



OH LALA

Bahrain Media Kit 2021

OHLALA

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, our editorials cover 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 11 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 features a perfect mix of interesting articles with excellent images.



READERSHIP PROFILE

Keeping our readers in mind, we 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
(complimentary)

20%

SUBSCRIPTIONS

15%

RETAIL

5%

KSA - Aramco

Readership

75,000

*Readership
Favourites*

45%

FOOD & DRINKS

40%

FASHION
& BEAUTY

15%

WOMEN'S
INTERESTS

Target Audience

51%

Local

49%

Expatriate

Gender Distribution

68%

Female

32%

Male

Age Distribution

25%

20-25

60%

26-44

15%

45+

EDITORIAL MISSION

*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 success stories 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-tos.

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.

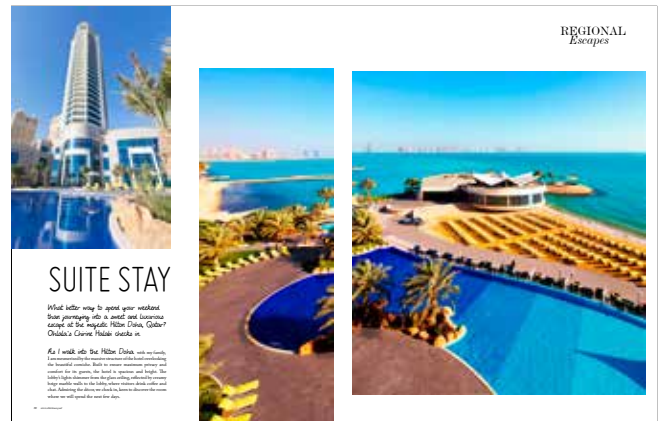
EDITORIAL CONTENT

“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. “

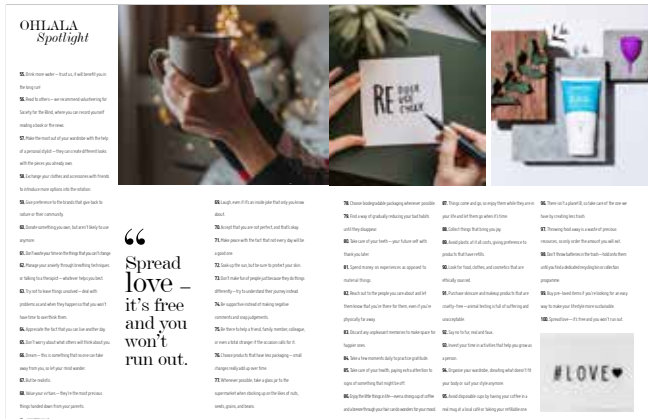
STYLE



TRAVEL



OHLALA SPOTLIGHT



STYLE FOCUS



FASHION

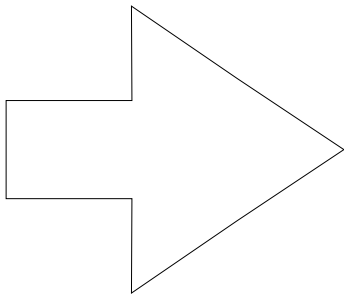


FASHION

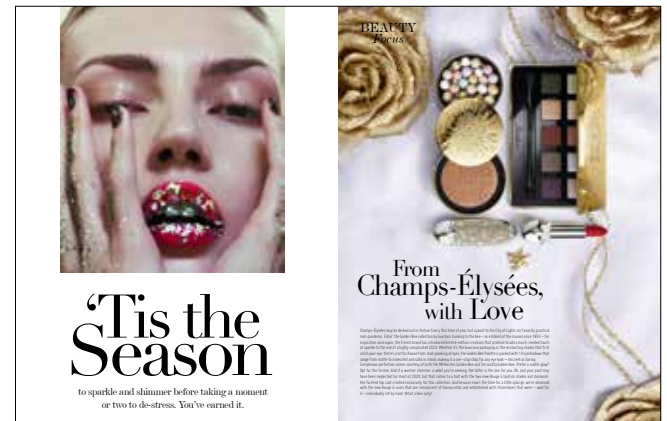


EDITORIAL CONTENT

Align your brand with the authority of Ohlala. With targeted distribution, your company gets increased brand awareness, supporting your online, retail, and other marketing initiatives.



BEAUTY



MOTORING

DIVA Drives



THE EXCEPTIONAL NEW FERRARI ROMA

FERRARI SHOWCASES ITS CLASS – YET AGAIN – WITH THE NEW FERRARI ROMA.

