



OHILALA

Bahrain Media Kit 2020

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, 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 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 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

5%

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

*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

STYLE Focus

SEQUINED SIREN

If you're ready to show bright like the siren you are, then this season will see shimmering sequins with you as usual.

STYLE Focus

SOLD ON GOLD

Golden gowns are coveted and this season an elegant one will triumph. Channel their elegance and shine with this set.

TRAVEL

TRAVEL Escapes

TIMELESS SANCTUARY

Always wanted a beach, sun, jungle, wide open spaces and tropical waters are what you'll find at the breathtaking Vihara Maldives. Located in the vibrant turquoise's of the Atoll, this idyllic retreat is the epitome of paradise perfect in OHLALA's first set.

Nothing quite prepares you for your first stay at the Maldives. The best part? The best sight you'll see is the view from your room. Forget the usual view from a hotel, you'll be greeted with a view of the ocean, the sun, and the sky. The view is so beautiful, you'll want to stay in your room for the rest of your trip. The Maldives is a beautiful island with a rich history and culture. It's a place where you can relax and enjoy the view of the ocean, the sun, and the sky. The Maldives is a beautiful island with a rich history and culture. It's a place where you can relax and enjoy the view of the ocean, the sun, and the sky.

OHLALA SPOTLIGHT

OHLALA Spotlight

DEDICATION AND DRIVE

EBRO MITHRAS FEBRUARY Marketing and PR Manager NAR ALMI LIA ALEXIS

An insight into what it takes to be successful and remain motivated.

STYLE FOCUS

STYLE Focus

VELVETEEN DREAM

If velvet has been your dream, this season you'll find it in a variety of ways. From classic to modern, velvet is a fabric that's always in style. Channel your inner dream and shine with this set.

STYLE Focus

FESTIVE SATIN

There's a hint of the 30's with this elegant, timeless style that can make you shine. This material offers for something you can look for more often.

FASHION

Marina Qureshi

Spring/Summer 2019 Collection

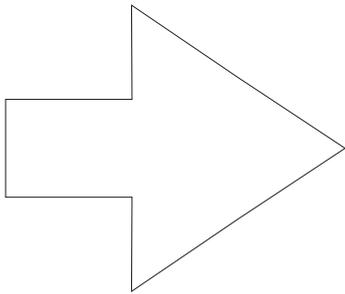
Marina Qureshi's Spring/Summer 2019 collection features modern silhouettes with unique details, creating a richly feminine aesthetic. Referring shape and form, Marina explores relaxed and draped ways of constructing clothing, infused with her signature patchwork detail. Blending the lines between elegance and contemporary, the collection evokes a sophisticated charm.

Peak colors of lilac, powder pink and charcoal are offset by neutral, gold, black, white and tan. Structural fabrics in velvet and tulle are paired with pleated, lightweight silk and crisp white silk to add a bold edge. Embellishments like drapes in feathered, butterfly, hand-embroidered and silk fabric are used to enhance the collection's ethereal and evening dress to striking effect.

Silhouettes range from off-the-shoulder tops, short dresses, wide leg pants, with skirts and high-waisted dresses in belted and draped, a white lace skirt to long with a pocket, pink pleated pants with a blue pleated dress, a charcoal dress with a pocket, and a high-waisted dress in belted, draped and draped with black and gold and in the shade of light and midnight of fabric. Embracing her signature style of effortless elegance, Marina Qureshi's Spring/Summer 2019 collection evokes a sophisticated and ethereal charm.

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 NEW BMW 4 SERIES CONVERTIBLE

THIS EXCEPTIONAL VEHICLE EMBODIES A BRAND OF SPORTING FLAIR UNIQUE IN THE LUXURY SEGMENT.

The BMW 4 Series is synonymous with driving and superior performance. The new 4 Series features a sleek, aerodynamic design with a low profile and a wide stance. The BMW 4 Series Convertible is a true masterpiece of engineering, combining the best of both worlds. The new 4 Series Convertible is a true masterpiece of engineering, combining the best of both worlds. The new 4 Series Convertible is a true masterpiece of engineering, combining the best of both worlds.

DINING

Chic Eats

THE LURE OF BREAKFAST

We explored a world of delicious, satisfying breakfast foods at **INDIGO RESTAURANT AND BAR**, elegantly positioned at the crossroads of THE MERCHANT HOUSE.

SOCIETY



OHLALA BOUTIQUES

OHLALA Boutiques

THE FALL WINTER TREND EDIT BY NAMSHI

STAY THE COURSE THIS SEASON AS NAMSHI'S FASHION EXPERTS UNVEIL YOUR KEY TRENDS THAT ARE GOING TO MAKE IT ON TO YOUR WARDROBE. DON'T WORRY ABOUT UNVEILING A COLLECTION OF PURELY ESSENTIAL, WARDROBE-LEVEL, WINTER ESSENTIALS AND DRESSING GO-TO'S TO KEEP YOUR STYLE IN CHECK, NAMSHI HAS GOT YOUR WINTER WARDROBE COVERED.

FAUX FUR

SUBTLE SHIMMERS

WILD THING

MODIST MOD

ABOUT NAMSHI.COM:

INSPIRED BY THE FASHION OF THE MOMENT, NAMSHI HAS COMBINED THE BEST OF BOTH WORLDS TO BRING YOU THE BEST OF THE BEST. NAMSHI IS A FASHION EXPERTS' CHOICE FOR THE BEST OF THE BEST. NAMSHI IS A FASHION EXPERTS' CHOICE FOR THE BEST OF THE BEST.

GET YOUR BRAND CONNECTED...

