

the best way to promote your business

Red Sea
Bulletin since 1998

Red Sea
Pages.com since 2006

MEDIA KIT 2016



Your Gate to the Red Sea

El Gouna | Hurghada | Safaga
Al Quseir | Marsa Alam



B prepared for life

With 2.5 litre 163 hp V6 engine and 8 Speed AT, a perfect car.

Probably your dream car for a weekend getaway.

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info@elgouna.com
www.elgouna.com



DEC 09 Eugene Onegin
DEC 16 The Nose
NOV 09 Tosca
DEC 14 Falstaff
FEB 09 Rusalka
MAR 09 Prince Igor
MAR 15 Werther
JUN 09 La Bohème
APR 10 Così Fan Tutti
MAY 10 La Cenerentola

The Metropolitan Opera

Life as it should be

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Red Sea Bulletin & Red Sea Pages

Red Sea Bulletin & Red Sea Pages are the perfect combination of printed and internet media.

The popular publication, Red Sea Bulletin, has been issued since 1998 and addresses residents with high purchasing power as well as tourists with reasonable holiday budgets that enjoy exploring the Red Sea.

Red Sea Pages (www.redseapages.com) went online with its first release in 2006. Then subsequently came out in a completely new version mid 2015 to be the most comprehensive and informative internet portal for the Red Sea mainland.

Red Sea Bulletin & Red Sea Pages spans from El Gouna to Marsa Alam to present useful information about events, restaurants, cafés, pubs & bars, discotheques, hotels, shops, entertainment, sports, activities, education, health care, real estate, legal and tax consultancy. It includes, as well, interesting articles, city maps, and free classifieds and telephone listings.

Both Red Sea Bulletin & Red Sea Pages represent an outstanding marketing platform that offers a unique and attractive combination of traditional and modern promotional tools. The platform makes available unlimited possibilities in printed and electronic media, including informative display on the internet portal redseapages.com, social networks and e-campaigns.

Through participation in international exhibitions, massive distribution and global reach Red Sea Bulletin & Red Sea Pages provides the best way to promote your business.

Red Sea Bulletin

since 1998

Red Sea Bulletin

Red Sea Bulletin's news section, Across the Red Sea, informs readers in short topics and pictures about notable events in the area. Companies and venues showcase through their inserts what the Red Sea and surrounding areas have to offer. The articles report about new archeological discoveries, desert or sea adventures, interesting facts, people and the great Egyptian history. The reader can find information about day activities, nightlife, public bus schedules to/ from Cairo, Alex, Upper Egypt, Sharm El Sheikh, and a telephone directory of important numbers of the area. There are free classifieds, maps and topics about events in Egypt and worldwide.

The, Where 2 Go, section guides to the best restaurants, cafés, pubs, lounges, clubs and discotheques. The classifieds lead readers to discover opportunities to buy or rent cars, flats and villas, where to find lawyers, medical services, and so much more.

Red Sea Bulletin is distributed free of charge with a circulation of 7,000 copies per issue to tourists & residents through public places, select distribution points as well as delivered to many companies & hotels. Red Sea Bulletin is available online and all issues from July/August 2012 can be downloaded as PDFs (<http://redseapages.com/red-sea-bulletin>). Daily up-to-date information is available on Red Sea Bulletin's Facebook pages & groups:

<https://www.facebook.com/redsea.bulletin>

<https://www.facebook.com/redseapages>

<https://www.facebook.com/groups/redseainfo>

The estimated number of readers is over 300,000 throughout the year.

Many readers still love to hold a printed magazine in their hands, turn the pages, read articles and go through the contents printed on paper rather than on a screen, but more and more people, especially the younger generation prefers computers and mobile devices to gather information.

The internet portal www.redseapages.com and related social media platforms is a perfect match with the printed media of Red Sea Bulletin.





Red Sea Pages

Red Sea Bulletin followed the trend and established www.redseapages.com in 2006. The latest addition of the website was published in a completely new version August of 2015. It is the most advanced informative platform for the Red Sea mainland that displays all events of the Red Sea to include city maps, articles of interest, flight information for Hurghada and Marsa Alam airports, daytime activities, nightlife, best restaurants, cafés, lounges, bars, discotheques, and much more.

