

OHLALA

CHIC
CONTEMPORARY
CREATIVE



*A fashion-forward, sophisticated and bold monthly
publication with exclusive interviews, stylish pages
and a lot more*





Contents

03

The World of OHLALA

04-05

Readership Profile

06

Editorial Mission

07-08

Editorial Content

09

Editorial Calendar

10

Awards

11

Get Connected

12

Digital Rate Card

13

Social Rate Card

14

Print Rate Card

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 fashion, luxury and lifestyle publication has a well established reputation as a trendsetting medium and a key source of information for what's new and stylish in Bahrain and the region. 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.

With 100 pages or more, OHLALA is published 11 times per year with 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 and motoring.



Readership

65,000



Readers'
Monthly Income

BD

3,000+



Circulation

5,000

Copies/Month

CIRCULATION SPLIT

60%

PUBLIC PLACES
(COMPLIMENTARY)

21%

SUBSCRIPTIONS

19%

RETAIL

READERSHIP
FAVOURITES

40%

WOMEN'S INTERESTS

37%

FASHION & BEAUTY

13%

FOOD & DRINKS

10%

NEWS

TARGET AUDIENCE

62%

LOCAL

38%

EXPATRIATE

GENDER DISTRIBUTION



68%

FEMALE



32%

MALE

AGE DISTRIBUTION



25%

20-25



60%

26-44



15%

45+

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, STYLE, BEAUTY, WELLNESS, HOME, TRAVEL and the overall LUXURY LIFESTYLE - all aspirational and accessible - we encourage readers to cultivate not just a LUXURIOUS PERSONAL WAY OF LIVING, but the success and happiness that comes with being an empowered woman.

1 **STYLE**

Key trends in fashion, beauty, jewellery and accessories.

2 **BEAUTY**

Latest looks, products and expert tips.

3 **INTERVIEWS**

Exclusive stories with influential personalities.

4 **FASHION**

Runway highlights, local and international designer features.

5 **HOME**

Décor ideas and tips for stylish living spaces.

6 **TRAVEL**

Destinations, luxury escapes and travel experiences.

7 **DINING**

Bahrain's best restaurants, cafes and dining trends.

8 **MOTORING**

Reviews of the latest cars with a luxury lifestyle touch.



Editorial Content

The OHLALA reader is an independent thinker who is not afraid to stand out in the crowd. With sophisticated taste in every aspect of their lives OHLALA caters to their lifestyle.



JEWELLERY



FASHION



STYLE



BEAUTY

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 VOICES

Editorial Calendar 2026



JANUARY *Positive Beginnings*

- Insights — OHLALA Recommends (movies/books/treatments)
- Fashion — Winter staples/2026's Colour of the Year
- Beauty — Skincare Meets Fashion
- Travel — Warm Escapes in Winter



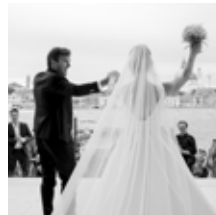
FEBRUARY *Ramadan Issue*

- Insights — Ramadan Recipes (Chefs' recipes)
- Fashion — Ramadan capsule collections
- Beauty — Hydration
- Travel — Places to Celebrate Eid in Style



MARCH *The SS2026 Fashion Issue*

- Insights — SS2026 Trends
- Fashion — Hottest Trends SS2026
- Beauty — SS2026 Trends
- Travel — Celebrate Spring



APRIL *The Jewellery Issue*

- Insights — Where to Celebrate your Vows
- Jewellery — Watches & Wonders launches
- Beauty — Home Spa
- Travel — Gems Around the World



MAY *Wedding Issue*

- Insights/Travel — The Chicest Stays
- Fashion — SS2026 Trends
- Beauty — OSWA Bahrain 2026
- Jewellery — Pre- Watches & Wonders
- OHLALA Spotlight — What's on Bahrain F1 Grand Prix (lifestyle)



JUNE *Celebrating Women*

- Insights — Women Making a Difference
- Fashion — Trends
- Jewellery — Latest Releases
- Beauty — Beauty Brands Led by Women
- Travel — Solo Women-Friendly Destinations



JULY & AUGUST *Summer is Here*

- Insights — Summer for All (destinations/fashion/activities)
- Beauty — Skin Types/Routines/Products
- Fashion — Summer Looks
- Travel — Best Beach Destinations



SEPTEMBER *The AW2026-2027 Report*

- Insights — Fashion Key Trends
- Jewellery — Latest Releases
- Beauty — Different Make-Up Bags
- Travel — Staycation 101



OCTOBER *The Well-being Issue*

- Insights — Fitness Focus (benefits of different activities)
- Fashion — More AW2026
- Beauty — Meal Subscriptions/Diet
- Travel — Trails Around the World (hiking or biking)



