

fact.

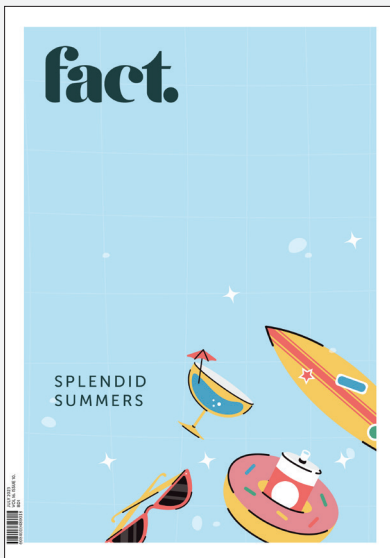
BH

MEDIA KIT 2024

FACT IS A MULTIPLATFORM MEDIA BRAND

FACT – food, art, culture, travel. It's who we are and what we do! **FACT** Magazine is an urban culture and lifestyle print magazine that is published regionally. **FACT** Bahrain, the original, founding publication and owner of the brand across the GCC, is fiercely local but with an international slant. Our content is lively, fun, informative and entertaining. Our digital platforms carry the best of the magazine content, as well as up-to-the-minute reports on happenings and news around the Kingdom. And the hugely popular **FACT** Dining Awards, now in its 15th year, celebrates the country's best restaurants and chefs.

PRINT



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.

DIGITAL



www.fact-magazine.com is the go-to hub for all things lifestyle in Bahrain! At **FACT**, we don't just follow trends – we set them.

Our readers know how to have a good time and are always seeking the best ways to elevate their lifestyle by discovering what's hot in the Kingdom. Embark on a journey of discovery while exploring our website; the passport to planning a perfect night out and staying in the loop with the latest happenings in Bahrain.

FACT's digital platforms offer a myriad of innovative solutions to cater to your advertising needs. From attention-grabbing web banners to EDMs that keep our audience updated, we provide a stage for your brand to shine.

We also pride ourselves on our social media presence, which is amongst the leaders in the market. We offer captivating videos, engaging reels, stories and posts – all meticulously crafted to not only complement magazine content but also as standalone initiatives that can represent your brand with flair. From event coverage that captures the essence of the moment to special promotions that create a buzz, we've got your back.

AWARDS



The annual **FACT Dining Awards** are now in their 15th 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 2023 edition featured 55-plus categories with more than 800 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.

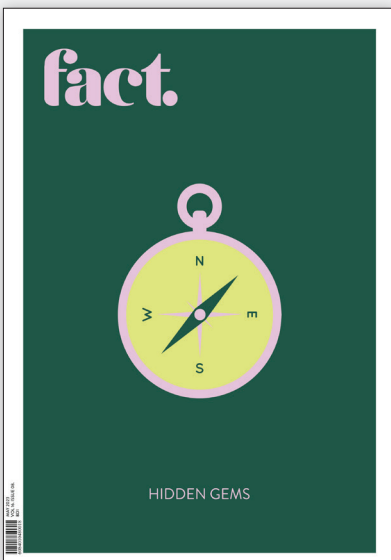
MISSION - VISION - HERITAGE



M

OUR MISSION

FACT Bahrain is the original and still the leader in the **FACT** media stable. We offer a bold, energetic and witty yet neutral and always well-informed voice. We value our reader loyalty and interaction always with a finger on the pulse of the local business community, promoting initiatives and services both on a B2C and B2B basis. Everything we do is enhanced on our digital and social media platforms through regular exciting competitions and calls to action.



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
BD2,000+

CIRCULATION
7,500
(copies per month)

READERSHIP
75,000

TARGET AUDIENCE

36%
LOCAL

64%
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 & Staycation

DIGITAL AUDIENCE PROFILE

FACT Magazine's digital audience in Bahrain is an affluent, vibrant blend of urban locals and expatriates, forming a significant portion of the mass consumer market.

From local insights to global perspectives, our digital audience is curated for those who appreciate the finest experiences and are eager to explore what Bahrain has to offer.

