

fact.

BAHRAIN MEDIA KIT



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 17th year, celebrates the country's best restaurants and chefs.



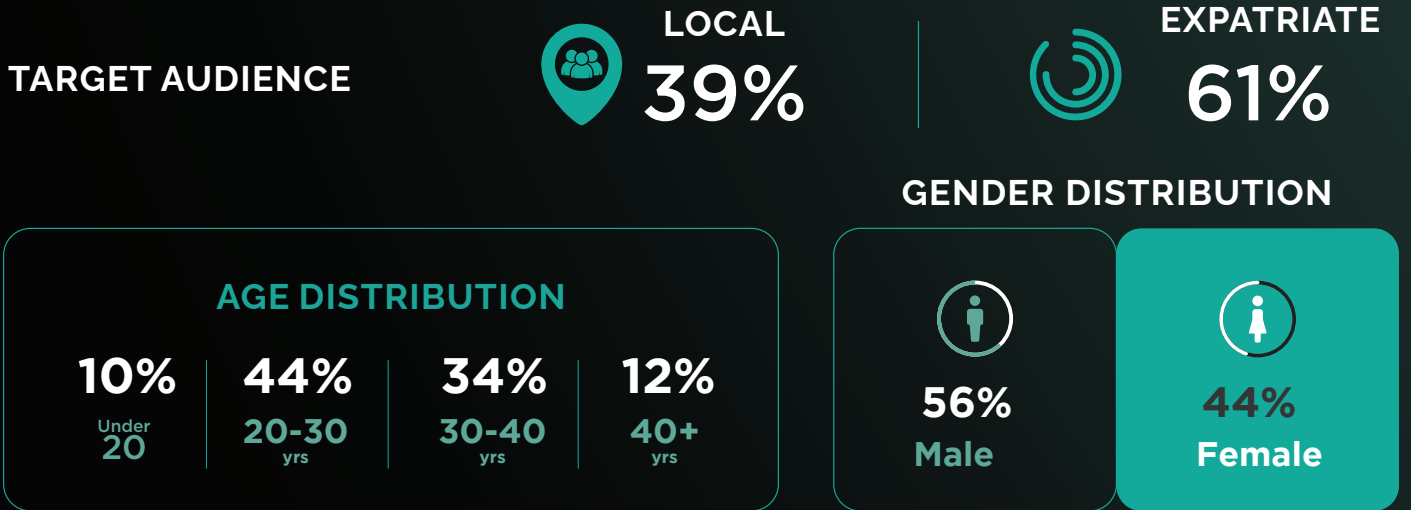
READERSHIP PROFILE

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.

