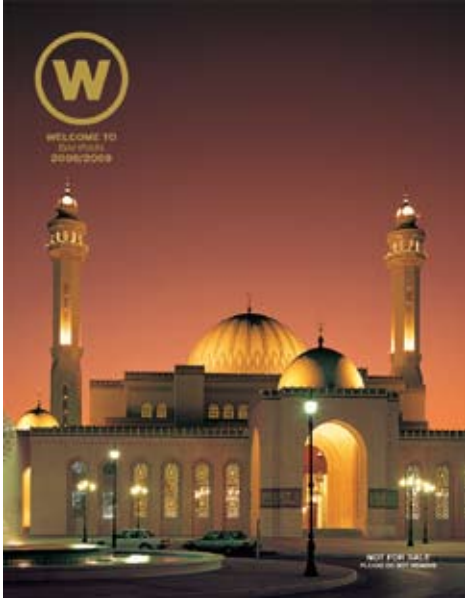


WELCOME TO BAHRAIN

Bahrain's No. 1 Luxury Hotel Publication for best results*



- With its robust and booming economy, Bahrain is fast becoming the regional centre for international banking and is attracting investors attention in such areas as real estate, mega shopping centres, tourist trade and industrial projects due to its:
 - Tax Free Environment
 - 100% foreign ownership of companies
 - 100% ownership of land
 - 100% repatriation of capital among other distinguished traits of an investment friendly economy.



- **Welcome to Bahrain** guest information guides are available in the guests rooms of select and prestigious hotels throughout the kingdom of Bahrain. **Welcome to Bahrain** is delivered free of charge to those establishments. **Welcome to Bahrain** is also available to guests and visitors of a variety of select public and private institutions.



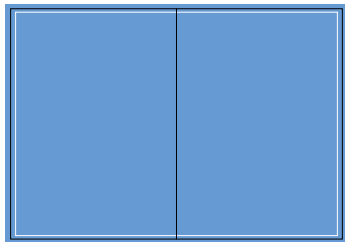
- Cost effective advertising - 12 month shelf life
- Attract high spending tourists
- High profile, high quality publications and international audience
- Flagship title in a successful international series

Welcome To Bahrain is featured in these prestigious hotels:

Al Bander Hotel and Resort
Al Safir Hotel and Tower
Best Western Juffair Hotel
California Hotel
Crowne Plaza Hotel Manama
Diplomat Radisson SAS Hotel Residence and Spa

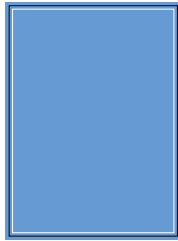
Golden Tulip Bahrain Hotel
Gulf Hotel and Gulf Convention Centre
Marriott Executive Apartments
Mercure Grand Hotel Seef
Mövenpick Hotel Bahrain
Novotel Al Dana Resort

Ramada Hotel Bahrain
Ramee International
Sheraton Bahrain Hotel
The Ritz-Carlton, Bahrain Hotel and Spa



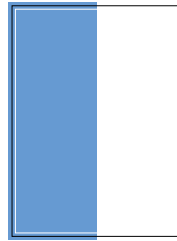
DOUBLE PAGE SPREAD

image area / 390 x 250
trim / 430 x 280
bleed / 440 x 290



FULL PAGE

image area / 175 x 250
trim / 215 x 280
bleed / 225 x 290



HALF PAGE VERTICAL

image area / 85 x 250
trim / 102 x 280
bleed / 112 x 290

RATES	NATIONAL
Full Page	\$4 500 USD
Half Page	\$3 000 USD
Double Page Spread	\$7 000 USD
Preferred position loading	add 15%
Back Cover	\$10 000 USD
Inside Back Cover	\$7 500 USD
Inside Front Cover	\$15 000 USD

USD rate = BD .378

* Please note Back Cover specs TBC

PAYMENT TERMS

A minimum of 50% down payment is required upon signing contract. Remaining amount due upon publication.

COPY DEADLINE

As listed on booking form.