UNIQUE MONTHLY VISITS

275,000

AVG MONTHLY VISITS

450,000

TARGET AUDIENCE

45%
LOCAL

55%
EXPATRIATE

GENDER DISTRIBUTION

47%
Female

53%
Male

AGE DISTRIBUTION

23%
Under 20 YRS

31%
20-30 YRS

26%
30-40 YRS

20%
40+ YRS

READERS' INTERESTS

13%
Art & Culture

37%
Hospitality
& Dining

18%
Motoring &
Technology

12%
Fashion
& Beauty

20%
Travel & Staycation



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



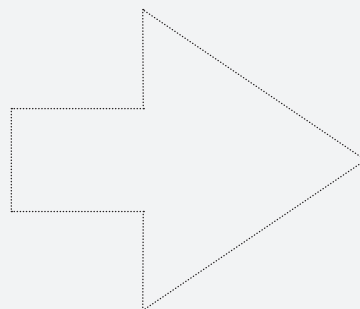
TRAVEL
STAYCATIONS, VACATIONS,
HOTEL SPOTLIGHTS



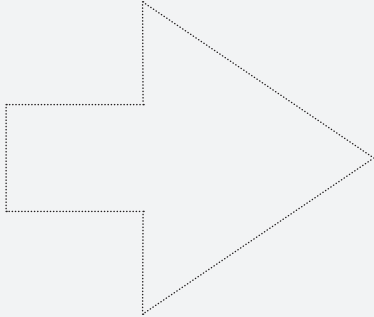
INTERVIEWS
5 OVER 5, VOICE FROM THE
KITCHEN, ISLAND INSIDER



DINING
RESTAURANT REVIEWS,
DINING LISTINGS



OUR SECTIONS



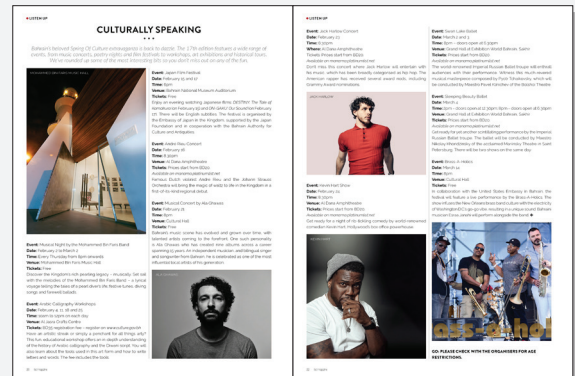
SPA AND WELLNESS

SPA REVIEWS,
TREATMENT OFFERS



TECHNOLOGY

PLUGGED IN, APPS,
GADGET REVIEWS



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

Dedicated to delivering tangible results through dynamic solutions across diverse platforms.



275,000

AVERAGE UNIQUE MONTHLY VISITS

450K+

AVERAGE MONTHLY VISITS



WEBSITE



SOCIAL

71.9K+

INSTAGRAM FOLLOWERS

20K+

FACEBOOK FOLLOWERS

78K+

UNIQUE EMAILS



EDM



AWARDS

70K+

UNIQUE VOTES
FROM BAHRAIN

FACT DINING AWARDS 2024

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 2024 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 70,000 votes from the public, over more than 55 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

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WWW.FACT-MAGAZINE.COM

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

DEDICATED EDM

Email communications are mailed to our members and previous awards voters.
EDM to our Bahrain database of 78,000
Email IDs (subscribers + previous voters).
Our strong open rates, averaging at 18% - 26%.

SPECS

- Height is customisable per your specs.
- Width: 600 pixels, file size 1MB max.
- Copy, images and the link require a minimum of seven working days before broadcast date.
- Provide email subject line heading and the sending date.



STARTING FROM BD 387* PER MONTH.

Own now the BMW 3 Series and receive the below exclusive benefits:

- 5-Years/ 100,000km BMW Service
- 5-Years/ 200,000km BMW Warranty
- 5-Years Roadside Assistance
- 1-Year Comprehensive Insurance & Registration

Hurry up.. Limited Stock!

