



**ALWASATNEWS.COM**

## DAR AL-WASAT FOR PUBLISHING & DISTRIBUTION

**Al-Wasat** is a company, registered in Bahrain, and established in 2002 by investors from the private sector.

**Al-Wasat** launched an independent Arabic daily newspaper on 7 September 2002, operates multi-media digital platforms, and owns its printing press and distribution service.

**Al-Wasat** runs a training & development institute providing high - quality courses and workshop to satisfy market needs in key areas of expertise.

**Al-Wasat** organizes world-class conferences, events and exhibitions.

**Al-Wasat** publishes books and provides Arabic & English translation services in such fields as business management, politics, philosophy and general interest.



## AL-WASAT DAILY NEWSPAPER

01

**Al-Wasat** has the largest newsprint and digital audiences in Bahrain, and is ranked as one of the top newspapers accessed via the Internet in the Arab World.

02

**Al-Wasat** scored the highest rank in the “Media Credibility Index” issued by the Next Century Foundation in (London) in 2012, and continues to be highly regarded for its authenticity in providing substantive news and analyses, and promoting the rational middle-ground in debate and tendencies.

03

**Al-Wasat** reflects diverse views with honesty and sincerity, ensuring their impacts on decision-makers in government, business and society.

04

**Al-Wasat** is your optimum choice to activate your role. It is your assured channel to reach-out to wider spheres in State, Business and Society.

05

**Al-Wasat** provides you with effective digital platforms to connect with far reaching audiences

06

**Al-Wasat** relies on highly qualified and ethical professionals specializing in politics, business, sports, culture, literature, science, and other topics that are of interest to their respective audiences.

TECHNICAL SPECIFICATIONS	NUMBER OF PAGES	DESCRIPTION	PUBLICATION
<b>33 x 57.8 cm</b> Cover: polished 56 gm Inside paper: Regular 48 gm 70% white	28	The main issue	<b>Al-Wasat Main</b> (Print)
<b>26.5 x 32 cm</b> Cover: polished 56 gm Inside paper: Regular 48 gm 70% white	24	Weekly advertisement supplement published on Sundays	<b>Classified</b> (Print)
<b>21 x 29 cm</b> Cover: polished 250 gm Inside paper: polished 115 gm	48	Monthly magazine about healthcare & related issues	<b>Al-Wasat Medical</b> (Print)
<b>21 x 29 cm</b> Cover: polished 250 gm Inside paper: polished 115 gm	44	Periodic magazine about travel and tourism	<b>Al-Wasat Tourism</b> (Print)
<b>21 x 29 cm</b> Cover: polished 250 gm Inside paper: polished 115 gm	44	Periodic magazine about real estate in Bahrain	<b>Al-Wasat Real Estate</b> (Print)
<b>21 x 29 cm</b> Cover: polished 250 gm Inside paper: polished 115 gm	44	Periodic magazine about beauty and women	<b>Al-Wasat Bella</b> (Print)

## AL-WASAT DIGITAL PLATFORMS

**Al-Wasat** operates multi - platform digital services with far reaching impacts on audiences.

[www.alwasatnews.com](http://www.alwasatnews.com)

01

The website of Al-Wasat Newspaper provides PDF formats of the actual news prints.

02

The website provides extra digital news that are independent from Al-Wasat newspaper service.

03

Al-Wasat digital platforms allow visitors to browse through rich and diverse archive that includes all issues of Al-Wasat.

04

Website visitors can browse through all supplements of Al-Wasat available at the digital archive.

05

Visitors can participate, interact with others and voice their opinions through the comments sections available on digital platforms.

06

The website provides users with the option to sign up with an account to gain advantages, such as commenting with a chosen name, creating a list of favorite topics special.

07

The website is available in different forms, such as mobile desktop and tablet versions.

## AL-WASAT WEBSITE STATISTICS

July 2016



7 million +

MONTHLY VISITORS



10 million +

PAGEVIEWS



2 +

PAGE / VISIT



4.1 minute +

TIME ON SITE

## AL-WASAT APPLICATIONS

**01**

Al-Wasat applications are considered to be the easiest form for users because of the high speed and easy-to-navigate design.

**02**

The applications are offered on all digital devices available in the market, such as the iPhone and Android.

