

# fact.

B A H R A I N



MEDIA KIT 2023

# FACT IS A MULTIPLATFORM MEDIA BRAND

*FACT* magazine is a well-established urban culture and lifestyle magazine published regionally since 2004, with titles across the GCC. *FACT* Bahrain is a division of RGPME, which also publishes *Ohlala*, *Ohlala Arabia* and *Hadag* magazines across the region. RGPME is also the organiser of the *FACT* Dining Awards, celebrating the best in the food industry. The *FACT* Dining Awards Bahrain, known for celebrating the best restaurants in the country, is now entering its 14th year.

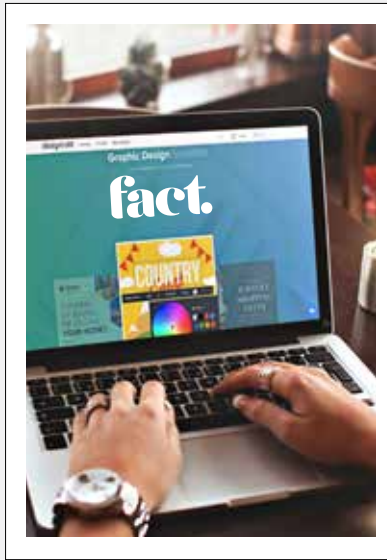
## PRINT



The annual **Fact Bahrain Dining Awards** are now in their 14th year and offer a transparent way of recognising the very best across the Kingdom's vibrant and expanding dining scene. Winners are chosen based on rigorous assessment by an independent judging panel and also via online public vote. The 2022 edition featured 50 categories with more than 530 entries and attracted a record 68,700-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.

## DIGITAL



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.

## AWARDS



[www.fact-magazine.com](http://www.fact-magazine.com) is one of the most comprehensive lifestyle websites in Bahrain. **FACT** readers know how to have a good time - their main reasons for visiting the website are "to plan a night out" and "to find out what's on". Because they are actively seeking information about how to spend their free time and disposable income, they are highly receptive to relevant advertising messages. **FACT** digital platforms offer a variety of digital online solutions to cater to your requirements (Web banners, EDMs, online contests etc.).

# MISSION - VISION - HERITAGE



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## 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.



