

A woman with dark hair, wearing a wide-brimmed red hat and a red jacket, looking slightly to the right. The background is a solid dark red color.

woman

this month

Bahrain's lifestyle guide for her.

STYLE • EMPOWERMENT • INFLUENCE

Introducing Woman This Month

woman this month
Bahrain Media Kit

Woman This Month (WTM) is Bahrain's lifestyle guide for her, a publication shaped by the ambitions and creativity of women across the Kingdom. Since its launch, WTM has offered more than a monthly read. It has become a refined space where style, substance and women's stories come together.

Today, the magazine continues to highlight the voices and experiences that define Bahrain's modern woman, delivering thoughtful features, fashion, wellness and culture with a polished, contemporary perspective.



PRINT

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AWARDS & OTHER EVENTS

Woman This Month goes beyond publishing through a select portfolio of signature events and initiatives, most notably the Woman of the Year Awards (WOTYA). Launched in 2024, the awards celebrate women shaping Bahrain across leadership, innovation, culture and community, and have quickly become a defining platform for recognition and influence.

In addition, WTM curates and supports women-focused forums, talks, launches and collaborations throughout the year, creating meaningful opportunities for brands to engage with an influential female audience in refined, purpose-driven settings.



DIGITAL

The Woman This Month digital ecosystem expands the magazine's influence with a vibrant, always-on presence. WomanThisMonth.com delivers daily stories, extended interviews, beauty and wellness guides, timely lifestyle updates and digital exclusives that enrich the print experience.

Across social media, WTM brings its community to life through short-form videos, expert insights, trend features, behind-the-scenes moments and real-time event coverage. This multi-platform reach allows brands to engage a highly responsive audience while staying closely connected to Bahrain's evolving lifestyle landscape for women.



Will

Woman This Month is driven by a clear will: to champion women's voices, stories and achievements with intelligence, depth and cultural relevance. Our purpose is to reflect the realities, ambitions and influence of women shaping Bahrain and the wider region, across leadership, creativity, community, wellbeing and lifestyle. Through thoughtful journalism and considered storytelling, WTM serves as a trusted guide to modern womanhood in the Kingdom.



Trajectory

Our trajectory is shaped by progress, relevance and resonance. Woman This Month continues to evolve across print, digital and live platforms, expanding its reach while remaining rooted in editorial integrity. As the conversation around women's roles, representation and impact advances, WTM positions itself at the forefront, documenting change, encouraging dialogue and celebrating momentum with clarity and confidence.



Mythos

The legacy of Woman This Month lives in its mythos: a narrative built over 23 years as Bahrain's first women-centric magazine. More than a publication, WTM has become part of the Kingdom's social and cultural fabric, chronicling milestones, movements and moments through a distinctly female lens. This mythos is defined by continuity and courage, honouring the women who paved the way while illuminating those shaping what comes next.



A Note from the Publisher

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

In those early years, I recognised the need for publications that could celebrate Bahrain's hospitality, heritage and modern rhythm. That vision guided the launch of Red House Marketing and ultimately shaped titles such as Woman This Month, a magazine dedicated to spotlighting the spirit, talent and achievements of women across the Kingdom.

Throughout the decades, my commitment has remained constant: to create platforms that reflect life in Bahrain with authenticity, care and editorial integrity. Woman This Month continues to embody that mission, championing women's voices and offering readers stories that are insightful, relevant and rooted in the fabric of the community.

As we look ahead, I remain committed to nurturing meaningful partnerships and expanding opportunities for storytelling that uplift and connect. I welcome future collaborators who share our belief in the power of media to inspire, inform and contribute to a vibrant and forward-moving Bahrain.

Warmest regards,

A handwritten signature in black ink, appearing to read 'George F. Middleton'.

George F. Middleton

What's in Our Magazine

Woman This Month presents a thoughtfully curated selection of stories that reflect the interests, ambitions and everyday realities of women in Bahrain. Each issue blends inspiration with practicality, celebrating personal journeys, modern lifestyles and the voices shaping the Kingdom through a distinctly female lens.

People

At the heart of *Woman This Month* are the women who define Bahrain today. From leaders and entrepreneurs to creatives, changemakers and everyday trailblazers, this section highlights personal stories, achievements and perspectives that inspire connection and confidence.