NOVEMBER *The Jewellery Issue*

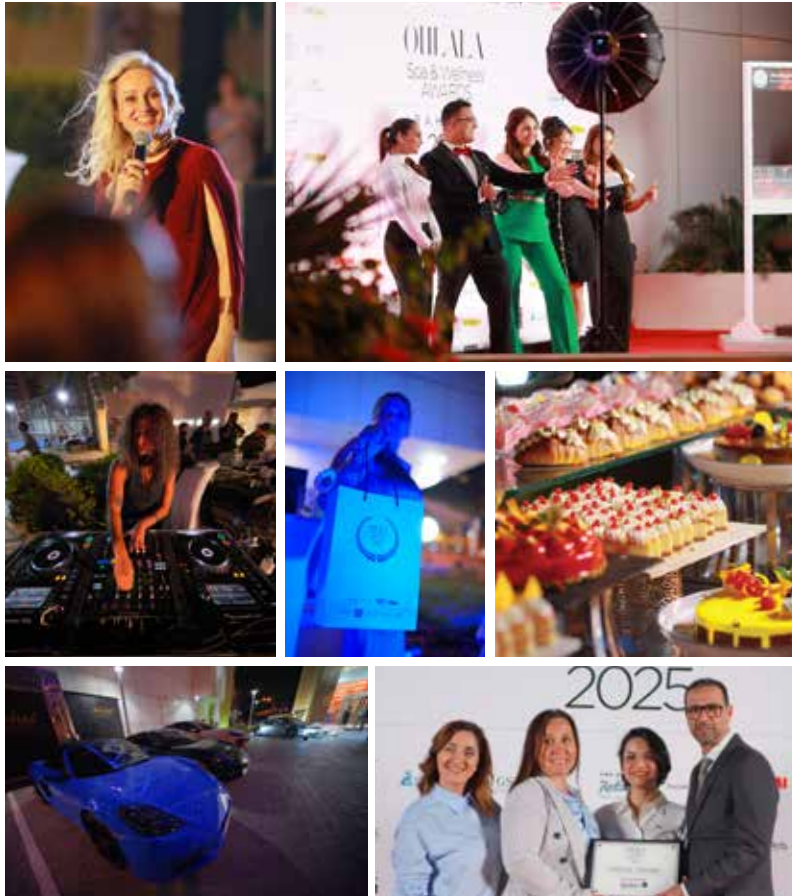
- Insights/Jewellery — Gems and Watches
- Fashion — Different Styles
- Beauty — Couples' Treatments Bahrain
- Travel — Winter Destinations



DECEMBER *The Festive Issue*

- Insights — Festivities in December (National Day, Christmas — guide)
- Fashion — Festive style
- Beauty — After-Party Care
- Travel — Partying Escapes in the Region (hotel specific)

Note: editorial is subject to change and coverage is at the editorial department's discretion



OSWA 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

Winners are chosen through public votes and expert panels, with two titles in each category 'Favourite' and 'Best'. Over 50 awards span 25+ categories, from spa design to salons. All winners are celebrated at a grand event with VIPs from the beauty and wellness industry.

RAISING YOUR BRAND PROFILE

Partnering with the Ohlala Spa & Wellness Awards boosts your brand's recognition within and beyond the wellness industry. Showcasing your products or services elevates your brand among the most respected names in the sector. It's a powerful opportunity to align with a trusted industry authority and reach a premium, targeted audience.

SPONSORSHIP PR AND MARKETING OPPORTUNITIES

The Ohlala Spa & Wellness Awards is a glamorous event attended by 400+ industry leaders and society figures, an evening to see and be seen. It's the perfect chance to showcase your brand to key decision-makers and elevate its market presence. Your brand also gains exposure through extensive pre- and post-event PR across our magazine, social media and website.

NETWORKING

This exclusive event offers a rare chance to network with an elite group of industry professionals. As a key sponsor, you can influence decision-makers and strengthen your brand's presence among them. It's the perfect platform to build valuable connections and generate new business opportunities.

PARTNERSHIP PACKAGES AVAILABLE To discuss how partnering with the Ohlala Spa & Wellness Awards can benefit your brand, please contact us on rami@ohlala-magazine.com

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.



Our posts bring the content from our print publication, but also the worlds of fashion, beauty, wellness, luxury, travel, food and motoring with a local and international perspective.

