

bahrain

YOUR GUIDE TO A GREAT WAY OF LIFE

this month
Since 1997



*Bahrain's first monthly publication
in its 29th year!*



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MEDIA KIT

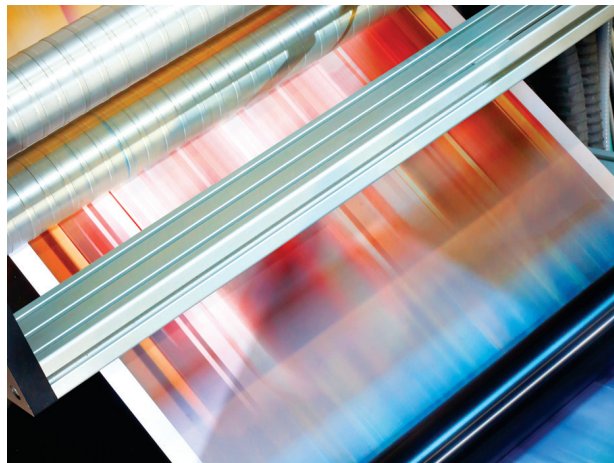
Digital, Print & Beyond

Introducing Bahrain *This* Month

Bahrain This Month (BTM) is more than a magazine; it's your essential lifestyle companion in the Kingdom. Since its inception as the island's first monthly social, entertainment and leisure magazine, **BTM** has been dedicated to capturing the pulse of Bahrain, offering a curated mix of content that reflects the vibrant, cosmopolitan life of the nation.

PRINT

Bahrain This Month began as the Kingdom's first lifestyle and leisure magazine and continues to set the benchmark in high-quality print publishing. Each monthly issue offers a curated blend of Arts, Culture, Motoring, Sports, Interviews, Lifestyle, Dining, Nightlife, Events and Embassy Programmes. Printed in premium format and distributed across Bahrain's most influential touchpoints; from hotels and embassies to business hubs, cafés and cultural venues, the magazine delivers trusted storytelling and visually rich editorial that readers return to month after month. Print remains the heart of the brand, offering advertisers a tangible, credible and highly engaged platform.



DIGITAL

The **BTM Digital** ecosystem extends the magazine's reach through a dynamic multi-platform presence.

bahrainthismonth.com offers daily updates, expanded features, video content, dining guides, event coverage and online exclusives, making it a go-to reference for residents, visitors and the business community.

Across social media, **BTM** amplifies stories through short-form videos, interviews, reels, curated listings and live event coverage, ensuring real-time visibility and interaction. The digital landscape enables brands to access a wider, data-driven audience while staying connected to Bahrain's cultural and lifestyle pulse.



BEYOND

BTM goes further than traditional media by fostering community, creativity and cultural exchange across the Kingdom. Through partnerships with embassies, event organisers and leading hospitality brands, **BTM** hosts and supports high-profile programmes, launches and cultural evenings. This ecosystem includes on-ground video segments, pop-up interviews, sponsored content series, bespoke editorial collaborations, and presence at key social and cultural events. **BTM** extends its brand into a living, interactive experience that brings Bahrain's lifestyle narrative to life and offers partners deep, meaningful engagement with audiences.



Backbone, *Trajectory*, Mythos

B



Bahrain This Month operates with a clear **backbone**: a commitment to accurate, engaging and culturally attuned lifestyle journalism. Our mission is to present the Kingdom's arts, culture, motoring, sports, interviews, lifestyle, dining, nightlife, events and embassy programmes with clarity and distinction. We aim to serve as a trusted guide to the stories and experiences that shape life in Bahrain.

T



Our vision follows a purposeful **trajectory** built on growth, innovation and relevance. **Bahrain This Month** seeks to strengthen its influence across print, digital and experiential platforms while continuing to lead the conversation on lifestyle and culture in the Kingdom. We aspire to reflect Bahrain's evolving identity and to remain a reference point for how the nation lives, creates and progresses.

M



The heritage of **Bahrain This Month** rests in its **mythos**: the deeper narrative that has shaped the magazine's presence for more than two decades. As Bahrain's first lifestyle and leisure publication, **BTM** has become woven into the cultural fabric of the Kingdom, chronicling its people, moments and transformations. This mythos reflects not only where we have been but the enduring spirit that continues to guide the brand today.



A Note from *the* Publisher

When I arrived in the Kingdom of Bahrain more than 46 years ago, I felt the promise of a country moving forward with purpose and warmth. What began as a new opportunity became a lifelong connection to a place I am proud to call my home.

In those early years, I recognised the need for a publication that could celebrate Bahrain's hospitality, heritage and modern rhythm. That idea guided the launch of Bahrain's first monthly lifestyle magazine, a platform created to reflect the people and stories that define the Kingdom. Introducing this concept marked the beginning of Red House Marketing and set the groundwork for everything we continue to build.

Through the decades, my commitment has remained steady: to capture the essence of life in Bahrain with authenticity and care, and to offer readers a magazine that is both familiar and forward-looking. ***Bahrain This Month*** continues to embody that purpose, serving as a guide to a great way of life and reflecting a country I have been privileged to grow alongside.

