruin it. It wasn't long till the aroma of the murtande seduced me and I gave into temptation and picked up a skewer

the Tikka Masala was soft and fluffy, definitely homemade, steeped in robust flavour. For dessert, we were given a sweet platter with all the favourites - Gulab Jammun, Kesari Kheer, Gajar ka Halwa, and Rasmalai. Each has a delicate aroma and texture, with varying degrees of sweetness. The food is so authentic that, if I closed my

FEATURE | gift guide

## Great Gifts

Santa's on his way and to give him a little help we've come up with a selection of gifts to suit every taste. Beautiful, Practical, Fun and Pocket - Get them before they go!



**Perfume Check** Show yourself some love in the gorgeous Joy Scented Candle (Scented Candle, Royal Chest, R23, A65, Saigra).



**Roller Street** Jo Malone has a wide range of delicious scented candles. Orange Blossom (Orange Blossom, R23, A65, Saigra).



**Play It Again** While you're at the store, pick up some perfume. From R23, A65, Saigra.



**Roll Up** Kids big and small will love this fun and colorful. Available from R23, A65, Saigra.



**Roller Street** Jo Malone has a wide range of delicious scented candles. Orange Blossom (Orange Blossom, R23, A65, Saigra).



**Roller Street** Jo Malone has a wide range of delicious scented candles. Orange Blossom (Orange Blossom, R23, A65, Saigra).



**Roller Street** Jo Malone has a wide range of delicious scented candles. Orange Blossom (Orange Blossom, R23, A65, Saigra).



**Roller Street** Jo Malone has a wide range of delicious scented candles. Orange Blossom (Orange Blossom, R23, A65, Saigra).



**Roller Street** Jo Malone has a wide range of delicious scented candles. Orange Blossom (Orange Blossom, R23, A65, Saigra).

**SOCIAL BUTTERFLY**



**Anniversary Celebration** Al Hilal Hospital and Medical Center celebrated its JCI Accreditation, 10th Anniversary and third branch launching during an event at the Crown Plaza Hotel.



Muhammad Al-Sayid & Mustafa Sayid

Corpor & Mr. Ahmad Shaban Abdulhamid

Muhammad, Vinod & Neveer



Management and the winners



**Art Competition** Al-Hilal Group launched its third annual Alway interschool art competition at its showroom in MCO.

Najid & Noof

Sanjay, Fouad, Ahmad Al-Hamad & Hisham

Fatima & Malik

Khaira & Dana

**SOCIAL BUTTERFLY**

The place to be seen!

**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.