



Magazine Brief

Simply unparalleled online presence that connects region's most inspired communities.

ABOUT THE MAGAZINE

Gulf Insider Media boasts more than twelve years' all-round experience in publishing, including business, and consumer magazines, and is fully capable of delivering professional graphics and web design services.

Gulf Insider magazine, established in 2004, is a Bahrain-based monthly publication produced by Gulf Insider Media and is available both in print and online editions. It is a powerful source of business information, current events, and high-end lifestyle reviews.

With a distribution of 12,000 copies, each monthly issue reaches an estimated 60,000 readers, mainly high net worth individuals living in Bahrain and Saudi Arabia's Eastern province.

Gulf Insider also maintains an influential online presence through a modern interactive website with over 9,000 worldwide views per week and engaging social networking pages.

established
since
2004

The multi-award winning Arabian magazine

Gulf Insider

The Arabian Review

WORK
for **PLAY** see page 34

Issue 119



Princess Ameerah speaks out

“when your cause becomes
bigger than yourself”



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Gulf Insider



WORK
for PLAY see page 36

The Arabian Review

Issue 118

Special Feature:
**A Guide to
Bahrain's
Property Ladder**

Watch Review
**Omega
Seamaster
Planet Ocean**

Car Review
**Rolls Royce
Ghost II**

estimated
readers
60,000

TARGET AUDIENCE

Estimated 60,000 readers, mainly high net worth individuals living in the Kingdom of Bahrain, Saudi Arabia's Eastern province and the UAE.

- 93% travel outside the region one or more times per year
- 76% Arab, 24% Expat
- 18% Female, 82% Male
- The majority of Gulf Insider readers are well educated and spend "considerably" on fashion and luxury products

**based on research conducted April 2013*

CIRCULATION

Gulf Insider prints 12,000 copies monthly

- Distributed with home subscribers
- Home delivery to VIPs
- 5 Star Hotel Concierge and Club Lounges
- Selected 5 Star hotel rooms
- Selected first and business class, airline lounges, private jet fleets etc.
- Bahrain and selected GCC shop sales
- Exclusive business events and conferences
- Executive and office towers in Bahrain
- Public areas in Bahrain – banks, hospitals, cafes, etc
- Selected areas in Saudi Arabia – (Eastern Provinces)

print copies
12,000

**latest and certified distribution figures available upon request*



A CHALLENGE FOR BAHRAIN

Exclusive interview with
HH Shaikh Nasser bin Hamad Al Khalifa



ONLINE & SOCIAL MEDIA

Gulf Insider is the first and currently the only Bahrain based business magazine that has strong online presence in terms of website and social media.

Gulf Insider is further enhanced with an easy to read online edition, a sleek and modern website with interactive content, and an engaging social media presence - Gulf-Insider.com

- New and easy to navigate website including all of Gulf Insider's print content, as well as additional content updated daily
- Videos – interviews, car, hotel, luxury, and restaurant reviews
- Weekly news blog
- In house web team
- SEO for interviews and editorials

posts
engagement
upto
27,308

FACEBOOK FANS

124,278*

* 06 December 2016

Our Fans

Bahrain	92,118
Saudi Arabia	12,260
UAE	5,368
India	3,732
Pakistan	2,535
Philippines	1,167
Others	11,566

LOCAL FANS
92,118

Pages to Watch
Compare the performance of your Page and posts with similar Pages on Facebook.

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1 Gulf Insider	124.1K	▲ 1%	42	24.5K
YOU				
2 Bahrain Confidential	107.1K	▲ 1.1%	39	11.1K
3 Bahrain This Month	49.6K	0%	8	104
4 GulfDailyNews	36.9K	▲ 1%	183	2K
5 Woman This Month	26K	0%	10	51
6 Daily Tribune	20.5K	▲ 0.3%	0	0

Some of the video posts analytics

Gulf Insider
Posted by Nick Cooksey (1) · 23 January · Edited · View

Manama



4,406 people reached Boost Post

Unlike · Comment · Share · Feature This Video 45 Shares


👤 Gulf Insider, Nikesh Pola, Soaflen Menezes, Nick Cooksey and 103 others like this.

Gulf Insider
Posted by Nick Cooksey (1) · 22 January · Edited · View

Manama

InterContinental Regency Bahrain & Bahrain Financial Harbor

#BahrainMoments #ManamaMoment #GulfInsider



59,392 people reached \$3.10 Left

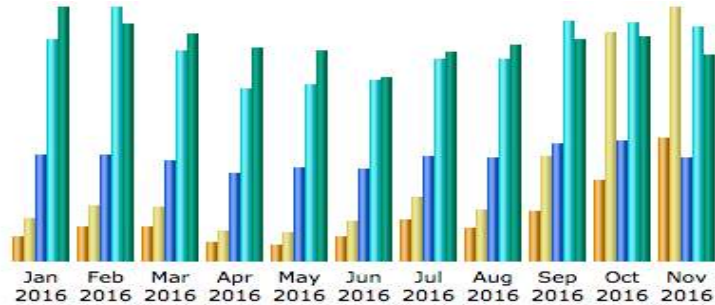
Unlike · Comment · Share · Feature This Video 362 Shares

👤 Gulf Insider, Nick Cooksey, Cherry Flo, Fajias Mj and 834 others like this.