As we look ahead, I remain steadfast in fostering meaningful partnerships and creating platforms that highlight the best of Bahrain. I welcome future collaborators who share our belief in the value of storytelling and our desire to contribute to a vibrant, connected and informed community. Together, we can continue shaping a media landscape that honours the spirit of the Kingdom and celebrates its enduring journey.

Warmest regards,

George F. Middleton

What's *in* Our Magazine

Bahrain This Month brings together a curated selection of stories that reflect the rhythm, character and creativity of the Kingdom. Each issue blends insight, discovery and cultural relevance, offering readers a clear window into the people, places and experiences shaping life in Bahrain.

Arts

Showcasing exhibitions, galleries and creative expression across the Kingdom, and highlighting the artists and movements shaping Bahrain's visual landscape.

Culture

Exploring heritage, traditions, contemporary thought and the evolving identity of Bahrain through features that connect past and present.

Motoring

Covering new launches, automotive developments and lifestyle motoring, with a focus on design, performance and the driving experiences that resonate with Bahrain's audience.

Sports

Featuring local achievements, regional competitions and rising athletic talent, alongside coverage of wellness and active living that encourages a balanced lifestyle.

Interviews

In-depth conversations with figures shaping business, culture, diplomacy and community life, offering readers perspective and insight.

Lifestyle

A curated look at fashion, wellness, interiors, travel and modern living, reflecting the tastes and trends that shape daily life in Bahrain. This section also features our popular Lookalikes column, which pairs notable Bahraini residents with their international counterparts in a playful and engaging format.

Dining

Exploring Bahrain's culinary scene through reviews, new openings and gastronomic stories. Signature segments such as *Chef's Cut* and *Brewed and Blended* celebrate local culinary talent and the Kingdom's evolving gastronomic landscape, while *Tablehopping* guides readers through restaurants and seasonal menus across the Kingdom.

Nightlife

A guide to after-dark venues, social spaces and entertainment, capturing the energy and atmosphere of Bahrain's evenings and weekends.

Events

Comprehensive coverage of happenings across the island, from festivals and launches to community gatherings and cultural celebrations. This section also includes Embassy Programmes, giving readers access to diplomatic events and cross-cultural exchanges hosted throughout the year.



Plan Ahead: *Unlock*

Opportunities *with* Our 

Media Kit 2026

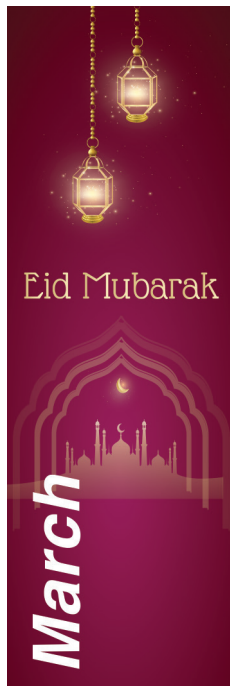
2026 Feature



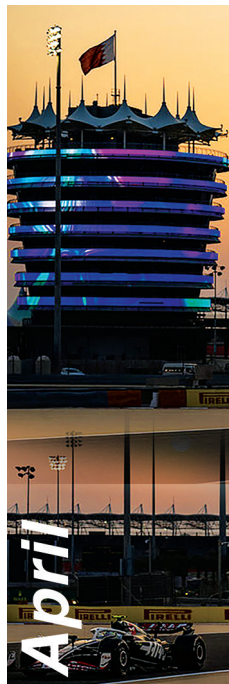
January
New Year,
New You
Health/Fitness
& Wellbeing



February
Ramadan
Valentine's Day



March
Eid
Deals on Wheels
International
Woman's Day



April
World Health Day
Formula 1
Education



May
Building Bahrain
Eid



June
Bahrain's Top
Chefs
Father's Day
UK in Bahrain



Calendar



USA in Bahrain
Summer &
Staycations



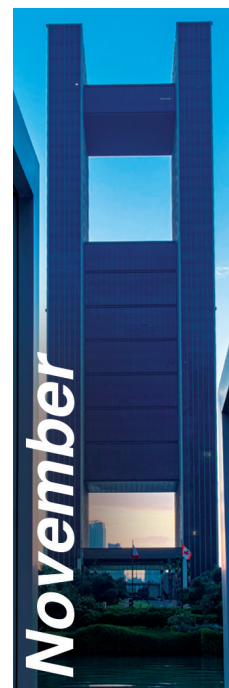
India in Bahrain



Saudi in Bahrain
Back to School
Economy Motoring



Germany in Bahrain
Turkey in Bahrain
Best Brunches



Luxury in Bahrain
Property Review
Al Fresco Dining



National Day
Annual Review

Reach out to:

☎ 66988311 ✉ amna@redhousemarketing.com



AVERAGE MONTHLY SOCIAL *MEDIA* REACH

Bahrain This Month distributes more than 5,000 copies every month through an exclusive partnership with the *Gulf Daily News*, ensuring island-wide visibility across homes, businesses, embassies and high-traffic public venues. This strong print presence is supported by a growing digital footprint that connects us with readers across multiple platforms. Now, let us take a look at our social media reach and how audiences are engaging with the brand online.