Lifestyle

A wide-ranging view of modern living, *Lifestyle* brings together wellbeing, relationships, travel, work-life balance and personal growth. This section reflects how women navigate daily life, ambition and self-care, offering thoughtful guidance alongside inspiring stories.

Fashion

Covering regional and international trends with local relevance, *Fashion* explores style as self-expression. From seasonal edits and designer spotlights to wearable luxury and everyday elegance, this section reflects how women in Bahrain dress, adapt and define their own aesthetic.

Parenting

Addressing motherhood with honesty and empathy, *Parenting* explores family life across every stage. From early years to adolescence, it offers practical advice, expert input and real experiences that support women balancing care, career and personal identity.

Beauty

Focused on confidence, care and individuality, *Beauty* features skincare, hair, wellness-led treatments and expert insight. It balances trends with substance, spotlighting products, routines and voices that prioritise health, authenticity and informed choice.

Home

Exploring interiors, design and domestic spaces, *Home* reflects how women shape environments that feel personal, functional and expressive. From styling ideas to renovation insights, it celebrates homes as places of comfort, creativity and reflection.

Podcasts

Extending the conversation beyond the page, *WTM Podcasts* feature candid discussions with women across industries and backgrounds. These audio stories explore careers, culture, wellbeing and lived experience, creating space for voices that resonate long after the issue is read.

Woman of the Year Awards

Launched by Woman This Month in 2024, the Woman of the Year Awards (WOTYA) was created to honour women whose leadership, talent and commitment are shaping Bahrain's social, cultural and professional landscape.



The Journey So Far

The inaugural WOTYA ceremony in 2024 recognised 19 women across diverse fields, spotlighting stories of resilience, innovation and influence. A defining moment of the evening was the Lifetime Achievement Award, presented to the late Safia Kanoo, whose enduring legacy continues to inspire generations of women in Bahrain and beyond. Her recognition set the tone for WOTYA's purpose: to honour not only achievement, but contribution.

Building on this momentum, the 2025 edition expanded both in scale and scope. Announced on International Women's Day in March, and concluding on Bahraini Women's Day, the awards aligned with a powerful national narrative: women shaping the Kingdom of Bahrain.

In 2025, WOTYA presented 17 awards across five categories, guided by an advisory framework that included UNIDO. A ten-day public voting phase generated over 23,000 votes, reflecting strong community engagement, while select expert categories were assessed by a specialised jury to ensure credibility and balance.

WTM also introduced the Woman of Arabia award, recognising a distinguished woman whose influence extends across the GCC, reinforcing the brand's regional outlook and leadership.

Looking Ahead to 2026

As WOTYA moves towards its 2026 edition, the awards continue to evolve as a benchmark for recognition, dialogue and visibility. The next season will further strengthen its categories, partnerships and platforms, creating deeper opportunities for brands, institutions and communities to align with a programme that celebrates excellence with integrity.

With the stage set for another defining year, Woman This Month looks ahead to a future where women's achievements are not only acknowledged, but actively amplified.

Plan Ahead

Unlock Opportunities with Our 2026 Feature Calendar

Special Print Editions

Each year, Woman This Month curates a focused editorial calendar aligned with key cultural moments, global observances and lifestyle themes that resonate with women in Bahrain. These special print editions present timely, high-impact opportunities for partners to connect with a highly engaged, influential readership.

2026 Key Editorial Moments



March

- Ramadan
- International Women's Day
- Mother's Day



August

- Weddings



October

- Breast Cancer Awareness Month
- Homes
- Travel



December

- Bahraini Women's Day
- WOTYA Winners Edition 2026

Average Monthly *DIGITAL REACH*

Woman This Month connects with a highly engaged female audience across print and digital platforms, offering brands focused, relevant and meaningful visibility. Our digital presence complements the magazine's editorial authority, extending each story through platforms where our readers actively engage, share and respond.

Below is a snapshot of Woman This Month's recent digital performance, reflecting consistent growth and strong audience interaction across key channels.

