



**fact.**  
B A H R A I N  
MEDIA KIT 2022

THINK DIGITAL

# ON HAND - ONLINE - ON SOCIALS

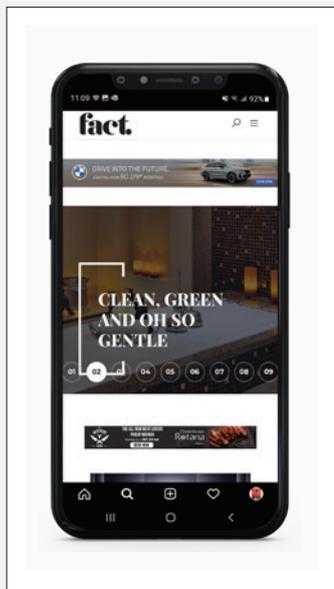


## WE ARE FACT

Dynamic, diverse, fun! **FACT** magazine is one of the only continuously published lifestyle publications in the Kingdom. Well established as an up-to-the-minute and comprehensive source of news and inspiration for the local and expat communities, our readers have an insatiable curiosity for knowledge and information about the newest and best places to eat, shop and socialise.

They are well-educated, quirky, active, tech-savvy and enjoy a lively social life trying out concerts, food festivals, film screenings and other creative events. Culturally curious, they are always keen to discover new restaurants, bars and cafés as well as enjoying news and offers from existing favourites. They are also endlessly receptive to news and reviews of the latest tech gadgets and automotive models to hit the market.

Plus, our Society pages, featuring images from events around the Island, are incredibly popular. Readers' disposable income is spent on the latest fashion trends, gadgets and enjoying active social time with family and friends, perhaps at a trendy brunch, a beachside staycation or a fun night out.



## FACT ONLINE

**FACT** website [www.fact-magazine.com](http://www.fact-magazine.com) is a constantly updated, one-stop-shop for arts, cultural events, great nights out, dining, fashion, hospitality, motoring and travel. We offer the best content from the magazine as well as all the latest info right at your fingertips and banner ads put your message directly in front of the people of Bahrain with just one click.

Our social media presence on **Facebook** and **Instagram** is long-established with genuine organic growth and is an area in which **FACT** prides itself for being a step ahead of the competition. Here, the team communicates with readers, supports clients and runs the magazine's hugely popular competitions and giveaways.

We post pictures of unusual finds, foodie hotspots and the content from our latest magazine issue, using appropriate hashtags and handles. **FACT** can also create exclusive video content for advertising clients to share and promote across our and their social media channels. This might be a themed night or brunch visit, a room review or even a special event. We'll film, edit and post!

The online platform **Issuu** offers access to a digital copy of the magazine's latest issue receiving an average of 85,000 unique visitors and reads, monthly.

**FACT** can also offer dedicated E-Blasts (**EDM**) which can be customised to clients' needs to deliver special offers and promotions to a targeted audience of highly engaged readers who are actively seeking products and services that suit their lifestyles.



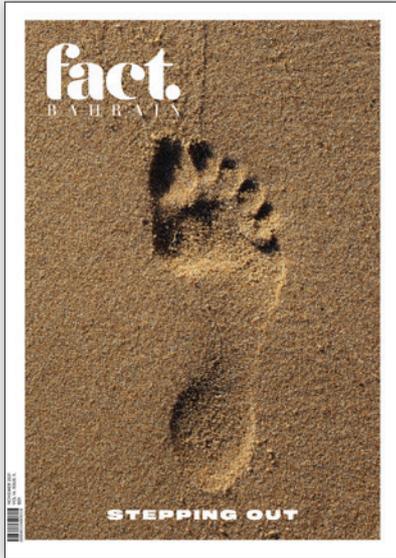
## FACT DINING AWARDS

The annual **Fact Bahrain Dining Awards** are now in their 13th year and offer a transparent way of recognising the very best across the Kingdom's vibrant and ever-evolving dining scene. Winners are chosen based on rigorous assessment by an independent judging panel and also via online public vote. This year's edition featured 48 categories with more than 425 entries and attracted a record 65,000-plus unique online votes.

The awards offer the ideal opportunity for raising your brand profile through both sponsorship and networking, with hundreds of leading industry executives attending the red-carpet gala ceremony. There are also PR and marketing opportunities throughout the voting period and afterwards as images from the event appear both in **FACT** magazine and across our social media channels.