**03**

The applications allow users to browse through archives of all issues of the newspaper.

**04**

The applications allow users to stay alert and up to date regarding latest news with “Al-Wasat Alerts” service.

**05**

Al-Wasat applications allow users to comment on news articles easily.

**06**

Users who are registered on Al-Wasat’s website can access their favourite topics and articles.

**07**

Users who are registered on Al-Wasat’s website can access the online newspaper in PDF format.

**08**

The applications allow users to easily share articles with friends and family.

## SOCIAL MEDIA

**01**

Al-Wasat is available on most social media platforms, such as Facebook, Twitter, Instagram, Google Plus, and YouTube.

**02**

Al-Wasat constantly publishes the latest news on its social media platforms.

**03**

Al-Wasat’s presence on social media platforms is far-reaching, and commands greater numbers of followers.

## AL-WASAT DIGITAL ADVERTISING

- 01** Al-Wasat digital platforms provide a variety of advertising solutions.
- 02** Online and App ads can be different than what appears in the printed copy.
- 03** The digital platforms record an average of about 10 million views a month.
- 04** Digital ads have more positive impact on the ad campaigns because of their ability to animate and attract the attention of audiences.

## AL-WASAT DIGITAL RATE CARD

	AD LOCATION	AD TYPE	AD SIZE	CPM RATE
1	Al-Wasat website	Leaderboard	728 x 90 px	<b>\$ 20</b>
2	Al-Wasat website	Thin leaderboard	900 x 60 px	<b>\$ 15</b>
3	Al-Wasat website	Middle banner (all pages)	728 x 90 px	<b>\$ 13</b>
4	Al-Wasat website	Middle banner 2 (main page only)	728 x 90 px	<b>\$ 9</b>
5	Al-Wasat website	Side Square (left)	220 x 300 px	<b>\$ 15</b>
6	Al-Wasat website	Side Square (left)	220 x 220 px	<b>\$ 9</b>
7	Al-Wasat website	Small Square (left)	220 x 100 px	<b>\$ 7</b>
8	Al-Wasat website	Sky Scraper	120 x 600 px	<b>\$ 15</b>
9	Al-Wasat website	Pop up*	500 x 400 px	<b>\$ 20</b>
10	Al-Wasat app & Browser	leaderboard (smart phones)	320 x 50px	<b>\$ 10</b>
	Al-Wasat app	leaderboard (ipad/tablet)	728 x 60 px	
11	Al-Wasat app & Browser	Pop up (smart phones)	320 x 450 px	<b>\$ 12</b>
12	Al-Wasat app & Browser	Within news (smart phones)	140 x 90 px	<b>\$ 5</b>
13	Al-Wasat website	Home Page Take off		
14	Al-Wasat app	Instagram		<b>\$ 397.72</b>
15	Al-Wasat app	Twitter		<b>\$ 132.9</b>

**Note:**

- Minimum sales start with 100,000 CPM per Ad.
- CPM can be managed per required period & geographic area.
- Creative & artwork content to be provided by client.
- Minimum sales start with 12,000 CPM (\*).
- smart phones & devices will have two artwork for item 12.
- Take over & bulk CPM to be negotiated with sales dept.

## AL-WASAT DISTRIBUTION SERVICES

Al-Wasat Distribution provides a variety of cutting edge services that link the publisher and the advertiser with the targeted audience through effectively highlighting their publications, advertising, and promotional products.



Distribution of newspapers and magazines



Distribution of advertising brochures, pamphlets, manuals, journals and magazines



Home Delivery Service

### SERVICES PROVIDED BY AL-WASAT DISTRIBUTION



Distribution of advertising and promotional brochures



Interconnected distribution between the branches of institutions and companies



Pickup and delivery of goods to customers

## AL-WASAT PRINTING PRESS

01

The printing press was established in April 2006. Its main purpose initially was to print Al-Wasat newspaper and its supplements, but it has since evolved and is currently providing printing services to other newspapers, supplements and publications.

02

Al-Wasat Printing Press utilizes a specialized printing press center for producing high quality newspapers and supplements using high-speed modern technology. It also provides specialized printing services on glossy paper in a variety of sizes.

Alwasat  
**الوسط**  
يومية سياسية مستقلة

... طريقك إلى التأثير

**Al-Wasat Newspaper**

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