

reeshna الريشة

2012 | Media Kit



reeshha

الريشة



طيران البحرين
Bahrain Air
bahrainair.net



Why Advertise with Bahrain Air?

Advertising in **reeshha** الريشة magazine offers you a unique opportunity to promote your brand, services and reach a wide audience. Highly targeted marketing with a range of content that appeal to a wide variety of demographics, developed to help your business gain massive exposure and drive revenue. Sometimes it is difficult to know which form of advertising is right for your product; it is believed that customers trust magazine advertising more than advertising in other media. In addition, customers turn to magazines as a source for information on new products.

About reesha الريشة In-Flight Magazine:

reesha الريشة, the in-flight magazine of Bahrain Air, offers a diverse selection of advertisements and useful articles that readers can enjoy during their flight. From cultural stories, recipes and restaurant listings to interviews with local personalities, tips for budget travellers and detailed profile on different cities. reesha presents a unique perspective that will enrich, inform and guarantee a captive audience on board our flights.

Published four-times a year in English and Arabic, reesha الريشة is a high-quality all-colour publication, and is available on all Bahrain Air flights as well as travel agents, airports and Business Premium Class lounges. For advertisers, reesha الريشة presents a tremendous opportunity to promote their brands and reach a wide audience.

Bahrain Air in brief:

- ➔ Bahrain Air was incorporated in Bahrain on 2 July 2007 as a Closed Bahraini Shareholding Company B.S.C (C).
- ➔ It is a Premium Value Carrier "PUC" with two class services, Business Premium and Economy.
- ➔ Bahrain Air currently operates a fleet of modern Airbus A319 Aircraft and A320 Aircraft.
- ➔ Bahrain Air operates point to point services and offers affordable fares to cities in the GCC, Levant, Indian sub continent and Africa.



Passenger Profile:

Passengers

On-Board Passengers	Year
400,000 Passengers	2008
660,000 Passengers	2009
720,000 Passengers	2010
890,000 Passengers	2011

Nationalities:

Arab Nationals	58%
Indian Subcontinent	31%
North Africa	8%
Other	3%

Groups

Labour Traffic	27%
VFR & Leisure	33%
Pilgrim	18%
Business	16%
Student	6%

OUR COMMITMENT!

Bahrain Air currently operates a point to point service, with Affordable Fare and Genuine Care to all of its destinations. With a frequency of 160 flights per week, what better way for your company to receive full coverage advertising the Bahrain Air “reesha.الريشة” In-Flight magazine. “reesha.الريشة” is the inflight magazine that offers a diverse selection of useful articles, advertisement, cultural stories, interviews and much more. reesha.الريشة presents a unique perspective that will enrich, inform and guarantee a captive audience. With exposure to over 845,000 potential readers per annum, there really is no better way of advertising your brand.

