

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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WOMAN THIS MONTH is the only local magazine dedicated to women's issues in Bahrain. It reflects the aspirations of Bahraini and expatriate women who are well educated, have a strong command of English and enjoy the benefits of a household income in excess of up to four times the national average.

MARKET SERVED

WOMAN THIS MONTH serves the women's consumer market in the Kingdom of Bahrain and other international locations.



Scan for Publisher's contact information

CHANNELS

WOMAN THIS MONTH MAGAZINE



6 Issues in the period
6,604 average circulation

EXECUTIVE SUMMARY

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

	Paid	Non-Paid	Average
WOMAN THIS MONTH MAGAZINE (6 issues in period)	45	6,559	6,604

MAGAZINE CHANNEL

Official Publication of: None/Established: 2003

PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported(Excluding Sponsored Subscriptions)
11	Issues Per Year
19.49BD	All Single-Copy Sales Prices for the Period

****NC = None Claimed**

AVERAGE TOTAL QUALIFIED BASED ON 6 ISSUES IN THE PERIOD

Total Qualified	6,604
Qualified Paid	45
Subscriptions	-
Sponsored	-
Single-Copy Sales	46
Qualified Non-Paid	6,559

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	408	6.2	408	6.2
*Delivered Unlabelled Single Copies	-	-	5,016	75.9	5,016	75.9
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	1,135	17.2	1,135	17.2
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	-	-	6,559	99.3	6,559	99.3
Single-Copy Sales	45	0.7	-	-	45	0.7
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	45	0.7	6,559	99.3	6,604	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	40	-	40	6,443	6,483
February	30	-	30	6,593	6,623
March	54	-	54	6,603	6,657
April	49	-	49	6,569	6,618
May	45	-	45	6,559	6,604
June	53	-	53	6,588	6,641

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

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

CLASSIFICATIONS	Total Qualified	Percent	Qualified Non-Paid	Qualified Paid
Single Copy Sales	45	0.7	-	45
Individual Copies	379	5.7	379	-
Delivered Unlabeled Single Copies distributed with Gulf Daily News to their subscribers	5,000	75.7	5,000	-
*Public Place- intended to be viewed on-site including distribution at hotels, commercial locations, cafes, restaurants, motor showrooms and other locations.	1,180	17.9	1,180	-
TOTAL QUALIFIED CIRCULATION	6,604	100.0	6,559	45
PERCENT	100.0		99.3	0.7

*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:	19	72	53	144	-	144	2.2
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or re-distributor (other than request):	379	68	175	622	-	622	9.4
V. TOTAL - Sources other than above (listed alphabetically):	5,601	84	108	5,793	-	5,793	87.7
Rosters and Directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Delivered Unlabelled Single Copies	5,000	-	-	5,000	-	5,000	75.7
Other sources	601	84	108	793	-	793	12.0
VI. Single Copy Sales:	45	-	-	-	45	45	0.7
TOTAL QUALIFIED CIRCULATION	6,044	224	336	6,559	45	6,604	100.0
PERCENT	91.5	3.4	5.1	99.3	0.7	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	Circulation Claim	Circulation Claim
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Total Audit Average Qualified:	6,735	6,902	6,753	6,674	6,556	6,604
Qualified Paid :	83	73	74	133	50	45
Subscriptions	-	-	-	-	-	-
Sponsored	-	-	-	-	-	-
Single-Copy Sales	83	73	74	133	50	45
Qualified Non-Paid:	6,652	6,829	6,679	6,541	6,506	6,559
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: July 2015 - 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	45	-	45	6,559	6,604	100.0
TOTAL QUALIFIED CIRCULATION	45	-	45	6,559	6,604	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Individual copies are individually labeled and hand delivered with signed proof of delivery. Multi Copy Same Addressee 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 NON-QUALIFIED CIRCULATION: 405 COPIES

PARAGRAPHS 1 & 4:

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

PARAGRAPH 3:

Public Place copies are intended to be viewed on-site including distribution at hotels, commercial locations, cafes, restaurants, motor showrooms and other locations. Multi-copy Same Addressee copies are audited only to the point of distribution. For non-paid multi-copy same addressee copies agreements no more than three years old have been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.

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

CBJ

ID Number

W219B0J6

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.