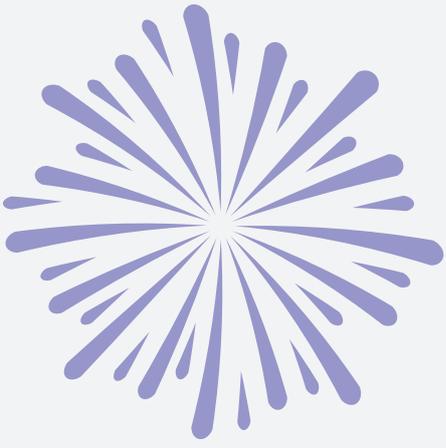


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B A H R A I N



BAHRAIN MEDIA KIT 2021

TARGET AUDIENCE

The local and expat community with a thirst for knowledge and information about the newest and best places to eat, shop and socialise. Our readers are well-educated, quirky, active, tech-savvy and enjoy a lively social life with interests such as concerts, food festivals, film screenings and other creative events. They are culturally curious and like dining out at hip and happening restaurants, bars and cafes. Their disposable income is spent on keeping up with the latest fashion trends and gadgets, and their free time is spent with family and friends at a trendy brunch or fun night out.



M

OUR MISSION

FACT Bahrain carries a bold, energetic and witty yet neutral voice. We value our reader loyalty and interaction, which is enhanced on our social media platforms through exciting competitions. We are smart, daring, and inspirational; we like to take creative risks and please our readers, as well as promoting fun for the people of Bahrain.

V

OUR VISION

Read in-depth coverage of the island's local talent, arts and cultural activities. We put great emphasis on covering the hospitality and dining scene, hidden hotspots and events happening in Bahrain. You'll get the best travel stories, fashion and beauty must-haves and exclusive interviews too. We aim to highlight and support local exhibitions and community initiatives that will benefit our readers.

H

REGIONAL HERITAGE

FACT has already established itself as the monthly magazine of choice in the GCC, with titles in Bahrain, Dubai, Abu Dhabi. FACT is one of the most widely distributed and popular titles in the region. We continue to bring international standards and an edgy editorial voice to the Gulf.

READERSHIP PROFILE

FACT magazine is designed and edited to target the urban, local and expatriate community, which makes up a large part of the mass consumer market in Bahrain. Our research shows that our readers are:



MONTHLY INCOME
BD 2,000 +

CIRCULATION
9,000
(copies per month)

READERSHIP
90,000

TARGET AUDIENCE
45% LOCAL **55%** EXPATRIATE

GENDER DISTRIBUTION

52% Female **48%** Male

AGE DISTRIBUTION

10%
Under 20 yrs

45%
20 – 30 yrs

35%
30 – 40 yrs

10%
40+ yrs

READERS' INTERESTS

20%
Art & Culture

30%
Hospitality
& Dining

15%
Motoring
& Technology

20%
Fashion &
Beauty

15%
Travel &
Staycations

EDITORIAL

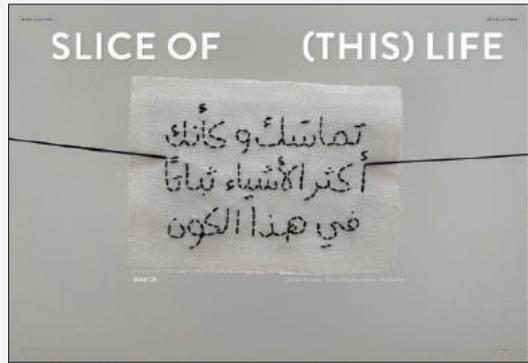
FACT Bahrain is the country's first metropolitan culture magazine boasting international standards of design, as well as unparalleled editorial integrity.

A fiercely local publication with a sophisticated edge, the magazine has in-depth coverage of Bahrain's arts, fashion, culture, motoring, and dining alongside all the best events, delivering probing features and up-to-date news from the island. Combined with a discerning review system by our team of experts, readers will never need to look elsewhere for all their lifestyle, retail and entertainment needs.



