

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.

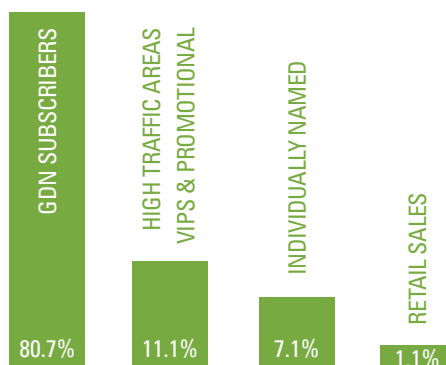
VIPs

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

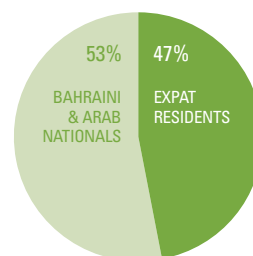
Promotional copies

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

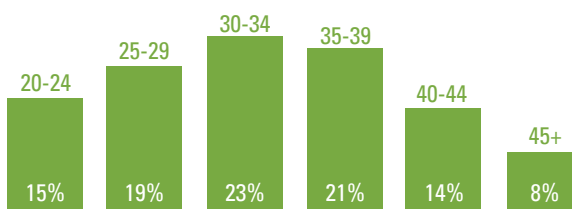
Data for Print run analysis



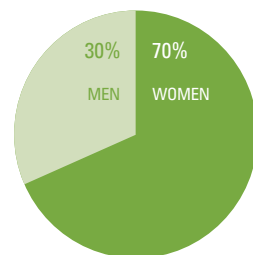
Nationality Profile



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:



BPA
WORLDWIDE™

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.

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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*: Facebook, Instagram & Twitter pages. *WTM* 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* 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* 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* 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

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.

CRAZY CAT LADY

YOU DON'T HAVE TO BE A CAT PERSON TO EMBRACE THIS TREND THAT'S EVERYWHERE RIGHT NOW. BOTH ON THE HIGH STREET AND IN HIGH-END BRANDS COLLECTIONS. WHETHER CUTE AND CARTOONISH OR CLASSIC FELINE FACTS, THESE FURRY FRIENDS ARE STAMPING CLOTHING AND DÉCOR ITEMS FOR A FUN LOOK THIS AUTUMN.



12 November 2014

THE IT-BAG

Handbags are just like shoes, we can never seem to get enough of them! Besides being important to carry all the necessary bits and bobs, the bag is also an essential accessory to compose a look. We selected the arm- and hand-candy you should be carrying this season!



FASHION | trend

HOW TO WEAR IT?

The 2016 autumn and winter bags are looking big! Ample satchels, shoppers, totes and backpacks are held in the hand, carried lugged to the hip, worn over the shoulder or across the body. Together with the oversized options, the '70s' saddle doesn't seem ready to leave its throne and is still on the shelves and catwalks.

December 2016 15

BEAUTY | news

Chanel Colour Eyeshadow Palette Highly concentrated in mineral pigments, these shadow palette offers the lids from the first stroke. Blush, mascara and brown tones illuminate, soften and protect sensitive skin to look like a natural look. Formulated for use with or without eye liner, they can be applied dry for a soft look or slightly damp for a more sophisticated result. Available at all leading retailers.



L'Oréal Paris Advanced Hydration Cream This cream helps to soothe and hydrate the skin, leaving it feeling soft and smooth. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.

Estée Lauder Advanced Night Repair Serum This serum helps to repair and rejuvenate the skin, leaving it looking fresh and glowing. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.



Beauty Essentials

OK, it might not actually feel like it, but autumn is definitely here! Time to take care of your skin and hair with the new products in the market and salon treatments. In the make-up field, look out for colours that suit the season to enhance your looks.

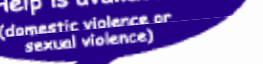
Sephora V for Valentine Mascara This mascara helps to lengthen and volumize the lashes, leaving them looking long and dark. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.



MAC Lipgloss This lipgloss helps to moisturize and protect the lips, leaving them looking soft and smooth. It is formulated with a rich blend of natural ingredients, including hyaluronic acid and vitamin E. Available at all leading retailers.