Redseapages.com contains tremendous information about the Red Sea region. Heart of the system is the Red Sea Directory which connects you with over 3000 registered companies. You can even book your holidays (hotels, flight tickets and activities) for the best rates on the market. Red Sea Pages compliments the Red Sea Bulletin in a perfect way. It shows more information than published in Red Sea Bulletin with the advantage of having no limitation in space like printed pages have, and can be updated daily.

All sponsors of the Red Sea Bulletin are equally promoted at redseapages.com and connected to the Facebook pages and other social media. Select the right combination from the Red Sea Bulletin, the internet portal www.redseapages.com and connected social media as your gateway to the Red Sea.



THE DISTRIBUTION CHANNELS for Red Sea Bulletin

Hotels
Gyms
Spas
Restaurants
Cafés
Pubs
Bars
Discotheques
Banks
Schools
Universities
Kindergartens
Real Estate Companies
Furniture Shops
Car Agencies
Computer and Technology Shops
Lawyer's Offices
Accountant's Offices
Hospitals
Medical Clinics
Beauty Centers
Wellness Centers
Fashion Shops
Golf Courses
Information Centers
Stationary and Bookshops
Diving Centers
Kite and Windsurf Centers
Airline Ticketing Offices
Tour Operators
Travel Agents
Shopping Malls
Cinemas
Money Exchange Offices
Environmental Companies
Vice Consulates in the Red Sea
Embassies and Consulates in Cairo
Immigration Office
Aquariums

Promotional packages and rates

Please find rates of our promotional packages for the printed media Red Sea Bulletin, internet portal Red Sea Pages and social media bellow.

Red Sea Bulletin & Red Sea Pages offer you the full range of possibilities to promote your business in the most effective way through various packages.

Every promotional package consists of a printed advertisement in Red Sea Bulletin, a sponsored link in the Red Sea Directory of www.redsepages.com, and regular promotions on the social media platforms we have chosen.

Our bi-monthly rates

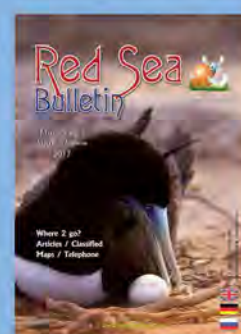
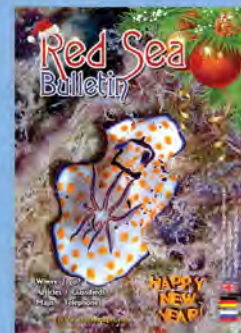
Display in Red Sea Bulletin	Package Rate
Back cover	LE 14500
Inside front cover	LE 9800
Inside back cover	LE 7600
Fold-out front cover + page beside	LE 19500
Fold-out back cover + page beside	LE 16500
3 pages overleaf the map	LE 13600
Special 4 pages insert	LE 18600
Ad 1 on the map (15 x 11cm)	LE 6500
Ad 2 on the map (6 x 10cm)	LE 3800
Full page	LE 5500
Prime page (pages before contents page)	LE 6800
½ page	LE 3500
¼ page	LE 2100
Banner on Intro pages (18 x 3.5cm)	LE 1800
Logo on all pages of Across	LE 2800
Advertorial full page	LE 3500
Ad in listing section (5 x 9cm)	LE 750

Discount policy:

1 year-contract (6 issues) – 15%

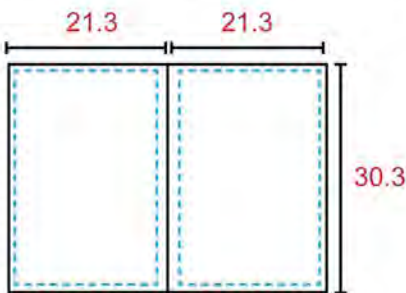
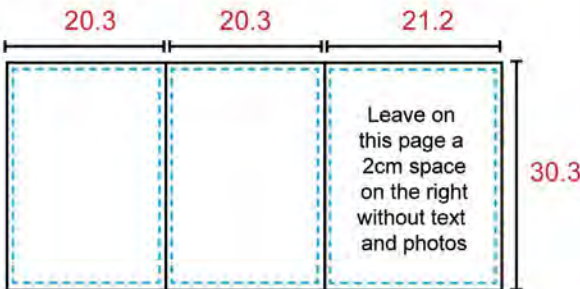
1/2 year-contract (3 issues) – 7%

Artwork: LE 750, --



Please submit ads in the following format:

- TIF, JPG, EPS or PDF
- CMYK
- 300 dpi
- Black text should be C=0, M=0, Y=0, K=100
- Black transparency setting should be "multiply"

