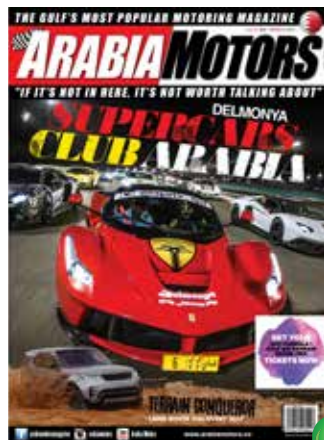


# ARABIA MOTORS

**MEDIA PACK FOR  
AUTOMOTIVE BRANDS**



**ARABIA MOTORS** is the Gulf's most popular motoring magazine and media platform that has won accolades for its in-depth analysis and tests drives. **ARABIA MOTORS** magazine and website as well as its social media and its own YouTube channel, have a highly concentrated enthusiast readership reaching over 250,000 within the GCC. With a definite slant towards local motoring news and research done here in the region, **ARABIA MOTORS** is your most direct and complete communication channel to consumers. In fact **ARABIA MOTORS** is the ultimate "one-stop automotive-media-shop" providing advertisers an economical solution to displaying their inventory to the largest captive automotive audience in the region.



## SPECIAL EDITION 2019

FEBRUARY  
LOCAL EUROPEAN  
CARS

MARCH  
F1 ISSUE

JUNE  
BARGAIN BUYS

AUGUST  
LOCAL AMERICAN  
MUSCLE CARS

OCTOBER  
ASIAN CAR BRANDS  
IN BAHRAIN

DECEMBER  
LOCAL MOTOR-  
BIKERS



# ARABIA MOTORS

## EDITORIAL CALENDAR 2019



Booking Deadline: 15th Material Deadline: 20th

### JANUARY

General Bahrain Car culture scene.

Highlighting all aspects of motoring, motorsport and the business of automotive in Bahrain.

#### EVENTS

Drift and Drag Nights, Bahrain Drag Championship Round 2, 2000CC Challenge Round 5, Rotax Mojo Mac Challenge Round 2

### FEBRUARY

#### LOCAL EUROPEAN CARS

Focus is on European car brands in Bahrain.

As well as European Car clubs local events and interviews .

#### EVENTS

Drift and Drag Nights, Bahrain Drag Championship Round 3, 2000CC Challenge Round 6, Junior Rotax Mojo Mac Challenge

### MARCH

#### F1 ISSUE

General Bahrain Car culture scene.

Highlighting all aspects of motoring, motorsport and the business of automotive in Bahrain.

#### EVENTS

Bahrain Superbike Championship Round 4, Bahrain Drag Championship Round 4, Drift and Drag Nights Local American Muscle Car Meet, local Supercars Coffee and Cars Meet, Super Car Club Arabia, Gulf Run at BIC

### APRIL

#### F1 ISSUE

Focus is on the F1 in Bahrain at the BIC.

Will cover F1 related events in Bahrain and interviews with Bahraini Drivers, International F1 Drivers and Bahrain's related to event.

#### EVENTS

Bahrain Grand Prix Formula 1, Batelco Motor Show, Drifting Championship @ BIC, Bahrain Drag Championship Round 5, Bahrain Superbike Championship Round 5, Drift and Drag Nights

### MAY

General Bahrain Car culture scene.

Highlighting all aspects of motoring, motorsport and the business of automotive in Bahrain.

#### EVENTS

BRM 600 Challenge, Bahrain Superbike Championship Round 6, Bahrain Drag Championship Round 6, Drift and Drag Nights, SWS Sprint Championship, 2000CC Challenge

### JUNE

#### BARGAIN BUYS

Focus is on Best Buy Cars in Bahrain under BHD15,000.

Will feature consumer reviews from within Bahrain, a listing's section, AM count down, test drives and top pick.

#### EVENTS

Quassim Classic Car Show, Burn out nights at the BIC, BMR 600, BKSC

### JULY

General Bahrain Car culture scene.

Highlighting all aspects of motoring, motorsport and the business of automotive in Bahrain.

#### EVENTS

Bahrain National Karting Season, Drag Fight, Asian Car Meet

### AUGUST

#### LOCAL AMERICAN MUSCLE CARS

Focus is on American Brands available in Bahrain.

As well as American Car club meets within Bahrain, listing's section, AM top picks, Test drives.

#### EVENTS

SWS Round 2, Burnout Nights, European Car Meet

### SEPTEMBER

General Bahrain Car culture scene.

Highlighting all aspects of motoring, motorsport and the business of automotive in Bahrain.

#### EVENTS

Go Karting Season Start, Clio Cup

### OCTOBER

#### ASIAN CAR BRANDS IN BAHRAIN

Focus is on all Asian Brands.

Will feature a listing's section, AM top pick, local test drives and events from Asian car clubs.

#### EVENTS

Redbull car park drift, BSBK, BDRC, National Day Race, 2000cc Challenge, Batelco Drag 965

### NOVEMBER

General Bahrain Car culture scene.

Highlighting all aspects of motoring, motorsport and the business of automotive in Bahrain.