# MISSION - VISION - HERITAGE



M

## OUR MISSION

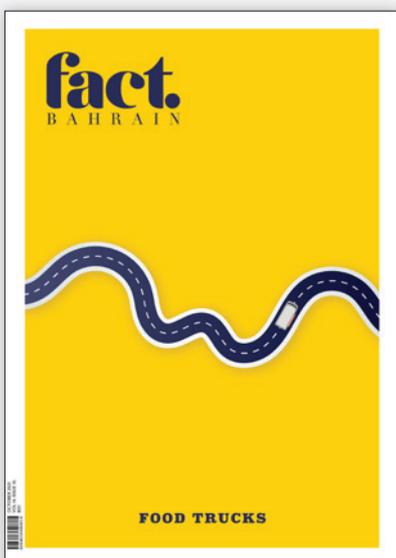
**FACT** Bahrain carries a bold, energetic and witty yet neutral and always well-informed voice. We value our reader loyalty and interaction, which is enhanced on our social media platforms through regular exciting competitions and calls to action. We are smart, daring, and inspirational; we like to 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 and motoring 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.



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## REGIONAL HERITAGE

**FACT** has already established itself as the monthly magazine of choice in the GCC. With titles in Bahrain, Dubai, Abu Dhabi and Qatar, **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



**MONTHLY INCOME**  
**BD 2,000 +**

**CIRCULATION**  
**7,500**  
(copies per month)

**READERSHIP**  
**90,000**

**TARGET AUDIENCE**  
**32%** LOCAL  
**68%** EXPATRIATE

## GENDER DISTRIBUTION

**44%** Female  
**56%** Male

## AGE DISTRIBUTION

**10%**  
Under 20 yrs

