



BAHRAIN
MEDIA KIT
2024

CONTENTS

THE WORLD OF OHLALA
READERSHIP PROFILE
EDITORIAL MISSION
EDITORIAL CONTENT
AWARDS
GET CONNECTED
WEB RATE CARD
PRINT RATE CARD

OHLALA

*A luxury fashion and lifestyle magazine for those who enjoy
the good things in life*

CHIC . CONTEMPORARY . CREATIVE

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

01/11

THE WORLD OF OHLALA

OHLALA Magazine features a perfect mix of interesting articles and eye-catching images. Our editorials cover exclusive interviews, fashion, style, art and culture, beauty, shopping, home, travel, food, motoring and events.

This luxury fashion and lifestyle magazine has a well established reputation as a trendsetting medium and a key source of information for what's new and trendy in Bahrain.

OHLALA Magazine 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 Magazine has a circulation of 7,500 copies per month in Bahrain. This is made up of subscriptions, distribution in high-traffic public places and magazine stand sales.



READERSHIP PROFILE

Keeping our readers in mind, we focus on exclusive interviews, fashion, style, art and culture, beauty, shopping, home, travel, food, motoring and events.

Reader Monthly Income

BD 3,500+

Circulation

7,500

COPIES PER MONTH

Circulation Split

60%

PUBLIC PLACES
(complimentary)

20%

SUBSCRIPTIONS

15%

RETAIL

5%

KSA - Aramco

Readership

65,500

*Readership
Favourite*

45%

FOOD & DRINKS

35%

FASHION
& BEAUTY

10%

WOMEN'S
INTERESTS

10%

NEWS

Target Audience

52% 48%

Local Expatriate

Gender Distribution

68% 32%

Female Male

Age Distribution

25% 60%

20-25 26-44

15%

45+

Bahrain's Leading Luxury Magazine

OHLALA Magazine Bahrain features a mix of high-end products and exclusive articles for an informative and visually appealing read.

EDITORIAL MISSION

OHLALA Magazine inspires women to discover and celebrate their own style in all aspects of their lives. With up-to-date features on FASHION, BEAUTY, STYLE, HOME, TRAVEL 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.

1 STYLE

Bi-annual trend reports with the key styles for each season, comprehensive fashion guides, fashion events, stunning jewellery and must-have accessories.

2 BEAUTY

The latest trends, hottest looks of the season, beauty tricks, newest products on the market, best make-up tools and reviews on the must-try treatments in town.

3 INTERVIEWS

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

4 FASHION

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

5 HOME

Specific themes in home décor and interviews with professionals from the field bring tips and best way to transform your house into a sweet home.

6 TRAVEL

Every month a different destination with details about what to visit, eat and enjoy. The Local Escapes pages bring experiences in hotels in the country.

7 DINING

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

8 MOTORING

A look into the latest and greatest designs and models of cars reviewed from a woman's perspective.

9 SOCIETY

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

Editor's Letter



I know it is a cliché to say that the year passed by in a blink, but I guess that's the best way to explain the feeling – this is the last issue of 2023. Next time we meet here again, we will be talking about a brand new year full of hope and possibilities. So every new year allows us, for 2024, I wish a win for beauty and joy again. What's your wish?

Winter is finally here, and we can embrace the weather despite the season being – we are more than ready! Come as you are – not so cold but with a comforting and warm, I love winters in the Middle East. We were invited to visit Dubai Marina Mall, The One 56's new winter villa, which are very impressive. There are a great option if you are looking for a luxurious vacation.

We travelled to Istanbul on the comfortable and sophisticated Business Class of Turkish Airlines – a great way to fly to such a magical place. We had a memorable stay at the five-star Rixos La Bosphorus, Istanbul and explored this city's unique landmarks.

We dined once again at WU Restaurant & Lounge at The Art Hotel & Spa for a Mediterranean experience. Our morning tea drive was behind the Bentley Flying Spur Hybrid wheel – the perfect moment between a classic automobile and modernity.