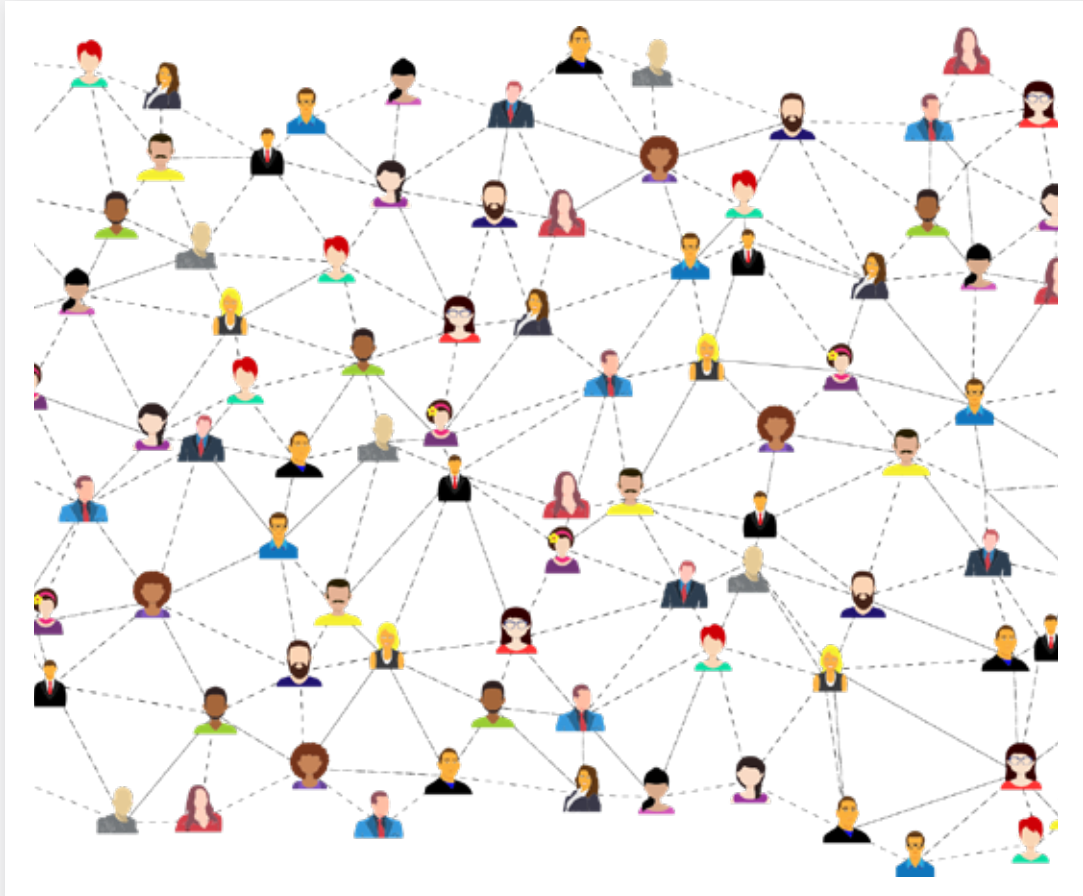
H

## 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

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



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

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

**READERSHIP**  
**75,000**

**TARGET AUDIENCE**  
**36% LOCAL**    **64% EXPATRIATE**

## GENDER DISTRIBUTION

**44%**    **56%**  
Female    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 &  
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, LOCAL NEWS,  
UPCOMING EVENTS



**MOTORING**  
ISLAND RIDES, BEHIND THE WHEEL,  
CAR AND MOTORBIKE TEST DRIVES,  
MOTORING NEWS



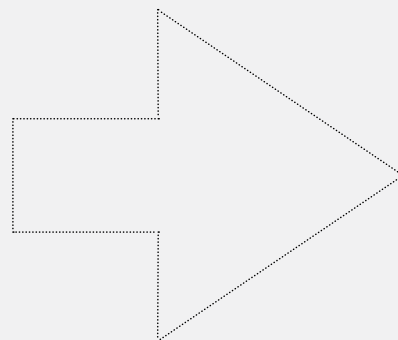
**TECHNOLOGY**  
PLUGGED IN, APPS,  
GADGET REVIEWS



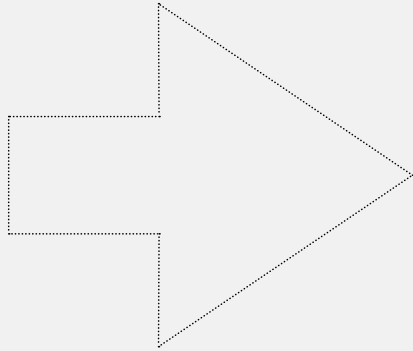
**INTERVIEWS**  
5 OVER 5, VOICE FROM THE  
KITCHEN, ISLAND INSIDER



**DINING**  
RESTAURANT REVIEWS,  
DINING LISTINGS



# OUR SECTIONS



## SPA AND WELLNESS

SPA REVIEWS,  
TREATMENT OFFERS



## TRAVEL

STAYCATIONS, VACATIONS,  
HOTEL SPOTLIGHTS



## ARTS & CULTURE

EXHIBITIONS, REVIEWS, Q&As,  
INTERVIEWS, SPOTLIGHTS, LOCAL TALENT



## ENTERTAINMENT

BOOKS, MUSIC, TV, MOVIES



## FASHION AND BEAUTY

LATEST COLLECTIONS AND TRENDS,  
BEAUTY PRODUCTS

# FACT BY NUMBERS



## WEBSITE

**265,400**  
AVERAGE UNIQUE MONTHLY VISITS

**425K+**  
AVERAGE MONTHLY VISITS

## SOCIAL

**45K+**  
INSTAGRAM FOLLOWERS

**16K+**  
FACEBOOK FOLLOWERS

## AWARDS

**70K+**  
UNIQUE VOTES FROM BAHRAIN

## EDM

**77K+**  
UNIQUE EMAILS

# 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 competitions and giveaways.

## Facebook

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

## Instagram

@factmagazine posts pictures of unusual finds, foodie hotspots, and content from our latest issue, tagging clients and using appropriate hashtags.

