

# GULF Daily News The voice of Bahrain

**GDN** ONLINE

NEWS... All day

Check out  
our New GDN PR/  
Media Sponsorship,  
Partnership,  
Associate & Buddy  
Programmes



# 2026 MEDIA

PRINT • ONLINE • SOCIAL

[www.gdnonline.com](http://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 more than 580,000 readers, followers and connections, and a daily print average readership of over 15,000 with an online readership of 80,000 users 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.

## Interactive Digital edition can now be Read, Listened and Watched

Pop-up videos featuring the latest news and intriguing stories, all with fully customisable user controls.

Adverts and Editorials are now more interactive than ever! They seamlessly transition into videos, giving users full control over volume, playback (forward/backward), pause, and full screen options.

Multiple images from News articles are now showcased in a rotating carousel, complete with forward and backward controls for easy navigation.

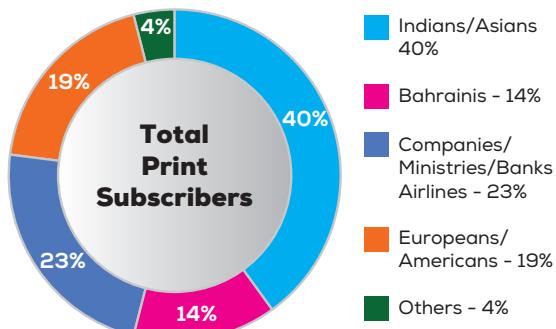
Click on a headline to view the story in a more reader-friendly format, complete with images.

# Circulation & Readership Profile

## Print

The *Gulf Daily News* printed edition reaches over 15,000 readers per day, delivered to homes and offices throughout the Kingdom.

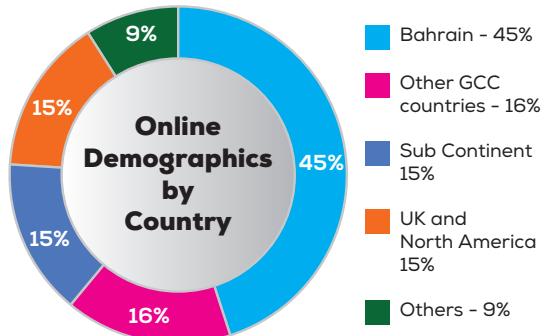
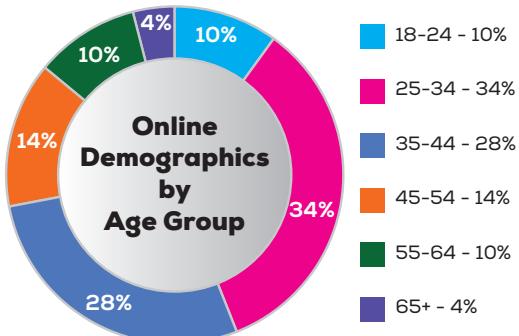
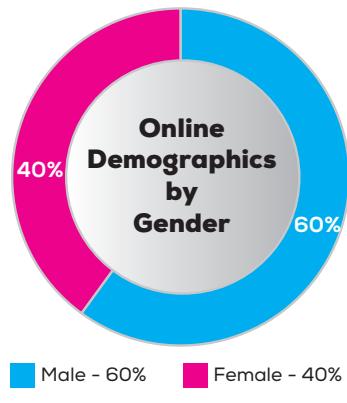
Our readership profile is made up of both expatriates and Bahrainis with the breakdown as follows: Asians 40%, Bahrainis 14%, Europeans and Americans 19%, Others 4%. A further 23% of the circulation is delivered to the corporate and governmental sector with copies also uplifted onto regional airlines.



## Online

The Online Edition of the *Gulf Daily News* attracts an average of a further 80,000 users on a daily basis. With over 3.9 million page views per year.