LISTEN UP

FACT FINDS, SOCIAL MEDIA, LOCAL NEWS, SCOOP, EVENTS CALENDAR



ARTS & CULTURE

EXHIBITIONS, REVIEWS, Q&A, INTERVIEWS, SPOTLIGHT, LOCAL TALENT



TRAVEL

HOTEL HOTSPOTS, GLOBETROTTER, 24 HOURS IN, STAYCATION SPOTLIGHT



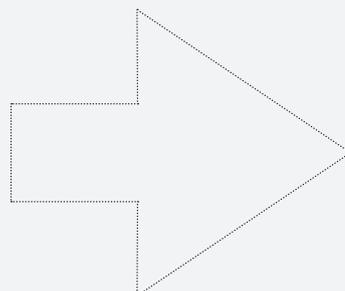
MOTORING

ISLAND RIDES, CAR AND MOTORBIKE TEST DRIVES, MOTORING NEWS



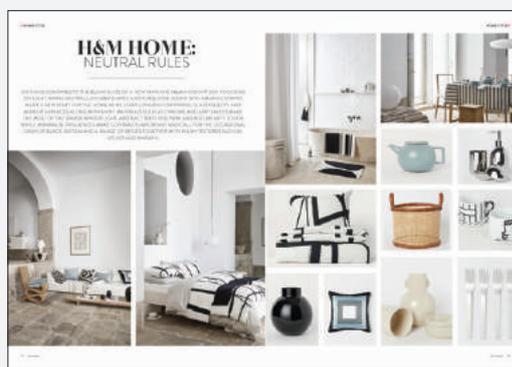
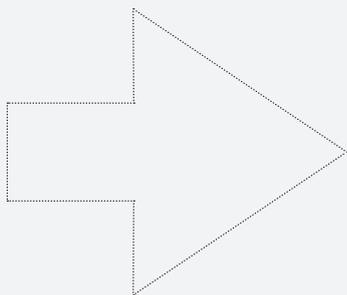
TECHNOLOGY

PLUGGED-IN, APPS, GADGET REVIEWS



EDITORIAL

FACT Bahrain aims to be the ultimate source of information, advice and happenings on the island. Hospitality clients will have the opportunity for editorial support through food features and venue reviews. Fashion clients will get maximum collection exposure. FACT Bahrain creates a great balance between editorial and client support.



HOME & FURNISHING

HOME STYLE, INTERIORS, FURNITURE



FASHION AND BEAUTY

COLLECTION FOCUS, STYLE ROUND UP, LOCAL DESIGNERS, BEAUTY CHECKLIST



DINING

VENUE REVIEW, CHEF'S TABLE, BAHRAIN BITES, CULINARY SPOTLIGHT, FOODIE CORNER



HOSPITALITY & HEALTH

SPA REVIEW, WEEKEND SPOTLIGHT, HOTEL HOTSPOT, HEALTH ADVICE



LOCAL TALENT

FACT FOCUS, COMMUNITY, YOUNG ENTREPRENEURS, LOCAL PROJECTS

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Editorial Calendar 2021



JANUARY

Look Ahead

We kickstart 2021 by exploring the trends dominating the fields of food, fashion, colour, travel, wellness, interior design, and more in order to give you a glimpse into what 2021 will look like.



FEBRUARY

Loved Up

In honour of Valentine's Day, we delve into the five love languages in addition to unique/unexpected ways to celebrate this holiday, romantic staycation deals, and ways to mark Galentine's Day.



MARCH

Culture Quest

Art, theatre, photography, music – this issue will reveal all the names, places, and spaces that every culture vulture in Bahrain should know.



APRIL

Ramadan Kareem

We usher in Ramadan 2021 through the best iftars, suhoors, and cultural activities taking place across the island, along with productive ways on how to pass your days before sunset.



MAY

Pack Your Bags

Summer holidays are upon us, so now's the time to plan out your travels. This issue reveals which destinations suit your personality type and features a guide to some of the best hidden gems on the planet.



JUNE

Be Well

This issue's cover story will feature expert insights on the various aspects of health and wellness, especially addressing the topics that deserve more attention in modern-day media.



JULY

Summer Session

Staying put for Eid? We reveal the best, newest, and most unique ways to spend time indoors, in addition to details on summer camps, activities, and attractions for children.



AUGUST

Beat the Heat

Stuck at home? Cool off with this issue that will span everything from DIY recipes and must-try dishes to beauty treatments, leisure spots, and nifty gadgets perfect for tackling this scorching hot month.



SEPTEMBER

Think Digital

The latest and greatest in all things virtual, along with profiles on local entrepreneurs, influencers, and other figures who have found success in the digital realm.



OCTOBER

Bon Appétit

We announce the nominees for the annual FACT Dining Awards, as well as the best places to dine around the world without ever leaving Bahrain.



NOVEMBER

Great Outdoors

Whether you're looking to camp, try your hand at watersports, hit the beach, arrange a bbq, or explore ancient sites, this issue is your guide to heading outdoors.



DECEMBER

Happy Holidays

We get you ready for festive season with the help of a gift guide, our festive giveaways, and Christmas and NYE happenings at hotels, restaurants, clubs, and party venues.

SOCIAL MEDIA & ONLINE

FACT prides itself on being one step ahead of its competitors when it comes to social media and reader interaction. FACT Bahrain has already established itself in the digital world with an active presence on Facebook and Instagram. Here, the team talks with readers, supports clients, and runs the magazine's now famous giveaways.