**44%**  
20 – 30 yrs

**34%**  
30 – 40 yrs

**12%**  
40+ yrs

## READERS' INTERESTS

**20%**  
Art & Culture

**35%**  
Hospitality  
& Dining

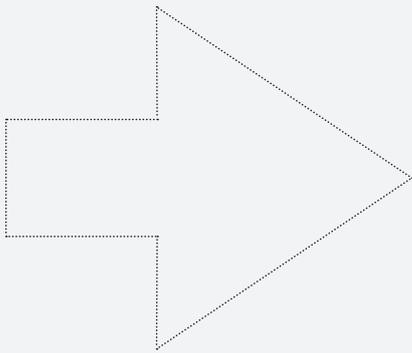
**10%**  
Motoring  
& Technology

**15%**  
Fashion &  
Beauty

**20%**  
Travel &  
Stacations



# OUR SECTIONS



## SPA AND WELLNESS SPA REVIEWS, TREATMENT OFFERS



## TRAVEL STAYCATIONS, VACATIONS, HOTEL SPOTLIGHTS



## ARTS & CULTURE EXHIBITIONS, REVIEWS, Q&A, INTERVIEWS, SPOTLIGHT, LOCAL TALENT



## ENTERTAINMENT BOOKS, MUSIC, TV, MOVIES



## FASHION AND BEAUTY LATEST COLLECTIONS AND TRENDS, BEAUTY PRODUCTS

# 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



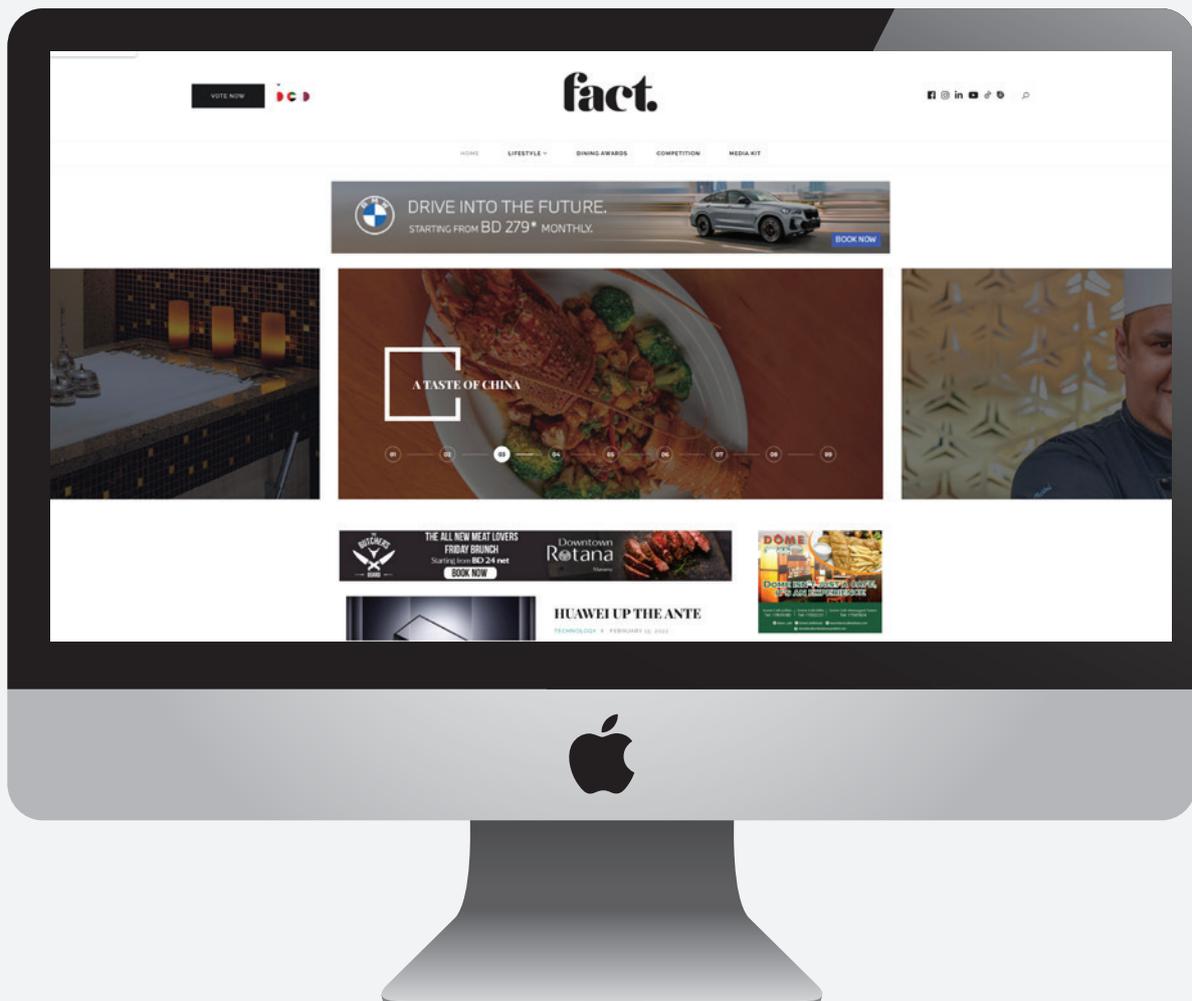
This online platform offers access to a digital copy of the magazine's latest issue, receiving an average 85,000 unique visitors and reads, monthly.

## 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](http://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](http://WWW.FACT-MAGAZINE.COM)