There are few automotive brands that can hold a candle to the world's most famous. And for over 70 years, Ferrari has been pushing the boundaries of what a sports car can be. The new Ferrari Roma is a testament to this tradition, combining the best of both worlds: the timeless elegance of a classic sports car and the cutting-edge technology of a modern supercar. The Roma is a true masterpiece of engineering, featuring a sleek, aerodynamic design that is both beautiful and functional. Its powerful V8 engine delivers exceptional performance, allowing it to accelerate from 0 to 100 km/h in just 3.5 seconds. The interior is equally impressive, with high-quality materials and a sophisticated design that is both comfortable and stylish. The new Ferrari Roma is a car that truly stands out from the crowd, and it's one that you won't want to miss.

DINING



CHIC Eats



One of the things that most business leaders don't realize is that their company's success is often determined by the quality of its food. A healthy, delicious meal can boost productivity and morale, while a poor meal can do the opposite. That's why it's so important for business leaders to invest in high-quality food for their employees. There are many ways to do this, from providing healthy snacks to offering full meals. The key is to make sure that the food is both nutritious and delicious. This is a small investment that can have a big impact on your company's success.

BEAUTY SPOTLIGHT

BEAUTY Spotlight



ROSES ARE RED, WATER IS BLUE...

...and when you mix them together, it gives you glowing skin! Rosewater is known to hydrate, heal, and maintain the skin's pH balance – just about everything you want for your skin. Is it for the roses? No, it's for your skin! A rose or facial mist. And you don't have to go far to find rosewater. Here's how you can make your own! Here's how.

YOU'LL NEED: 3 SCENTED ROSES / ROSEHIPS AND WATER.

1. Pick all of the petals and remove the stems.
2. Wash them carefully with water to get rid of dirt.
3. Remove the petals from the stems and place them in a bowl.
4. Soak them in water for 24 hours.
5. Strain the water through a fine mesh strainer and pour it into a bottle.

Happy glowing!

JEWELLERY EDIT

JEWELLERY Edit

LIGHTS, CAMERA, CHOPARD

Driven by Artistic Director Caroline Schreder's passion for cinema, Maison Chopard has been an official partner to the Cannes Film Festival since 1988, with nature serving as the main theme of this year's Red Carpet Collection.

Caroline Schreder, Artistic Director and Co-Founder of Chopard, has been a driving force in the brand's success. Her vision of combining nature with luxury has inspired some of the most beautiful jewelry pieces ever created. The Red Carpet Collection is a testament to this vision, featuring pieces that are both elegant and bold. From a large, ornate necklace to a pair of statement earrings, each piece is a work of art. The collection is a perfect blend of nature and luxury, and it's one that you won't want to miss.



GET YOUR BRAND CONNECTED...

Our social media channels and Mobile App allow advertisers to connect with *Ohlala*'s most engaged consumers.

FACEBOOK

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

FOLLOWERS - 9.8K

INSTAGRAM

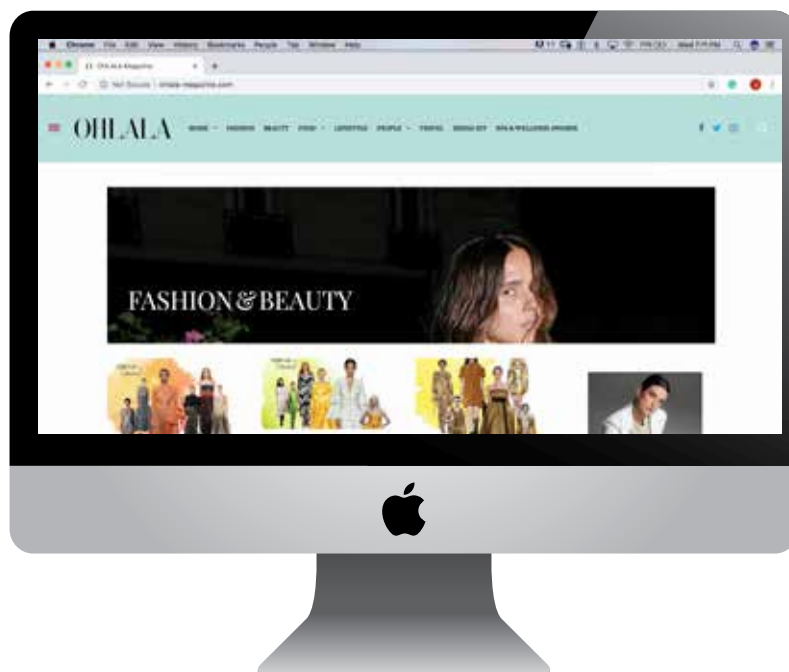
We post pictures of unusual finds, foodie hotspots, and the content from our latest issue, tagging clients and using appropriate hashtags.

