

GULF Daily News

The voice of Bahrain



NEWS... All day

Check out
our new
Sponsorship,
Partnership &
Media Associate
Programmes



2024 MEDIA

PRINT • ONLINE • SOCIAL

www.gdnonline.com

Overview



Gulf Daily News together with the **GDN Online** are Bahrain's leading English language media platforms 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 and GDNLife** are considered to be Bahrain's most authoritative and respected news outlets and together with the **GDN** social media platforms, provide an unmatched reach in the form of **GDN media**.

GDN media (including print, online and social media handles) has a total of around 500,000 readers, followers and connections, has a daily print and online subscriber base of over **15,000** with an estimated readership of 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.

GDN media 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 **GDN media** as Bahrain's leading and most popular news outlet.

GDN 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.

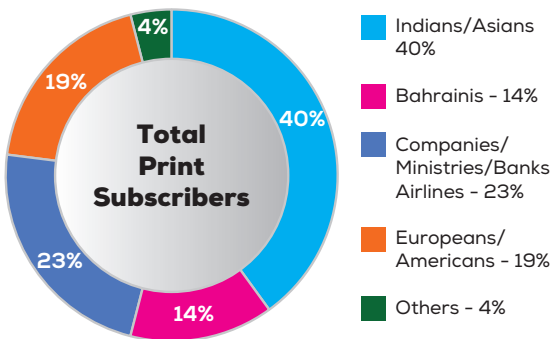


Circulation & Readership Profile

Print

The **Gulf Daily News** printed edition reaches over 20,000 readers per day, delivered to homes and offices throughout the Kingdom.

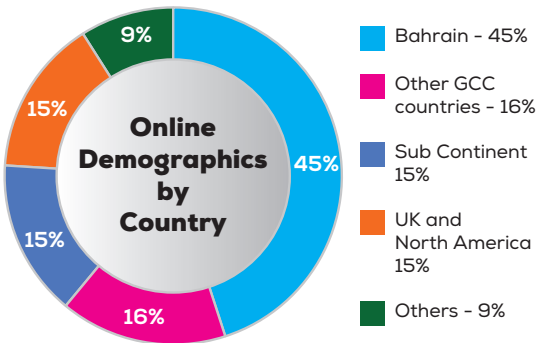
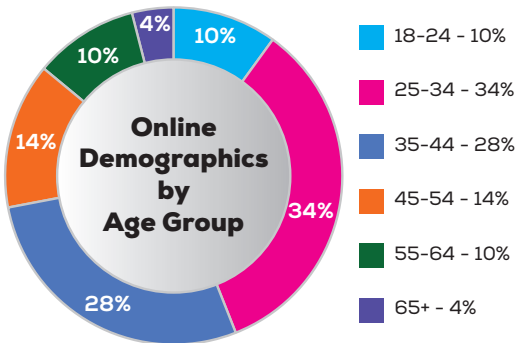
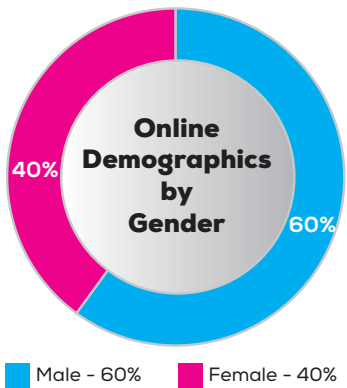
Our readership profile is made up of both expatriates and Bahrainis with the breakdown as follows: Asians 40%, Bahrainis 14%, Europeans and Americans 19%, Others 4%. A further 23% of the circulation is delivered to the corporate and governmental sector with copies also uplifted onto regional airlines.



