

# bazaar PROFILE

بازار

30,000 + 160,000 + 50,000 + 20,000

Print Media Readers

Monthly website visitors

Social media/newsletter  
fans + followers

Digital issue readers

= 260,000

**MONTHLY TOUCH POINTS WITH  
YOUR FUTURE CUSTOMERS**



## bazaar Culture

- *bazaar* is a lifestyle magazine for the influential, creative, young-at-heart professional.
- Catering to both English and Arabic readers, we have more than 75 freelance writers.
- Established in 1997, *bazaar*'s brand and personality is unique to Kuwait.
  - One of the most influential magazines in Kuwait.
  - Distributed, free of charge, in over 250 retail, fashion and dining outlets.
  - Online reach at [www.bazaar.town](http://www.bazaar.town) with over 160,000 visitors a month.
- Published every month of the year, with a special combined July/August issue.

## bazaar Readers

- Loyal and brand savvy, worldly, free-thinking, consumers who love to travel and enjoy a mid to high class lifestyle.
- Mainly English-speaking Arab expats who:
  - Think and live in many languages and cultures.
  - Range from business owners and managers, to entertainment addicts and oddballs; we have something for everyone!

## Key Demographics

**Gender:** Female:55%; Male:45%

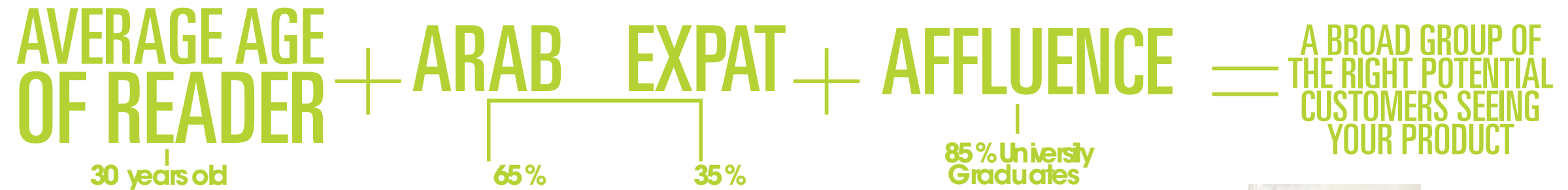
**Nationality:** Kuwaiti: 65%; Expat: 35%

**Age:** 18 – 45 (*bazaar* has something for everyone!)

**Education:** Over 85% University graduates

## Guarantee of distribution throughout Kuwait

- One of the first and only publications to apply for a BPA publishing audit in Kuwait to ensure total transparency.
- In June 2010, *bazaar* magazine became an official member of BPA worldwide ([www.bpaww.com](http://www.bpaww.com)).



1997



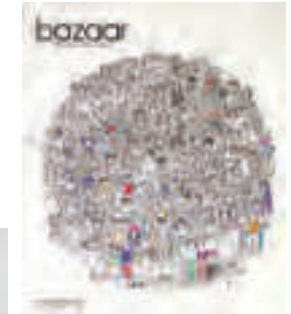
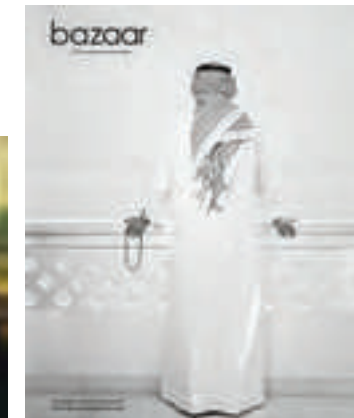
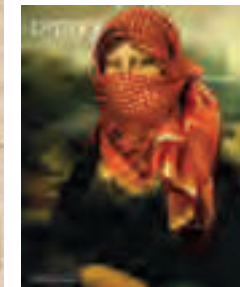
2002