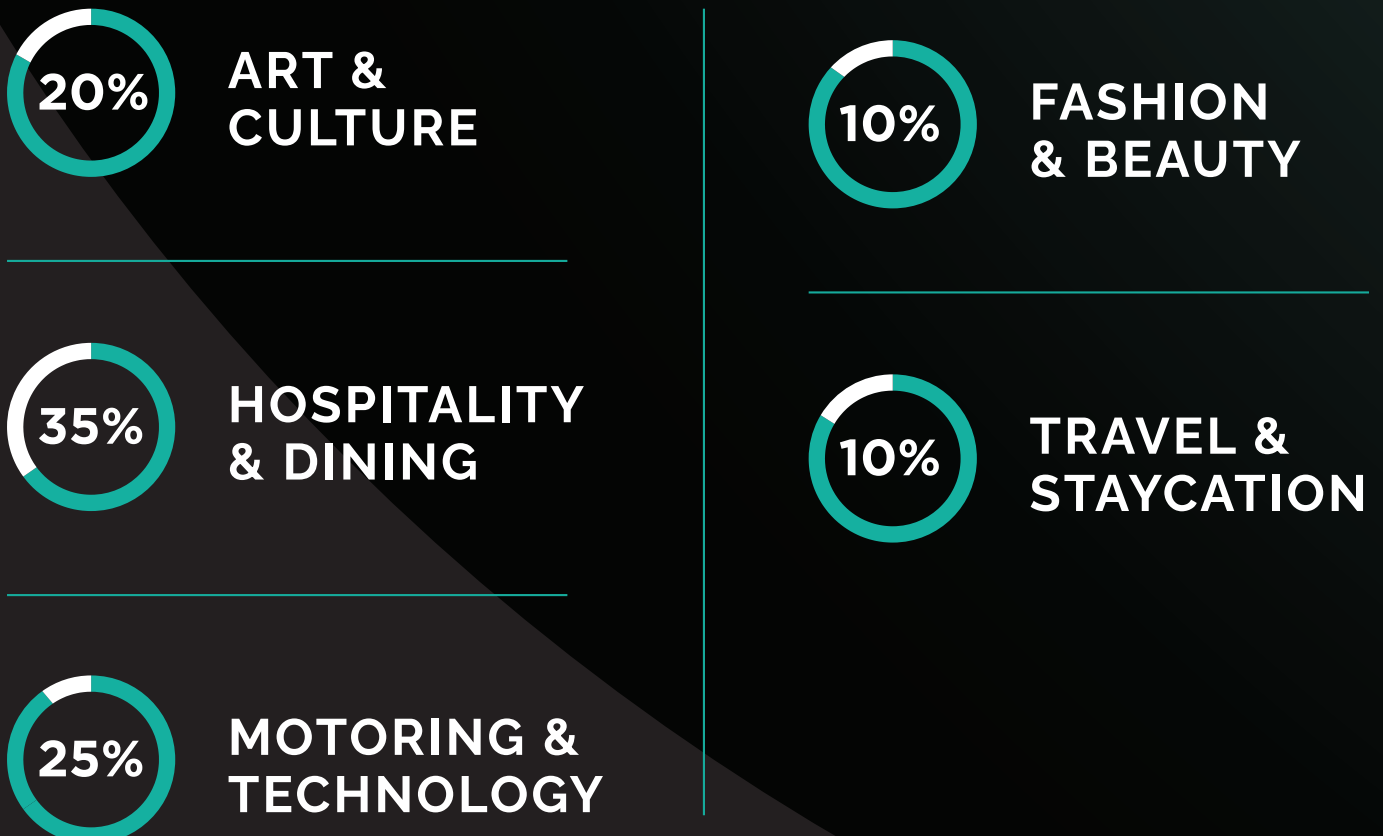


BALANCED & INFORMATIVE

fact readers are an influential mix of locals and expatriates who shape Bahrain's lifestyle scene. They're professionals, entrepreneurs and creatives who value quality, authenticity and new experiences. They turn to fact for trusted insights on dining, fashion, travel and culture — not just to follow trends, but to set them.

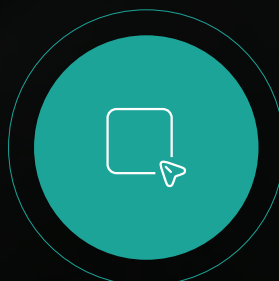


READER'S INTERESTS



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
295,000+



AVERAGE MONTHLY VISITS
520,000

EDITORIAL

fact Bahrain is a premier metropolitan culture magazine that covers food, art, culture and travel. It offers in-depth, locally focussed content on Bahrain's arts, fashion, dining, and events. With its high design standards and expert reviews, fact is a comprehensive guide to the best of island life.





FOOD

RESTAURANT REVIEWS,
DINING NEWS



INTERVIEWS

5 OVER 5, VOICE FROM THE
KITCHEN, ISLAND INSIDER



LISTEN UP

FACT FINDS, LOCAL NEWS,
UP-COMING EVENTS



TRAVEL

STAYCATIONS, VACATIONS,
HOTEL SPOTLIGHTS



ARTS & CULTURE

EXHIBITIONS, REVIEWS,
SPOTLIGHTS, LOCAL TALENT



TECHNOLOGY

PLUGGED IN,
GADGET REVIEWS



SPA AND WELLNESS

SPA REVIEWS,
TREATMENT OFFERS



MOTERING

ISLAND RIDES, BEHIND THE WHEEL, CAR &
MOTORBIKE TEST DRIVES, MOTERING NEWS

EDITORIAL

EDITORIAL CALENDAR 2026

JAN



Emre Yurttakalin, Pexels

Wellness & Fitness

- **Complete Wellness (mind and body):** The best workout routines + the best exercises for the mind and the soul (meditation/ yoga/ journalling, etc.)
- **New things to embrace:** Digital trends (AI)
- **Travel:** Wellness travel

