

GULF Daily News *The voice of Bahrain*

GDN ONLINE

NEWS... All day



2022 MEDIA

PRINT • ONLINE • SOCIAL

www.gdonline.com

OVERVIEW



Gulf Daily News together with the **GDN Online** is Bahrain's leading English language media platform providing 365 days / 24-hour coverage of local, regional and international news. Presented in print, online and through social media, the **Gulf Daily News** and **GDN Online** are considered to be Bahrain's most authoritative and respected news outlets.

With an average daily print circulation of **6,000** copies and an online readership of over **8,000** unique users every day, the total estimated readership is over **30,000** across a multi-national section of Bahrainis and expatriates as well as engaging with hundreds of thousands more on social media. The majority of our readers live and work in Bahrain and in addition, the media reaches a number of regional and international subscribers who have a serious interest in the Kingdom's news and development.

The **Gulf Daily News** has the most extensive home delivery service in Bahrain. The online edition is available from 6am each day providing our readers with the flexibility of reading either the print or web editions with fully enabled mobile and tablet facilities to accommodate any device.

Editorial content is varied and detailed with local, regional and world news, current business news and global sports coverage. Regular advertising features, Readers' letters, a 'Leisure' section and busy Classified advertising pages all help maintain the **Gulf Daily News** as Bahrain's leading and most popular newspaper.

Gulf Daily News media provides a total promotional opportunity utilising print, online and social media in bundled packages. This ensures that advertisers' messages achieve exceptional exposure and value through a combination of print and online promotion, supported with social media reaching thousands of followers.

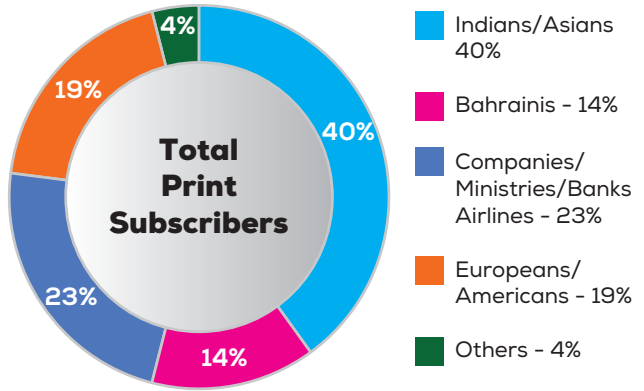


CIRCULATION AND READERSHIP PROFILE

Print

The **Gulf Daily News** has an average print run of 6,000 copies per day of which 4,000 are delivered to homes and offices throughout the Kingdom. The remaining copies are sold through a multitude of outlets and street sales.

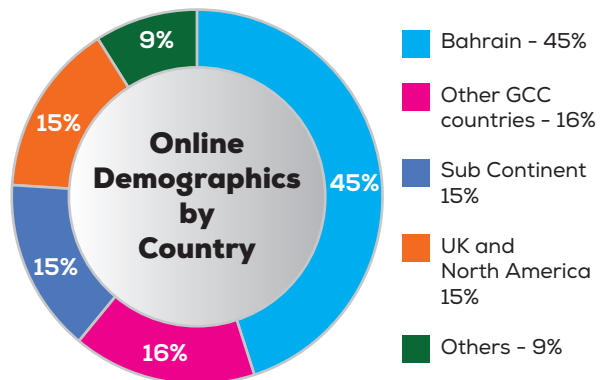
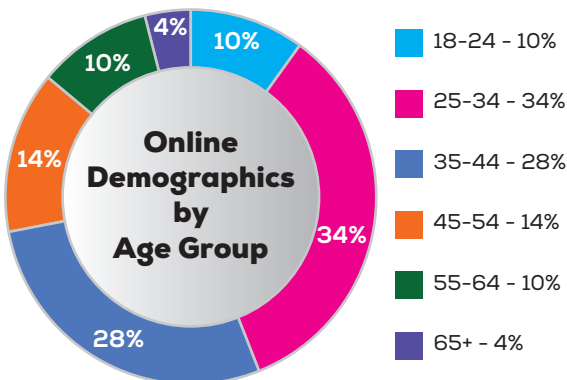
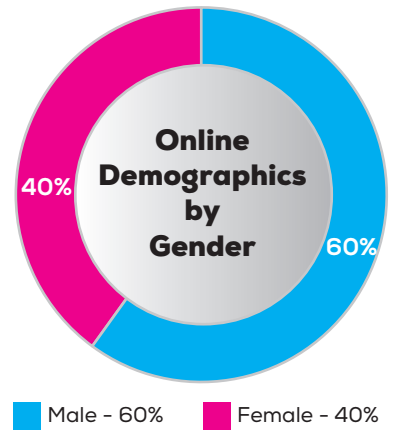
Our readership profile is made up of both expatriates and Bahrainis with the breakdown as follows: Asians 40%, Bahrainis 14%, Europeans and Americans 19%, Others 4%. A further 23% of the circulation is delivered to the corporate and governmental sector with copies also uplifted onto regional airlines.