FOLLOWERS - 7.2K

ISSUU

This online platform offers access to a digital copy of the latest issue with the magazine getting up to 20,000 unique visitors and reads, monthly.

Our website 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 WEBSITE
www.ohlala-magazine.com

WEB RATE CARD

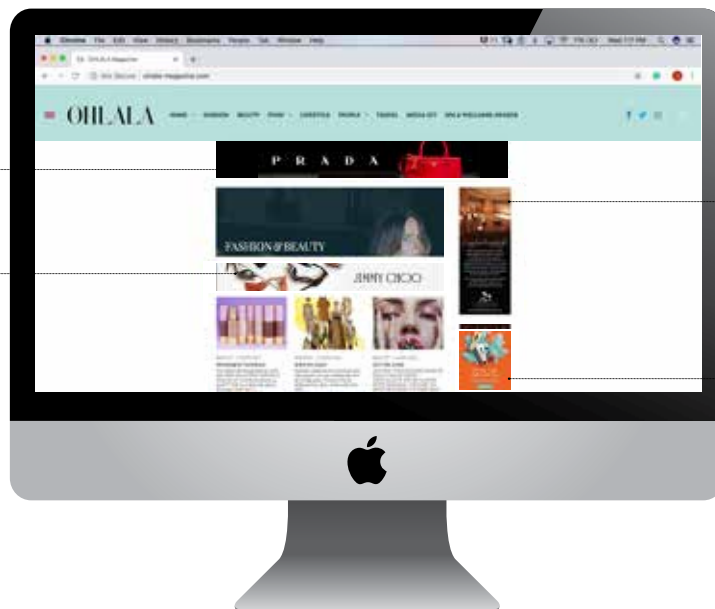
Ohlala-magazine.com is the driving force and authority on all things fashion, beauty and lifestyle. It is the go-to portal in Bahrain and is fast becoming a pillar on the the luxury scene, providing readers all the essentials for a fabulous lifestyle with the click of a button.

TOP
LEADERBOARD
BANNER

LOWER
BANNER

VERTICAL RECTANGULAR
BANNER

MPU BANNER



ADVERTISING RATES & DISCOUNTS

1 WEEK

2 WEEKS

1 MONTH

HOMEPAGE PLATFORM

TOP LEADERBOARD BANNER 1200 x 156 pixels	BHD 400 US\$ 1,095	BHD 500 US\$ 1,370	BHD 800 US\$ 2,200
LOWER BANNER 468 x 60 pixels VERTICAL RECTANGULAR BANNER 220 x 550 pixels	BHD 300 US\$ 820	BHD 400 US\$ 1,900	BHD 700 US\$ 1,900
MPU BANNER 300 x 250 pixels	BHD 250 US\$ 680	BHD 300 US\$ 820	BHD 600 US\$ 1,659

EDM (Full database) - BHD 550 | US\$ 1,500

*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

Monthly unique visitors
42,256

Monthly page visits
126,540

Monthly Sessions
85,256

Local EDM
55,000 followers

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

OHLALA

www.ohlala-magazine.com

PRINT 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

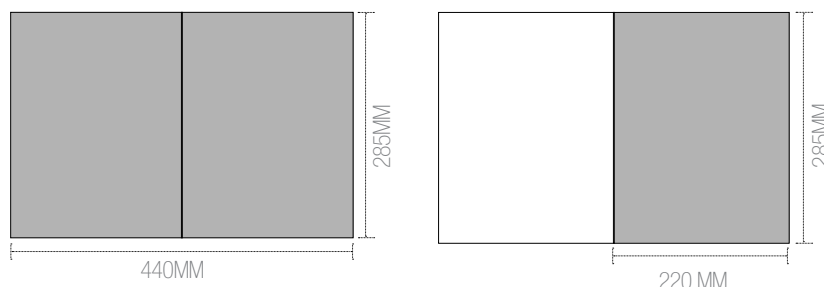
STANDARD POSITIONS

	USD	BHD
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

	USD	BHD
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

Ohlala Bahrain is distributed to secure mailing lists across the region including a variety of luxury hotels, restaurants, shopping malls, as well as select wellness and beauty premises across the industry and residential areas. Ohlala Bahrain is also available in selected bookstores.

RAMI KHALIL

PUBLISHER

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