OVERALL

315.4K

TOTAL REACH

5,644+

WEBSITE VIEWS

37,000+

DIGITAL EDITION
READERSHIP



199K

POST REACH

31.9K

POST ENGAGEMENT



116.4K

ACCOUNTS REACHED

490.2K

TOTAL VIEWS

11.2K

FOLLOWERS

ADVERTISING OPTIONS

Print + Social + Website

Front Cover (Client Image)

Trim: 216 * 278 mm | Bleed: 5mm

- 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

- 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

- 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

- 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

- 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

- 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

- 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

- 250-300 words and associated images on website
- 1 social media reel (15 sec)

BD 400 /-

Option 3

Reels coverage

BD 300 /-

Option 4

An entire social media carousel curated by us for your brand

BD 150/-

Option 5

- Single social media post
- Client content posts: Giveaways

BD 75/-

10% off

for 4 intakes

15% off

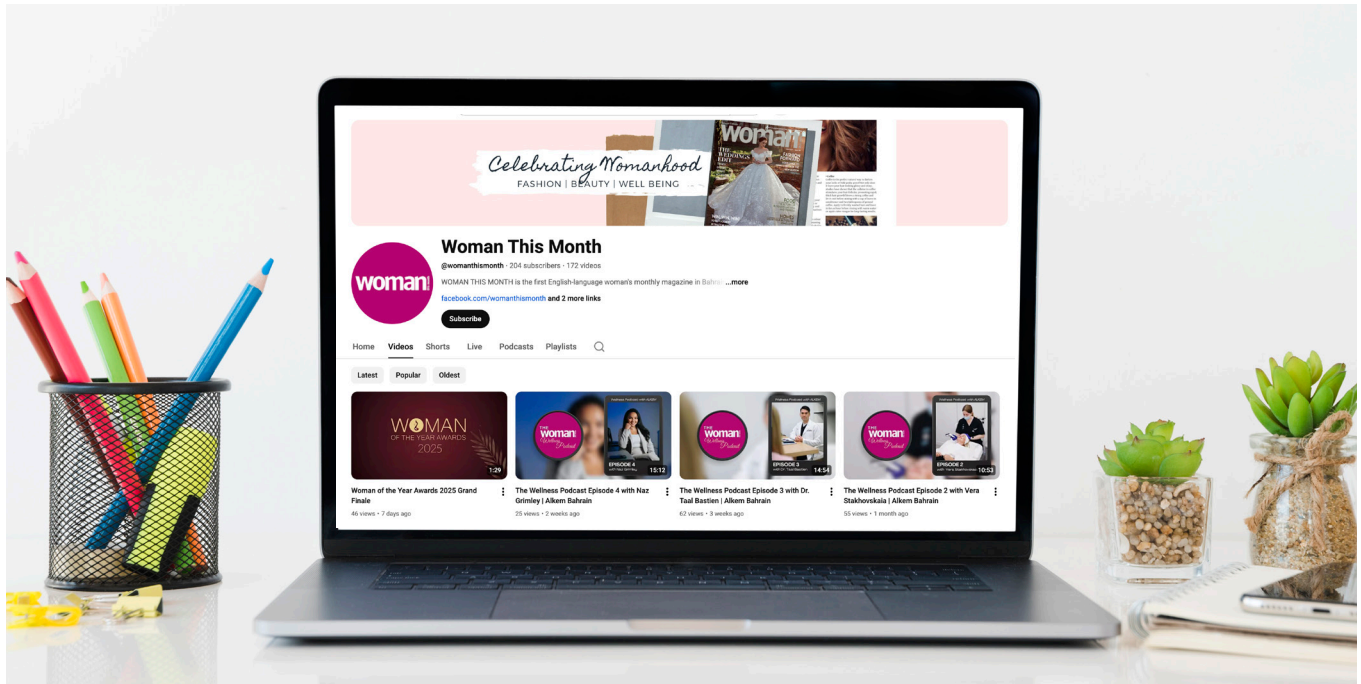
for 6 intakes

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

An example of embedded video exposure from the Bahrain This Month edition is available online, in print via QR code, on YouTube, and across social media

Filmed, edited online and printed interview or feature in WTM (two pages and up to five minutes main cut with two 30 second social media teasers)

BD 1,500/-

And in case you wish to consider some more significant exposure via a print, digital & online documentary combination:

Documentary/Supplement Package
(e.g., Germany in Bahrain, India in Bahrain)

- 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.

BD 4000 /-

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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