

**RACING TO THE FUTURE**  
**Bahrain - Back**  
**On Track 2012**

**A special publication  
supporting F1 and Bahrain's  
continuing development**



# Back On Track



**Formula 1 returns to Bahrain** as the country gets itself Back on Track following a turbulent past year.

The staging of the 2012 event is further evidence that the Kingdom has made significant strides in re-establishing itself as a vibrant and important member of the international community. The Government of Bahrain has been proactive in helping to stimulate the economy and create the right business environment for the local, regional and international business communities, who have interests in the Kingdom, to flourish.

**Racing to the Future – Bahrain is Back on Track** provides companies and institutions in Bahrain with a unique opportunity to promote their products and services in an increasingly optimistic business environment. The Bahrain Grand Prix once again puts the country under the spot light with the world focusing on the Kingdom. This special feature enables every company to participate in a celebratory feature which shows that Bahrain is certainly back on track both sporting wise and in terms of business.

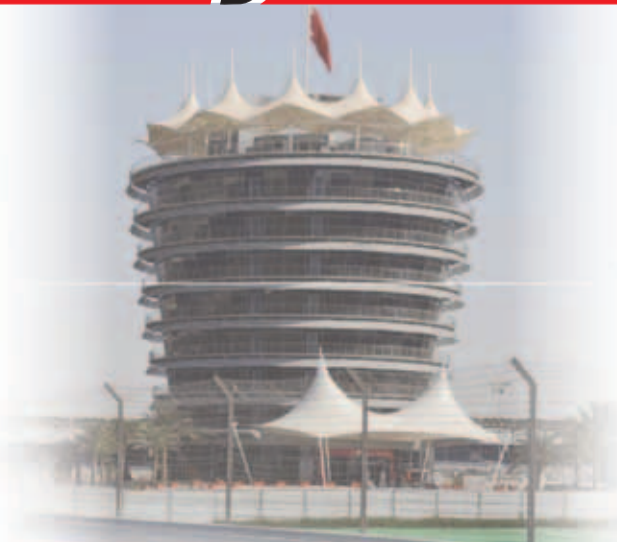
Enthusiasts attending such a high profile event include royalty, international celebrities, top business people, and representatives of global corporations.

**Racing to the Future – Bahrain is Back on Track** is a *Gulf Daily News* annual publication to coincide with the Gulf Air Bahrain F1 Grand Prix and provides residents and visitors with a wonderful souvenir of the event, a portfolio of stunning photographs and an update on the Kingdom's significant development over the past year and plans for the future.

**Racing to the Future – Bahrain is Back on Track** provides companies in Bahrain and internationally, with a unique promotion opportunity in one of the largest circulating *Gulf Daily News* features of the year. 20,000 copies will be distributed over the Grand Prix weekend, which starts on Thursday 19th April, through strategic locations such as hotels, public areas and within the *Gulf Daily News* on race day Sunday 22nd April, ensuring advertisers optimum exposure to their market in Bahrain, as well as to thousands of visitors to the Kingdom, through a high quality, full-colour, glazed paper publication.

The publication will also be available online through Al Hilal's network of sites including [www.gulf-daily-news.com](http://www.gulf-daily-news.com) and [www.tradearabia.com](http://www.tradearabia.com)

All advertisers will receive online promotion taking their messages throughout the region and worldwide.





PRIX  
2011

UBS  
CHINESE  
GRAND PRIX  
SHANGHAI 2011

GULF AIR GULF

S. VETTEL

Mobil  
Mercedes-Benz

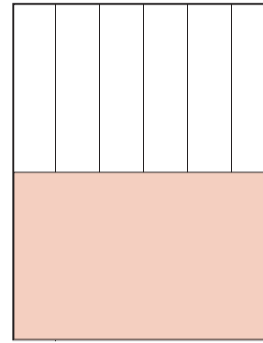
Santander  
vodafone



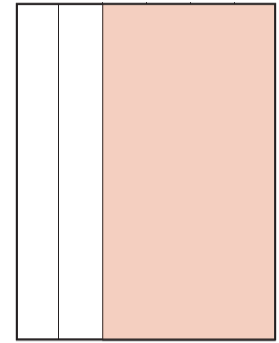
# ADVERTISING RATES IN BAHRAINI DINARS



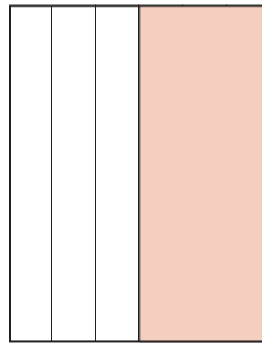
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Colour BD 2,808



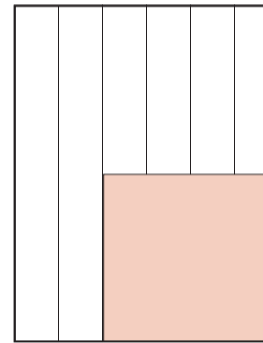
18 cms x 6 col (26 cms)  
Colour BD 1,404



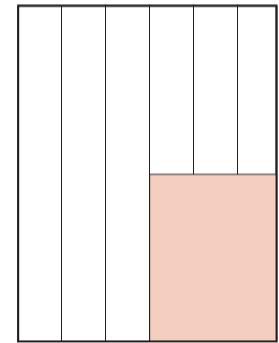
36 cms x 4 col (17.1 cms)  
Colour BD 1,872



36 cms x 3 col (12.7 cms)  
Colour BD 1,404



18 cms x 4 col (17.1 cms)  
Colour BD 936



18 cms x 3 col (12.7 cms)  
Colour BD 702

## Display Advertising

BD13 per single column centimetre - Full Colour Process

## Display special positions:

Back Page:	50% Premium (36 x 6 only)
Inside pages guaranteed position:	25% Premium (Inside front & inside back 36 x 6 only)

**Circulation:** 20,000

**Advertising agency commission:** 15%

## Mechanical Data

Screen:	150 lpi
Page Size:	36 cms x 26 cms
Column Width:	4 cms - 6 columns per page

**Artwork:** Ready made material to be sent on CD ONLY in Adobe PDF, text converted to path. Images should be attached in non-compressed binary format. Four colour material in CMYK.

All CDs should be accompanied with an actual size printed proof, clearly labeled, with order number and client references where applicable. Multiple advertisements must be supplied on individual discs.

## Bookings to:

### GULF DAILY NEWS

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