Facebook

FACT Bahrain's Facebook page is used to promote events and dining offers, as well as interact with readers and clients.

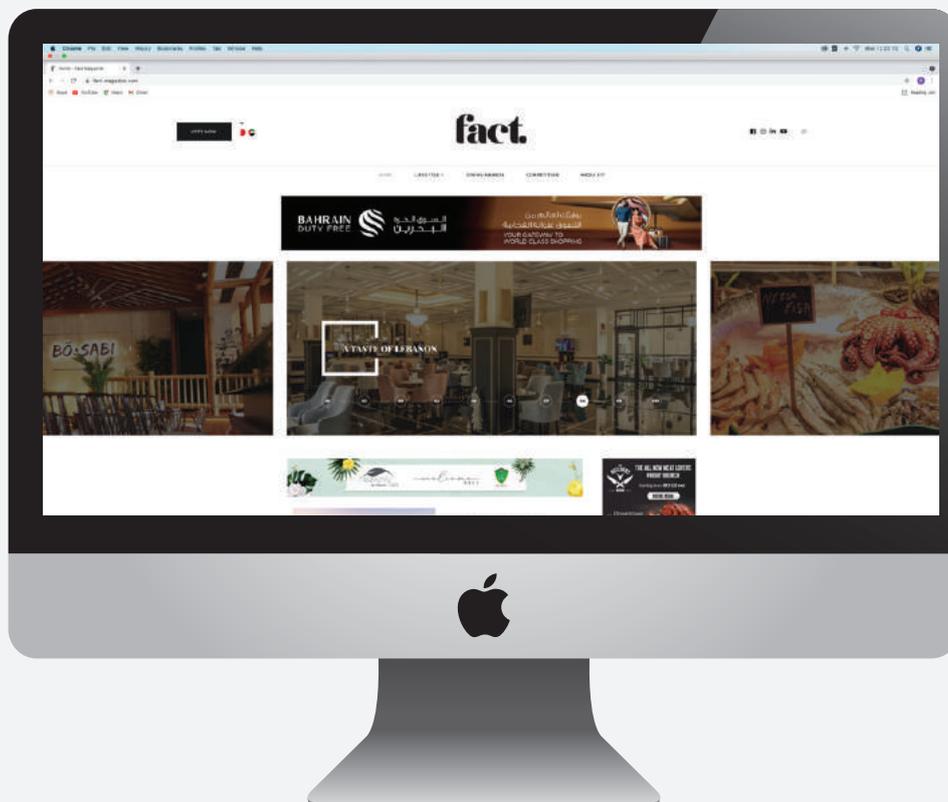
Issuu

This online platform offers access to a digital copy of the magazine's latest issue, receiving an average 65,000 unique visitors and reads, monthly.

Instagram

We post pictures of unusual finds, foodie hotspots, and the content from our latest issue, tagging clients and using appropriate hashtags.

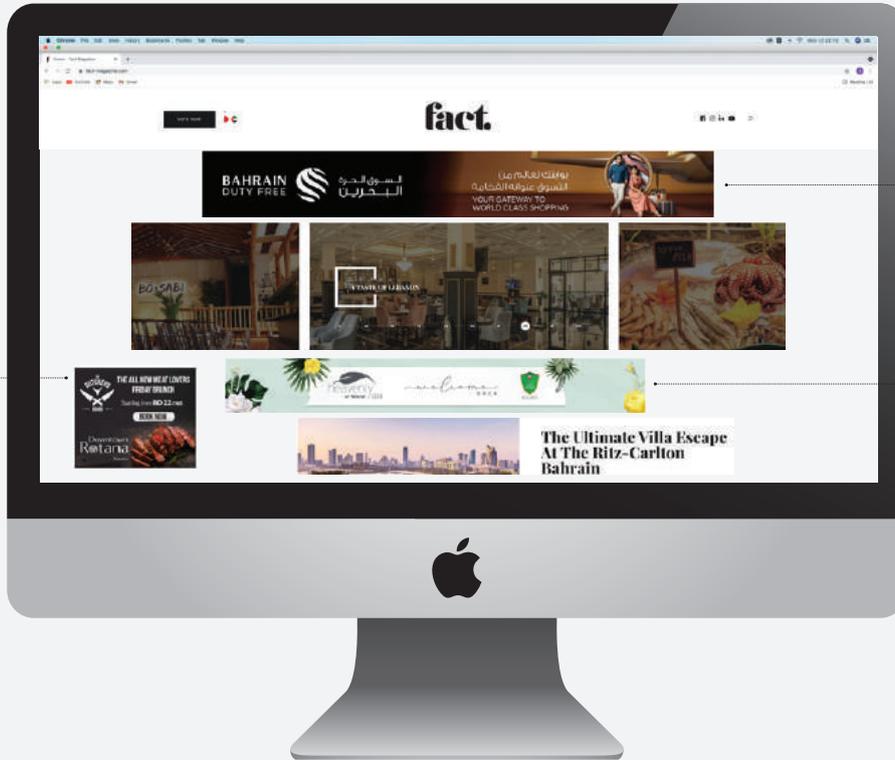
Our website www.fact-magazine.com packages all the best features from print, as well as all the latest events and happenings in Bahrain.