MAR



Victoria Shes Unsplash

Ramadan Rides

- **Motoring:** A comprehensive roundup of special automotive offers
- **2nd Feature:** Eid escapes
- **Travel:** Hotel Spotlights

MAY



Hidden Gems

- **Hidden Gems:** Places & Activities
- **Pet-friendly Bahrain**
- **Travel:** Off the beaten track

JLY



Arts & Culture

- **Local Arts & Culture:** Roundup of some of the best art galleries plus artist interviews
- **2nd Feature:** Summer Camps
- **Travel:** Hottest new trending destinations

SEP



Louis Hansel Unsplash

A Taste of Bahrain

- **Autumn Dining:** A special food-related feature, including chefs and recipes
- **2nd Feature:** AW25 Fashion Trends.
- **Travel:** Autumn colours

NOV



Ante Samarzija, Unsplash

Coffee & Companions

- **Coffee Culture:** Great cafes to speciality roasteries (the best roasts and favourite relaxation spots to enjoy your cup of Joe)
- **2nd Feature:** Pet Special (animal welfare centres, charities, adoption options)
- **Travel:** Iconic road trips

FEB



Pexels Anntarazevich

The Holy Month

- **Ramadan Roundups:** Iftar, Suhour and Ghabga offers
- **Valentine's Dining** (to go online)
- **2nd Feature:** Ramadan Fashion (Ramadan Capsule Collections)
- **Travel:** Solo Trips

APR



Formula 1 Grand Prix

- **F1 Bahrain Grand Prix 2026:**
- **2nd Feature:** Spring Fashion Trends
- **Travel:** Fashion Capitals

JUN



Blend Archive Unsplash

Summer is Here

- **Summer Activities:** Indoor activities
- **2nd Feature:** The Country's Best Beaches
- **Summer Travel:** Great beach breaks

AUG



Summer Staycations

- **Staycations:** Where to get away if you're not going away
- **Summer Coolers:** Great options to beat the heat (juice bars, ice cream parlours, etc.)
- **Travel:** Last-minute breaks before the new school term

OCT



Outdoor Living

- **Outdoor Activities:** Our favourite outdoor activities (water sports, horse riding, camping, picnicking, etc.)
- **2nd Feature:** Spas (rounding up some of the island's best spas and treatments)
- **Spa Travel:** Recommended spa destinations

DEC



Holiday Season

- **Festive Season Activities:** Christmas roundups, from Gingerbread House making to the best dining and 'to go' offers
- **2nd Feature:** National Day celebrations - where to go and what to do + New Year's (the best places to ring in 2027 in style)
- **FDA Bahrain 2025 winners**
- **Travel:** Holiday markets, snow shows and more

Features are subject to change at the editor's discretion

fact BY NUMBERS

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



WEBSITE

295,000

AVERAGE UNIQUE MONTHLY VISITS

520,000

AVERAGE MONTHLY VISITS



SOCIAL

95K+

INSTAGRAM FOLLOWERS

20K+

FACEBOOK FOLLOWERS



EDM

91K+

UNIQUE EMAILS



AWARDS

75K+

UNIQUE VOTES FROM BAHRAIN



A chef in a white uniform and grey apron is holding a silver platter with a glass cloche. The background is a warm, bokeh-lit restaurant setting.

fact.

D I N I N G
A W A R D S
B A H R A I N

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 2026 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 75,000 votes from the public, over more than 55 categories.

FDA - THE BENEFITS OF PARTNERSHIP

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.



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. This event opens up an unprecedented networking opportunity with the possibility for you to host key clients and generate new leads.



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.



RAISING YOUR BRAND PROFILE

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



ENGAGEMENT

Across the full awards process, your branding will reach hundreds of thousands of consumers and key decision makers.

PARTNERSHIP PACKAGES AVAILABLE

To discuss how partnering with the Fact Dining Awards can benefit your brand, please contact us on rami@fact-magazine.com