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.**

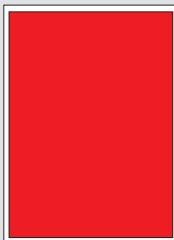
**10% VAT WILL BE ADDED TO ALL INVOICES**

## Mechanical data

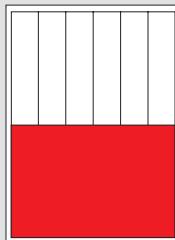
Printed	– Web Offset
Screen	– 100 lpi – colour and black & white
Page size	– 38cm x 29cm
Print area	– 36cm x 26cm
Column width	– 4cm – 6 columns per page

- 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.

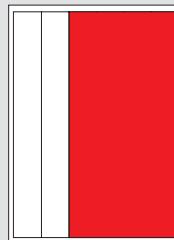
## ROP Ad Sizes



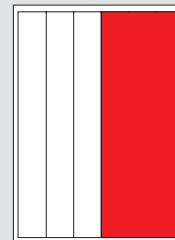
36cm x 6col (26cm)  
 \*G Colour BD 3,240  
 Colour BD 2,970  
 B&W BD 1,620



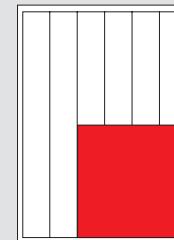
18cm x 6col (26cm)  
 \*G Colour BD 1,620  
 Colour BD 1,485  
 B&W BD 810



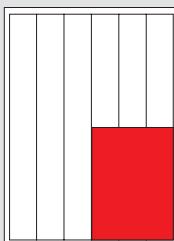
36cm x 4col (17.1cm)  
 \*G Colour BD 2,160  
 Colour BD 1,980  
 B&W BD 1,080



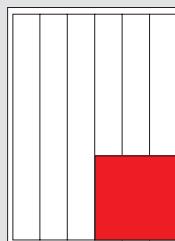
36cm x 3col (12.7cm)  
 \*G Colour BD 1,620  
 Colour BD 1,485  
 B&W BD 810



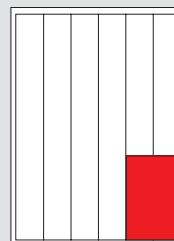
18cm x 4col (17.1cm)  
 \*G Colour BD 1,080  
 Colour BD 990  
 B&W BD 540



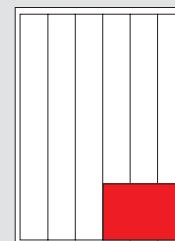
18cm x 3col (12.7cm)  
 \*G Colour BD 810  
 (Minimum size)  
 Colour BD 743  
 B&W BD 405



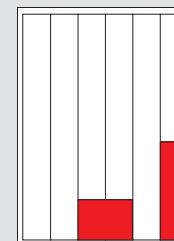
15cm x 3col (12.7cm)  
 Colour BD 619  
 B&W BD 337



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

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

BD 13.750 per single col cm

BD 7.500 per single col cm

Series discount (within a six-month period)

- Glazed Newsprint Full Colour (minimum size 54cm)
- Newsprint Full Colour (minimum size 30cm)
- Newsprint Black & White (minimum size 12cm)
- 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

### 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 5,000 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

Advertising agency commission

- 15% on paid for advertising only  
(applicable to space only in the case of spot colour)

# Website Products & Pricing

The website layout includes a header with 'GDNonline' and 'GDN' branding, a navigation bar with links like HOME, NEWS, BUSINESS, SPORTS, ENTERTAINMENT, TECHNOL., HEALTH, VIDEOS, FAMILY, OPINION, ADVERTISING, TRAVEL, CLASSIFIEDS, and VARIOUS. The main content area features a large image of a person in traditional dress, several news articles, and a 'GDN DEALS' promotional banner. Below the main content are sections for Bahrain Business, Middle East Business, and World Business, each with its own news items. A 'GDN life' sidebar on the right contains a calendar and other content.



## 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@tradearabia.net](mailto:hilalad@tradearabia.net)



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