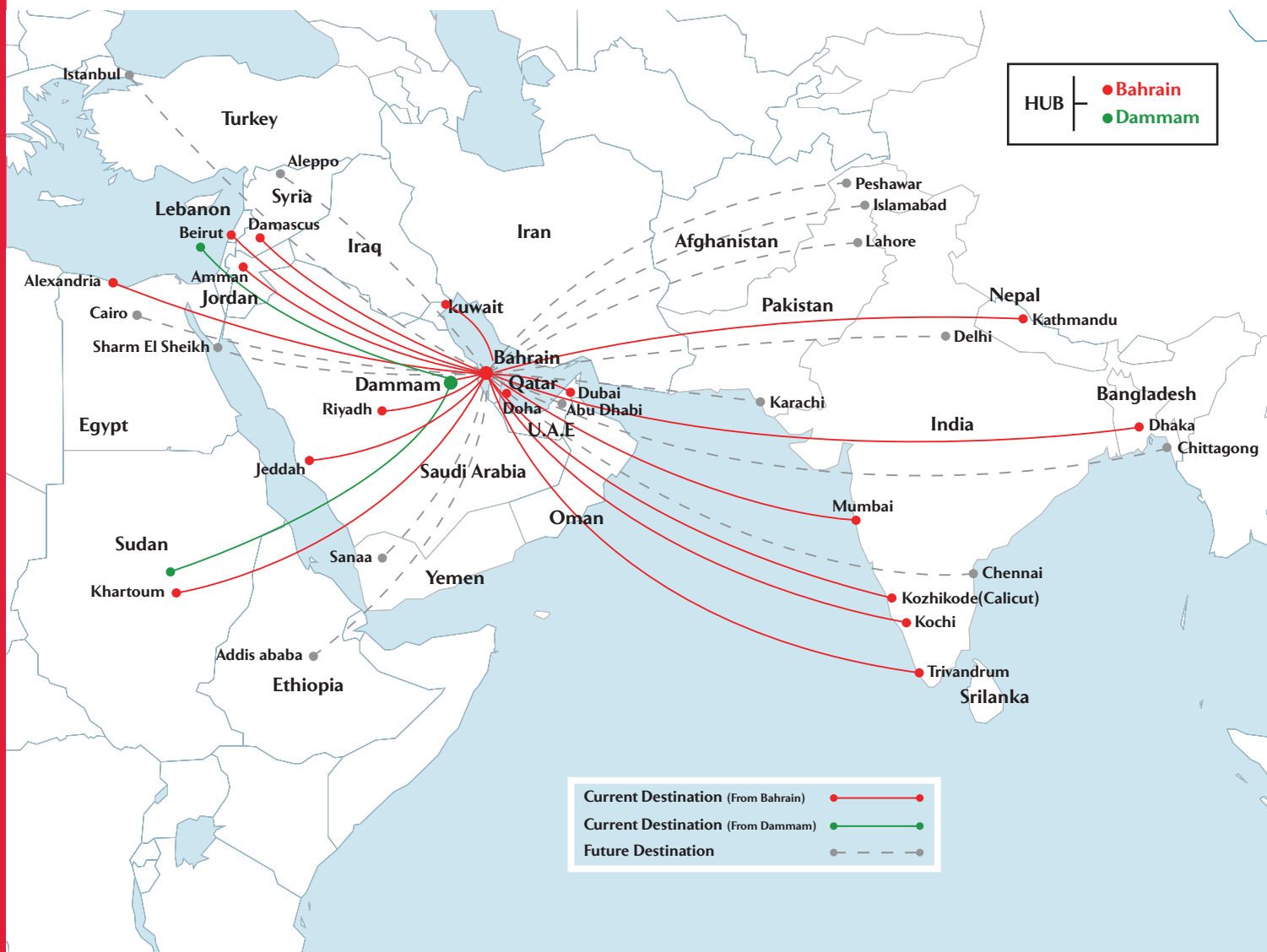
Bahrain Air Sales office's are currently located in:

- BAHRAIN
Manama
Muharraq
City Center
Riffa
Hidd
- IRAN
Mashad
- SAUDI ARABIA
Al Khobar
Dammam
Riyadh
Jeddah
Jeddah Airport
- BANGLADESH
Dhaka
- IRAQ
Baghdad
Najaf
- SUDAN
Khartoum
- EGYPT
Alexandria
- KUWAIT
Kuwait
- SYRIA
Damascus
- INDIA
Kochi
Kozhikode(Calicut)
Mumbai
Trivandrum
- LEBANON
Beirut
- TURKEY
Istanbul
- QATAR
Doha
Doha Airport
New Rayan
- UNITED ARAB EMIRATES
Dubai



So not only will you receive full onboard coverage but every Bahrain Air sales office and Business class lounge on our Network will display the magazine. So, your advertising message, therefore, has an international reach.

