

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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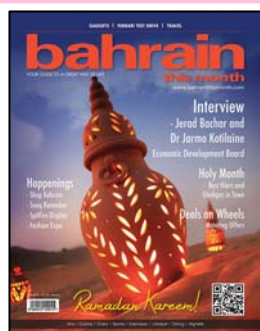
BAHRAIN THIS MONTH (BTM) publication is the premier social, lifestyle and entertainment magazine that also encompasses local business, motoring, sports and personality interviews making it a popular and established monthly title on the island.

MARKET SERVED

BAHRAIN THIS MONTH is a general interest city, entertainment and lifestyle magazine distributed to select households and public/commercial locations in the Kingdom of Bahrain and other international locations. Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.

CHANNELS

**BAHRAIN THIS MONTH
MAGAZINE**



6 Issues in the period
9,893 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Paid	Non-Paid	Average
BAHRAIN THIS MONTH MAGAZINE (6 issues in period)	90	9,803	9,893

MAGAZINE CHANNEL

Official Publication of: None/Established: 1997

PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported(Excluding Sponsored Subscriptions)
12	Issues Per Year
AED19.49	All Single-Copy Sales Prices for the Period

****NC = None Claimed**

AVERAGE TOTAL QUALIFIED BASED ON 6 ISSUES IN THE PERIOD

Total Qualified	9,893
Qualified Paid	90
Subscriptions	-
Sponsored	-
Single Copy Sales	91
Qualified Non-Paid	9,803

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	-	-	511	5.2	511	5.2
*Delivered Unlabeled Single Copies	-	-	5,000	50.5	5,000	50.5
Membership Benefits	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	4,292	43.4	4,292	43.4
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions	-	-	9,803	99.1	9,803	99.1
Single Copy Sales	90	0.9	-	-	90	0.9
Sponsored Single Copy Sales	-	-	-	-	-	-
TOTAL	90	0.9	9,803	99.1	9,893	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified
	Single Copy Sales	Subscriptions	Total		
January	81	-	81	9,352	9,433
February	111	-	111	9,571	9,682
March	98	-	98	9,568	9,666
April	80	-	80	10,072	10,152
May	87	-	87	10,129	10,216
June	86	-	86	10,125	10,211

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2016

This issue is 3.9% or 387 copies above the average of the other 5 issues reported in Paragraph 2.

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
PAID CIRCULATION				
Single Copy Sales	87	0.9	-	87
Paid Multi-Copy Same Addressee	-	-	-	-
TOTAL PAID	87	0.9	-	87
NON-PAID CIRCULATION				
Individual Copies	484	4.7	484	-
*Delivered Unlabelled Single Copies distributed with Gulf Daily News to their subscribers	5,000	48.9	5,000	-
TOTAL NON-PAID INDIVIDUAL COPIES	5,484	53.6	5,484	-
Public Place- intended to be viewed on-site including distribution at hotels, commercial locations, clinics, motor showrooms and other locations	4,645	45.5	4,645	-
TOTAL NON-PAID MULTI-COPY SAME ADDRESSEE	4,645	45.5	4,645	-
TOTAL NON-PAID	10,216	100.0	10,129	87
TOTAL QUALIFIED CIRCULATION	10,216	100.0	10,129	87
PERCENT	100.0		99.1	0.9

*See Additional Data

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	36	145	66	247	-	247	2.4
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or re-distributor (other than request):	2,271	748	838	3,857	-	3,857	37.7
V. TOTAL – Sources other than above (listed alphabetically):	5,817	88	120	6,025	-	6,025	59.0
Rosters and Directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Delivered Unlabelled Single Copies	5,000	-	-	5,000	-	5,000	48.9
Other sources	817	88	120	1,025	-	1,025	10.0
VI. Single Copy Sales:	87	-	-	-	87	87	0.9
TOTAL QUALIFIED CIRCULATION	8,211	981	1,024	10,129	87	10,216	100.0
PERCENT	80.4	9.6	10.0	99.1	0.9	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*
Total Audit Average Qualified:	10,753	10,716	10,132	9,994	9,588	9,893
Qualified Paid :	149	147	109	122	90	90
Subscriptions	-	-	-	-	-	-
Sponsored	-	-	-	-	-	-
Single-Copy Sales	149	147	109	122	90	90
Qualified Non-Paid:	10,604	10,569	10,023	9,872	9,498	9,803
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – June 2016 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

Country	Paid			Total Non-Paid	Total Qualified	Percent of Total
	Single Copy Sales	Subscriptions	Total			
Bahrain	87	-	87	10,129	10,216	100.0
TOTAL QUALIFIED CIRCULATION	87	-	87	10,129	10,216	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Individual copies are distributed individually labeled and hand delivered with signed proof of delivery. Multiple copies are hand delivered to the point of redistribution at commercial locations, hotels and residences. Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution. Single copies are also sold through the newsstand.

AVERAGE OF NON-QUALIFIED CIRCULATION: 490 COPIES

PARAGRAPHS 1, 3 & 4:

Delivered Unlabelled Single Copies are delivered with the Gulf Daily News to their subscribers.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Mr. George F. Middleton, Chairman and Publisher

Mr. Samson Vaz, Administration Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	August 11, 2016
Country	Kingdom of Bahrain
City	Manama
Received by BPA Worldwide	August 11, 2016
Type	CBD
ID Number	B282B0J6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.