*Terms & Conditions apply.

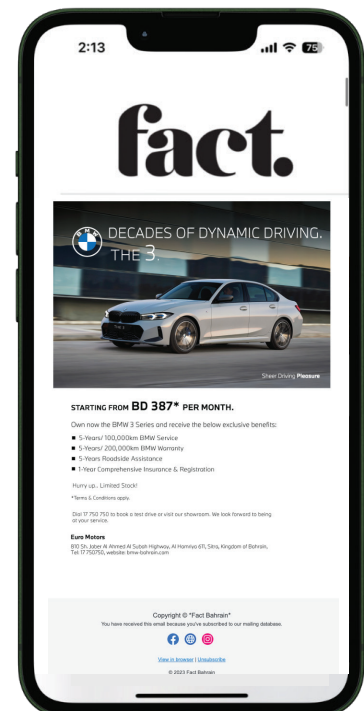
Dial 17 750 750 to book a test drive or visit our showroom. We look forward to being at your service.

Euro Motors

810 Sh. Jaber Al Ahmed Al Subah Highway, Al Hamriya 611, Sitra, Kingdom of Bahrain,
Tel: 17 750750, website: bmw-bahrain.com

AV. OPEN RATE:

18-26%



ONE EDM TO BAHARAIN DATABASE

78,000 EMAIL ————— BD 975

*All fees will be subject to 10% VAT

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (display banners, e-Newsletters, e-blasts, etc) will be charged a 30% cancellation fee.
NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.

WEBSITE

275,000

AVERAGE UNIQUE MONTHLY VISITS

425K+

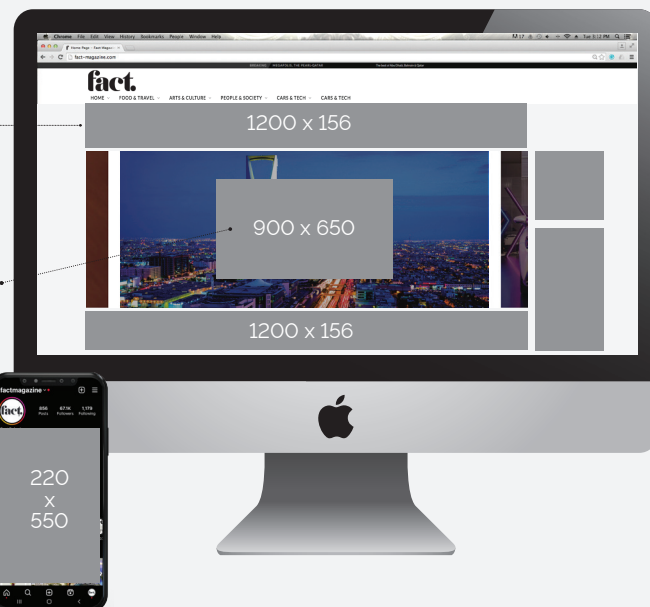
AVERAGE MONTHLY VISITS

LEADERBOARD BANNER

Designed to capture attention and drive engagement, this premium advertising space is your gateway to making a powerful impact on our platform. This unit sells out quickly.