Advertisement	Size (width x height in cm)
Full Page - Add 3mm bleed around	21 x 29.7
Half Page - horizontal - no bleed	18 x 13
Half Page - vertical - no bleed	9 x 25
Quarter Page - horizontal - no bleed	8.5 x 13
Banner - horizontal - no bleed	18 x 4
Listing and Classified Section - horizontal - no bleed	9 x 5
Double Page Spread - Add 3mm bleed around each page  <ul style="list-style-type: none"> • Leave a 4cm space between the two pages without text and photos 	42 x 29.7 Bleed: Artwork or photos printing to the edge of the paper are set up in the file to extend 3mm beyond the edge of the document. As a result, any inaccuracies which occur during the printing or finishing process shouldn't affect the final printed piece.
Pages overleaf the Map - Add 3mm bleed around each page <i>Back of Hurghada Map Fold-out</i>  <p>Leave on this page a 2cm space on the right without text and photos</p>	60 x 29.7
Ad - Prime Positions	Size (width x height in cm)
Back Cover - Add 3mm bleed around	21 x 29.7
Inside Front Cover - Add 3mm bleed around	21 x 29.7
Inside Back Cover - Add 3mm bleed around	21 x 29.7
Text & Photo	Placement
Full Page Right (A4) - Text & Photos should be inside 19 x 28	2cm from left, 1cm from right, top and bottom
Full Page Left (A4) - Text & Photos should be inside 19 x 28	2cm from right, 1cm from left, top and bottom

WWW.REDSEAPAGES.COM - RATES

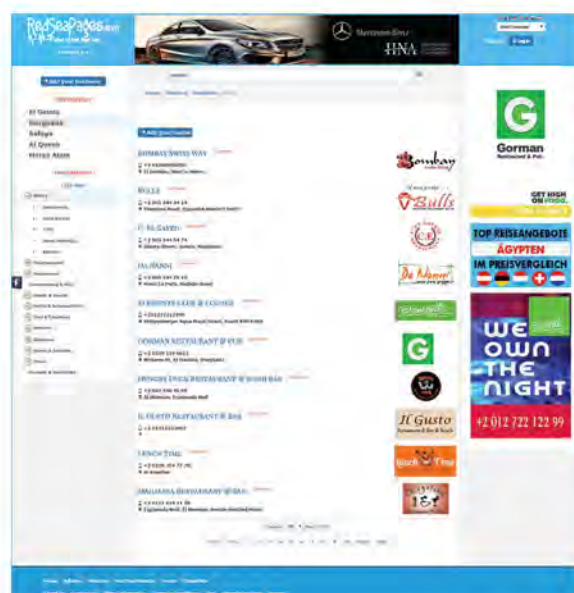
Banners @ www.redseapages.com		1/4 Year		1/2 Year		1 Year	
		Max 3 Banners Per Position		Max 3 Banners Per Position		Max 3 Banners Per Position	
LOCATIONS		Top Horizontal 1150 x 150 px	Right Side 356 x 500 px	Top Horizontal 1150 x 150 px	Right Side 356 x 500 px	Top Horizontal 1150 x 150 px	Right Side 356 x 500 px
Home Page	Level 1	3000 LE	xx	5400 LE	xx	9600 LE	xx
Town Pages Events	Level 2	1500 LE	1000 LE	2700 LE	1800 LE	4800 LE	3200 LE
Directory-Main Category Hotels & Online Booking Red Sea Bulletin Online Articles Classified City Maps Flight Information	Level 3	1200 LE	800 LE	2100 LE	1400 LE	3600 LE	2400 LE
Directory - Sub Categories	Level 4	750 LE	500 LE	1350	900 LE	2400 LE	1600 LE
Special Offer:	2 banners -10%, 3 banners -20%, 4 and more banners -25%						

Event Promotions	Setup fee	1 day	1 week	1 month	1/4 year	1/2 year	1 year
Rates	120 LE	90 LE	500 LE	1000 LE	2000 LE	3000 LE	4000 LE

Your banner will be shown on the home page and the city pages in an attractive banner slider system

Sponsored links, Design & Setup

Banner design per banner	120 LE
Sponsored directory links	950 LE
Setup fees	120 LE
Changes to directory links, other changes	120 LE



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Bulletin since 1998


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Pages.com since 2006

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Email: info@redsea-bulletin.com

 Red Sea Bulletin