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2011 Media Information





GDN EDITORIAL CALENDAR 2011

JANUARY

Autumn Fair '11
Beauty Buzz '11
Business World
Children's World
Computers
Consult the Experts
Dine Out
Education
Focus on Finance
Friday Focus (every Friday)
Health & Wellness Bahrain Expo
Home Entertainment
Industry Today
It's the Weekend (every Thursday)
Life at the Top
Mall Moments
Mid-Week Focus (every Monday)
New in Town
New Year New Car
New Year New You
Out & About (every Wednesday)
Outside Catering
Republic Day of India
Spotlight on Australia
Technology Today
The Best in Town
Travel
Waterproofing
Weekly Focus (every Sunday)
Who's where in Zinj, Tubli and Adhari

FEBRUARY

Bahrain International Garden Show 2011
Beauty Arabia
Business World
Children's World
Computers
Consult the Experts
Dine Out
Focus on Finance
Focus on the East
Food & Hospitality Expo 2011
Freight Services
Friday Focus (every Friday)
Gulf Industry Fair
Healthcare & Fitness
Home Entertainment
Industry Today
It's the Weekend (every Thursday)
Life at the Top
Mall Moments
Mid-Week Focus (every Monday)
Mother & Baby Show
Motors
New in Town
Out & About (every Wednesday)

Property
Safety & Security
Services to Expatriates
Spotlight on New Zealand
Spotlight on Sri Lanka
Technology Today
The Best in Town
Travel
Valentine Gifts & Events
Weekly Focus (every Sunday)
Who's where in Mahooz and Abu Ghazel

MARCH

Air Conditioning & Refrigeration
Bahrain International Education Expo
Bangladesh National Day
Beauty Buzz '11
Business World
Car Rental & Leasing
Children's World
Computers
Consult the Experts
Dine Out
Education
F1 Focus
Focus on Finance
Focus on Food
Friday Focus (every Friday)
Home Entertainment
Homes & Gardens
In Style
Industry Today
Insurance
It's the Weekend (every Thursday)
Kitchen Kit
Life at the Top
Mall Moments
MEFTEC 2011
MEOS (Middle East Oil Show) Bahrain
Mid-Week Focus (every Monday)
Mother's Day
Motors
New in Town
Out & About (every Wednesday)
Pakistan National Day
Racing to the Future - F1 publication
St. Patrick's Celebrations
Technology Today
The Best in Town
Travel
Weekly Focus (every Sunday)
Who's where Budaiya Road & Saar

APRIL

Air Conditioning & Refrigeration
Back to School

Bahrain Health and Wellness Expo
Beauty Buzz '11
Boating, Watersports & Recreation
Business World
Career Expo
Children's World
Communications
Computers
Consult the Experts
Dine Out
Easter Extravaganza
Fire Fighting Systems & Equipment
Focus on Finance
Focus on Food
Freight Services
Friday Focus (every Friday)
Gulf Bid 2011
Gulf Offshore & Work Boat
Home Entertainment
Industry Today
International Jewellery Bahrain
It's the Weekend (every Thursday)
Life at the Top
Mall Moments
Mid-Week Focus (every Monday)
Motors
New in Town
Out & About (every Wednesday)
Photography
Spotlight on Britain
Spotlight on Denmark
Spotlight on Holland
Spring Fever
Spring Time Specials
Technology Today
The Best in Town
Travel
Weekly Focus (every Sunday)
Who's where Janabiya, Jasra and Hamala

MAY

Air Conditioning & Refrigeration
Beauty Buzz '11
BITE -Bahrain International Travel Expo 2011
Boating, Water-sports & Recreation
Business World
Children's World
Computers
Construction
Consult the Experts
Dine Out
Focus on Finance
Focus on Food
Focus on the East
Friday Focus (every Friday)
Gulf Bid '11
Home Entertainment



Homes & Gardens
 Industry Today
 It's the Weekend (every Thursday)
 Kitchen Kit
 Life at the Top
 Mall Moments
 Mid-Week Focus (every Monday)
 Motors
 New in Town
 Out & About (every Wednesday)
 Party Catering
 Property Arabia 2011
 Services to Expatriates
 Spotlight on Norway
 Technology Today
 The Best in Town
 Travel
 Weekly Focus (every Sunday)
 Who's where on Shaikh Isa Highway, Salmabad, Isa Town & Nuwaidrat
 Women's World

JUNE

Air Conditioning & Refrigeration
 Beauty Buzz '11
 Business World
 Car Rental & Leasing
 Children's World
 Computers
 Consult the Experts
 Dine Out
 Education
 Energy & Water Conservation Expo
 Focus on Food
 Freight Services
 Friday Focus (every Friday)
 Healthcare & Fitness
 Home Entertainment
 Industry Today

It's the Weekend (every Thursday)
 Life at the Top
 Mid-Week Focus (every Monday)
 Focus on Finance
 Mall Moments
 Motors
 New in Town
 Out & About (every Wednesday)
 Spotlight on Italy
 Spotlight on Russia
 Spotlight on Sweden
 Spotlight on the Philippines
 Summer Bazaar
 Summer Schools & Activities
 Technology Today
 The Best in Town
 Travel
 Weekly Focus (every Sunday)
 Who's where in Muharraaq, Arad, Hidd & Amwaj