Online

The **Online Edition** of the **Gulf Daily News** attracts an average of a further 8,000+ unique users on a daily basis giving a total of almost 14,000 print and online subscribers per day with an estimated total readership in excess of 30,000. With over 1.8 million page views per month, the online edition can deliver 60,000 impressions per day.

Social media provides even more reach for advertisers with thousands of followers and connections on Twitter, LinkedIn, Instagram and Facebook. With the introduction of GDNLife, Bahrain's own social media platform, GDN's online presence today represents the most extensive digital reach in Bahrain ensuring that advertisers are promoted on every possible online platform.



ADVERTISING RATES AND DATA

Print Display and **Classified** advertising is available with special positions and operations to suit all requirements. **Online Advertising** positions include Leaderboards, MPUs, and Space Banners which run throughout the site (ROS). An Advertisers Window provides additional added value opportunities on the Home Page.



CLASSIFIED ADVERTISING – appears in both print and online editions of the newspaper

Display

BD13 per single col cm

BD7 per single col cm

Spot colour

Linage

Series discount

Deadlines

Late Linage Column

Cancellations

Ad agency commission

- Full colour (maximum size 45cm, minimum size 20cm)
- Black & White (minimum size 3cm)
- BD75 in addition to space charge
- 300 fils per word (minimum 10 words) + Free Online upload of photos for various categories such as Motoring and Properties
- 3 + 1 free - consecutive days unchanged copy
- Classified Display 11am working day prior to publication
Classified Linage 1pm working day prior to publication
- 5pm working day prior to publication
NB: These advertisements are unclassified
- 1pm the working day prior to publication
- 15% on paid for advertising only (applicable to space only in the case of spot colour)

Mechanical data

Page size

- 38cm x 29cm

Column width

- 3.4cm – 7 columns per page (4mm gutter space)

NB: Situations Vacant, Tender Notices and Used Car Sales advertisements are ONLY published on our Classified pages under the relevant classification. Advertisements of any size can be placed within these classifications.

10% VAT WILL BE ADDED TO ALL INVOICES

Mechanical data

Printed

Screen

Page size

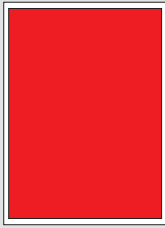
Print area

Column width

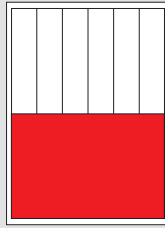
- Web Offset
- 100 lpi – colour and black & white
- 38cm x 29cm
- 36cm x 26cm
- 4cm – 6 columns per page

- Please supply PDF (JPG, EPS) format, high resolution, text converted to path.
- Four-colour material in CMYK.
- Spot-colour material in CMYK and Pantone instructions.
- *Gulf Daily News* Display and Classified bookings to be sent directly to our Bahrain office.
- NB: Colour separations, films, laser prints, and bromides are no longer accepted.

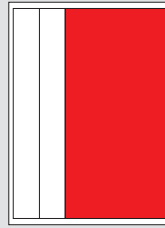
ROP AD SIZES



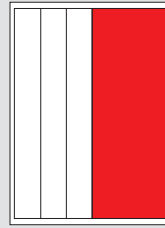
36cm x 6col (26cm)
* G Colour **BD 3,240**
Colour **BD 2,970**
B&W **BD 1,620**



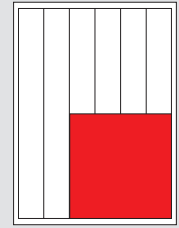
18cm x 6col (26cm)
* G Colour **BD 1,620**
Colour **BD 1,485**
B&W **BD 810**



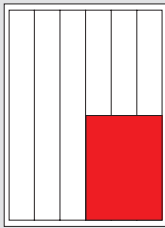
36cm x 4col (17.1cm)
* G Colour **BD 2,160**
Colour **BD 1,980**
B&W **BD 1,080**



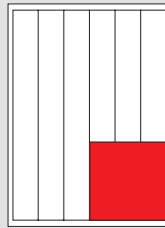
36cm x 3col (12.7cm)
* G Colour **BD 1,620**
Colour **BD 1,485**
B&W **BD 810**



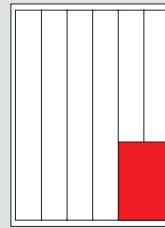
18cm x 4col (17.1cm)
* G Colour **BD 1,080**
Colour **BD 990**
B&W **BD 540**



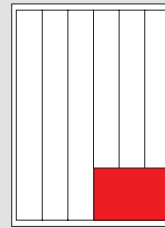
18cm x 3col (12.7cm)
* G Colour **BD 810**
(Minimum size)
Colour **BD 743**
B&W **BD 405**