WEBSITE ANALYTICS 2016

Gulf Insider has the highest number of unique visitors on its website, amongst business magazines in Bahrain.

Monthly History



Month	Unique visitors	Number of visits	Pages	Hits
Jan 2016	4,972	8,505	134,688	279,977
Feb 2016	6,959	11,079	133,744	320,363
Mar 2016	6,755	10,688	127,509	265,363
Apr 2016	3,803	6,114	111,151	218,492
May 2016	3,244	5,881	119,121	223,302
Jun 2016	4,876	8,061	117,349	227,849
Jul 2016	8,247	12,801	132,228	254,703
Aug 2016	6,619	10,311	130,370	256,265
Sep 2016	10,034	20,916	148,925	303,909
Oct 2016	16,048	45,531	152,137	301,882
Nov 2016	24,553	50,507	130,941	295,861
Dec 2016	0	0	0	0
Total	96,110	190,394	1,438,163	2,947,966

The multi-award winning Arabian magazine

Gulf Insider

The Arabian Review

Issue 109

BAHRAIN

ME's #1 economically free country - official

QATAR

Real Estate Report

EGYPT

Demoralized Tourist Industry



OBJECTS OF DESIRE

Why 'passion investments' are outperforming shares

unique visitors
96,110

NO.OF VISITS IN 2016

190,394



CLIENTELE

- Car Companies
- Telecoms
- Airlines
- Government Entities
- Banks and Financial Institutions
- Hotels
- Motor Sports
- Restaurants
- Industrial
- Real Estate
- Fashion

The magazine's overall high-end reputation elevates the status of associated brands and attracts high-end clientele.

Gulf Insider's contents, generated by the in-house editorial team, stand out when compared to other publications on the market, being region-relevant and that of high quality.

The publication's policy is to avoid purely PR-based content, focusing on genuine content that is of interest to the readers.

Gulf Insider's signature car reviews have gathered loyal following.

CUSTOMER FEEDBACK

The car review videos produced by Gulf Insider Media have met with very positive feedback from the clients and the viewers alike.

The multi-award winning Arabian magazine

Gulf Insider

PEOPLE | BUSINESS | LIFESTYLE

Issue 141

+ Inside

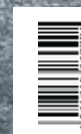
Citibank launches new online banking platform

Dubai-Property Prices Dropping

Emirates' \$21,000 Upgrade

PORSCHE PANAMERA TURBO

Gulf Insider goes to Germany to test drive the fastest luxury sedan in the world.



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PEOPLE | BUSINESS | LIFESTYLE

Issue 143

ADVERTISING RATES

	Bahrain BD	US\$
• Gatefold	3,380	9,126
• Thick Card 300g (Printed 2 sides)	2,700	7,290
• Inside Front Cover + Facing Page 1	2,650	7,049
• Double Page Spread (First 20 Pages)	1,980	5,346
• Double Page Spread (Other Pages)	1,800	4,860
• Belly band or bookmark	1,800	4,860
• Outside Back Cover	1,800	4,860
• Inside Cover (Front or Back)	1,575	4,252
• Full Page (First 30 Pages)	1,320	3,564
• Full Page (Other Pages)	1,200	3,240
• Half Page	780	2,106
• Quarter Page	507	1,344

Discounts:

Series bookings:	3 + issues = 5%
	6 + issues = 7.5%
	12 + issues = 10%

Agency commission: = 25%

Artwork charge: = BD95/-

TECHNICAL DATA

	width	x	height
Double Page size	400	x	265 mm
Full Page size	200	x	265 mm
Half Page Horizontal size	170	x	109 mm
Half Page Vertical size	85	x	218 mm
Quarter Page size	85	x	109 mm

ADVERTISING FORMATS

Bleed adverts: Add 3mm to the trim size on all 4 sides for all full and double page ads

Preferred Format: Adobe Acrobat (Pdf/X-1a)

Compliant)

Other Formats: EPS, TIFF, JPEG (300 dpi)

Submission: CD preferred

Submission Date: 15th of the month

Frequency: Monthly

Print run: 12,000 copies (certified)

For more information

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To view the magazine online visit

www.gulf-insider.com

+ Inside

Islamic Banking,
Opportunities and Challenges

Hassan Salman's
Jarada Fish Venture

Infiniti Q50 S



BAHRAIN PROPERTY MARKET

How is it holding up in light of present economic difficulties?