JULY

Air Conditioning & Refrigeration
 Beauty Buzz '11
 Business World
 Children's World
 Communications
 Computers
 Consult the Experts
 Dine Out
 Focus on Food
 Friday Focus (every Friday)
 Holiday Time
 Home Entertainment
 In Style
 Industry Today
 It's the Weekend (every Thursday)
 Life at the Top
 Mid-Week Focus (every Monday)
 Focus on Finance

Mall Moments
 Motors
 New in Town
 Out & About (every Wednesday)
 Photography
 Safety & Security
 Spotlight on Belgium
 Spotlight on France
 Spotlight on the USA
 Summer in the City
 Technology Today
 The Best in Town
 Travel
 Weekly Focus (every Sunday)
 Who's where Downtown Manama

AUGUST

Back to School
 Beauty Buzz '11
 Business World
 Children's World
 Computers
 Consult the Experts
 Dine Out
 Eid Breaks
 Eid Al Fitr Greetings
 Focus on Finance
 Focus on Food
 Friday Focus (every Friday)
 Home Entertainment
 Iftar
 Independence Day of India
 Independence Day of Pakistan
 Industry Today
 It's the Weekend (every Thursday)
 Life at the Top
 Mall Moments
 Mid-Week Focus (every Monday)
 Motors





New in Town
Out & About (every Wednesday)
Ramadan Hours
Ramadan Market Place
Spotlight on Malaysia
Technology Today
The Best in Town
Travel
Weekly Focus (every Sunday)
Who's where Umm al Hassam, Mina Salman & Sitra

SEPTEMBER

Autumn Bazaar
Beauty Buzz '11
Business World
Car Rental & Leasing
Children's World
Computers
Consult the Experts
Dine Out
Education
Focus on Finance
Focus on Food
Freight Services
Friday Focus (every Friday)
Home Entertainment
In Style
Industry Today
It's the Weekend (every Thursday)
Life at the Top
Mall Moments
Mid-Week Focus (every Monday)
Motors
National Day of the Kingdom of Saudi Arabia
New in Town
Out & About (every Wednesday)
Services to Expatriates
Technology Today
The Best in Town
Travel
Weekly Focus (every Sunday)
Who's where in Seef & Sanabis

OCTOBER

Bahrain International Property Exhibition (BIPEX)
Beauty Buzz '11
Boating, Watersports & Recreation
Business World
Children's World
Communications
Computers
Consult the Experts
Day of German Unity
Dewali
Dine Out
Focus on Finance

Focus on Food
Focus on the East
Friday Focus (every Friday)
Halloween Happenings
Healthcare & Fitness
Home Entertainment
Homes & Gardens
Industry Today
It's the Weekend (every Thursday)
Life at the Top
Mall Moments
Mid-Week Focus (every Monday)
Motors
New in Town
Offshore Middle East Exhibition
Out & About (every Wednesday)
Property Arabia
SPE Intelligent Energy Middle East Conference & Exhibition
Spotlight on Cyprus
Spotlight on Korea
Spotlight on China
Spotlight on Turkey
Technology Today
The Best in Town
Travel
Weekly Focus (every Sunday)
Who's where on Hoor, Diplomatic Area and Gudaibiya
Women's World

NOVEMBER

Beauty Buzz '11
Business World
Career Expo
Children's World
Computers
Consult the Experts
Dine Out
Eid Al Adha Greeting
Eid Breaks
Eid Entertainment
Eid Gifts
Focus on Finance
Focus on Food
Friday Focus (every Friday)
Home Entertainment
Improve Your Sport
Industry Today
Insurance
It's the Weekend (every Thursday)
Jewellery Arabia '11
Kitchen Kit
Life at the Top
Mall Moments
Mid-Week Focus (every Monday)
Motors
New in Town

Out & About (every Wednesday)
Property
Spotlight on the Lebanon
Technology Today
The Best in Town
Travel
Waterproofing
Weekly Focus (every Sunday)
Who's where Adliya

DECEMBER

Back to School
Beauty Buzz '11
Business World
Car Rental & Leasing
Children's World
Computers
Consult the Experts
Dine Out
Education
Festive Food Fayre
Festive Season Campaign
Fire Fighting Systems & Equipment
Focus on Finance
Freight Services
Friday Focus (every Friday)
Gifts Galore
Home Entertainment
Homes & Gardens
Industry Today
It's the Weekend (every Thursday)
Last Minute Gifts
Life at the Top
Mall Moments
Mid-Week Focus (every Monday)
Motors
National Day Greetings
New in Town
New Year Entertainment
Out & About (every Wednesday)
Party Catering
Safety & Security
Season's Greetings
Seasonal Entertainment
Seasonal Shopping
Seasonal Specials
Services to Expatriates
Spotlight on Japan
Technology Today
The Best in Town
Travel
Tribute to Bahrain
Weekly Focus (every Sunday)
Who's where in Juffair
Women's World

GULF Daily News *The voice of Bahrain*

INTRODUCTION



Gulf Daily News is Bahrain's leading English language daily newspaper, published seven days a week, 365 days a year.

