

# bazaar

بازار

[www.bazaar.town](http://www.bazaar.town)

## A COMPREHENSIVE GUIDE TO ONLINE ADVERTISING WITH BAZAAR

We live in a world ruled by digital media where online content has become essential to our lives. While many may choose to play this game by the numbers, we choose to bring you quality content. Quality over quantity isn't just something we preach, it's an ethos we live by.



# OVERVIEW



Our website [www.bazaar.town](http://www.bazaar.town) is a cutting-edge site, and the very first in the Middle East with the distinct .town URL. This historic move puts us up front and center as the ultimate guide to our town, Kuwait.

Each category – **People, Dining, The Buzz, Lifestyle, Kuwait, Directory, Fashion, Travel, Books, Health, Calendar, Classifieds** – has a dedicated homepage where you can find full listings, previews, reviews and features.



HOME | DINING | PEOPLE | THE BUZZ | LIFESTYLE | iKUWAIT | DIRECTORY

Search bazaar

LATEST ISSUE

FASHION | BOOKS | HEALTH | CALENDAR | CLASSIFIEDS | BLOGS | ARCHIVES

# OVERVIEW - DINING AND DIRECTORY

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The Dining and Directory categories include **more than 500 restaurant reviews** that our team have written over the years, which continues to be updated regularly, as well as reviews and news of all the latest openings in K-town. Each directory listing includes user-friendly online contact information and easy navigation through Google Maps.

The screenshot displays the Bazaar website's navigation and content. At the top, the logo 'bazaar' is accompanied by the tagline 'The ultimate guide to Kuwait'. Below the logo is a navigation bar with links for HOME, DINING, PEOPLE, THE BUZZ, LIFESTYLE, iKUWAIT, and DIRECTORY. A search bar is located on the right side of the navigation bar. A red box highlights the 'DINING' and 'DIRECTORY' links, with a callout box stating: 'Over 500 reviews categorised by cuisine and location, complete with maps and contact details.' Below the navigation bar, there is a 'LATEST ISSUE' section. On the left, a 'FILTER' menu is visible, allowing users to filter by Type of Cuisine, Location, Price Range, and Dine In. In the center, a Google Map shows the location of Al Salam Mall. On the right, a business listing for 'www.crumbs.com.kw' is shown, including a phone number (2205 0770, 6555 4500) and social media icons for Facebook, Twitter, and Instagram. A 'CAFFEES AND BAKERIES' icon is also present.

# ONLINE STATS - WEBSITE VISITORS



Generating original content and pushing the content you provide us with to a network of engaged fans, followers and readers is what we do best. Combining website exclusive content with our print content greatly expands our magazine's readership. While we print and distribute 10,000 copies of *bazaar* a month, our website gets over 5,300 visitors per day which is over 160,000 visitors a month, so it's well suited to cater to all of your digital advertising needs.

Return visitors

70%

New visitors

30%

Visitors per day

5,300+

Visitors per month

160,000+

# ONLINE STATS - WEBSITE READERS

We've often wondered where our readers hail from. By tracking their locations on analytics, we've found that 75% are based in Kuwait while the rest are regionally and internationally based!



Gender plays an important role in what our content reflects and who visits the *bazaar.town* website. Google Analytics has shown us that 53% of our readers are male and the remaining 47% are female!



As for the language, we have found that 85% of our visitors are English speakers. Due to the influx of private schools in the region and the fact that most people opt for studying abroad on a graduate level, there's a significant increase in English speakers and thinkers!



# RESPONSIVE DESIGN

Since our website is created with responsive design in mind, our readers can view our website through any device!

Desktop View



Tablet View



Mobile View



# AD SIZES

PREMIUM TOP BANNER  
1920px x 150px

Across entire screen

TOP BANNER  
730px x 104px

TOP  
SIDE BANNER  
300px x 300px

MIDDLE  
SIDE BANNER  
300px x 300px

BOTTOM  
SIDE BANNER  
300px x 300px

BOTTOM BANNER  
730px x 104px

# AD ZONES

## 1. HOMEPAGE (WITH 5 AD ZONES)

The screenshot shows the Bazaar homepage layout with five blue boxes highlighting ad zones:

- PREMIUM TOP BANNER**: Located at the top center of the page, above the main navigation.
- TOP BANNER**: A large banner area below the navigation, featuring a main article with a large image and a smaller article to its right.
- TOP SIDE BANNER**: A vertical banner on the right side of the page, positioned above the middle side banner.
- MIDDLE SIDE BANNER**: A vertical banner on the right side of the page, positioned below the top side banner.
- BOTTOM SIDE BANNER**: A vertical banner on the right side of the page, positioned below the middle side banner.
- BOTTOM BANNER**: A wide banner at the very bottom of the page, containing a newsletter sign-up form and social media links.