POP-UP BANNER

Hides all page content, putting your message FRONT & CENTRE

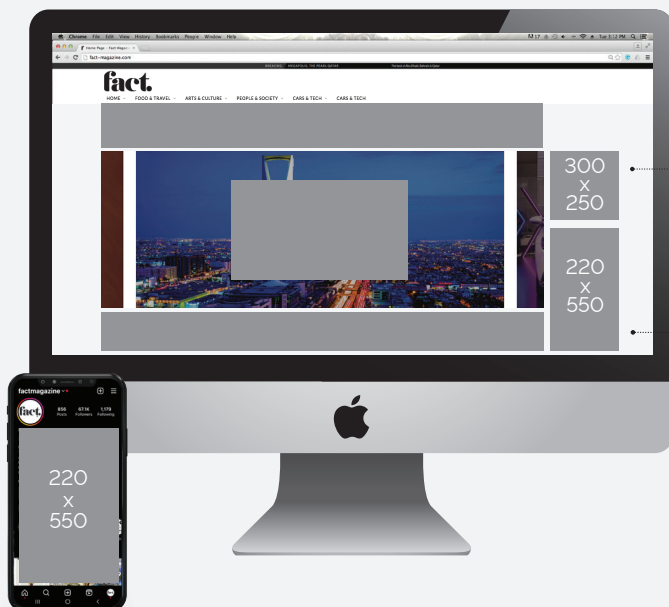


MPU BANNER

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

This display banner is placed on the inner/article page only and it runs on all displays (desktop/mobile).



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DIGITAL - INSTAGRAM ADVERTISING

ABOUT

We post up-to-the-minute website and magazine content alongside unusual finds, dining hot spots and our popular weekly Weekend Mania and roundup stories, always using appropriate hashtags and tagging clients.

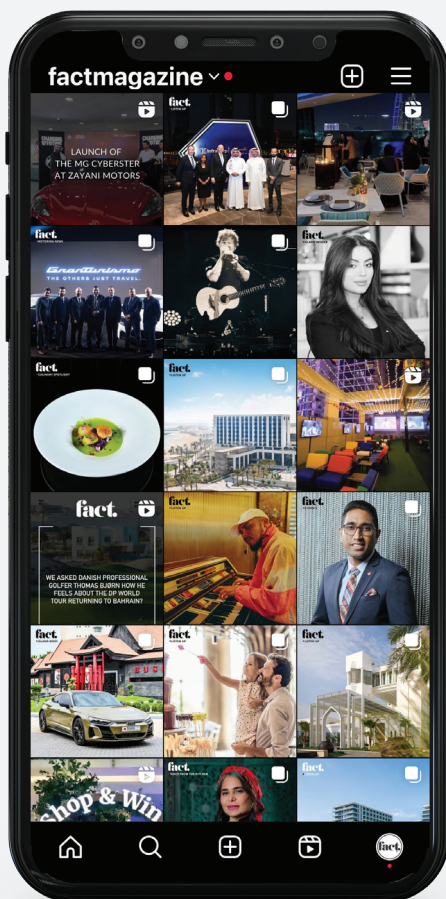
AUDIENCE

FACT readers are intuitive and curious about cultural happenings, local events, the latest brunch, the newest art exhibition and other interesting places to check out in their free time.

KEY IG STATS

3% Engagement Rate

445.6K Total Reach



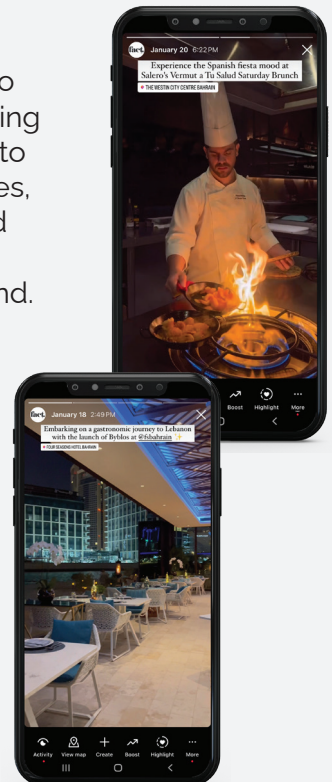
VIDEO CONTENT CREATION FOR SOCIAL MEDIA REEL

FACT's Reels offer the perfect opportunity to promote your venue through dynamic and engaging video content. We will showcase your offering to our readership, from retail outlets to new restaurants, menus and brunches, in Instagram reels that we create and share across our social media feeds, bringing a new audience to your brand.

REAL - TIME CONTENT

Our Instagram and Reels can be filmed with or without a presenter.

The latter option offers the benefit of having someone narrate the video, talking potential the USPs of the brand.



71.9K+ INSTAGRAM FOLLOWERS

Price and space requirements available upon request Email: rami@fact-magazine.com

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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.