#### EVENTS

Bahrain Motorsports Festival, Porsche GT3 Cup Challenge Middle East, MRF Challenge, WEC Bapco 6 hour race

### DECEMBER

#### LOCAL MOTOR-BIKERS

Focus on motorcycle Brands available within Bahrain.

It will feature local consumer reviews, listing's section, bike test drives and bike club meets, Interviews with motorcycle Racing teams from Bahrain.

#### EVENTS

National Day Race, 2000CC Championship, BSBK, BMR 600, BDRC

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PACKAGE TYPE	Ad Hoc (Standard Rate)			Do you want to be PRESENT		Do you want to be COMPETITIVE	Do you want to be DOMINANT	Do you want to be LEADER	Company Exposure Offer
Contract Duration	1 Month	1 Month	1 Month	4 Consecutive Months		8 Consecutive Months	12 Consecutive Months	12 Consecutive Months	One Time Only
Number of Pages	1/2 page	1 full page	1 Double Page spread	4 1/2 pages	4 full pages	8 full page	12 Full pages	12 Double page spread	4 Pages + 1 FP Advert.
Press release or news	Publishing press releases or news during contract period	Publishing press releases or news during contract period	Publishing press releases or news during contract period	Publishing press releases or news during contract period	Publishing press releases or news during contract period	Publishing press releases or news during contract period	Publishing press releases or news during contract period	Publishing press releases or news during contract period	Product or Service Review, Photography, Reporter, & Cover Page Text
Event local or international	N/A	N/A	N/A	Covering local Events during contract period	Covering local Events during contract period	Covering & attending local & International test drives and events during contract period	Covering & attending local & International test drives and events	Covering & attending local & International test drives and events	
Photography Test Drive	N/A	N/A	N/A	1 Editorial Test Drive with photography during contract period	1 Editorial Test Drive with photography during contract period	3 Editorial Test Drives with photography during contract period	6 Editorial Test Drives with photography	Unlimited Editorial Test Drives with photography	
Video Test Drive	N/A	N/A	N/A	N/A	N/A	2 Video Test Drives complete with production & editing	Up to 4 Test Drive complete with production & editing	Up to 6 Test Drives complete with production & editing	
Social Media marketing and exposure	N/A	N/A	N/A	N/A	N/A	Posting Test Drives on our Facebook, Instagram and YouTube channels	Posting events and Test Drives on our Facebook, Instagram and YouTube channels	Posting events and Test Drives on our Facebook, Instagram and YouTube channels	
Ad Banner on Arabia Motors Website	N/A	N/A	N/A	N/A	N/A	N/A	1 Banner 300x300 pixels on our website	1 Banner 300x300 pixels on our website	
Extras	N/A	N/A	N/A	N/A	N/A	N/A	3 Full page ads in Arabian Homes magazine	3 Double page ads in Arabian Homes magazine	
Price	BD 625	BD 1,035	BD 1,380	BD 2,000	BD 3,000	BD 5,000	BD 7,800	BD 11,900	BD 1,200

**Circulation (Print & Digital)**

Bahrain..... 52%  
GCC (Gulf Community countries) ..... 28%  
International..... 20%

**Distribution**

1. Monthly Print 18,481 copies; Digital 9,021
2. 3,000 print copies are sent to all Daily Tribune newspaper.
3. 3,000 print copies go aboard Gulf Air flights and UK, Bahrain and UAE airport lounges.
4. 2000 Print copies at point of sales
5. 7000 print and digital across GCC countries.
6. 11,502 Print & Digital subscribers & VIP's
7. 500 print copies at Five and Four star hotels
8. 500 print copies at Bahrain International Circuit

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**PRESS RELEASE, EDITORIAL OR PRODUCT REVIEW**

**PRINT + DIGITAL**

**Half Page**  
Maximum words up to 200  
Maximum Pictures up to 1  
**BD 150/-**

**Full Page**  
Maximum words up to 300  
Maximum Pictures up to 2  
**BD 300/-**

**Two Page**  
Maximum words up to 700  
Maximum Pictures up to 4  
**BD 600/-**

**Four Page**  
Maximum words up to 2000  
Maximum Pictures up to 6  
**BD 1000/-**

**Six Page Cover Story**  
Maximum words up to 3000  
Maximum Pictures up to 8  
**BD 4000/-**

- \* Minimum 50% of the space must be for pictures.
- \* Materials deadline is on the 5th of any given month.
- \* Cover story is subject upon availability and is required to be booked three months in advance.

Material deadlines are on the 22nd of any given month

**Payment terms:** Net 30 Days

Cancellations or changes must be 20 days prior to print deadline

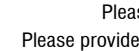
**Technical Specs & Dimensions**



Half Page  
19cm x 12.6cm



Double Page Spread  
44cm x 29.7cm



Full Page  
22cm x 29.7cm

Please include a 5mm bleed on all sides

Please provide material artwork in high-res PDF or PDF x/1a

**Resolution:** 300 dpi, **Colors:** CMYK (no pantone or spot color, no 4/c black type)

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