## 2. CATEGORY PAGE

The screenshot shows a category page layout with two blue boxes highlighting ad zones:

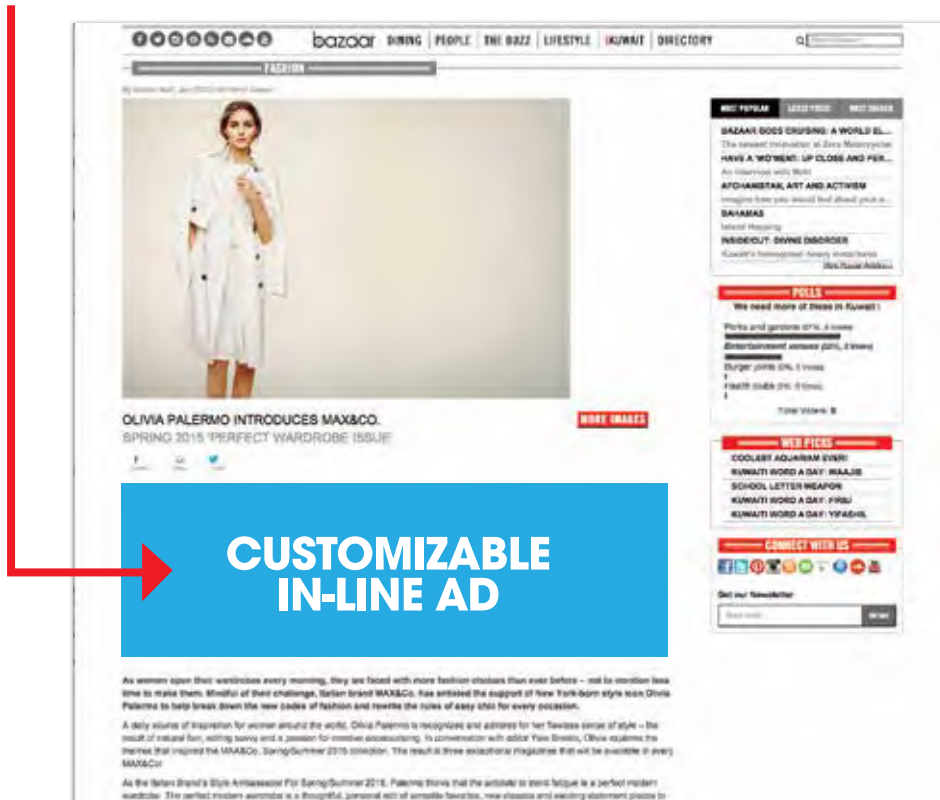
- PREMIUM TOP BANNER**: A large banner at the top of the category page, featuring a main article with a large image and a smaller article to its right.
- BOTTOM BANNER**: A wide banner at the bottom of the category page, containing a newsletter sign-up form and social media links.



