

The best way to promote your business

Red Sea
Bulletin since 1998

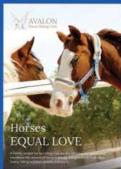
Red Sea
Pages.com since 2006

MEDIA KIT 2020



All about the Red Sea

El Gouna | Hurghada | Safaga
Al Quseir | Marsa Alam



Red Sea Bulletin since 1998 | Red Sea Pages.com since 2006

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, and a telephone directory of important numbers of the area. There are 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 5,000 copies per issue to tourists & residents through public places, selected 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 our Facebook pages & groups, Google Plus, LinkedIn, Twitter and Pinterest.

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 Hurgada 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. 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 Display in the Red Sea Directory of www.redsepages.com, and regular promotions on our social media platforms: Facebook (Pages & Groups), Google Plus, Twitter, Linked In & Pinterest.

Our bi-monthly rates

Display in Red Sea Bulletin	Package Rate
Back cover	LE 22,000
Inside front cover	LE 13,500
Inside back cover	LE 11,000
Fold-out front cover + page beside	LE 27,000
Fold-out back cover + page beside	LE 21,000
3 pages overleaf the map	LE 18,500
Special 4 pages insert	LE 26,000
Ad 1 on the map (18 x 13cm)	LE 8,500
Ad 2 on the map (12 x 6 cm)	LE 4,500
Full page	LE 7,700
Prime page (pages before contents page)	LE 9,000
Page #1	LE 9,500
½ page	LE 4,500
¼ page	LE 3,000
Banner on Intro pages (18 x 3.5 cm)	LE 2,500
Logo on all pages of Across the Red Sea	LE 4,000
Advertorial full page	LE 5,000
Ad in listing section (5 x 9 cm)	LE 1,250

Artwork: LE 1000

Discount policy:

1 year-contract (6 issues) – 15%

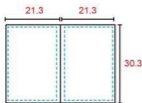
½ year-contract (3 issues) – 7%



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	42 x 29.7



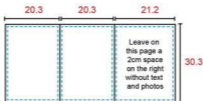
• Leave a 4cm space between the two pages without text and photos

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

60 x 29.7

Back of Hurghada Map Fold-out



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

19.7 x 29.7

Inside Back Cover - Add 3mm bleed around

19.7 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		1/4 Year		1/2 Year		1 Year	
		Max. 3 per Position		Max. 3 per Position		Max. 3 per Position	
Banner position		Top	Right	Top	Right	Top	Right
Pixels		1150 x 150	356 x 500	1150 x 150	356 x 500	1150 x 150	356 x 500
Home Page	Level 1	4000 LE	xx	7000 LE	xx	12000 LE	xx
Town Pages	Level 2	2000 LE	1500 LE	3500 LE	2500 LE	6000 LE	4000 LE
Events							
Directory-Main Category Hotels & Online Booking Red Sea Bulletin Online Articles Classified City Maps Flight Information	Level 3	1500 LE	1000 LE	2600 LE	1750 LE	4500 LE	3000 LE
Directory-Sub Categories	Level 4	1000 LE	700 LE	1750 LE	1250 LE	3000 LE	2000 LE
Special Offer:		2 banners -10%, 3 banners -20%, 4 and more banners -25%					

Event Promotions	Setup	1 day	1 week	1 month	1/4 year	1/2 year	1 year
Rate	150 LE	125 LE	700 LE ^{*)}	1400 LE ^{*)}	3000 LE ^{*)}	4500 LE ^{*)}	7000 LE ^{*)}
*) Complete information and banner will be shown on the home page for last 7 days before the event Event promotion packages for more than a week can be changed weekly, only setup fees to be paid							

Other Deals	Setup Once ^{*)}	Sponsored Display 12 month	Classified featured 1 month	Classified featured 3 month
Rate	350 LE	2000 LE	400 LE	800 LE

*) One time setup fee for sponsored display for hotels is 650 LE

The screenshot shows the Red Sea Pages website interface. At the top, there's a navigation bar with the logo and a search bar. Below that, a banner for 'Riding Trips' is visible. The main content area displays search results for 'Riding Trips', listing various options with prices and locations. On the right side, there are two promotional banners: one for 'Ruhaydah Restaurant Guide' featuring a wine glass and a plate of food, and another for 'Click Here to Subscribe to our Red Sea Newsletter' with a 'Subscribe' button.