61.2K
FOLLOWERS

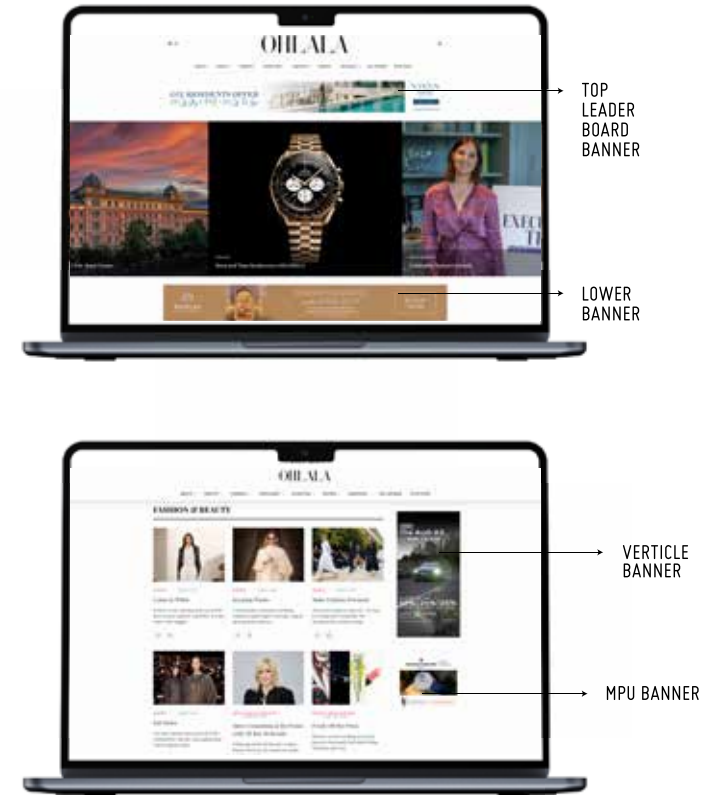
231.6K
OVERALL REACH



Web Rate Card

ohlala-magazine.com is the driving force and authority on all things fashion, beauty, luxury 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 way of living at the click of a button.

ADVERTISING RATES & DISCOUNTS	1 WEEK	2 WEEKS	1 MONTH
HOMEPAGE PLATFORM			
TOP LEADERBOARD BANNER (1200 X 156 pixels)	BD 450 US\$ 1,235	BD 550 US\$ 1,500	BD 850 US\$ 2,335
LOWER BANNER (468 X 60 pixels) VERTICAL BANNER (220 x 550 pixels)	BD 300 US\$ 820	BD 400 US\$ 1,095	BD 700 US\$ 1,920
MPU BANNER (300 X 250 PIXELS)	BD 250 US\$ 685	BD 300 US\$ 820	BD 600 US\$ 1,645
EDM (Full database) - BD 550 US\$ 1,500			
E-NEWSLETTER BOX - BD 550 US\$ 1,500			
E-NEWSLETTER BANNER - BD 750 US\$ 2,000			
ONLINE ADVERTORIAL - BD 1,150 US\$ 3,160			
<p>*limited availability in each ad size. Includes direct link to your site. *Special operations i.e. page takeover, pop ups etc, price on request.</p>			
OHLALA ANALYTICS			
<i>Montly unique visitors</i> 52,820	<i>Montly page visits</i> 158,175	<i>Montly Sessions</i> 107,000	<i>Local EDM</i> 75,000 followers
NOTE- TYPES OF FILES JPEG, GIF, PNG(72 DPI)			



Print Rate Card

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 at selected points of sale.

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

EDITORIAL DEADLINE: 12TH OF THE MONTH

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

AGENT COMMISSION: 25% ON RATE CARD PRICE

RECOMMENDED RETAIL PRICE: BD2

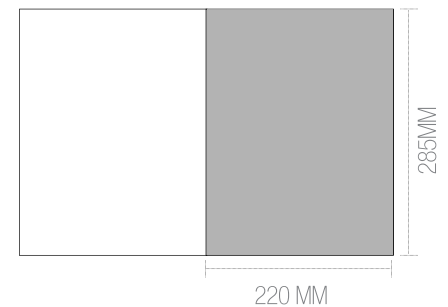
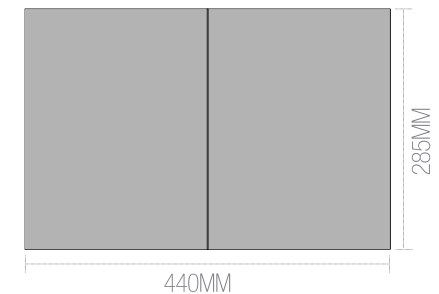
STANDARD POSITIONS

	<i>USD</i>	<i>BD</i>
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
5-PAGE PHOTOSHOOT	9,300	3,500

PRIME POSITIONS

	<i>USD</i>	<i>BD</i>
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



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

Digital Rate Card

OHLALA Magazine's social content effortlessly merges exclusive interviews, stunning fashion editorials and captivating luxury lifestyle features, engaging a diverse audience with dynamic reels, stories and carousel posts.

ADVERTISING RATES & DISCOUNTS

	<i>USD</i>	<i>BD</i>
POST	1,330	500
REEL	1,600	600
SOCIAL MEDIA COMPETITION	900	350
STORY	660	250
PACKAGE (Social Media Story + Post or Competition)	1,990	750

VIDEO SHOOT & EDITING

	<i>USD</i>	<i>BD</i>
Video (1-2 minutes)	2,120	800
Video (2-5 minutes)	2,800	1,000

SPECIAL PROJECTS

Bespoke services for organising and managing special events, exclusive campaigns and unique digital activations. Pricing varies based on project scope and complexity



THANK YOU
FOR YOUR VALUABLE TIME

OHLALA

✉ email address: info@ohlala-magazine.com

☎ +973 3632 0131