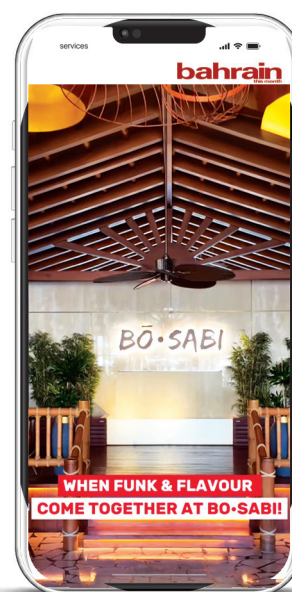


Facebook

Post Reach
1.8M

Post Engagement
18.4K

New Page Likes
1.2K



Instagram

Accounts Reached
263.2K

Total Views
1.2M

Followers
31.9K



Total Reach: 3M
Website Views: 31,542+
Digital Edition Readership: 37,000+

ADVERTISING OPTIONS



Print + Social + Website

Front Cover (Client Image) Trim: 216 * 278 mm Bleed: 5mm	<ul style="list-style-type: none"> ● Image provided by the client to be used on front cover ● 4 Pages editorial (print & digital) 2,000 words and associated images ● Edited filmed interview (up to 3 minutes) ● Leaderboard on Website for one month ● 2 Social Media posts ● 1 HD Video Reel 	BD 5,000 /-
Back Cover Advert Trim: 216 * 278 mm Bleed: 5mm	<ul style="list-style-type: none"> ● 1 Page Back Cover advert ● 2 Pages editorial (print & digital) 1,000 words & images ● Edited filmed interview (1 minute) ● Leaderboard on Website for one month ● 2 Social Media posts ● 1 HD Video Reel 	BD 2,500 /-
Inside Front / Back Cover Advert Trim: 216 * 278 mm Bleed: 5mm	<ul style="list-style-type: none"> ● 1 Page Inside Front or Back advert ● 1 Page editorial (print & digital) 500 words & images ● Edited filmed interview (30 seconds) ● 2 Social Media posts & 1 HD Video Reel ● Leaderboard website ad (30 days) 	BD 1,750 /-
Full Page Advert Trim: 216 * 278 mm Bleed: 5mm	<ul style="list-style-type: none"> ● 1 Full Page advert ● 1 Page editorial (print & digital) 500 words & images ● 1 Social Media post & 1 HD Video Reel ● Leaderboard website ad (21 days) 	BD 850 /-
Half Page Advert Trim: 191 * 125 mm	<ul style="list-style-type: none"> ● 1 Half Page Advert ● Half page editorial (250 words & pictures) ● 1 social media post/ Carousel ● MPU- Website Ad (21 days) 	BD 475 /-
Double Page Spread Editorial Content	<ul style="list-style-type: none"> ● 2 Pages Informative Content or Interview (1000 words & pictures) ● 1 Social Media post & 1 HD Video Reel ● Leaderboard website ad (21 days) 	BD 1,200/-
Full Page Editorial Content	1 Page Informative Content or Interview (500 words & pictures)	BD 650/-

ADVERTISING OPTIONS



DIGITAL

Option 1	<ul style="list-style-type: none">● 750-1000 words and associated images on website Leaderboard on Website for one month● 1 social media reel (15-30 sec)● 1 carousel post	BD 550 /-
Option 2	<ul style="list-style-type: none">● 250-300 words and associated images on website● 1 social media reel (15 sec)	BD 400 /-
Option 3	<ul style="list-style-type: none">● Reels coverage	BD 300 /-
Option 4	<ul style="list-style-type: none">● An entire social media carousel curated by us for your brand	BD 150 /-
Option 5	<ul style="list-style-type: none">● Single social media post● Client content posts: Giveaways	BD 75 /-

Reach out to:

☎ 66988311 ✉ amna@redhousemarketing.com

10% off for 4 intakes
15% off for 6 intakes
25% off for 12 intakes

FILMED *EXPOSURE*

Our interviews, featured across print, digital, and online platforms, reach over one million monthly social media users and remain evergreen for ongoing visibility

ADD ON

<p>An example of embedded video exposure from the <i>Bahrain This Month</i> edition is available online, in print via QR code, on YouTube, and across social media</p>	<p>Filmed, edited online and printed interview or feature in BTM (two pages and up to five minutes main cut with two 30 second social media teasers)</p>	<p>BD 1,500/-</p>
<p>And in case you wish to consider some more significant exposure via a print, digital & online documentary combination:</p>	<p>Documentary/Supplement Package (e.g., Germany in Bahrain, India in Bahrain)</p> <ul style="list-style-type: none"> ● Print/Digital Supplement: 20-page publication distributed with GDN. ● Film Documentary: Researched, scripted, filmed, and edited, with exposure on our website, social media and YouTube. 	<p>BD 4000 /-</p>

Total Cost: Includes all charges for the supplement, feature and documentary production, along with multi-platform online exposure.



Your brand deserves the spotlight

Connect with Amna Syed, Creative Partnerships Director

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this month