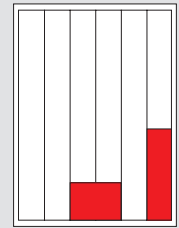
15cm x 3col (12.7cm)
Colour **BD 619**
B&W **BD 337**



15cm x 2col (8.3cm)
Colour **BD 412**
(Minimum size)
B&W **BD 225**



10cm x 3col (12.7cm)
Colour **BD 412**
(Minimum size)
B&W **BD 225**



6cm x 2col (8.3cm) or
12cm x 1col (4cm)
B&W **BD 90**
(minimum size)

* G Colour = Glazed Newsprint

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Social Media Support		Complimentary Advertisement				Complimentary Video *			
Print Ad Size	GDNLife	Facebook	Instagram	LinkedIn	Twitter	Facebook	Instagram	LinkedIn	Twitter
36 cm x 6 col	✓	✓	✓	✓	✓	✓	✓	✓	✓
36 cm x 4 col	✓	✓	✓	✓	✓	✓	✓	✓	✓
18 cm x 6 col	✓	✓	✓	✓	✓	✓	✓	✓	✓
36 cm x 3 col	✓	✓	✓	✓	✓	✓	✓	✓	✓
18 cm x 4 col	-	✓	✓	-	-	✓	-	-	-
18 cm x 3 col	-	✓	✓	-	-	✓	-	-	-
15 cm x 3 col	-	✓	✓	-	-	-	-	-	-
15 cm x 2 col	-	✓	✓	-	-	-	-	-	-
10 cm x 3 col	-	✓	✓	-	-	-	-	-	-
10 cm x 2 col	-	✓	✓	-	-	-	-	-	-

* Video needs to be supplied by client

PRINT EDITION RATES AND DATA

ROP

Display Advertising

- BD 15 per single col cm – Glazed Newsprint Full Colour (minimum size 54cm)
- BD 13.750 per single col cm – Newsprint Full Colour (minimum size 30cm)
- BD 7.500 per single col cm – Newsprint Black & White (minimum size 12cm)
- Series discount (within a six-month period) – 5 + 1 free

Special Positions

- Front Page Glazed Newsprint (full colour only) – BD 24 per single col cm (Max. height 4cm max width 6 col, min width 2 col)
- Glazed Newsprint Pages (full colour only) – 50% premium
- Page 2, centre 4 pages, inside back and back pages – Up to 54cm 25% premium over 54cm 50% premium
- Page 3 (newsprint, full colour only) – 25% premium. NB: Pages 4, 5, 7 are full colour only
- Guaranteed Position (other newsprint pages) – BD 150 in addition to space charge
- Spot Colour – BD 96 (annual contract only 42 paid + 8 free)
- Earpieces (Front page full colour) 4.5cm height x 4cm width – BD 80
- Earpieces (Back page full colour) 4cm height x 8.3cm width – BD 40
- Earpieces (Back page full colour) 4cm height x 4cm width – BD 144
- Front page hamper (full colour only) 6cm height x 4cm width – BD 144

Video Creation

- BD500/- as applicable

Wraps and Inserts*

- 4-page colour outside wrap – BD 20,000
- 1-page colour front page attachment – BD 10,000
- Back page attachment any size – BD 5,000 + advertising space required @ glazed newsprint rates + 50% surcharge

Belly Band

- **BD 15,000**
- Inserts any size (not exceeding full page) – BD 1,512 per printed side.
- Folded material e.g. 1 printed side folded will be billed as 2 sides.
- Ready printed material 6,000 copies to be supplied.
- Operations involving pasting or glue spots, these must also be supplied
- Labour charge for special operations – BD 175

* Distribution is subjected to prior approval of content.

Other special procedures prices on request.

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Deadlines

- ROP – 2 working days
- Advertising Features – 2 working days
- Wraps and Inserts / Belly Band – 4 working days

Cancellations

- **2 working days**
- NB: Late cancellations will be subject to a 50% cancellation charge

Circulation

- **Over 6,000 per day**
- Advertising agency commission – 15% on paid for advertising only (applicable to space only in the case of spot colour)

WEBSITE PRODUCTS & PRICING



Pop-Up
1024 x 768 pxl
 BD 600 per week

Page Peel (Exclusive Position)
800 x 600 pxl
 BD 500 per week

Advertisers' Window
300 x 450 pxl
 BD 300 per week

THROUGHOUT THE SITE

Leaderboard (Home Page)
728 x 90 pxl
 BD 500 per week

Business Banner
728 x 90 pxl
 BD 400 per week

MPU
300 x 250 pxl
 BD 400 per week

Video Creation
 BD 500

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Daily News

GDN *ONLINE*
NEWS... All day



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