LEADERBOARD BANNER

The widest banner on **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.

POP-UP BANNER

Hides all page content, putting your message FRONT & CENTRE

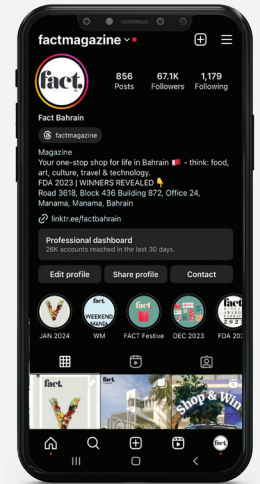


MPU BANNER

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

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ADVERTISING RATES

HOMEPAGE PLATFORM

TOP LEADERBOARD 1200 x 156 pixels | Max file size 70kb
LOWER LEADERBOARD 1200 x 156 pixels | Max file size 70kb
VERTICAL RECTANGLE BANNER 220 X 550 pixels | Max file size 70kb
MPU BANNER 300 x 250 pixels | Max file size 35kb
POP-UP BANNER 900 x 650 pixels | Max file size 35kb

*All fees will be subject to 10% VAT

BESPOKE EDM TO 78,000 EMAIL IDS

ONE EDM (E-Newsletter with personalised subject lines) BD 975

DIGITAL ADVERTORIAL BD 1,050

SOCIAL MEDIA

POST BD 500
SOCIAL MEDIA COMPETITION BD 350
STORY BD 250
PACKAGE (Social Media Story + Post + Competition) BD 750
WEEK-END MANIA/MONTH BD 100
WEEK-END MANIA/YEAR BD 600

PHOTOSHOOT

5-PAGE PHOTOSHOOT BD 3,500
VIDEO (1-2 MINUTES) BD 800
VIDEO (2-5 MINUTES) BD 1,000

TOP LEADERBOARD BANNER:

1 week: BD 300
 2 weeks: BD 450
 1 month: BD 850

LOWERBOARD BANNER:

1 week: BD 250
 2 weeks: BD 350
 1 month: BD 750

VERTICAL RECTANGULAR BANNER:

1 week: BD 250
 2 weeks: BD 350
 1 month: BD 950

MPU BANNER:

1 week: BD 200
 2 weeks: BD 250
 1 month: BD 650

POP-UP BANNER:

1 week: BD 350
 2 weeks: BD 450
 1 month: BD 1,000

Email communications are mailed to our members and previous awards voters.

EDM to our Bahrain database 78,000+ email IDs (subscribers + previous voters) organically grown over several years.

We receive strong open rates, averaging at 18% - 26%. Monthly New Users increase at 8% - 12%

Specifications:

- JPG Image artwork - no larger than 1MB
- Copy, images and the link require a minimum of seven working days before broadcast date.
- Provide email subject line heading
- Images to be supplied in highest resolution possible
- Multiple links are possible and should result in a higher CTR
- Ensure one link in first paragraph to engage readers

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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 1,500	—	USD 3,980
HALF PAGE _____	BD 750	—	USD 1,990
DPS _____	BD 1,800	—	USD 4,776