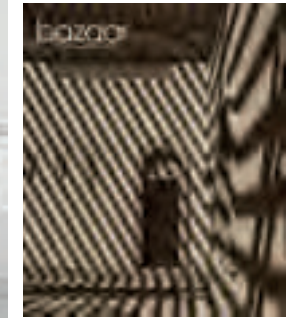
2006



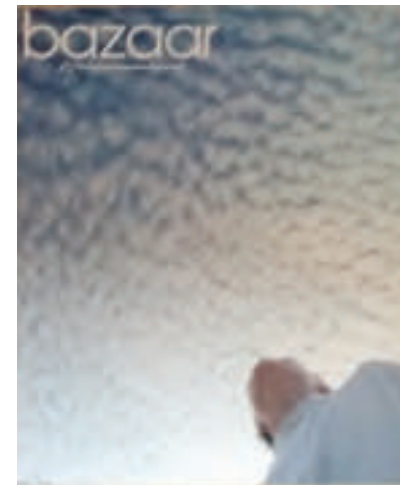
2013



2015



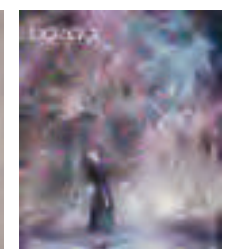
2001



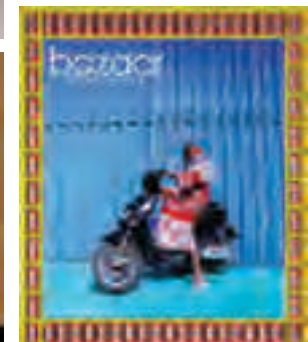
2004



2012



2014







# 6 STAFF WRITERS

US and British Educated

# 75

Local & Worldwide  
Contributors

# 20+

Syndicates &  
International  
Correspondents

An average of

# 160

pages of printed and  
digital content per  
month

bazaar has over 75 local and worldwide freelance writers from many different nationalities who cover topics that range from amusing social commentary and environmental issues, to the latest trends, products and services available in Kuwait, ensuring that there is always something for every reader! From the latest hotspots in Kuwait, to the amusing articles about the world we live in, or just the outright bizarre – bazaar content is as diverse as it is unique.

## bazaar Editorial

Kuwait's best resource for the modern lifestyle aficionado, *bazaar* brings you the freshest of locally important and internationally trending content.\*

### Entertainment

- Regular Inside/Out feature with the latest music news and reviews around Kuwait and worldwide.
- Cinescape movie listings updated monthly.
- Behind the scenes, exclusive interviews and the latest reviews from premier reputable syndicate sources.
- Hot-off-the-press music, book, and gaming releases and reviews.
- Regular informative and entertaining travel pieces.

### Arts

- Local and international art gallery exhibition reviews
- Local, amateur or professional, upcoming or established artists' in-depth interviews.
- What's on: a monthly listing of cultural events, art exhibits, entertainment/industry events, workshops and more!

### People

- Monthly interviews with the people behind Kuwait's latest trends, restaurants, and businesses.
- 'Up Close & Personal' column featuring in-depth interviews with influential local talents.
- 'Truth or Dare' column featuring a tongue-in-cheek, entertaining interview of a local talent.

### Dining

- A 'bazaar goes dining' monthly review of the hippest new restaurants in Kuwait.
- Re-visiting popular, classic, well-established restaurants in Kuwait for their latest menu additions and expansions.

### Fashion

- 'Fashionality' feature of an influential person in the fashion world, their inspirations, style choices and much more.
- Freelance fashionistas writing an insider's look at local fashion trends in clothing, hairstyles, jewelry and beauty.
- Coverage of trendy fashion brands' launches and their latest collections in Kuwait, store reviews, product reviews.
- Photo-shoots and collaborations with the hottest boutiques in the region featuring stylemakers and artists alike.

### Technology/Trends/Gadgets

- 'bazaar goes cruising' regular informative piece on the latest releases in the cruising world.
- 'Big boys toys' and Technology column on the latest, and greatest toys and new releases for the child in all of us.

### Health and Fitness

- 'bazaar fitness', a monthly feature by leading fitness gurus in Kuwait delivering the newest sports and fitness trends and advice.
- 'A wide array of inspired writers focused on showcasing the latest fitness events in Kuwait and region through reviews and interviews.

\* Not everything mentioned above can be printed every month.

# bazaar Distribution

- Widespread distribution of 10,000 copies monthly.
- Large VIP subscriber monthly mailing-list.
- Each printed issue is read by an average of 3 people, giving us a total printed readership of over 30,000.
- Free of charge distribution to over 250 retail and commercial locations throughout Kuwait, including those listed below.