# AD ZONES

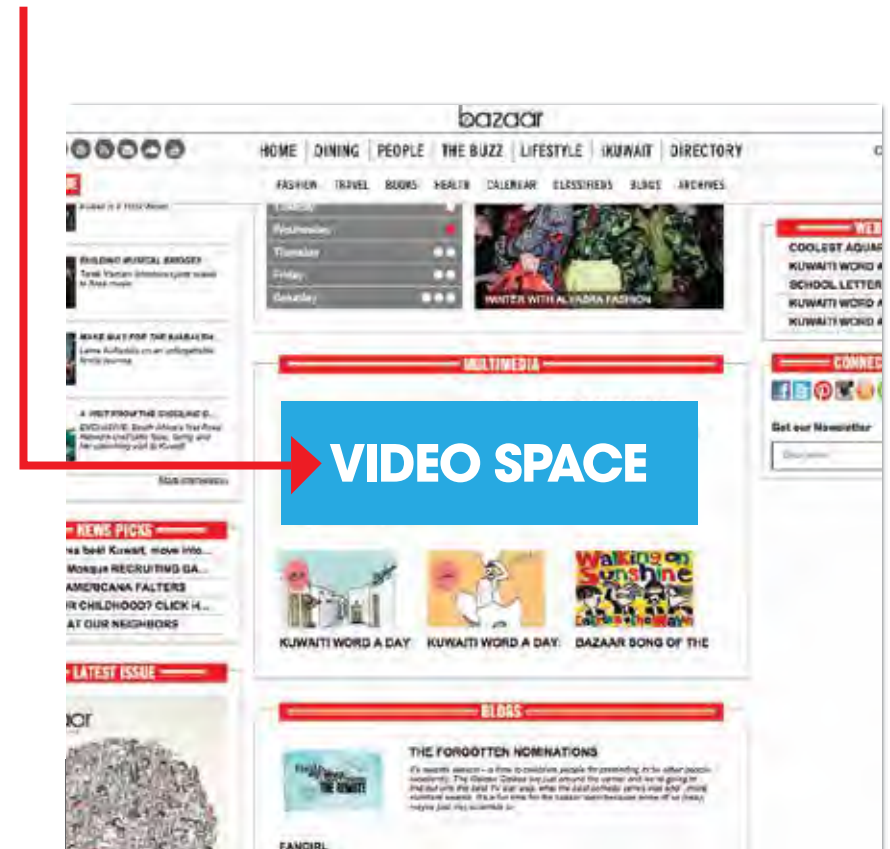
## 3. IN-POST AD

Ad is a customizable size above the body of the post and below the first set of share buttons.



## 4. VIDEO IN MULTIMEDIA SECTION

Premium video ad space.



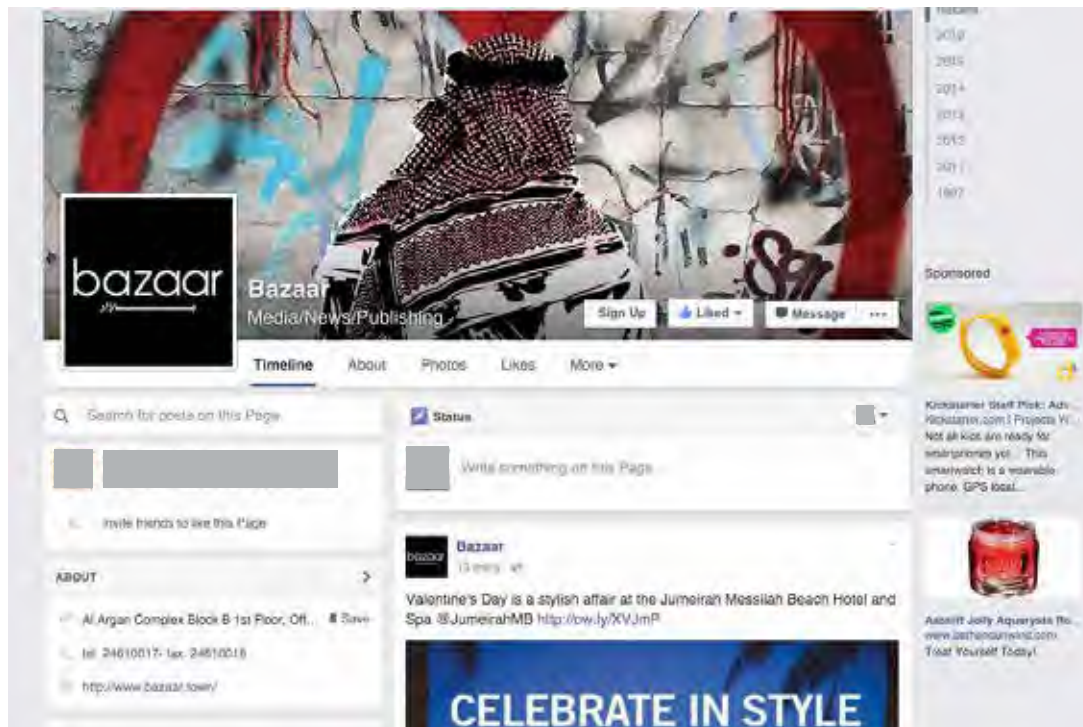
# SOCIAL MEDIA- FACEBOOK



Organic growth is what we have to offer as our users interact with us on a daily basis. Be it through our Facebook page, Twitter or Instagram – we get mentions, retweets and messages, shares and clicks on a daily basis.

With content curated from around the web, our own content and the content provided to us for campaigns and such by our clients, plus entirely original content – our social media channels are extremely active. Because we believe in quality over quantity.

