

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS


**GULF NEWS
DAILY NEWSPAPER**

7 times weekly
 101,358 average daily circulation
 101,085 average Friday circulation

**GULF NEWS
WEBSITES**

1,891,986 Gulf News average unique browsers
 1,729,966 mobile average unique browsers
 87,866 mobile app average unique browsers

**GULF NEWS
SOCIAL MEDIA**



1,910,659 Facebook likes

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
GULF NEWS DAILY NEWSPAPER (Frequency: 7 times weekly)			
a. Daily Edition (Saturday - Thursday)	727	100,631	101,358
b. Friday Edition	739	100,346	101,085
GULF NEWS WEBSITES			
a. Gulf News (Monthly Unique Browsers with 15,904,133 average Page Impressions)	1,891,986	-	1,891,986
b. Gulf News Mobile (Monthly Unique Browsers with 7,158,149 average Page Impressions)	1,729,966	-	1,729,966
c. Gulf News Mobile App (Monthly Unique Browsers with 4,004,171 average Page Impressions)	87,866	-	87,866
GULF NEWS SOCIAL MEDIA			
a. Facebook likes	*1,910,659	-	*1,910,659

*Social Media claims are cumulative figures, not averages.

PUBLISHER'S STATED PUBLISHING AND CIRCULATION POLICY INFORMATION

GULF NEWS is a daily newspaper (Saturday to Friday) serving the United Arab Emirates, Oman, Bahrain, Qatar, India, Pakistan and Saudi Arabia.

1. AVERAGE CIRCULATION FOR THE 6 MONTH PERIOD ENDING JUNE 2016

	Saturday – Thursday Edition	Friday Edition
I. And II. TOTAL PAID CIRCULATION	100,631	100,346
I. Sold at half rate or greater		
Subscriptions:		
Carrier*	80,462	80,501
Motor Route	-	-
Mail	-	-
Digital	-	-
Bulk	18,055	17,227
Total Subscriptions	98,517	97,729
Single Copy Sales	2,114	2,617
Newspapers in Education	-	-
Employee Copies	-	-
Sub-Total	100,631	100,346
II. Sold at less than half rate		
Subscriptions:		
Carrier	-	-
Motor Route	-	-
Mail	-	-
Digital	-	-
Bulk	-	-
Total Subscriptions	-	-
Single Copy Sales	-	-
Newspapers in Education	-	-
Sub-Total	-	-
III. And IV. TOTAL NON-PAID CIRCULATION	727	739
III. Individual		
1) Carrier delivery		
City	710	710
Rural	-	-
Business	-	-
2) Mail delivery	-	-
3) Digital Editions	-	-
Sub-Total	710	710
IV. Bulk		
Carrier Bulk-Residential	-	-
Carrier Bulk-Non-Residential	17	29
Drop Boxes	-	-
Sub-Total	17	29
TOTAL QUALIFIED CIRCULATION	101,358	101,085