<b>Cafés &amp; Eateries</b> Bredz Burger Hub, Gulf Road Café November, Kipco Tower, Shuwaikh Market Casper & Gambini, Kuwait City, Marina Crescent Chocolate Bar, Al Bida’a, Marina Crescent, Spoons Container 75, Jabriya Crumbs, Shaab Dunkin Donuts, Mall 360 Elevation Burger, Abu Halifa, Al- Hamra, Avenues, Meshrif, Haagen Dazs - Souk Sharq, Arraya Johnny Rockets- opp. Salhiya Complex, Marina, Salmiya, The Avenues, Alia & Ghalia Complex Juan Valdez Café, Symphony Mall November Bakery, Al-Tilal Organica Fish & Chips, Jabriya PQ. - The Palms, Marina Mall Paul - The Avenues, Marina Mall Prime & Toast - Al Bida’a, Seif Strip Scoop-A-Cone - Egaila, Fahaheel Someday Café The Early Bird - Fahaheel, Jabriya Upper Crust - The Village <b>Starbucks Outlets:</b> Abdullah Mubarak Adeliya Airport Mall Al Mowasat Hospital Al Shaya Head Office Aliya & Ghalia Complex Andalouse Coop AUK Bairaq Mall Baitak Tower Behbehani Complex Bida’a Complex BMW Showroom Daiya Co-op Dar Al Awadi Divonne, Abu Hassaniya Four Points by Sheraton Hilton Resort Jabriya Kaifan Khalifa Resort Kout Mall Marina Crescent Marina Mall Mishref NBK Nuzha Co-op Plaza Hawalli Rosa Castle Salhiya	Salmiya, Salem Al-Mubarak Salmiya Co-op Salwa Co-op Scientific Center Seif Hospital Shaab Shamiya Co-op Sharq Co-op Sheikha Complex Sheikh Saed Al Abdullah Terminal Shuwaikh Zain Headquarters Souk Sharq The Avenues The Palms Hotel Zahra Co-op <b>Costa Outlets:</b> Marina Crescent Marina Mall Arjan-al Bidaa Kout mall City tower Saqrان Kuwait airport arrivals Miral mall Sahara Shaab al bahri Seaview Kaifan Ghawali mall Avenues mall <b>Clinics &amp; Hospitals</b> Al Mubarakiya Dental Clinic - Egaila, Salmiya Al Safat American Hospital Boushahri Clinic Dasman Diabetes Institute Diet Care Center Gulf Clinic International Clinic Maidan Clinic - Fahaheel, Farwaniya, Hawalli, Sharq, Subah Al Salem Noor Clinic Salam Hospital Seif Hospital Soor Center Taiba Clinic The Cosmetic Surgery Clinic <b>Hotels &amp; Health Clubs</b> Al Corniche Club Crowne Plaza, Farwaniya, Salmiya Hilton Kuwait Resort & Spa Holiday Inn, Salmiya, Inspire Pure Fitness JW Marriott – Residence Inn, Sharq Pilates & More - Salmiya, Mahboula Spaloon The Palms Beach Hotel The Yoga Center	<b>Malls</b> <b>Arraya</b> Haagen Dazs <b>Galleria</b> <b>Al Hamra</b> Elevation Burger <b>Mall 360</b> Dunkin Donuts <b>Marina Mall/Crescent</b> Casper & Gambini Chocolate Bar Johnny Rockets PQ. Paul <b>Souq Sharq</b> Starbucks Haagen Dazs Breadz <b>Symphony Mall</b> Juan Valdez <b>The Avenues</b> Elevation Burger Johnny Rockets Paul Starbucks <b>Airport Mall</b> Starbucks <b>Dar Al Awadi</b> I.O. Center <b>Spoons</b> Chocolate Bar <b>Salhiya Complex</b> Starbucks <b>Stand Alones</b> 4 Boutique Alghanim Marine Alghanim Showrooms - Safat Al Rai, Shuweikh, Sharq, Fahaheel beau-Tique cosmetics British Embassy Brush Salon CAP Gallery Cookie Dough Dar Al Funoon Dar.Nur Gold Class Lounge - Grand Cinemas Al Hamra I. O. Center Italian Center Jacques Dessange Salon, Shaab KAICO Kuwait Airport Business Class Lounges N Style Nail Lounge Media Elephant Pink Moon Boutique Sultan Gallery THE One USA Embassy	<b>Schools &amp; Universities</b> American International School American University of Kuwait Australian College Kuwait Bayan School (Hawalli) Boxhill College BSK - British School of Kuwait Retail Academy Universal American School  <b>Kuwait University</b> Starbucks Khaldiya Starbucks Adeliya Starbucks Jabriya Starbucks Shuwaikh
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OVER