Our Facebook page has over 12,000 followers with our male to female ratio being at almost 50% each. The majority of our Facebook followers are based in Kuwait while the others are based all over the world.



Sponsored Post



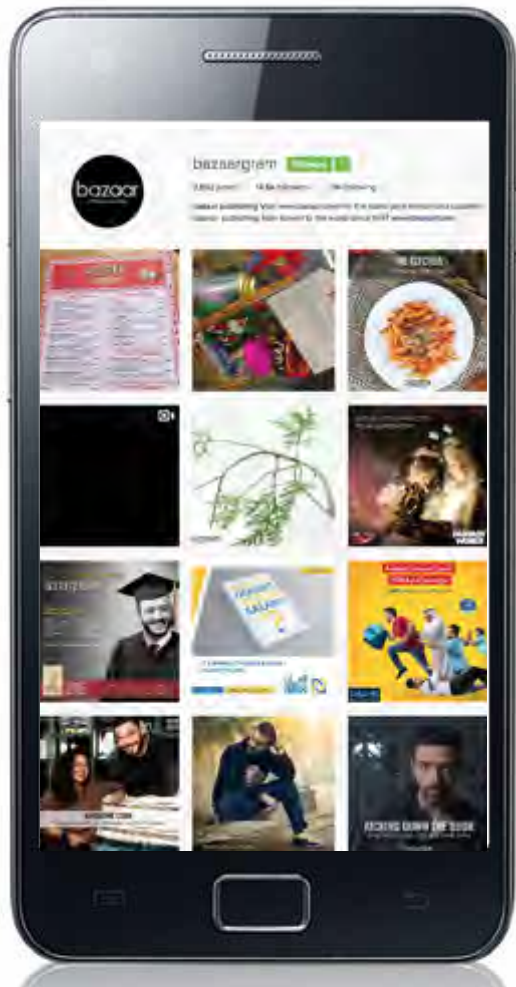
Original Post



# SOCIAL MEDIA- INSTAGRAM

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On Instagram, we have over 14K followers and growing organically. As with all our social media, Instagram caters to pushing quality content. Daily, we post our content, YOUR content and original photography – live from reviews and interviews!



Our Content

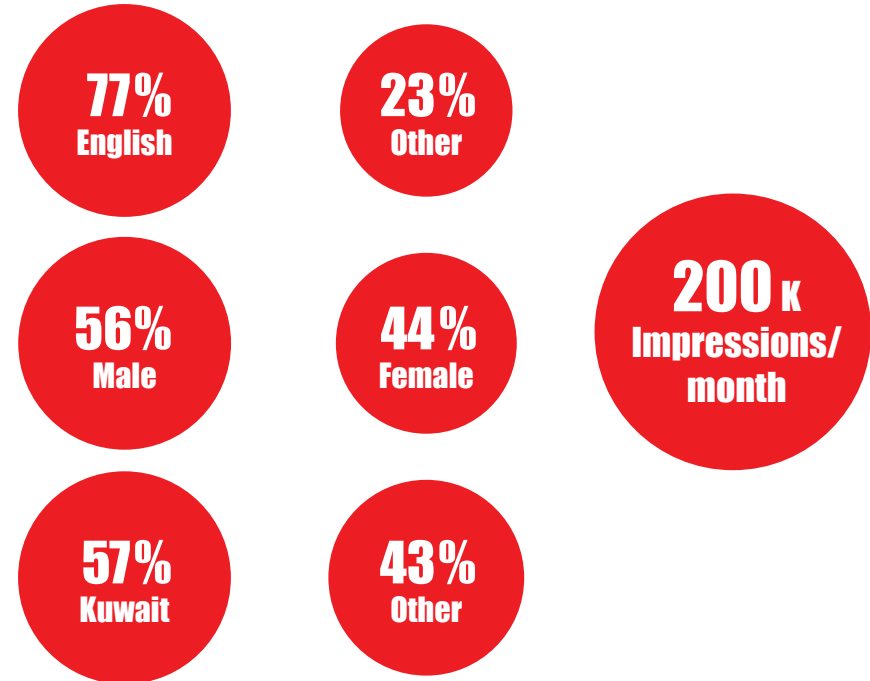


Your Content



# SOCIAL MEDIA- TWITTER

On Twitter we have over 5,000 followers in total, and like Facebook the male to female ratio is at an almost equal split. On average, during a 31-day period, we've made 200K impressions - we're very picky about the quality of our tweets!