With a circulation approaching 11,500 copies a day and estimated readership in excess of 45,000, the *Gulf Daily News* is seen by a multi-national cross section of Bahrainis and expatriates who live and work in Bahrain.

Our early morning home delivery service ensures that the *Gulf Daily News* is the first newspaper available.

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 'What's On' section and busy classified advertising pages all help maintain the *Gulf Daily News* as Bahrain's leading and most popular newspaper.

We are also available on the internet – www.gulf-daily-news.com This electronic version has created a daily average international readership of more than 28,000.

The *Gulf Daily News* uses glazed newsprint for its outside and centre pages, giving advertisers a choice of print options. Diversity for readers ensures the newspaper's leading edge in the Bahrain market is maintained and continues to be improved.



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GDN RATES AND DATA

Display Advertising

- BD 15.000 per single column centimetre
- BD 13.000 per single column centimetre
- BD 7.000 per single column centimetre
- Series Discount - 5 + 1 free
- Glazed Newsprint Full Colour (minimum size 54 centimetres)
- Newsprint Full Colour (minimum size 30 centimetres)
- Newsprint Black & White (minimum size 12 centimetres)

Special positions

- Front Page Glazed Newsprint (full colour only) - BD24 per single column centimetre (Max. height 4cms max width 6 columns, min width 2 columns)
- 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 54 centimetres 25% premium over 54 centimetres 50% premium
- Guaranteed Position (other newsprint pages) - 25% premium. NB Pages 4, 5, 7 are full colour only.
- Spot colour - BD 150.000 in addition to space charge.
- Earpieces (Front page full colour) - BD 96.000 (annual contract only 42 paid + 8 free)
- 4cms height x 4.5cms width
- Earpieces (Back page full colour) - BD 80.000
- 4cms height x 8.3cms width
- Earpieces (Back page full colour) - BD 40.000
- 4cms height x 4cms width
- Earpieces (Black & White Back Page only) - BD 33.000 (annual contract only 30 paid + 20 free)
- 4cms height x 4cms width
- Front page hamper (full colour only) - BD 144.000
- 6cms height x 4cms width

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 12,500 copies to be supplied. Operations involving pasting or glue spots, these must also be supplied.

* Distribution subject to prior approval of content.

Other special procedures prices on request.

Deadlines

- ROP - 2 working days
- Advertising Features - 3 working days
- Wraps and Inserts - 4 working days

Cancellations

- 4 working days
- NB Late cancellations will be subject to a 50% cancellation charge

Circulation

- 12,500 per day

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

Mechanical data

- Printed - Web Offset
- Screen - 100 lpi - colour and black & white
- Page size - 36 cms x 26cms
- Column Width - 4cms - 6 columns per page.

Ready made material to be emailed in PDF format high resolution or sent on CD in JPG OR EPS format, text converted to path. Four colour material in CMYK. Spot colour material in CMYK AND Pantone instructions. All CD's should be accompanied with an actual size printed proof, clearly labeled, with order number and client references where applicable.

NB - Colour separations, films, laser prints, and bromides are no longer accepted.

36cm x 6col (26cm) * G Colour BD 3,240 Colour BD 2,808 B & W BD 1,512	18cm x 6col (26cm) * G Colour BD 1,620 Colour BD 1,404 B & W BD 756	36cm x 4col (17.1cm) * G Colour BD 2,160 Colour BD 1,872 B & W BD 1,008	36cm x 3col (12.7cm) * G Colour BD 1,620 Colour BD 1,404 B & W BD 756	18cm x 4col (17.1cm) * G Colour BD 1,080 Colour BD 936 B & W BD 504
18cm x 3col (12.7cm) * G Colour BD 810 (Minimum size) Colour BD 702 B & W BD 378	15cm x 3col (12.7cm) Colour BD 585 B & W BD 315	15cm x 2col (8.3cm) Colour BD 390 (Minimum size) B & W BD 210	10cm x 3col (12.7cm) Colour BD 390 (Minimum size) B & W BD 210	6cm x 2col (8.3cm) or 12cm x 1col (4cm) B & W BD 84 (minimum size)

* G Colour = Glazed Newsprint

Classified Advertising

Display

- BD 13.000 per single column centimetre
- Full colour (maximum size 45 centimetres, minimum size 30 centimetres)

- BD 7.000 per single column centimetre
- Black & White (minimum size 3 centimetres)

- Spot colour - BD 75.000 in addition to space charge.

Linage

- 300 fils per word (minimum 10 words)

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

Deadlines

- Classified Display 9am working day prior to publication
- Classified Lineage 11am 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

- Printed - Web Offset
- Screen - 100lpi - colour and black & white
- Page size - 36 cms x 26cms
- Column Width - 3.45cms - 7 columns per page.

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.

Gulf Daily News Display and Classified bookings to be sent directly to our Bahrain office.



Al Hilal Group