Online

The **Online Edition** of the **Gulf Daily News** attracts an average of a further 8,000+ unique users on a daily basis. 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 X (formerly 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 & 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	– Full colour (maximum size 45cm, minimum size 20cm)
BD7 per single col cm	– Black & White (minimum size 3cm)
Spot colour	– BD75 in addition to space charge
Linage	– 300 fils per word (minimum 10 words) + Free Online upload of photos for various categories such as Motoring and Properties
Series discount	– 3 + 1 free – consecutive days unchanged copy
Deadlines	– Classified Display 11am working day prior to publication – Classified Lineage 1pm working day prior to publication
Late Linage Column	– 5pm working day prior to publication NB: These advertisements are unclassified
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	
Page size	– 29cm (wide) x 38cm (height)
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

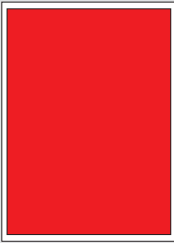
Print area

Column width

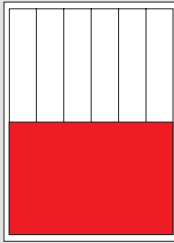
- Web Offset
- 100 lpi – colour and black & white
- 38cm x 29cm
- 36cm x 26cm
- 4cm – 6 columns per page

- 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.

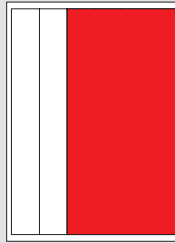
ROP Ad Sizes



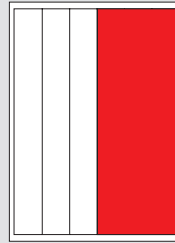
36cm x 6col (26cm)
*G Colour **BD 3,240**
Colour **BD 2,970**
B&W **BD 1,620**



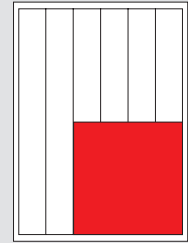
18cm x 6col (26cm)
*G Colour **BD 1,620**
Colour **BD 1,485**
B&W **BD 810**



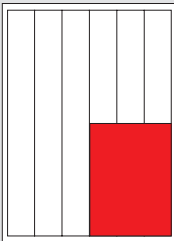
36cm x 4col (17.1cm)
*G Colour **BD 2,160**
Colour **BD 1,980**
B&W **BD 1,080**



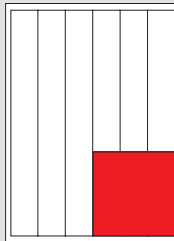
36cm x 3col (12.7cm)
*G Colour **BD 1,620**
Colour **BD 1,485**
B&W **BD 810**



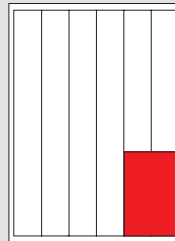
18cm x 4col (17.1cm)
*G Colour **BD 1,080**
Colour **BD 990**
B&W **BD 540**



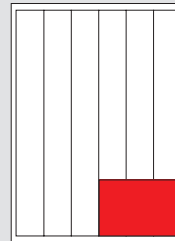
18cm x 3col (12.7cm)
*G Colour **BD 810**
(Minimum size)
Colour **BD 743**
B&W **BD 405**



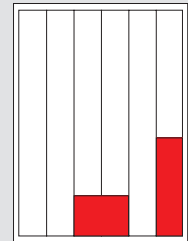
15cm x 3col (12.7cm)
Colour **BD 619**
B&W **BD 337**



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 Newspaper

10% VAT WILL BE ADDED TO ALL INVOICES

Social Media Support		Complimentary Advertisement				Complimentary Video *			
Print Ad Size	GDNLife	Facebook	Instagram	LinkedIn	X (formerly Twitter)	Facebook	Instagram	LinkedIn	X (formerly 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	-	✓	✓	-	-	-	-	-	-

* Video needs to be supplied by client

Print Edition Rates & 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	
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

– BD500/- as applicable

Wraps and Inserts*

4-page colour outside wrap	– BD 10,000
1-page colour front page attachment	– BD 8,000
Back page attachment any size	– BD 5,000 + advertising space required @ glazed newsprint rates + 50% surcharge