Ladies, are you being hurt? or abused? Help is available. (domestic violence or sexual violence)



Visit us! American Mission Hospital

Call us! 3844 7588 Helpline

Open 24 hours. Free and confidential. All women welcome.

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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.

PEOPLE | interview



When Art Meets Emotion

This gifted artist spoke to Puja Tiwari about her unique, sentiment-inspired work as well as the growing creative community in Bahrain.

When I first met artist Puja Tiwari, she was busy preparing for an imminent exhibition, with one of her works depicting a caricature of a jolly Saudi man appearing to be chattering on his phone with a floral blindfold on.

"Growing up in Saudi, I saw how widespread it was for women to cover up, mostly to keep men's thoughts pure. 'This piece challenges that norm in a playful manner and portrays a man being blindfolded for a change, so they don't have to witness anything to taint their notions,'" says Puja.

Originally hailing from Palestine, but never having set foot there, I researched the culture and learned of their folk songs, traditions and dance.

struggles because it goes to show that even after all the pain and struggle, they still choose to sing together and hope for better," says Puja.



www.pujatiwariart.com

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

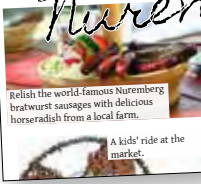
Festive Fair

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



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 festive than 180 wooden stands sell hot ornaments, toys, games and hot

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 to the latest in fashion jewellery, Jewellery Arabia is a must-visit for anyone looking for a little sparkle. The event is held at the Jeddah Convention Center and features a wide range of products from local and international designers. The event is a great opportunity to see the latest in jewellery design and to meet with designers and retailers. The event is a great opportunity to see the latest in jewellery design and to meet with designers and retailers. The event is a great opportunity to see the latest in jewellery design and to meet with designers and retailers.

Going for Gold There are various things to remember if you're thinking of purchasing gold. Business-standard.com has this advice: 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 'carat' 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 yellow, white and rose 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.

Carat - Carat 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.

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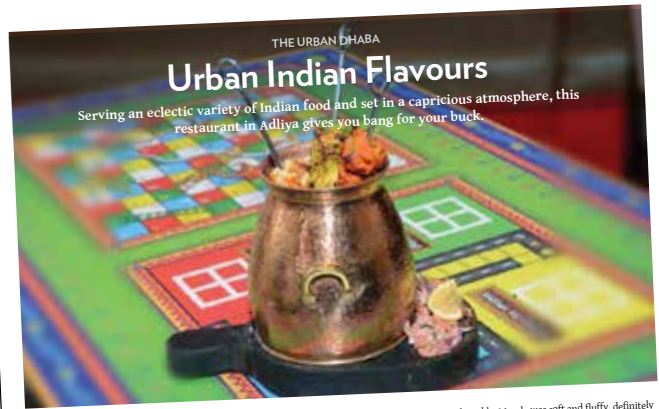
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LIFESTYLE | food

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

popadum 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 that I almost didn't want to ruin it. It wasn't long till the aroma of the marinade 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 Jamun, 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 Ranciful - Get them before they go!



Therapeutic Chest Stone precious things in the gorgeous, joy. Stonebush (Gems) Chest, 803, 465, 500gms.



Roller Sweet Jo Malina has a wide range of delicious scented home offerings. Orange Bitters, 803, 465, 500gms.



Play & Again When you're looking for a gift for a friend, a book is a great choice. The book 'Play & Again' is a great choice for a friend.



Bar Up Kids big and small will love this bar set with the Adliya Dhaba. The bar set is a great choice for a friend.



Gift Basket A special someone with a gift that is special. The gift basket is a great choice for a friend.



Gift Basket A special someone with a gift that is special. The gift basket is a great choice for a friend.



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SOCIAL BUTTERFLY



Anniversary Celebration Al Hilal Hospital and Medical Center celebrated its 10th Anniversary and third branch launching during an event at the Crowne Plaza Hotel.



Corporate & HR Ahmed Al-Hamad & Partners.



Corporate & HR Ahmed Al-Hamad & Partners.



Corporate & HR Ahmed Al-Hamad & Partners.



Management and the winners



Art Competition Al-Hilal Group launched its third annual Al-Hilal Art Competition at its showroom in MCO.



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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.