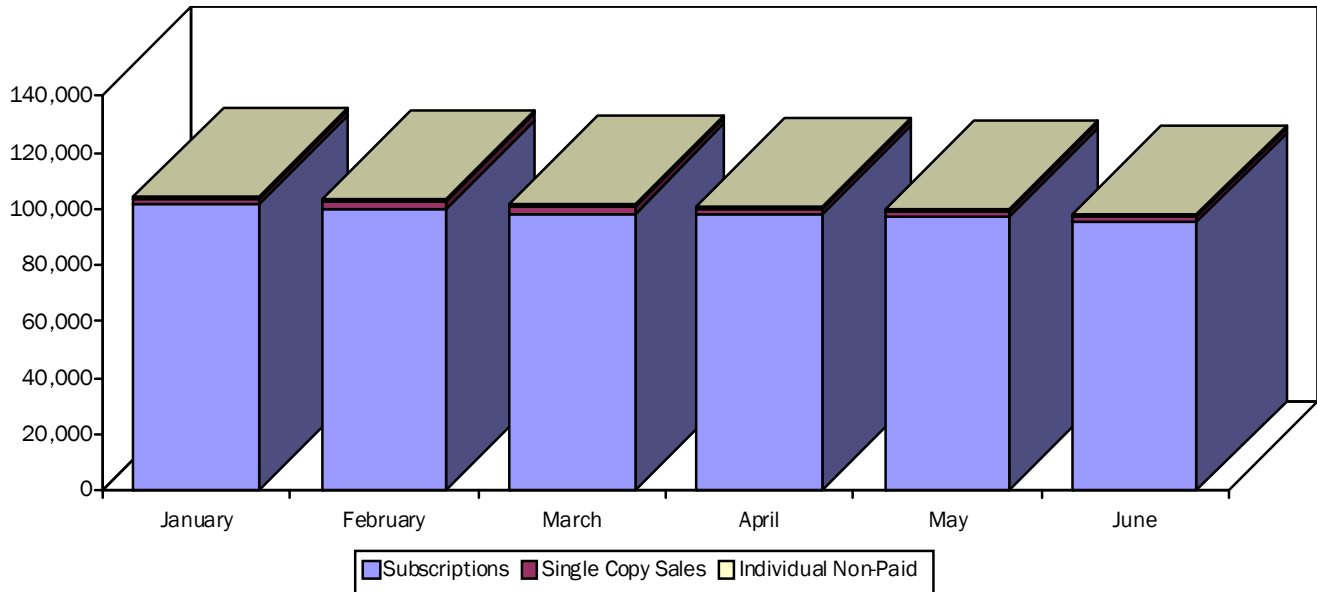
2. AVERAGE DISTRIBUTION AUDITED AS TO QUANTITY ONLY

6-Month Period Ending June 2016	Saturday – Thursday Edition	Friday Edition
Advertisers, Agencies	1,318	1,318
Other	5,564	6,175

3. AVERAGE MONTHLY CIRCULATION FOR DAILY EDITION (SATURDAY - THURSDAY)

2016	Paid Circulation				Non-Paid Circulation			Total Paid & Non-Paid Circulation
	Subscriptions		Single Copy Sales	Total Paid	Individual Non-Paid	Bulk Non-Paid	Total Non-Paid	
	Carrier Deliver	Bulk						
January	83,171	18,491	2,174	103,836	709	25	734	104,570
February	81,593	18,652	2,298	102,543	707	64	771	103,314
March	79,879	18,662	2,137	100,678	707	9	716	101,394
April	79,970	18,301	1,996	100,267	710	-	710	100,977
May	79,265	17,867	2,063	99,195	713	7	720	99,915
June	78,988	16,374	2,019	97,381	712	-	712	98,093

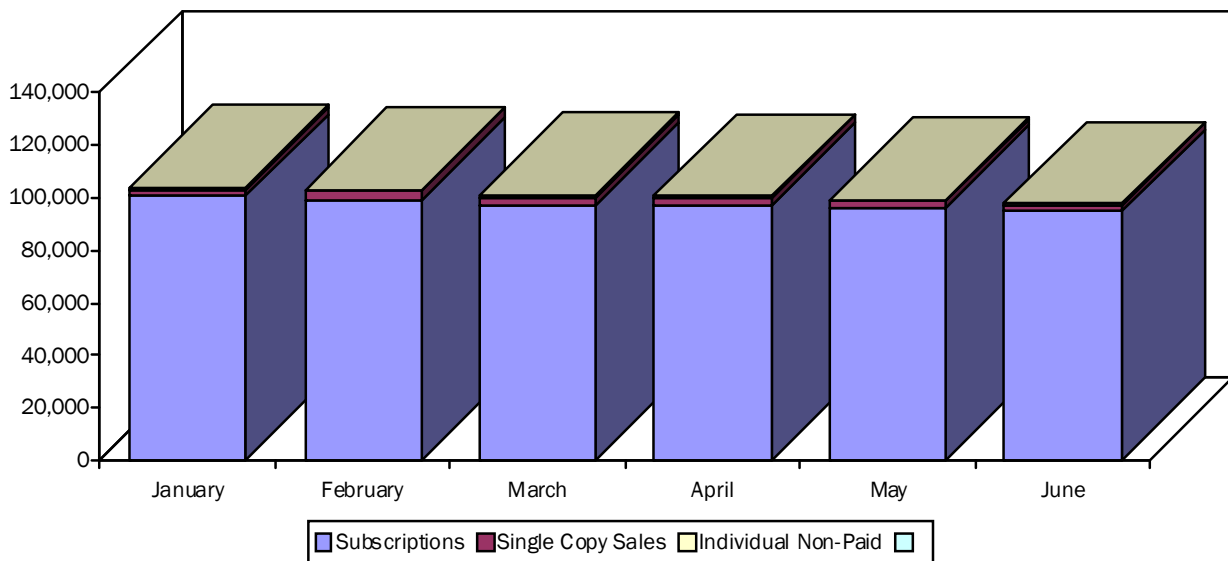
Average Circulation by Month: Saturday-Thursday Editions