EDM

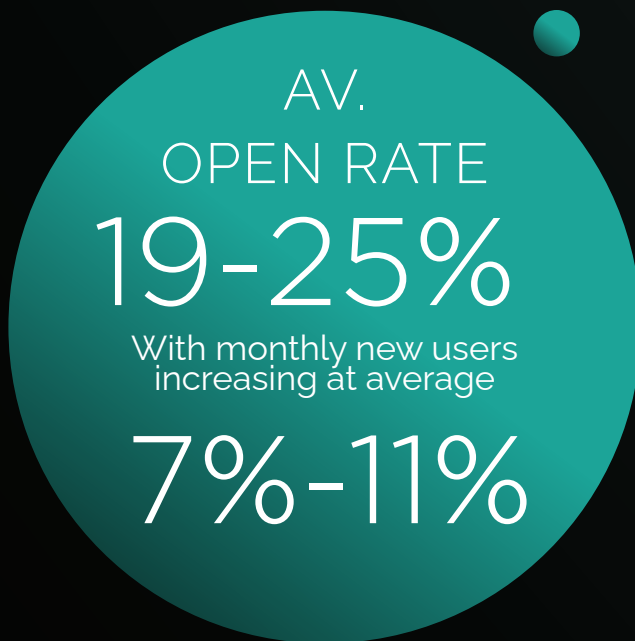
Deliver special offers and targeted messages to highly engaged fact magazine readers who are actively seeking products, services and offers that suit their lifestyles.

DEDICATED EDM

Email communications are mailed to our members and previous awards voters. EDM to our Bahrain database of 91,000 Email IDs (subscribers + previous voters). Our strong open rates average at 18%-26%. With lowest unsubscribe ratio of 1.2%

SPECS

- JPG Image artwork no larger than 1MB
- Subject Line
- From (ie - Porsche Centre Bahrain)
- Hyperlink
- Sending date
- Minimum of seven working days before broadcast date.



ONE EDM TO BAHRAIN DATABASE
91,000 EMAIL_____ BD 975
All fees will be subject to 10% Vat



Our monthly newsletter offers a great resource bringing Bahrain readers a collection of highlights alongside premium up-to-the minute content from fact's website. It's the place to discover restaurant openings, new menus, exciting F&B offers and the latest on fashion, tech and more plus lots of local news.



E - NEWSLETTER SPONSORED PANEL

Reach our audience of 91k with a clickable panel on our monthly e-newsletter that takes readers to your bespoke article hosted on our website.

E - NEWSLETTER BANNER

A maximum of three paid banner advertisements are available in each e-newsletter.

SPECS - 590 x 380 pixels
Max file size 70kb

AV. OPEN RATE:
20-24%

E-NEWSLETTER FREQUENCY
Distributed every month

TOP LEADERBOARD BANNER ON E-NEWSLETTER

The top leaderboard banner of fact's monthly e-newsletter is the first visible banner advertisement. It is positioned horizontally above the editorial content to ensure maximum attention and engagement. **SPECS**-590x100pixels | Max file size 70kb JPG/GIF formats.

BD 750 per box



COMMERCIAL BOX IN FACT NEWSLETTER

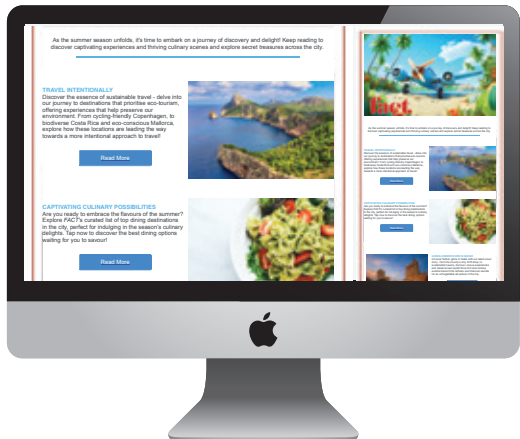
The commercial box is the last visible banner advertisement in fact's monthly e-newsletter. This placement is selected strategically because it allows the advertisement to leave a lasting impression on the reader as they conclude their interaction with the newsletter.

BD 350 per box

COMMERCIAL NEWSLETTER

fact's commercial newsletters are specialised newsletters that go out during Ramadan and other festive seasons, offering a curated selection of special deals and promotions. The newsletter serves as a valuable resource for readers seeking to enhance their festive celebrations.