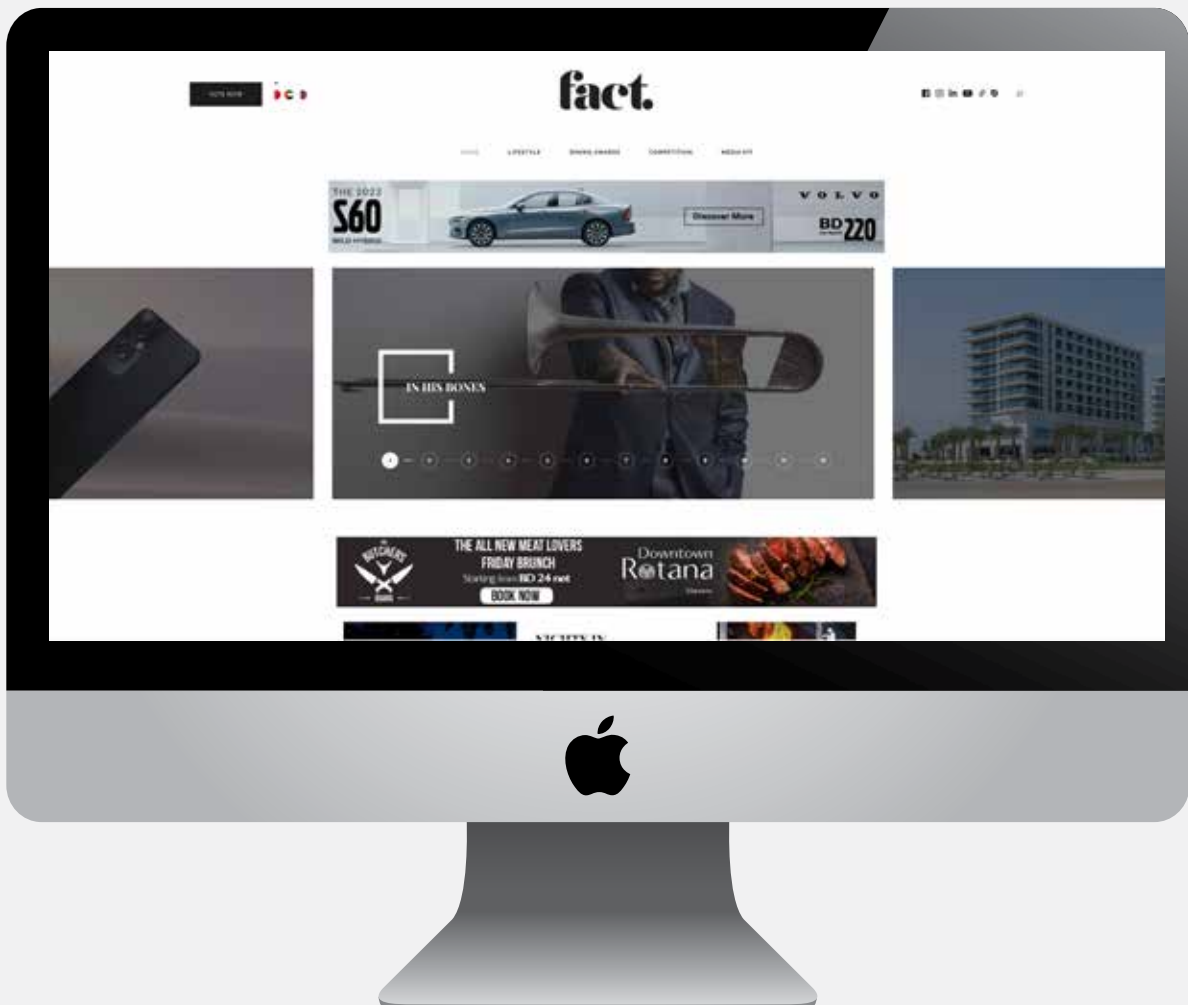
## Exclusive Videos

**FACT** creates exclusive video content for advertising clients to share and promote across ALL of our social media channels. This can be a themed night or brunch visit, a room review or even a special event. We'll film, edit and post!

## Issuu

This online platform provides a sneak peek into the latest issue of the magazine, getting an average up to 100,000 unique visitors and reads, monthly.

*Our website [www.fact-magazine.com](http://www.fact-magazine.com) packages all the best features from print, as well regularly updated events, happenings and news from around Bahrain.*