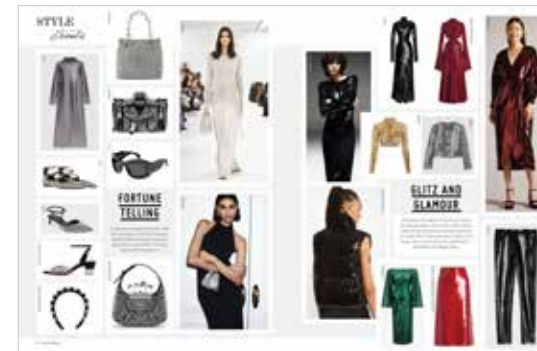
You say goodbye, and I say hello!
Happy New Year!

Fatima Al-Fozan Editor-in-Chief
editor@ohlala-magazine.com
@ohlalamagazine

EDITORIAL CONTENT

The *OHLALA* woman is a chic independent thinker who is not afraid to stand out in the crowd – radiating her inner beauty, she delights in pleasing her senses.

STYLE



JEWELLERY



LOOKBOOK



BEAUTY



OHLALA

—Spa & Wellness—

AWARDS

B A H R A I N

2024

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OHLALA SPA & WELLNESS AWARDS

The Ohlala Spa & Wellness Awards (OSWA) have been created to celebrate and recognise the best in the beauty and wellness industry in Bahrain. *OHLALA* has become a reference in highlighting the outstanding services offered in the country in an array of distinct categories.

CELEBRATING BAHRAIN'S BEAUTY AND WELLNESS SCENE

All winners are awarded based on both public votes and experts in the field. There are two awards in key categories: 'Favourite' decided by an online vote and 'Best' decided by our editorial panel. There are over 50 awards in more than 25 different categories, from signature treatment and spa design to hair and nail salons. The winners are celebrated in a memorable event with VIP guests from the beauty and wellness industry.

RAISING YOUR BRAND PROFILE

Associating and affiliating your brand with the Ohlala Spa & Wellness Awards will generate strong brand recognition within the sector. Having your products or services showcased at our awards elevates your brand status and situates it amongst the most recognised names in the industry. It is a great opportunity to be associated with an authority on the wellness scene and be visible alongside other relevant brands targeting this distinct audience.

SPONSORSHIP PR AND MARKETING OPPORTUNITIES

The exposure to your brand does not begin and end at the event itself. It is included in all the pre- and post-event PR material used on all of our platforms: printed magazine, social media and website.

NETWORKING

This one-of-a-kind event is a unique opportunity for you and your team to network with a selected group of people in the country. Using your role as a prominent sponsor, you will be able to influence decision-makers' minds and ensure your brand is well-positioned amongst them to generate new leads and business connections.

PARTNERSHIP PACKAGES AVAILABLE

To discuss how partnering with the Ohlala Spa & Wellness Awards can benefit your brand, please contact **Rami Khalil** on **rami@rgpme.com**

06/11



EDITORIAL CONTENT

Align your brand with *OHLALA*'s uniqueness and prestige. With targeted distribution, your company gets increased brand awareness, supporting your online, retail, and other marketing initiatives.

TRAVEL



DINING



MOTORING



OHLALA HOMES



GET YOUR BRAND CONNECTED

Our social media channels allow advertisers to connect with *OHLALA*'s most engaged consumers and our website ohlala-magazine.com packages all the best features from print, as well as all the latest events and happenings.