BD 550 per box



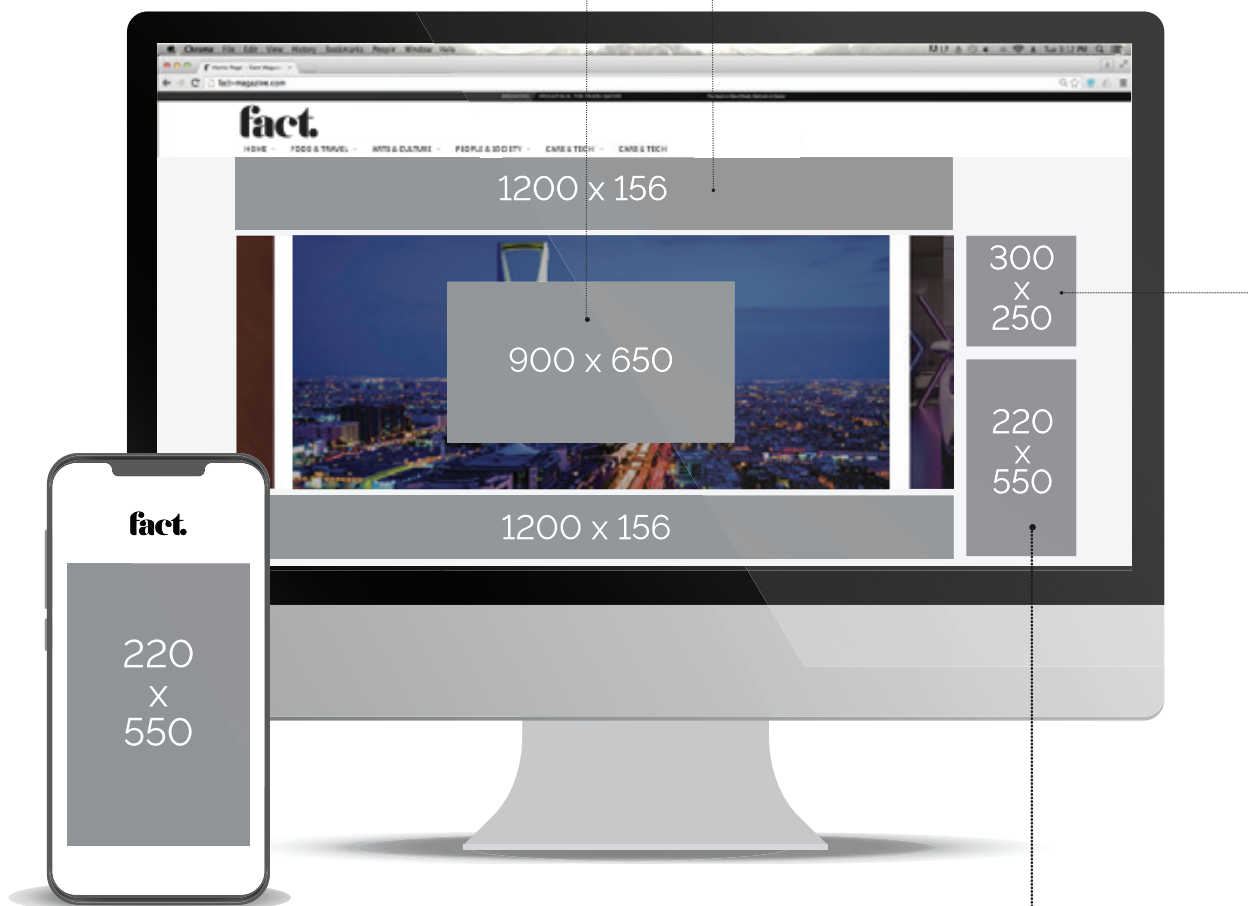
WEBSITE

POP-UP BANNER

Hides all page content, putting your message FRONT & CENTRE

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.



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 BANNER

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

AVERAGE
UNIQUE MONTHLY
VISITS

295,000

AVERAGE
MONTHLY VISITS

520,000

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.

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.