CHECK US OUT ONLINE @  
**WWW.FACT-MAGAZINE.COM**

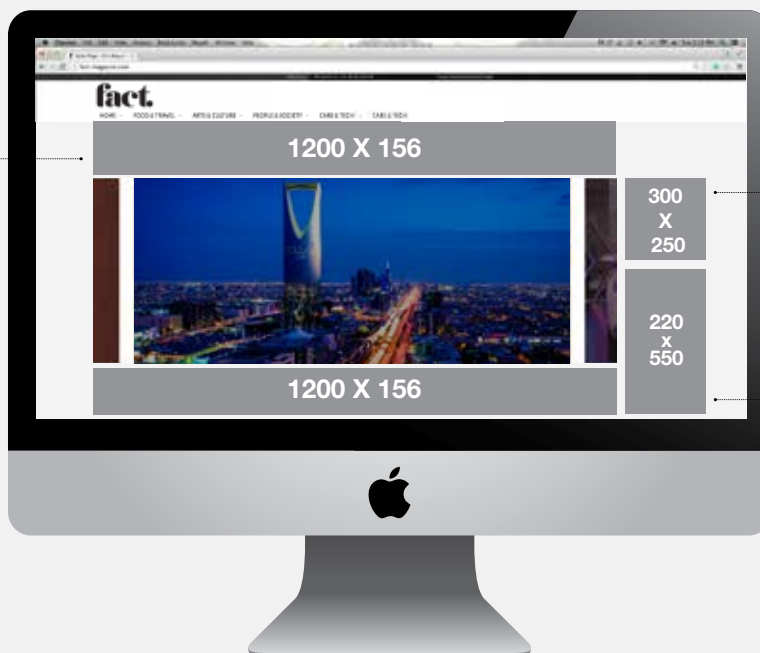
# DIGITAL RATE CARD

**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.



### MPU 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.

### VERTICAL RECTANGLE 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 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:

# 19 - 25%

### ABOUT

Email Communications are mailed to our members and previous Awards voters. EDM to our Bahrain database of 77,000 Email IDs (subscribers + previous voters). Our strong open rates, averaging at 19% - 25%.

### BESPOKE EDM TO FACT EMAIL IDS

**ONE EDM TO BAHARAIN DATABASE**  
77,000 EMAIL \_\_\_\_\_ **BD 950**

\*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

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

# FACT DINING AWARDS 2023

Since its launch in 2009, the annual Fact Dining Awards has continued to grow each year and is known as a transparent means of recognising the very best across the F&B sector in Bahrain. The 2023 awards season promises even more growth within the country's thriving restaurant scene. From the beginning we have remained consistent in our principles, with category winners based on rigorous assessment from an independent judging panel and an online public vote. This year, with the help of industry partners, we aim to attract more than 79,000 votes from the public, a 15% increase on last year, over more than 50 categories.

## FDA – THE BENEFITS OF PARTNERSHIP

### RAISING YOUR BRAND PROFILE

Associating your brand with the Fact Dining Awards will generate strong brand recognition within the sector. Your presence, including logos, banners, mention on the winners' screen and media wall, alongside company representatives at the awards ceremony, will demonstrate your importance within the sector.



### PR AND MARKETING OPPORTUNITIES

Branding does not begin and end at the event itself. We will include your brand in all the pre- and post-event PR material released to the media, influencers and industry leaders across a heavily promoted three-month campaign.

### ENGAGEMENT

Across the full awards process, your branding and marketing will reach hundreds of thousands of consumers and key decision makers in the industry via a combination of our concentrated efforts through website content, social media content (competitions and posts) and email marketing campaigns.



### NETWORKING

As a partner you will be invited to the event where you will have access to the crème de la crème of society, VIPs, Royals and public figures plus all the decision makers from the hospitality and F&B sectors. Using your elevated position as a partner, you can host and thank key customers, initiate new business and generate new leads and business opportunities.



### PARTNERSHIP PACKAGES AVAILABLE

To discuss how partnering with the Fact Dining Awards can benefit your brand, please contact **Rami Khalil** on [rami@fact-magazine.com](mailto:rami@fact-magazine.com)

**fact.**

[WWW.FACT-MAGAZINE.COM](http://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.

## STANDARD POSITIONS

FULL PAGE _____	BD 1,400	—	USD 2,917
HALF PAGE _____	BD 700	—	USD 1,539
DPS _____	BD 1,700	—	USD 4,508

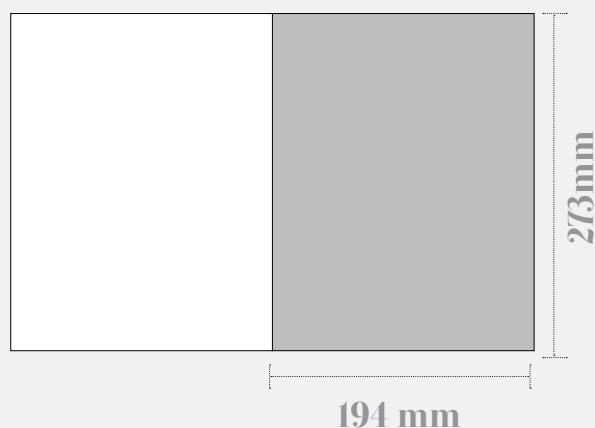
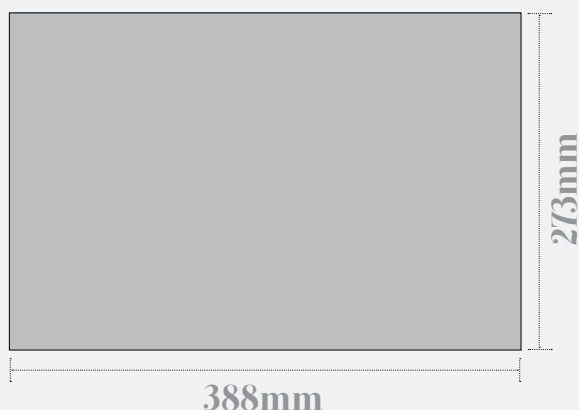
## PRIME POSITIONS