CHECK OUT OUR NEW WEBSITE
WWW.FACT-MAGAZINE.COM

WEB RATE CARD

www.fact-magazine.com is the ultimate go-to source for all things local in Bahrain. A one-stop shop for arts, cultural happenings, fashion, tech, motoring, dining, hospitality and travel, FACT prides itself on being fiercely local, bringing informative features directly to our readers in the most fun and energetic way possible. Get all the latest at your fingertips on our website



TOP LEADERBOARD

LOWER LEADERBOARD

MPU BANNER

ADVERTISING RATES & DISCOUNTS ————— 1 MONTH —————

HOMEPAGE PLATFORM

TOP LEADERBOARD	1200 x 156 pixels Max file size 70kb	BD 850
SKYSCRAPER	220 x 550 pixels Max file size 70kb	BD 800
LOWER LEADERBOARD	1200 x 156 pixels Max file size 70kb	BD 750
MPU BANNER	300 x 250 pixels Max file size 35kb	BD 650

*All fees will be subject to 5% VAT

BESPOKE EDM TO FACT EMAIL IDS

ONE EDM TO BAHARAIN DATABASE	69,000 EMAIL	BD 925
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*All fees will be subject to 5% VAT

EDM specifications:

- JPG Image artwork no larger than 1MB
- Subject Line
- From (ie – XYZ NAME)
- Hyperlink
- Sending date

Email Communications are mailed to our members and previous Awards voters.

EDM to our Bahrain database 65,000+ Email IDs (subscribers + previous voters) organically grown over 10 years.

Our strong open rates, averaging at 17% - 22%.

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WWW.FACT-MAGAZINE.COM

RATE CARD

FACT Bahrain is a multimedia brand with an online publication, website and active social media presence. Find below our advertising rates, which include social media support and various complimentary benefits for your product/brand/company too.

PRIME POSITIONS

IFC	BD 1,600	USD 4,243
IFC DPS	BD 2,100	USD 5,569
IBC	BD 1,400	USD 3,713
OBC	BD 2,500	USD 6,630
SECOND - DPS	BD 2,000	USD 5,305
GATEFOLD	BD 2,900	USD 7,691

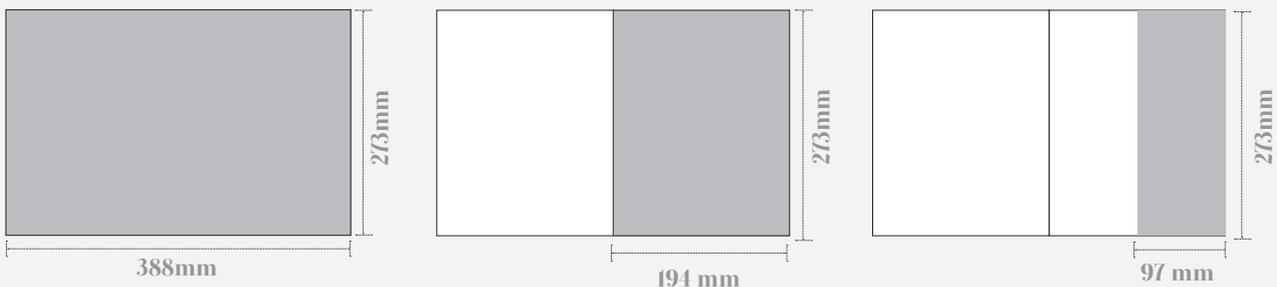
STANDARD POSITIONS

FULL PAGE	BD 1300	USD 2,917
HALF PAGE (VERTICAL)	BD 700	USD 1,539
DPS	BD 1,700	USD 4,508

DISCOUNTS

AGENCY DISCOUNT	20%
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SPECIAL OPERATIONS AVAILABLE ON REQUEST.



NOTES: BLEED 5MM FOR ALL BLEED EDGES | **FORMATS** PDF, AI, INDD, JPEG | **MIN RESOLUTION** 300 DPI | **TRIM** DO NOT PLACE TEXT WITHIN 5MM OF EDGE

DISTRIBUTION

9,000 copies of FACT Bahrain are distributed countrywide through leading supermarkets and local cold stores as well as complimentary copies being available in hotels, restaurants, coffee shops and shopping malls. Travellers can find the monthly issues at Dilmun Lounge in Bahrain International Airport and Falcon Gold Lounge in London Heathrow Airport.

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