Sponsored Post

A screenshot of a sponsored tweet from Bazaar Magazine. The tweet includes a photo of the 'KATEH' restaurant storefront. The text of the tweet is: 'Indulge in traditional #Iranian #kebabs with an elegant twist at @Kateh\_kuwait #delish http://bit.ly/1OFFC3I pic.twitter.com/nsVw4tf0tp'. To the right of the tweet, the analytics are shown: 'Impressions 22,751' with a yellow progress bar, and 'Total engagements 480'. Below the impressions, it breaks down into '379 organic' and '22,372 promoted'.

# SOCIAL MEDIA- NEWSLETTER

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Currently we have over 20,000 subscribers to our newsletter, with more people signing up daily. Our newsletter subscribers cover a wide range of people: from Western expats new to Kuwait who want to keep up with what's happening in K-town, to loyal bazaar readers who eagerly await our alerts and special offers.

**20,000+**  
**Subscribers**

Newsletter





In short, we have you covered! All your digital media needs will surely be met with extensive use of both our website knowledge and social media channels. We know when to post and where to post to get you the best coverage possible and ensure that your products and services are introduced to our readers no matter what platform they're on!

# 2017 DIGITAL RATE CARD



	WEEKLY	MONTHLY
<b>WWW.BAZAAR.TOWN</b>		
PREMIUM TOP BANNER AD	KD 250	KD 800
TOP BANNER AD	KD 200	KD 600
BOTTOM BANNER AD	KD 150	KD 450
TOP SIDE BANNER AD	KD 150	KD 450
MIDDLE SIDE BANNER AD	KD 150	KD 450
BOTTOM SIDE BANNER AD	KD 150	KD 450
IN-POST AD	KD 200	KD 600
SPONSORED POST <small>(Advertorial on brand/product + displayed in feature article carousel.)</small>	KD 400	KD 600
<b>SPECIAL PACKAGES</b>		
CATEGORY TAKEOVER <small>Top and bottom banner ads and side banner on ONE of the Main Category pages.</small>	KD 200	KD 600
HOMEPAGE TAKEOVER <small>(non-exclusive*)</small> <small>- Top and bottom banner ads. - Sponsored post in Featured Article carousel.</small>	KD 300	KD 800
WEBSITE BLITZ <small>(non-exclusive*)</small> <small>- Top and bottom banner ads on ALL pages. - Top and bottom side banners on ALL pages. - Sponsored post in Featured Article carousel.</small>	KD 500	KD 1500

	WEEKLY	MONTHLY
<b>BAZAARTUBE</b> Our Youtube channel gives you the chance to advertise with videos. It will be displayed prominently in the Multimedia section of the homepage of www.bazaar.town		
STAND ALONE VIDEO	KD 200	KD 600

SOCIAL MEDIA ADS	ONCE	TWICE	4 TIMES
ADVERTORIAL POSTS <small>On Facebook, Twitter and Instagram. Use our followers to advertise your brand. Price is per post and varies based on number of times posted.</small>	KD 250	KD 400	KD 500

<b>BAZAAR ONLINE CAMPAIGNS AND COMPETITIONS:</b> <small>At bazaar, our goal is to help your business and personalize your campaign/competition to draw the right audience.</small>	Starting at KD 500 depending on campaign details.
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- Monthly advertisers can change their banner ad up to 4 times in one month.
- All ad zones accept JPEGs, GIF files, and videos as ads.
- All ad space is shared between clients. Ads rotate throughout the day.

# CONTACT US

## VISIT US ONLINE

[www.bazaar.town](http://www.bazaar.town)

## EMAIL US

[adly@bazaar-magazine.com](mailto:adly@bazaar-magazine.com)

[info@bazaar-magazine.com](mailto:info@bazaar-magazine.com)

## CALL US

**+ 965 2571 6122**

## FOLLOW US ON SOCIAL MEDIA



**bazaar magazine** : Using posts, our Facebook page is a space for conversation and interaction of our content both on our website [www.bazaar.town](http://www.bazaar.town) and the monthly publication of bazaar magazine.

**bazaartweets**: Our Twitter account keeps followers up to date on breaking news and events in Kuwait and around the Arab world.

**bazaargram**: Our Instagram account uses videos and photos to keep our followers engaged, entertained and up to date.

**bazaartube**: Original videos by the bazaar team that are usually funny, always informative and a great window to activities in Kuwait.