Our Social Media channels and Mobile App allows 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

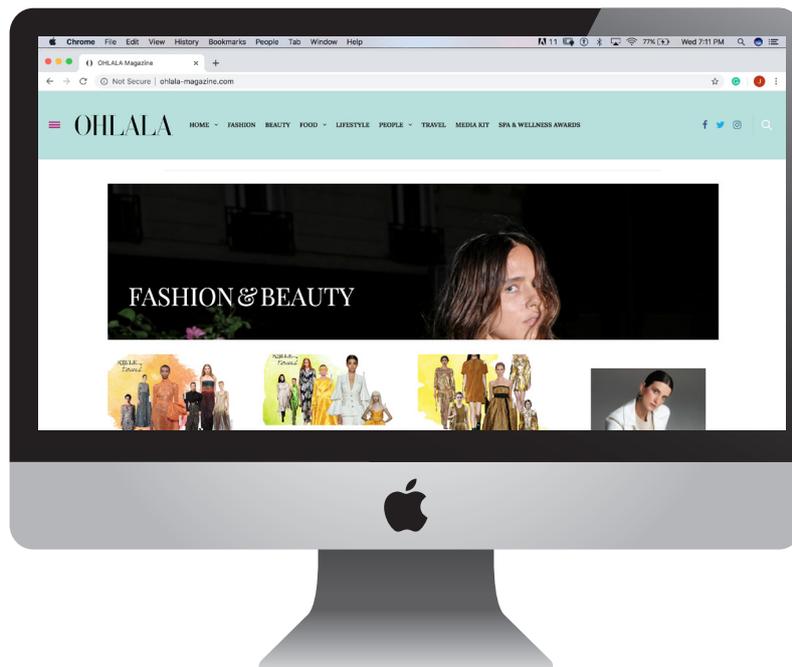
We post pictures of unusual finds, foodie hotspots, and the content from our latest issue, tagging clients and using appropriate hashtags.

FOLLOWERS - 7.2K

ISSUU

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

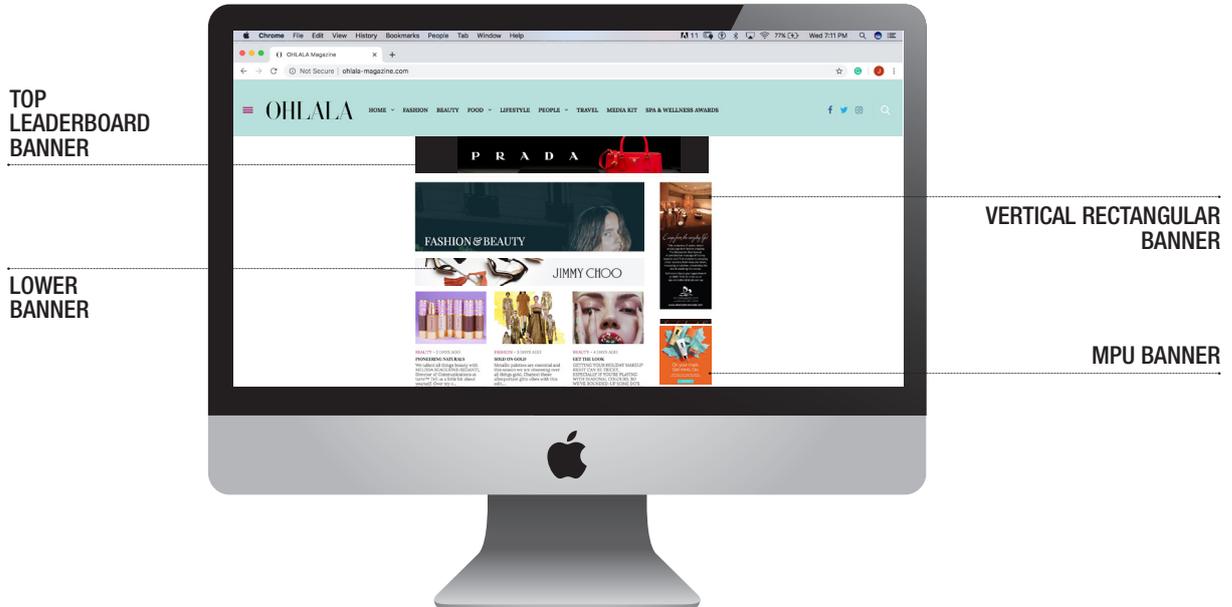
Our website www.ohlala-magazine.com packages all the best features from print, as well as all the latest events and happenings in Bahrain.



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 luxury scene and is providing readers all the essentials for a fabulous lifestyle - available at their finger tips



TOP LEADERBOARD BANNER

LOWER BANNER

VERTICAL RECTANGULAR BANNER

MPU BANNER

ADVERTISING RATES & DISCOUNTS

1 WEEK

2 WEEKS

1 MONTH

HOMEPAGE PLATFORM

	1 WEEK	2 WEEKS	1 MONTH
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

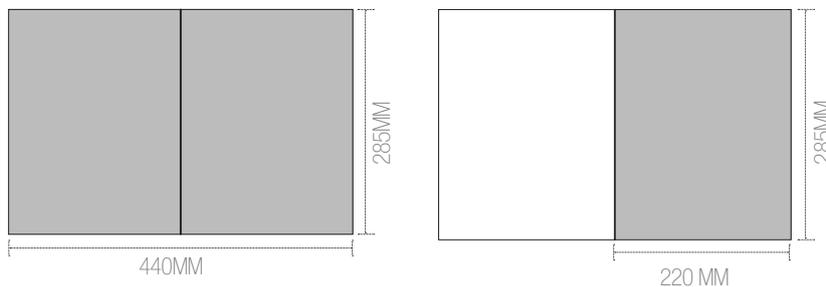
STANDARD POSITIONS

	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.

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