140

+

ALL

10

+

THE TOP

50

+

OVER

50

Restaurants, cafes  
and eateries

Kuwait premium  
Mall destinations

Hospitals, Embassies,  
Universities and Schools

Other premium  
locations

=

OVER 250 LOCATIONS  
THROUGHOUT KUWAIT



bazaar magazine has been a member of BPA Wordwide since June 2010, ensuring complete transparency, verifying bazaar as an audited publication which distributes 10,000 copies on a monthly basis. To access our BPA report, please visit [www.bpaww.com](http://www.bpaww.com) or log onto our website [www.bazaar.town](http://www.bazaar.town) for a downloadable pdf version.



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Monthly website visitors

Social media/newsletter  
fans + followers

Digital issue readers

OVER  
= 260,000

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YOUR FUTURE CUSTOMERS

## Freedom to surf us





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

160,000 unique monthly visitors

- The ultimate guide to Kuwait.
- As well as our monthly magazine, our free-access website gives us the ability to reach an even wider audience.
- Packed with a little bit of everything for everybody: events, articles covering entertainment, art, local happenings, music, movies, fashion, technology and much more. Comprehensive dining directory including address and contact details.

## Freedom to share us

50,000+ fans and followers

-  [facebook.com/bazaarmagazine](https://facebook.com/bazaarmagazine)
-  [twitter.com/bazaartweets](https://twitter.com/bazaartweets)
-  [instagram.com/bazaargram](https://instagram.com/bazaargram)
-  bazaar Newsletter

- We get even closer to our readers by taking advantage of our Facebook, Twitter and Instagram channels on a daily basis.
- Starting different conversations every day, sharing music, jokes, news, competitions, and much more.
- Tweeting live from events, minute by minute coverage and commentary, and sharing photos on Instagram allowing us to also follow the people and brands that we like too, of which there are so many!

## Freedom to flip us

20,000 monthly readers

-  [issuu.com/bazaarmagazine](https://issuu.com/bazaarmagazine)

- Features our in-depth interviews, reviews, stellar photography, and the latest ads, showcasing what's hot in the market right now.
- Browse through bazaar freely and securely whether you're on your PC, laptop, Smartphone, or tablet.



# www.bazaar.town

For nearly two decades bazaar has been the ultimate guide to Kuwait. In 2007 we took our brand online with the launch of **bazaar-magazine.com** , one of the first websites in K-town with comprehensive information on people, fashion, food and businesses. Now in 2015, we have given the longest running and most powerful digital portal in Kuwait a facelift, with an incredible new layout, a plethora of multimedia content and innovative ad formats.

**www.bazaar.town** is a cutting-edge site and the very first in the Middle East to secure a URL with the domain .town. 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. Join our Book Club, read up on the latest Fashion Finds, enjoy the Film & TV Commentaries, and stay in the loop with all things happening in our big-little town: K-town.

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.

**www.bazaar.town** is all about interacting with our readers to build trust with your target audience. We ignite conversations on our social media platforms, and encourage users to leave feedback through Facebook comments on all articles as well as on the restaurant reviews so that other visitors can gain insight about the establishment.

Let **bazaar.town** be your guide to navigating this incredible place we call home!

## AVERAGE MONTHLY PAGE IMPRESSIONS

OVER  
500,000


## AVERAGE MONTHLY WEBSITE VISITORS

OVER  
160,000







Some of bazaar's Premium Advertisers




PORSCHE




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WEST END




EBEL




VERSACE



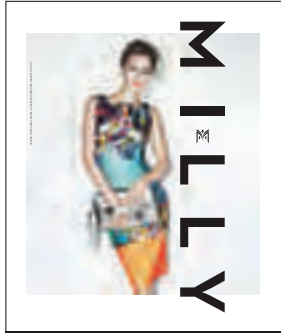
CAVALLI




BCBG




MAX MARA




MILLY




AUDI




DKNY




JIMMY CHOO




FIAT




HARVEY NICHOLS




GIVENCHY




MARINA RINALDI




SWATCH




MINI COOPER




BOSS




KORLOFF




FENDI



MANGO



TAG HEUER



SWAROVSKI

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