PUBLISHING DATE

March 2011

PUBLISHER

Tina Cooper
Niche Media
Tel: (+61 3) 9948 4932
Fax: (+61 3) 9948 4999
Email: tina.cooper@niche.com.au

ADVERTISING SPECIFICATIONS

Advertorials

Client must supply the following material:

Text - Full page: 150 words. Half page: 75 words. Finished, edited copy in MS Word on CD or email.

Images - Full page: 4-5 images. Half page: 2-3 images. Transparencies, quality prints or hi-res (300dpi TIFF) digital images via CD, FTP or email.

Any scans required incur a \$50 fee.

Logo (optional) - One logo per advertorial. High-res digital logo (CMYK TIFF or EPS) supplied via CD, FTP or email.

Contact details - All necessary address details, including correct business name, telephone, email and website address if applicable.

The Welcome To art department reserves the right to reject any images that are re-scanned, scratched or are determined to be of poor quality. Editorial will be corrected where necessary to conform to the standards of the Welcome To Series.

The layout of the page, design and fonts used for advertorials is set by the Welcome To art department and cannot be altered.

Design is entirely at the discretion of the Welcome To art department in order to conform to the standards of the Welcome To series. Once material is submitted, it will be edited and laid out onto the advertorial grid designed for the publication.

Proofing of advertorials

Clients are granted two proofs for advertorials. Changes made to advertorials beyond the second proof at the client's request will incur an additional fee.

All material (text, images, logos, contact details) must be submitted prior to design of the first proof. New material cannot be submitted beyond this point, unless requested by the Welcome To art department.

Proof 1 - Clients will be required to check editorial and address details for accuracy, and that the correct image/s have been used.

Proof 2 - If necessary, clients have the opportunity to check that the requested changes from Proof 1 have been made. This is the final opportunity to make changes.

Sending PDFs electronically is the preferred method of proofing. For clients who are unable to read PDFs, a black and white laser printed version will be supplied. Chemical proofs cannot be supplied.

Once alterations have been made, the client is required to sign off by the material deadline as listed on their contract.

The Welcome To series is governed by a strict production schedule for the benefit of all advertisers. To avoid delaying publication, if the client declines to sign off by the advised deadline, the most recently altered version of their advertorial will be deemed ready and printed accordingly.

Advertisements designed by the Welcome To art department

Client must supply the following material:

Images - Transparencies, quality prints or hi-res (300dpi, CMYK TIFF) digital images via CD, FTP or email. Any scans required incur a \$50 fee. Only images to be used should be included.

Comprehensive brief - Detailing position of images, text, logos, etc.

Proofing of advertisements

Please refer to the procedure used in the proofing of advertorials.

Advertisements designed by agency or other

We will only accept artwork in the following formats in versions equal to or below: QuarkXPress 6.5, Adobe InDesign CS 3, Adobe Illustrator CS 3, Adobe Photoshop CS 3. CMYK colour must be used throughout. No spot colours permitted. All scans, logos, illustrations and fonts used in both the layout document and EPS files must be supplied. Adobe Acrobat PDF version 6.0 or 7.0 composite files. Note: guidelines for the production of hi-res, print quality PDF files must be obtained from our art department.

Any format not listed above must be discussed with our art department to determine if conversion is possible. If supplying files requiring conversion, the client accepts responsibility for the final output quality. The client will incur charges for converting the file.

Any advertisement, which in the opinion of the publisher could be confused with editorial, will be modified to include "Advertisement" or similar wording in a prominent position within the advertising space.

All artwork should be supplied in final form and on CD (CDR, CDRW or Zip) or via FTP or email, together with a colour printout as a reference.

Please forward material to:

SJ Media Group
P.O. Box 75040
Manama, Kingdom of Bahrain
www.sjmediagroup.com
Tel: +973 17 297040
Fax: +973 17 297020
Email: wt Bahrain@sjmediagroup.com



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WELCOME TO

- Australia
- Victoria
- New Zealand
- South Africa
- Dubai
- Abu Dhabi
- China
- Bahrain
- Hong Kong