

# OH LALA

Bahrain Media Kit 2019

# OHLALA

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*Ohlala is a luxury fashion and lifestyle magazine for those who enjoy the good things in life...*

A fashion-forward, freethinking, finger-on-the-pulse monthly with exclusive interviews and stunning fashion shoots.

## *The World of Ohlala*



*Ohlala* features a perfect mix of interesting articles with excellent images. Catching the eye of readers, the big picture-spread articles focus on exclusive interviews, fashion, style, art and culture, beauty, shopping, home, travel, motoring and events.



*This luxury fashion and lifestyle magazine* has rapidly built a reputation as a trendsetting medium and a key source of information for what's new and hot in Kingdom.



*Ohlala* readers are well-educated, high-income earners belonging to the middle to upper social strata. Their lifestyle is geared towards enjoying the good things in life. *Averaging* around 100 pages, *Ohlala* is published 12 times per year.



*Ohlala* has a circulation of 10,000 copies per month in Bahrain. This is made up of subscriptions, distribution in high-traffic public places and magazine stand sales.

# Bahrain's leading luxury magazine

*Ohlala* Bahrain Magazine features a perfect mix of interesting articles with excellent images.



## READERSHIP PROFILE

Catching the eye of readers, the big picture-spread articles focus on exclusive interviews, fashion, style, art and culture, beauty, shopping, home, travel, motoring and events.

*Reader Monthly Income*

**BD 3,500+**

*Circulation*

**10,000**

COPIES PER MONTH

*Circulation Split*

**60%**

PUBLIC PLACES  
(Complementary)

**20%**

SUBSCRIPTIONS

**15%**

RETAIL

**05%**

KSA - Aramco

*Readership*

**75,000**

*Readership Favourites*

**45%**

FOOD & DRINKS

**40%**

FASHION & BEAUTY

**15%**

WOMEN'S INTERESTS

*Target Audience*

**51%** **49%**

Local Expatriate

*Gender Distribution*

**68%** **32%**

Female Male

*Age Distribution*

**25%** **60%**

20-25 26-44

**15%**

45+

# *EDITORIAL MISSION*

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*The essence of style...  
Uniting women across the region*

Ohlala inspires women to discover and celebrate their own style in all aspects of their lives. With up-to-date features on FASHION, BEAUTY, ART, CULTURE and the overall LUXURY LIFESTYLE – all aspirational and accessible – it encourages readers to cultivate not just PERSONAL STYLE, but the success that comes with being an empowered woman.



## *STYLE*

The season's hottest trends from the catwalk to street fashion, comprehensive fashion guides, celebrity styles, behind-the-scenes of fashion shows to haute couture and must-have accessories.

## *INTERVIEWS*

Exclusive interviews with celebrities, inspirational women, art and culture aficionados, plus those who serve as role models to others in society, sharing their story of success and offering essential advice and tips.

## *FASHION*

Glossy pages of eye-catching and professional in-house fashion shoots with various artistic themes, as well as exclusive features and interviews with international fashion designers.

## *DINING*

The inside scoop on Bahrain's newest and hottest restaurants, hotels, boutiques and cafes, on-site dining reviews, recipes and interviews with those in the know from the industry.

## *BEAUTY*

The latest trends hot off the catwalk, the best looks for the season, beauty tips and tricks, the newest products on the market, makeup and hair-styling how to.

## *SOCIETY*

Ohlala keeps you up to date with the places to see and be seen, with special post coverage of the hottest events and parties.

## *DIVA DRIVES*

A look into the very latest and greatest designs and models of cars reviewed from a woman's perspective, as well as news and launches from the industry.

# EDITORIAL CONTENT

*“The Ohlala woman is a chic independent thinker who is not afraid to stand out from the crowd – radiating her inner beauty, she delights in pleasuring the senses.”*

## style



## travel



## Ohlala Spotlight



## Style focus



## fashion





# GET YOUR BRAND CONNECTED...

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Our Social Media channels and Mobile App allows advertisers to connect with *Ohlala's* most engaged consumers.

## *TWITTER*

@ohlalagcc has built a reputable following, through fun and interesting tweets on a daily basis.