Belly Band

– **BD 8,000**

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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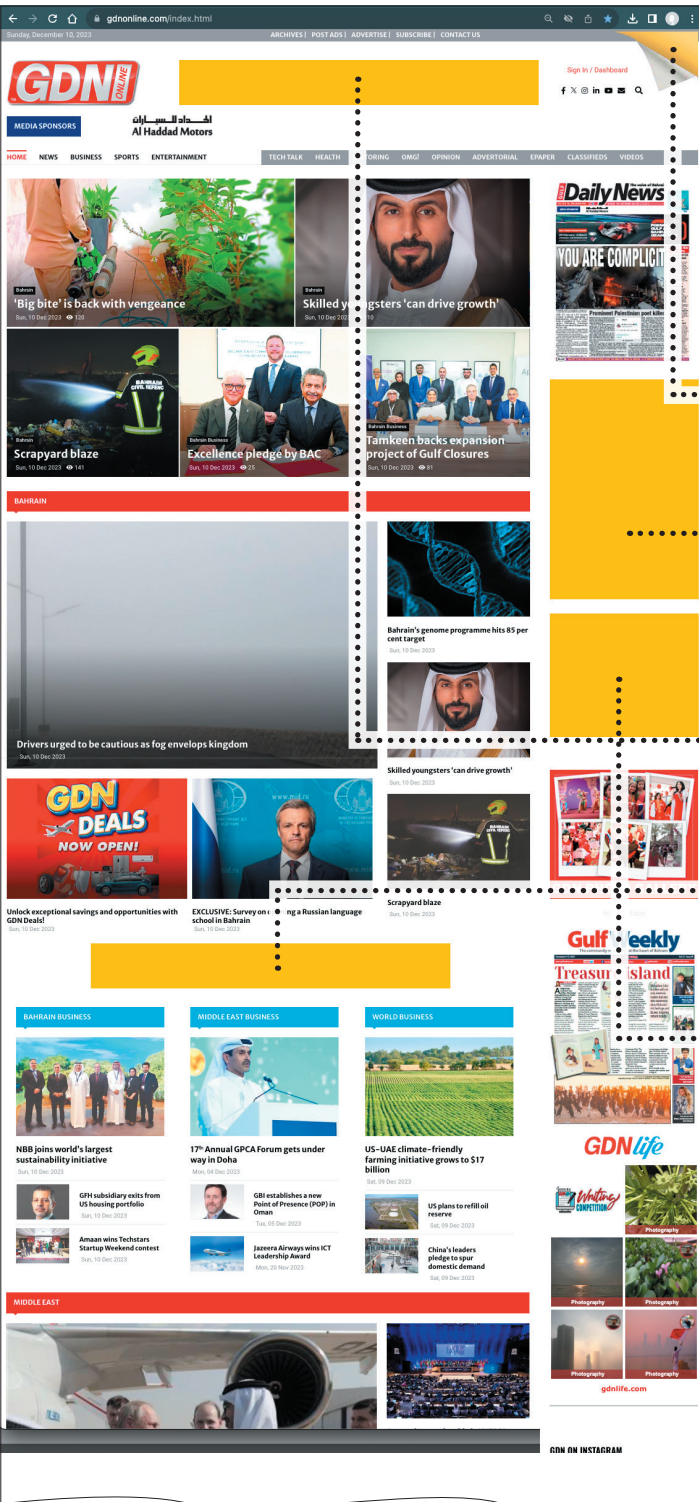
Deadlines

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

Cancellations

NB: Late cancellations will be subject to a 50% cancellation charge	– 2 working days
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 650 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 & Promotion

BD 500

Mobile MPU

BD 500

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Sponsorship, Partnership & Media Associate Programmes

GDN continues to be the leading English language media group in Bahrain reaching hundreds of thousands of readers, followers and connections each day with a mix of news, features and information relating to the Kingdom.

Through a programme of Sponsorship, Partnership & Media Associate programmes, the business community can leverage our multiple media channels with teams of experienced journalists, content creators and designers in a single package to reach the decision-makers across multi-sectors of the economy.



Hilal Media Programmes*

- **PR/Media Sponsorship** – BD50,000 per annum
- **PR/Media Partner** – BD40,000 per annum
- **Media Associate** – BD24,000 per annum
- **Hilal Media Buddy** – BD12,000 per annum

* For more details, please contact hilalad@trade Arabia.net



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