# FACT BY NUMBERS



WEBSITE

**196,400**  
AVERAGE UNIQUE MONTHLY VISITS

**400K+**  
AVERAGE AVERAGE MONTHLY VISITS

SOCIAL

**28K+**  
INSTAGRAM FOLLOWERS

**16K+**  
FACEBOOK FOLLOWERS

AWARDS

**65K+**  
UNIQUE VOTES FROM BAHRAIN

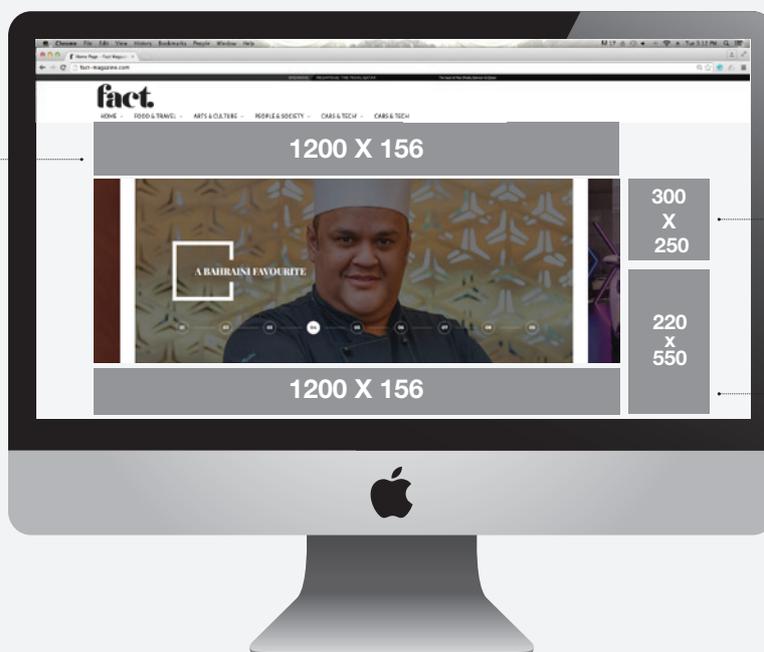
EDM

**74K+**  
UNIQUE EMAILS

# 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

## STANDARD DISPLAY



### LEADERBOARD BANNER

The widest banner on [www.fact-magazine.com](http://www.fact-magazine.com), the leaderboard is located above our top story to maximise visibility. It appears on all pages and can be static or animated. This unit sells out quickly.

### VERTICAL RECTANGLE BANNER

This versatile ad runs in multiple places on all pages, making it a great choice for brand recognition. It can be static or animated.

### MPU BANNER

## ADVERTISING RATES & DISCOUNTS 1 MONTH

### HOMEPAGE PLATFORM

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

\*All fees will be subject to 10% VAT

## DEDICATED E-BLAST (EDM)

Deliver special offers and targeted messages to highly engaged FACT magazine readers who are actively seeking products, services and offers that suit their lifestyles.

### AV. OPEN RATE:

# 17 - 22%

### ABOUT

Email Communications are mailed to our members and previous Awards voters.  
EDM to our Bahrain database 74,000 Email IDs (subscribers + previous voters).  
Our strong open rates, averaging at 17% - 22%.

### BESPOKE EDM TO FACT EMAIL IDS

**ONE EDM TO BAHARAIN DATABASE**  
74,000 EMAIL **BD 880**

\*All fees will be subject to 10% VAT

### EDM Specifications:

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

# fact.

WWW.FACT-MAGAZINE.COM

# FACT MAGAZINE PRINT RATE CARD

**FACT** Bahrain is a multimedia brand with a print 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.

## 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

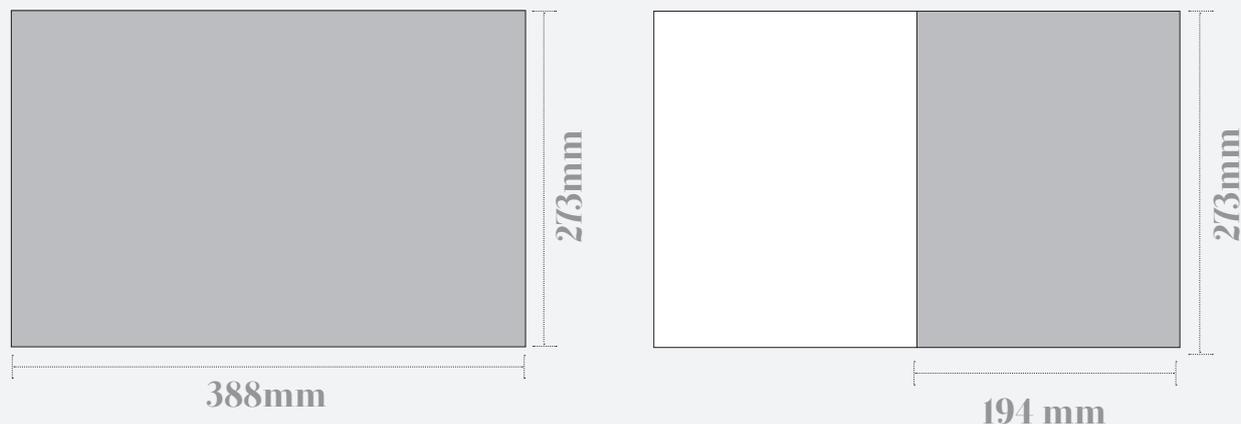
## STANDARD POSITIONS

FULL PAGE _____	BD 1,300	—	USD 2,917
HALF PAGE (VERTICAL) _____	BD 700	—	USD 1,539
DPS _____	BD 1,700	—	USD 4,508

## DISCOUNTS

AGENCY DISCOUNT \_\_\_\_\_ **20%**

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

7,500 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.

**RAMI KHALIL**  
PUBLISHER

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