## *INSTAGRAM*

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

## *FACEBOOK*

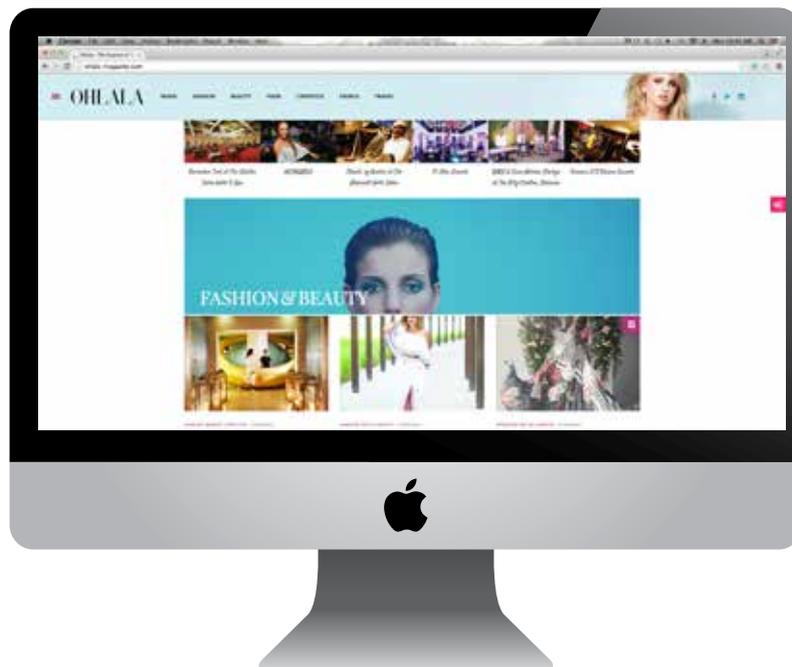
*Ohlala's* Facebook page is used to promote events and dining offers, as well as to interact with readers and clients.

## *ISSUU*

This online platform provides a sneak peek into the latest issue with the magazine getting up to 20,000 unique visitors and reads, monthly.

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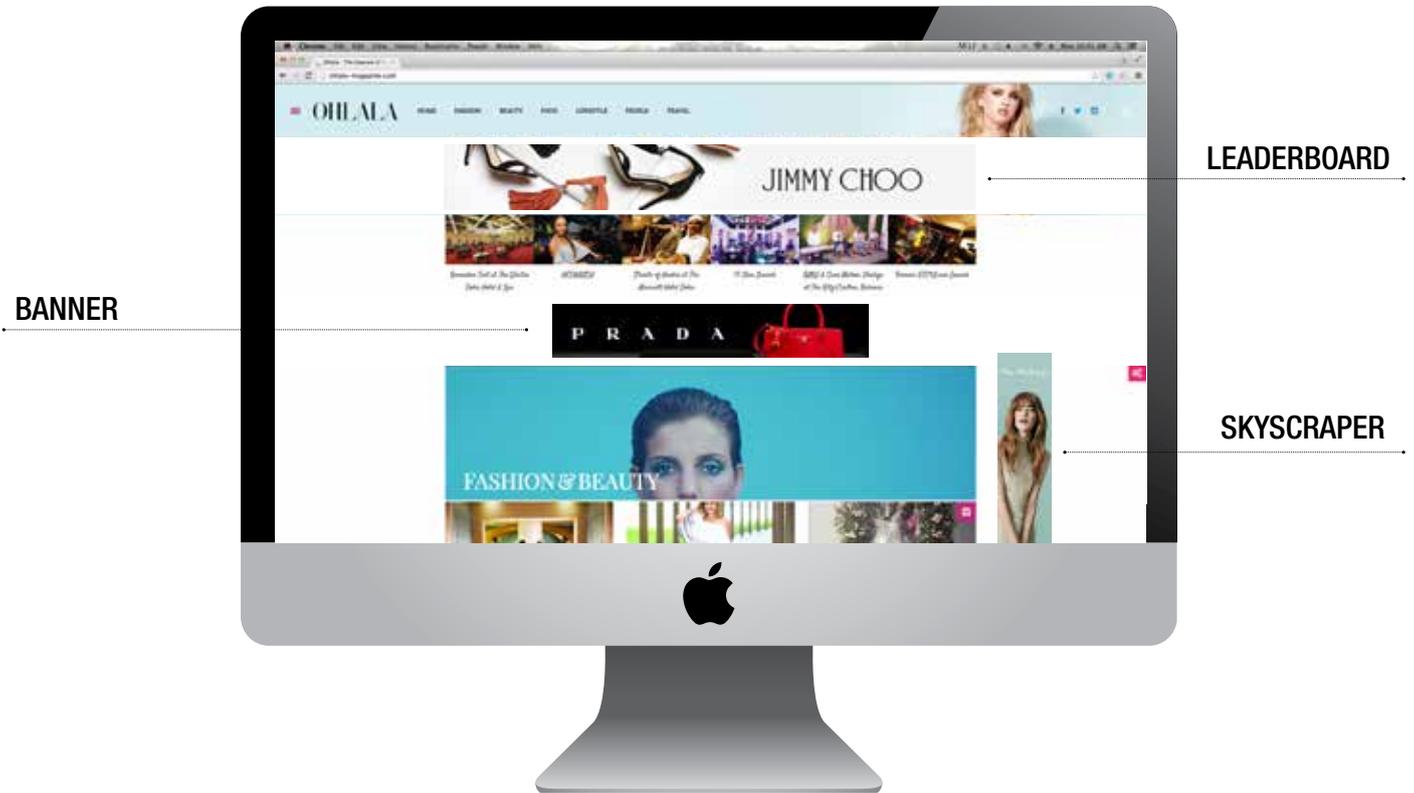
*Our brand new website [www.ohlala-magazine.com](http://www.ohlala-magazine.com) packages all the best features from print, as well as all the latest events and happenings in Bahrain.*