OUR NETWORK - (Current & Future)



Flight Schedule:

Destination	Schedule
Bangladesh - Dhaka	Seasonal
Egypt - Alexandria(Borg El Arab)	Seasonal
Egypt - Sharm El Sheikh	Seasonal
India - Calicut	5 times a week
India - Kochi	5 times a week
India - Mumbai	4 times a week
India - Trivandrum	4 times a week
Jordan - Amman	3 times a week
Kathmandu	4 times a week
Kuwait- Kuwait	4 times a week
Lebanon - Beirut	4 times a week
Qatar - Doha	16 times a week
Saudi Arabia - Dammam	7 times a week
Saudi Arabia - Jeddah	2 times a week
Saudi Arabia - Riyadh	7 times a week
Sudan - Khartoum	3 times a week
Syria - Damascus	Seasonal
Syria - Aleppo	To be announced
Turkey - Istanbul	Seasonal
U.A.E - Abu Dhabi	To be announced
U.A.E - Dubai	11 times a week

Future Destinations

New Destinations in 2012/2016*
Bangladesh - Chittagong
Egypt - Azyut
Egypt - Cairo
Egypt - Luxor
Ethiopia - Addis Ababa
India - Delhi
India - Pune
India - Goa
India - Amritsar
India - Chennai
Iran - Isfahan
Pakistan - Lahore
Pakistan - Multan
Pakistan - Peshawar
Yemen - Sanaa

*Subject to government approvals

ADVERTISEMENT RATES & MECHANICAL DATA

Full Colour Rate in Bahrain Dinars

Advertisement	Print Area (H x W)	Trim Size (H x W)	Cost (BD)
Cover - Gate Fold	249 x 382	265 x 407	2,800
Double Page Spread*	249 x 394	265 x 410	1,485
Back Cover	249 x 181	265 x 205	1,485
Inside Cover, Front or Back	249 x 181	265 x 205	1,150
Opposite Inside Front Cover	249 x 181	265 x 205	1,100
Opposite Contents page	249 x 181	265 x 205	950
Opposite Chairman's Message	249 x 181	265 x 205	900
Full Page, other pages	249 x 181	265 x 205	850
Half Page - Horizontal	118 x 181	-	450
Half Page - Vertical	240 x 89	-	450

* Ensure that **6mm** on either side of the spine does not contain any text as it will be lost in binding;

** Eighth page advertisements are only available in the listings section of the magazine.

Trim Size: 265mm x 205mm, **Bleed:** Add 5mm on all sides

Other Special Position Request: Add 10% to cost of full page;

Additional Colour: Quoted on request.

Agency Commissions and Discounts

Advertising Agency Commission: 15% on rate card price;

Prepayment Discount: 5% on net price;

Series Discount, 3 – 4 consecutive inserts: 5% on rate card price, available on bookings placed within a single calendar year.

Publication Data	Spring	Summer	Autumn	Winter
Publication	Feb	May	Aug	Nov
Booking Deadline	Jan 15	Apr 15	July 15	Oct 15
Artwork Deadline	Jan 20	Apr 20	July 20	Oct 20

Published by:



Red House
MARKETING
Publishing & Information Marketing Specialists

To book your advertisement, contact a sales representative at:

Tel: (+973) 17 813-777 Fax: (+973) 17 813-700

e-mail: sales@redhousemarketing.com

mailing address: P.O. Box 20461, Manama, Bahrain.

Terms and Conditions

Submission of artworks. All artworks must be in digital format, either on a CD ROM, via e-mail or by FTP. Additionally, a proof copy of the artwork either as a PDF or a hard copy, in full colour, should be delivered to the Red House Marketing office in Bahrain;

Cancellations. Any cancellations must be received in writing no later than 30 days prior to the publication date, in order to be effective; and

Credit Terms. 30 days from date of invoice.

Other Technical Data

Acceptable software formats.

InDesign CS, Illustrator, Photoshop, Press Quality PDF, TIFF and EPS, with all fonts supplied or converted to outlines;

Screen. 150 lines per inch; and

High resolution images. All images must be supplied in 300 dpi, CMYK, accompanied by a hard copy in colour.

About Red House Marketing

Red House Marketing (RHM) was founded in 1991 and is based in Bahrain.

As well as Bahrain This Month, RHM also publishes Woman This Month (monthly magazine), the annual Bahrain Hotel & Restaurant Guide, The Bahrain Map & Pocket Guide (published three times a year), Desert Times (bi-weekly) and the MWR Guide (three times a year).

The activities of the company, however, are not restricted to publishing. RHM also offers clients a range of services including advertising, public relations, market research, direct marketing and event management.