3. AVERAGE MONTHLY CIRCULATION FOR DAILY EDITION (FRIDAY EDITION)

2016	Paid Circulation				Non-Paid Circulation			Total Paid & Non-Paid Circulation
	Subscriptions		Single Copy Sales	Total Paid	Individual Non-Paid	Bulk Non-Paid	Total Non-Paid	
	Carrier Deliver	Bulk						
January	83,016	17,556	2,604	103,176	709	46	755	103,931
February	81,543	17,729	3,260	102,532	707	94	801	103,333
March	79,926	17,660	2,659	100,245	707	38	745	100,990
April	79,851	17,501	2,456	99,808	711	-	711	100,519
May	79,212	17,017	2,515	98,744	713	-	713	99,457
June	78,994	15,750	2,253	96,997	712	-	712	97,709

Average Circulation by Month: Friday Edition



4. AVERAGE AUDITED CIRCULATION AT END OF PREVIOUS AUDIT PERIODS

	December 2010		December 2011		December 2012		December 2013		December 2014		December 2015	
	Saturday - Thursday	Friday	Saturday - Thursday	Friday	Saturday - Thursday	Friday	Saturday - Thursday	Friday	Saturday - Thursday	Friday	Saturday - Thursday	Friday
Paid Circulation	102,164	111,126	108,978	110,121	108,495	109,460	104,001	104,367	108,369	108,255	105,337	105,218
Non-Paid Circulation	855	855	840	839	800	799	715	715	723	724	711	712
Non-Paid Bulk	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	103,019	111,981	109,818	110,960	109,295	110,259	104,716	105,082	109,092	108,979	106,048	105,930

5. ANALYSIS OF AVERAGE CIRCULATION FOR THE ISSUE OF MAY 1, 2016*

		QUANTITY
UNITED ARAB EMIRATES		
SOLD AT HALF RATE OR GREATER		
ABU DHABI		
Carrier delivery		12,683
Single Copy Sales		495
Bulk Subscriptions		1,777
	Total	14,955
AL AIN		
Carrier delivery		743
Single Copy Sales		63
Bulk Subscriptions		164
	Total	970
AJAMAN		
Carrier delivery		1,504
Single Copy Sales		11
Bulk Subscriptions		83
	Total	1,598
DUBAI		
Carrier delivery		49,123
Single Copy Sales		679
Bulk Subscriptions		16,284
	Total	66,086
FUJEIRAH		
Carrier delivery		529
Single Copy Sales		2
Bulk Subscriptions		51
	Total	582
RAS AL-KHAIMAH		
Carrier delivery		786
Single Copy Sales		12
Bulk Subscriptions		83
	Total	881
SHARJAH		
Carrier delivery		14,263
Single Copy Sales		70
Bulk Subscriptions		60
	Total	14,393
UMM AL-QUWAIN		
Carrier delivery		131
Single Copy Sales		5
Bulk Subscriptions		2
	Total	138
SUB-TOTAL UNITED ARAB EMIRATES		99,603
INTERNATIONAL		
BAHRAIN		
Carrier delivery		-
Single Copy Sales		117
Bulk Subscriptions		-
	Total	117
INDIA		
Carrier delivery		-
Single Copy Sales		8
Bulk Subscriptions		-
	Total	8
OMAN		
Carrier delivery		-
Single Copy Sales		198
Bulk Subscriptions		-
	Total	198
PAKISTAN		
Carrier delivery		-
Single Copy Sales		22
Bulk Subscriptions		-
	Total	22
QATAR		
Carrier delivery		-
Single Copy Sales		453
Bulk Subscriptions		-
	Total	453
SAUDI ARABIA		
Carrier delivery		-
Single Copy Sales		29
Bulk Subscriptions		-
	Total	29
SUB-TOTAL INTERNATIONAL		827
NON-PAID UNITED ARAB EMIRATES		
Carrier delivery		715
TOTAL QUALIFIED		101,145