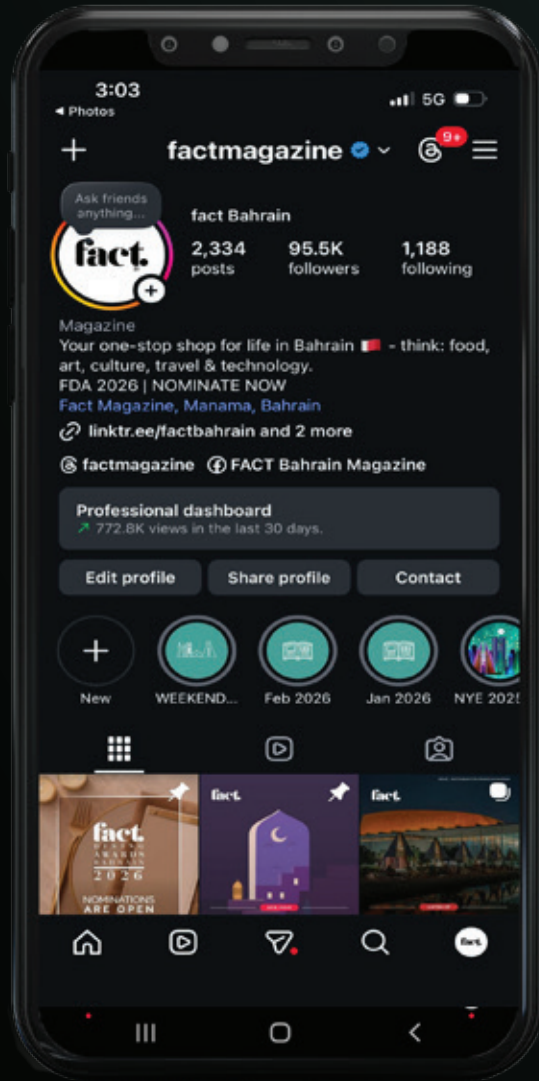
KEY I STATS

4.2%

Engagement Rate

975k

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

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





DIGITAL RATE CARD

ADVERTISING RATES & DISCOUNTS

TOP LEADERBOARD BANNER:	LOWERBOARD BANNER:	VERTICAL BANNER:	MPU BANNER:	POP-UP BANNER:
1 week: BD 300	1 week: BD 250	1 week: BD 250	1 week: BD 200	1 week: BD 350
2 weeks: BD 450	2 weeks: BD 350	2 weeks: BD 350	2 weeks: BD 250	2 weeks: BD 550
1 month: BD 850	1 month: BD 750	1 month: BD 950	1 month: BD 650	1 month: BD ,1000

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

BESPOKE EDM TO 91K EMAIL IDS

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

E-NEWSLETTER (LISTING, PROMOTIONS INCLUDED)

Newsletter banner: BD 750

Newsletter box: BD 350

Commercial box: BD 500

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

VIDEO SHOOT & EDITING

VIDEO (1-2 MINUTES) BD 950

VIDEO (2-5 MINUTES) BD 1,200

SPECIAL PROJECTS

BESPOKE SERVICE FOR ORGANISING AND MANAGING SPECIAL EVENTS, EXCLUSIVE CAMPAIGNS, AND UNIQUE DIGITAL ACTIVATIONS. PRICING VARIES BASED ON PROJECT SCOPE AND COMPLEXITY.

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

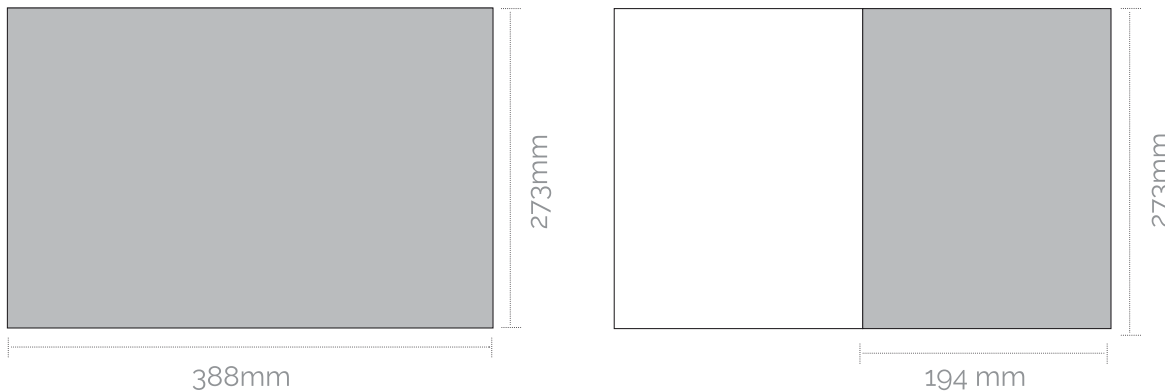
PRIME POSITIONS

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
5-PAGE PHOTOSHOOT____	BD 3,500	_____	USD 9,274

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

5,000 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. airport lounges.

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