INSTAGRAM

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

43.2K
FOLLOWERS

664K
OVERALL REACH

FACEBOOK

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

8K
LIKES

9.2K
FOLLOWERS

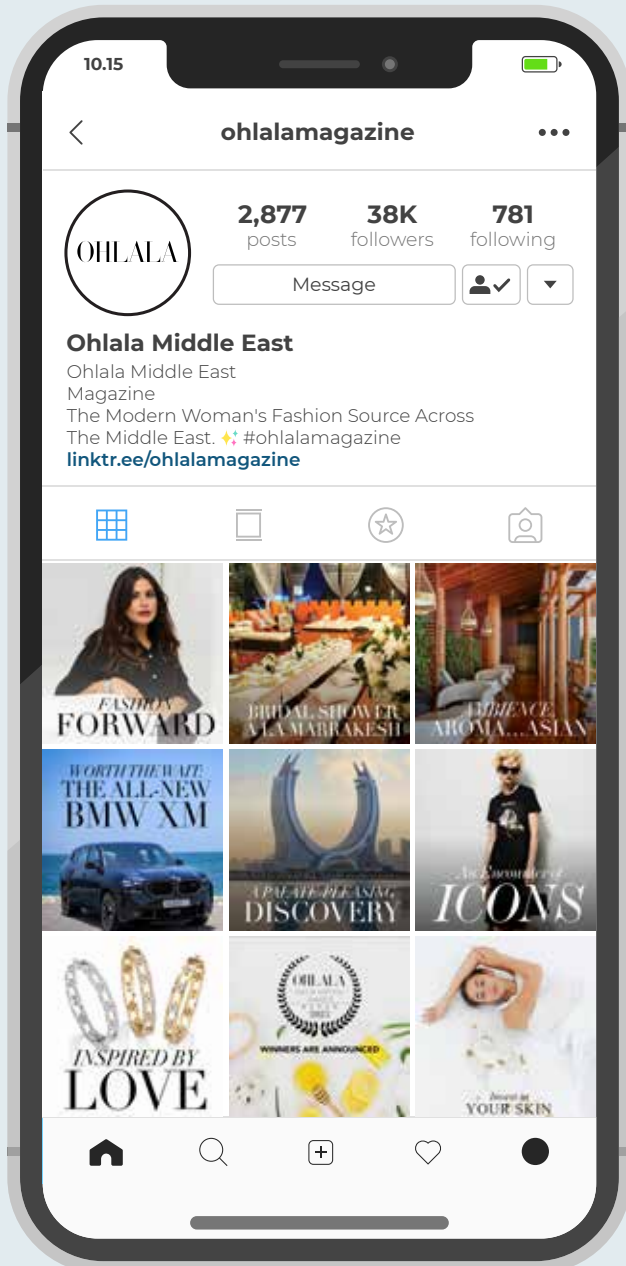
ISSUU

This online platform offers access to a digital copy of the latest and past issues.

2,348
FOLLOWERS

31K
IMPRESSIONS

7.2K
READS



Check Out Our Instagram Page
@ohlalamagazine

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, providing readers all the essentials for a fabulous lifestyle with the click of a button.



TOPLEADERBOARD BANNER

LOWER BANNER



VERTICLE 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	BD 450 US\$ 1,190	BD 550 US\$ 1,325	BD 850 US\$ 2,250
LOWER BANNER 468 x 60 pixels VERTICAL RECTANGULAR BANNER 220 x 550 pixels	BD 300 US\$ 820	BD 400 US\$ 1,900	BD 700 US\$ 1,900
MPU BANNER 300 x 250 pixels	BD 250 US\$ 680	BD 300 US\$ 820	BD 600 US\$ 1,659

EDM (Full database) - BD 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
52,820

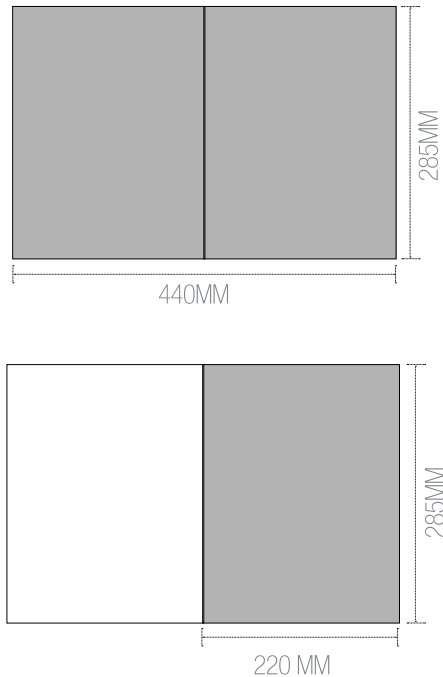
Monthly page visits
158,175

Monthly Sessions
107,000

Local EDM
72,000 followers

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

DIMENSIONS



DISIRIBUTION

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.

PRINT RATE CARD

Since out-of-specifications material could negatively impact the quality of reproduction, all advertising material **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	BD
FP	3,970	1,500
FP - OPPOSITE ED LETTER	4,500	1,700
FP - OPPOSITE CONTENTS	4,230	1,600
FP - OPPOSITE CREDITS	3,970	1,500
DPS	6,630	2,500

PRIME POSITIONS

	USD	BD
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

NOTE 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

OH LALA

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