*See Additional Data

WEBSITE CHANNELS

WWW.GULFNEWS.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	15,912,070	4,625,706	1,828,641	2.53	04:45	11:36
February	14,462,370	4,280,481	1,734,432	2.47	05:07	12:11
March	19,447,077	5,481,801	2,225,486	2.46	05:07	13:02
April	15,186,295	4,425,946	1,832,389	2.42	05:41	13:49
May	15,773,629	4,685,996	1,990,753	2.35	05:39	13:23
June	14,643,358	4,254,486	1,740,212	2.44	05:38	13:46
AVERAGE:	15,904,133	4,625,736	1,891,986	2.44	05:20	12:58

January - June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

M.GULFNEWS.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	5,861,702	3,010,474	1,581,276	1.90	01:47	01:41
February	5,003,449	2,590,807	1,386,150	1.87	01:44	01:37
March	7,684,938	3,832,179	1,964,939	1.95	01:49	01:50
April	6,901,317	3,165,724	1,620,794	1.95	01:32	01:49
May	9,406,531	3,670,135	1,868,837	1.96	01:06	01:43
June	8,090,958	4,064,868	1,957,800	2.08	01:45	01:44
AVERAGE:	7,158,149	3,389,031	1,729,966	1.95	01:37	01:44

January - June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

HTTP://GULFNEWS.COM/APPS

2016	PAGE IMPRESSIONS*	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	4,667,357	1,345,719	91,017	14.79	01:30	03:44
February	3,601,984	1,069,020	82,673	12.93	01:28	03:30
March	3,985,769	1,186,842	89,093	13.32	01:30	03:35
April	3,698,265	1,123,653	87,381	12.86	01:29	03:25
May	3,722,782	1,102,639	83,667	13.18	01:30	03:35
June	4,348,867	1,281,506	93,364	13.73	01:33	03:44
AVERAGE:	4,004,171	1,184,897	87,866	13.47	01:30	03:36

January - June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*The Page Impression column represents ScreenViews as captured by Google Analytics Mobile app code.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

Gulf News Social Media



Facebook likes

<http://facebook.com/GulfNews.UAE>

2016

Beginning Balance	1,487,728
January	1,611,066
February	1,662,357
March	1,775,115
April	1,827,144
May	1,868,224
June	1,910,659

6. WERE RETURNS ACCEPTED OR ALLOWANCES MADE FOR DELIVERED, LEFT OVER AND UNSOLD COPIES?

ANALYSIS OF PAID CIRCULATION SUBSCRIPTION SALES FOR PERIOD: JANUARY - JUNE 2016

7. PREMIUM, COMBINATION, CONTESTS AND OTHER SPECIAL OFFERS

8. ARREARS UNDER THREE MONTHS AS OF: June 30, 2016

9. PRICES

Basic:	Subscription UAE	1 Year (New Subscriber)	400 AED	(effective 1 January, 2010)
		1 Year (Renewing Subscriber)	400 AED	
		6 Month	295 AED	
		3 Month	160 AED	
SINGLE COPY RATES	United Arab Emirates		AED 5.00	
		Bahrain	BD 0.500	
		India	INR 40.00	
		Oman	OR 0.500	
		Pakistan	PKR 50.00	
		Qatar	QR 5.00	
		Saudi Arabia	SR 5.00	

10. ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website activity and Social Media is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Farooq Ahmed, MIS Officer

Sabayasachi Gupta, Business Support Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

September 1, 2016

City

Dubai

Received by BPA Worldwide

September 1, 2016

Type

BJ

ID Number

G801B0J6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.