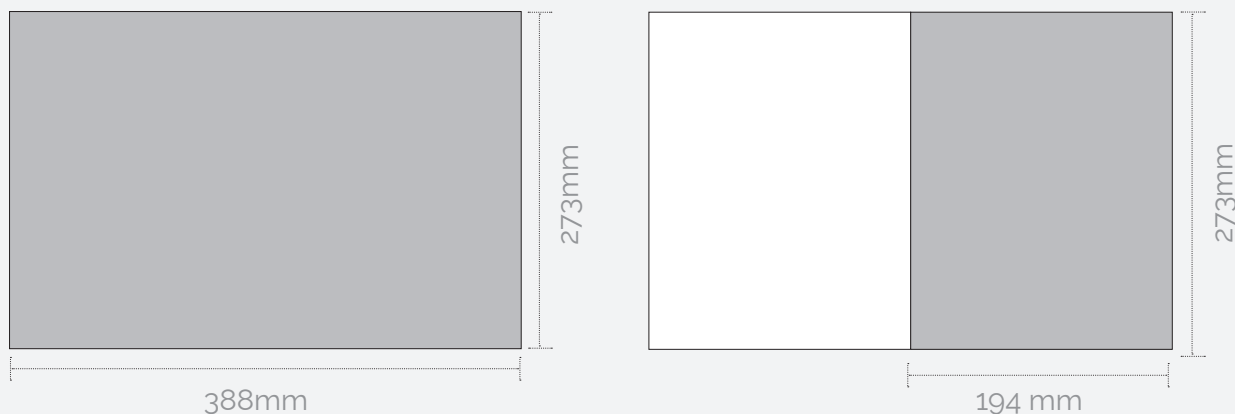
PRIME POSITIONS

IFC _____	BD 1,700	—	USD 4,510
IFC DPS _____	BD 2,100	—	USD 5,572
IBC _____	BD 1,600	—	USD 4,246
OBC _____	BD 2,500	—	USD 6,634
SECOND - DPS _____	BD 2,100	—	USD 5,307
GATEFOLD _____	BD 2,900	—	USD 7,695

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.

RAMI KHALIL

PUBLISHER

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M: +973 3632 0131

fact.

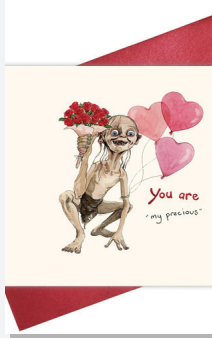
EDITORIAL CALENDAR 2024



JANUARY

Veganuary

Where to find great vegan food in Bahrain
Orthodox Christmas celebrations
The best of the new season's dining offers
Ethical travel



FEBRUARY

Lovin' It

Valentines – love languages and the best places to celebrate
The 20th anniversary of Bahrain's big F1 race – all the news from the track plus great entertainment



MARCH

Ramadan Roundups

All the Iftar, Suhour and Ghabga traditions and offers
Places to eat traditional food
Travel Saudi Arabia



APRIL

Eid

Getaways (nearby short stays) and gifting
Pet-friendly places – cafés, parks, beaches
Tech – latest gadgets from the trade shows



MAY

Hidden Gems

Locals' Guide to food, hot spots and entertainment
Meet the bands – the post-Ramadan arrivals
Green travel



JUNE

Hot, Hot, Hot

Summer activities – water sports, al fresco adventures
Summer travel – getting ready for the big getaway, travel tips
Favourite al fresco dining spots

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EDITORIAL CALENDAR 2024



JULY

Audience Spotlight

Local stars – ordinary people doing extraordinary things
Summer Coolers – recipes, juice bars, ice cream parlours etc., places to stay cool
Travel – what's cool this year



AUGUST

Escapes

Staycations – where to get away if you're not going away
Back to school shopping, lunch-box tips, meal prep ideas
Last-minute breaks before the new school term



SEPTEMBER

Fashion

New season fashion, spotlight on local designers
Our favourite spas – pampering escapes with a special emphasis on men's treatments
Travel – child-free destinations



OCTOBER

Cooling Down

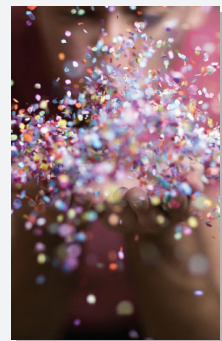
Outdoor activities
Get your garden winter ready
Winter season calendar announcements



NOVEMBER

On The Road

Extended Motoring Feature, including additional test drives, extra news and interviews from the automotive sector
Coffee Culture – the best roasts and favourite relaxation spots to enjoy your cup of Joe



DECEMBER

Festive Season

National Day celebrations – where to go and what to do
Christmas – roundups from Gingerbread House making to the best dining and 'to go' offers
New Year – the best places to ring in 2025 in style
FDA Bahrain 2024 winners