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

Video Creation

- BD 500/- 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.

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 7,500 per day

Advertising agency commission – 15% on paid for advertising only

(applicable to space only in the case of spot colour)

Print Edition Rates and Data

ROP

DEC 20-JT

5% VAT WILL BE ADDED TO ALL INVOICES
**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 over 6,000 copies and an online readership of over 8,000 visitors every day, the total estimated readership of almost 40,000 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.
WEBSITE PRODUCTS & PRICING

5% VAT WILL BE ADDED TO ALL INVOICES

www.gdnonline.com
CIRCULATION AND READERSHIP PROFILE

Print

The *Gulf Daily News* has an average print run of over 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 13%, Europeans and Americans 18%, Others 5%. A further 24% 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 15,000 print and online subscribers per day with an estimated total readership in excess of 40,000. 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

<table>
<thead>
<tr>
<th>Display</th>
<th>Spot colour</th>
<th>Linage</th>
<th>Series discount</th>
<th>Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>BD13 per single col cm</td>
<td></td>
<td></td>
<td>3 + 1 free – consecutive days unchanged copy</td>
<td>Classified Display 11am working day prior to publication</td>
</tr>
<tr>
<td>BD7 per single col cm</td>
<td></td>
<td></td>
<td></td>
<td>Classified Lineage 1pm working day prior to publication</td>
</tr>
<tr>
<td>Black &amp; White (minimum size 3cm)</td>
<td>BD75 in addition to space charge</td>
<td>300 fils per word (minimum 10 words) + Free Online upload of photos for various categories such as Motoring and Properties</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Series discount – 3 + 1 free – consecutive days unchanged copy

Deadlines – Classified Display 11am working day prior to publication

Late Linage Column – 5pm working day prior to publication

Cancellations – 1pm the working day prior to publication

Ad agency commission – 15% on paid for advertising only (applicable to space only in the case of spot colour)

Mechanical data

<table>
<thead>
<tr>
<th>Page size</th>
<th>Column width</th>
</tr>
</thead>
<tbody>
<tr>
<td>38cm x 29cm</td>
<td>3.4cm – 7 columns per page (4mm gutter space)</td>
</tr>
</tbody>
</table>

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.

5% VAT WILL BE ADDED TO ALL INVOICES

www.gdnonline.com
Mechanical data
Printed – Web Offset
Screen – 100 lpi – colour and black & white
Page size – 38cm x 29cm
Print area – 36cm x 26cm
Column width – 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.

5% VAT WILL BE ADDED TO ALL INVOICES

<table>
<thead>
<tr>
<th>Social Media Support</th>
<th>Complimentary Advertisement</th>
<th>Complimentary Video *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Ad Size</td>
<td>GDNLife</td>
<td>Facebook</td>
</tr>
<tr>
<td>36 cm x 6 col</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>36 cm x 4 col</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>18 cm x 6 col</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>36 cm x 3 col</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>18 cm x 4 col</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>18 cm x 3 col</td>
<td></td>
<td>✓</td>
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<tr>
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<td>✓</td>
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<td>15 cm x 2 col</td>
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<td>✓</td>
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<tr>
<td>10 cm x 3 col</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>10 cm x 2 col</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

* Video needs to be supplied by client
## PRINT EDITION RATES AND DATA

### Display Advertising
- **BD 15 per single col cm**
- **BD 13.750 per single col cm**
- **BD 7.500 per single col cm**
- Series discount (within a six-month period)
  - **BD 13.750 per single col cm**
  - **BD 7.500 per single col cm**

### 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 3 (newsprint, full colour only)**
  - **Up to 54cm 25% premium over 54cm 50% premium**
- **Guaranteed Position (other newsprint pages)**
  - **25% premium. NB: Pages 4, 5, 7 are full colour only**
- **Spot Colour**
  - **BD 150 in addition to space charge**
- **Earpieces (Front page full colour) 4.5cm height x 4cm width**
  - **BD 96 (annual contract only 42 paid + 8 free)**
- **Earpieces (Back page full colour) 4cm height x 8.3cm width**
  - **BD 80**
- **Earpieces (Back page full colour) 4cm height x 4cm width**
  - **BD 40**
- **Front page hamper (full colour only) 6cm height x 4cm width**
  - **BD 144**

### Video Creation
- **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
- **Belly Band**
  - **BD 15,000**
  - **BD 1,512 per printed side.**

### Other Special Procedures
- **Labour charge for special operations**
  - **BD 175**
- * Distribution is subjected to prior approval of content.
- Other special procedures prices on request.

### 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
- **Advertising agency commission**
  - **Over 7,500 per day**
  - 15% on paid for advertising only
    (applicable to space only in the case of spot colour)

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5% VAT WILL BE ADDED TO ALL INVOICES

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**www.gdnonline.com**
Al Hilal Group

HEAD OFFICE: BAHRAIN
Al Hilal Publishing & Marketing Group
P. O. Box 1100, Manama, Kingdom of Bahrain
Tel: +973 1729 3131, Fax: +973 1729 3400
Email: alison.lillywhite@tradearabia.net

INTERNATIONAL OFFICES

DUBAI – UAE
Hilal Al Khaleej Advertising
Tel: +97155 419 3843
E: hilalad@tradearabia.net

AL KHOBAR – SAUDI ARABIA
Al Hilal Group
P. O. Box 31813
Al Khobar 31952
Saudi Arabia
Tel: +966 13 867 2738 / 867 2746
Fax: +966 13 896 2960
Email: hilalpmg@tradearabia.net

RIYADH – SAUDI ARABIA
Al Hilal Group
P.O. Box 221173, Riyadh 11311
Saudi Arabia
Tel: +966 11 292 4971
Fax: +966 11 292 4955
Email: hilalpmg@tradearabia.net

UNITED KINGDOM
Crescent Publishing Ltd
Crescent Court, 102 Victor Road
Teddington, Middlesex TW11 8SS
United Kingdom
Tel: +44 208 943 3630
Fax: +44 208 943 3701
Email: post@crescentpublishing.co.uk

PRINT EDITION RATES AND DATA

ROP
DEC 20-JT

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2021 MEDIA
PRINT • ONLINE • SOCIAL

gdnonline.com
/GulfDailyNews
@GDNonline
GDNonline

WEBSITE PRODUCTS & PRICING

THROUGHOUT THE SITE

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

300 x 250 pxl
BD 400 per week
MPU

300 x 450 pxl
BD 300 per week
Advertisers’ Window

728 x 90 pxl
BD 400 per week
Business Banner

1024 x 768 pxl
BD 600 per week
Pop-Up

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

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 7,500 per day
Advertising agency commission  – 15% on paid for advertising only
(applicable to space only in the case of spot colour)

Gulf Daily News
The voice of Bahrain

GDN Online
NEWS... All day