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

## 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 as well as complimentary copies being available in hotels, restaurants, coffee shops and shopping malls. Travellers can find the monthly issues at airport lounges in Bahrain International Airport.

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Editorial Calendar 2023



## JANUARY

This is the issue of renewal – taking up new hobbies and generally looking for renewal of mind body and spirit in the New Year. We'll be talking to coaches, looking at changing jobs, suggesting small improvements for big changes...

We'll also be taking a look at the big events coming to Bahrain in the first quarter of 2023.



## FEBRUARY

It's the month of love and we've got it covered from dining deals and a thoughtful gift guide to rom-coms to win your loved one's heart and special staycation offers. There'll also be a special extended gadgets roundup featuring the latest from the world's biggest electronics event – CES San Francisco.



## MARCH

With the Holy Month of Ramadan scheduled to begin mid-March, we'll be diving deep into what this special period means and looking at the food and traditions observed throughout the month. This month sees the return of the Formula 1 Bahrain Grand Prix and we'll be giving the lowdown on the build-up, the entertainment and special offers around the Kingdom.



## APRIL

Ramadan is very much with us this month and we will be featuring the best Iftar and Ghabga offers around as well as looking at Eid gifting and travel options to help readers make the most of the long-weekend break.

We love our pets and this month we'll be taking a look at all things furry from boarding to training, food to toys and rescue organisations.



## MAY

It's that time of year when our readers' thoughts turn to travel escapes during the long summer holidays. We'll be scouting out the best destinations from our local airlines, looking at travel regulations, offering great tips on things to take and do and lots more.

Going green is something that's becoming more and more important so we'll be giving readers a heads-up on how they can make a difference and some of the great green initiatives taking place across the island.



## JUNE

If you know you know. Bahrain is awash with secret little places such as hidden entertainment and exhibition venues, as well as people organising cool stuff that only hits the radar after it's happened. We'll be lifting the veil on the kingdom's hidden gems from picnic spots to live music venues and catching up with the folks involved in the underground scene. Before the temperatures hit high-summer-inferno level, it's time to take a trip to the beach. We'll share some of our favourite shoreline spots both private and public.

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Editorial Calendar 2023



## JULY

It's time for a mid-year pick-me-up with all things wellness. From the latest wellness trends to spa and gym offers, we'll be bringing readers up to date with everything that's happening in the well-being sector.

As schools break-up for the holidays, parents will be on the lookout for summer camps and activities to keep the youngsters entertained. We'll be providing a full roundup of what's on offer across the Kingdom.



## AUGUST

August on the island means it's time to look at indoor activities to help our readers beat the heat. We'll be covering everything from climbing walls to cinema releases – as long as it's cool, it's in.

Summer coolers have a big role to play at this time of the year, so we'll be asking some of our favourite baristas to come up with thirst-quenching recipes for our readers to try at home.



## SEPTEMBER

The schools are heading back after the long summer break and it's time to get a handle on the latest learning aids, the coolest lunch boxes, who's wearing what and more. We'll have a comprehensive back to school roundup to help parents and kids get prepared for the coming term. We will be opening the voting for the annual FACT Dining Awards 2023 - eyes peeled to see who made the cut and make sure your loyal diners are ready to get voting.



## OCTOBER

October is motoring month with an extended automotive feature bringing readers all the news from some of the biggest launches to interviews from the motoring world.

As the weather cools we'll be giving readers the latest trends from the world of horticulture and tips on how to make their winter gardens beautiful.



## NOVEMBER

It's time to get out and about, from desert camps to running tracks and winter events – we'll have it all.

And, since it's also Movember, we'll be taking a look at men's health – what guys should and shouldn't be doing, the checks to perform and tips on how to stay healthy both mentally and physically.



## DECEMBER

The end of the year is always full of celebrations from National Day to the Festive Season and, of course, New Year. As always, we'll be putting together the biggest roundup of what's on offer across the island with a selection of favourites and new venues for readers to enjoy the best of the festivities.