CHECK OUT OUR NEW WEBSITE  
[WWW.OHLALA-MAGAZINE.COM](http://WWW.OHLALA-MAGAZINE.COM)

# WEB RATE CARD

Ohlala-magazine.com is the driving force and authority on all things fashion, beauty and lifestyle. It is the go-to portal in Bahrain and is fast becoming a pillar on the luxury scene and is providing readers all the essentials for a fabulous lifestyle - available at their finger tips



## ADVERTISING RATES & DISCOUNTS ————— 1 MONTH ——— 3 MONTH ——— 6 MONTH ——— 12 MONTH

### *HOMEPAGE PLATFORM*

<b>BANNER</b> 468 x 60 pixels   Max file size 35kb	\$ 1,000	\$ 2,700	\$ 4,800	\$ 8,400
<b>SKYSCRAPER</b> 120 x 600 pixels   Max file size 40kb	\$ 750	\$ 2,100	\$ 3,900	\$ 7,200
<b>LEADERBOARD</b> 728 x 90 pixels   Max file size 70kb	\$ 1,200	\$ 3,300	\$ 6,000	\$ 10,800

\*Limited availability in each ad size. Includes direct link to your site.

\*Special operations i.e. page takeover, pop ups etc. price on request

### *OHLALA ANALYTICS*

*Unique Visitors*  
12,000

*Page Visits*  
36,000

*Social Media*  
26,431 followers

*Local EDM*  
40,000

**NOTE** Types of files Jpeg, gif, flash (72 dpi)

# OHLALA

WWW.OHLALA-MAGAZINE.COM

# RATE CARD

Since out-of-specifications material could negatively impact the quality of reproduction, all advertising material furnished out-of-specification **MUST** be coordinated with our Sales Representatives and subsequently our design team.

## ADVERTISING RATES & DISCOUNTS

### **SPECIAL OPERATIONS**

Available on request

### **ADVERTORIAL**

Available on request

### **OTHER DETAILS**

**FREQUENCY.** MONTHLY

**LANGUAGE.** ENGLISH

**PUBLICATION DATE.** 1ST WEEK OF THE MONTH

**ARTWORK DEADLINE.** 20TH OF THE MONTH PRIOR TO PUBLICATION

**EDITORIAL DEADLINE.** 12TH OF THE MONTH PRIOR TO PUBLICATION

**CANCELLATIONS.** ANY CANCELLATIONS MUST BE RECEIVED IN WRITING NO LATER THAN 30 DAYS PRIOR TO THE PUBLICATION DATE IN ORDER TO BE EFFECTIVE.

**AGENCY COMMISSION.** 25% ON RATE CARD PRICE

**RECOMMENDED RETAIL PRICE.** BD2

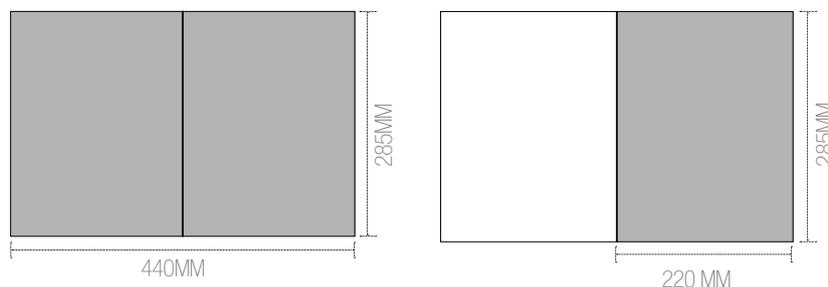
## STANDARD POSITIONS

	<b>USD</b>	<b>BHD</b>
FP	3,448	1,300
FP - OPPOSITE ED LETTER	4,243	1,600
FP - OPPOSITE CONTENTS	3,979	1,500
FP - OPPOSITE CREDITS	3,713	1,400
DPS	6,630	2,500

## PRIME POSITIONS

	<b>USD</b>	<b>BHD</b>
IFC DPS	8,486	3,200
IBC	5,569	2,100
OBC	9,283	3,500
GATEFOLD	8,487	3,200
DPS	7,956	3,000

## DIMENSIONS



**NOTES:** BLEED 5MM FOR ALL BLEED EDGES | FORMATS PDF, AI, INDD, JPEG | MIN RESOLUTION 300 DPI. ALL IMAGES MUST BE IN CMYK ACCOMPANIED BY A HARD COPY IN COLOUR | TRIM DO NOT PLACE TEXT WITHIN 5MM OF EDGE

## DISTRIBUTION

10,000 copies of *Ohlala* Bahrain are distributed, complimentary, in the island's top hotels, restaurants, cafes, shopping malls and residential areas such as Riffa Views and Durrat Al Bahrain, as well as Bahrain Airport. The magazine is also sold in supermarkets and local coldstores.

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