AUDIENCE METRICS ANALYSIS FOR

AL WASAT NEWSPAPER BAHRAIN

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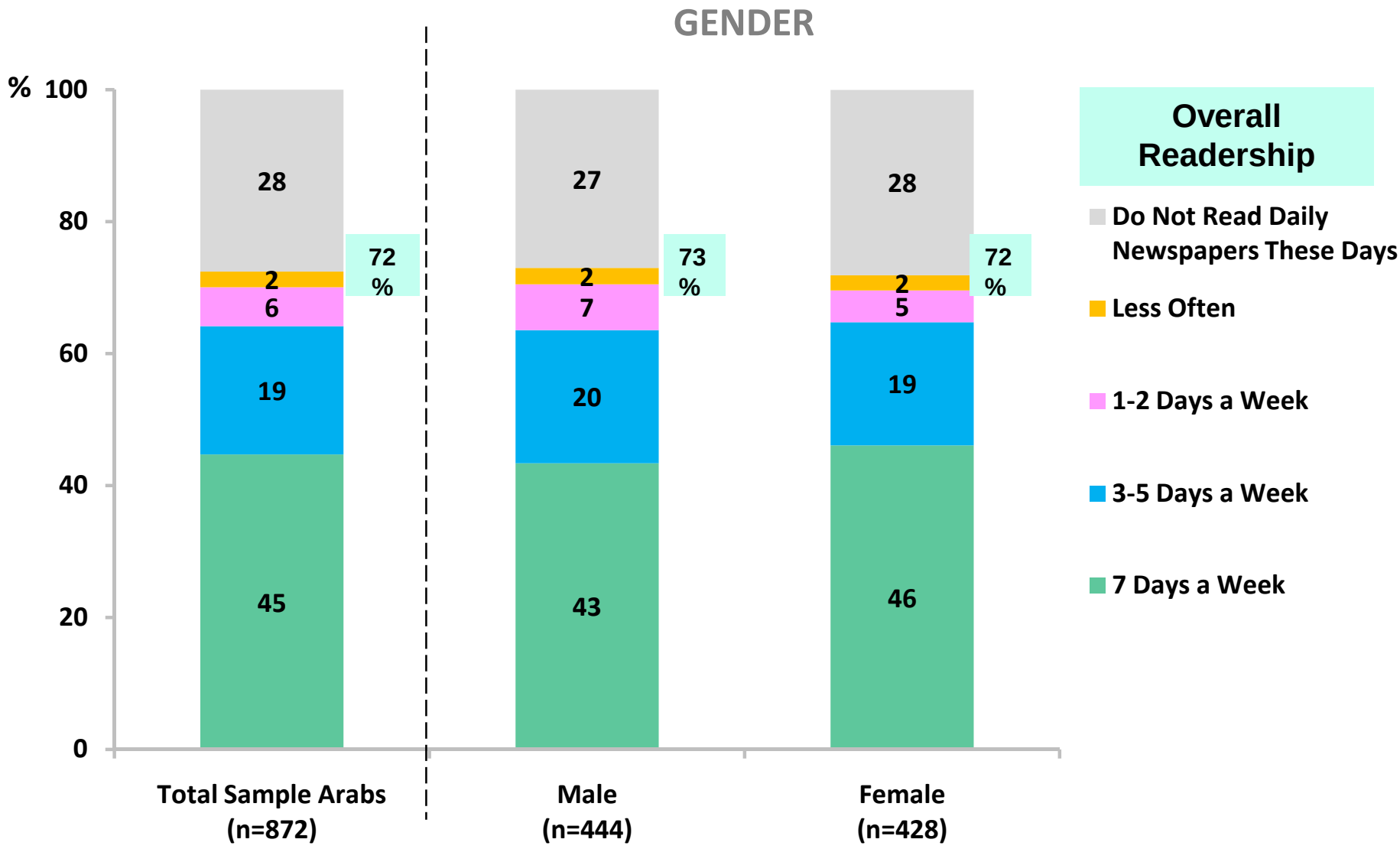
Section 1

Frequency of Reading Newspapers in Bahrain

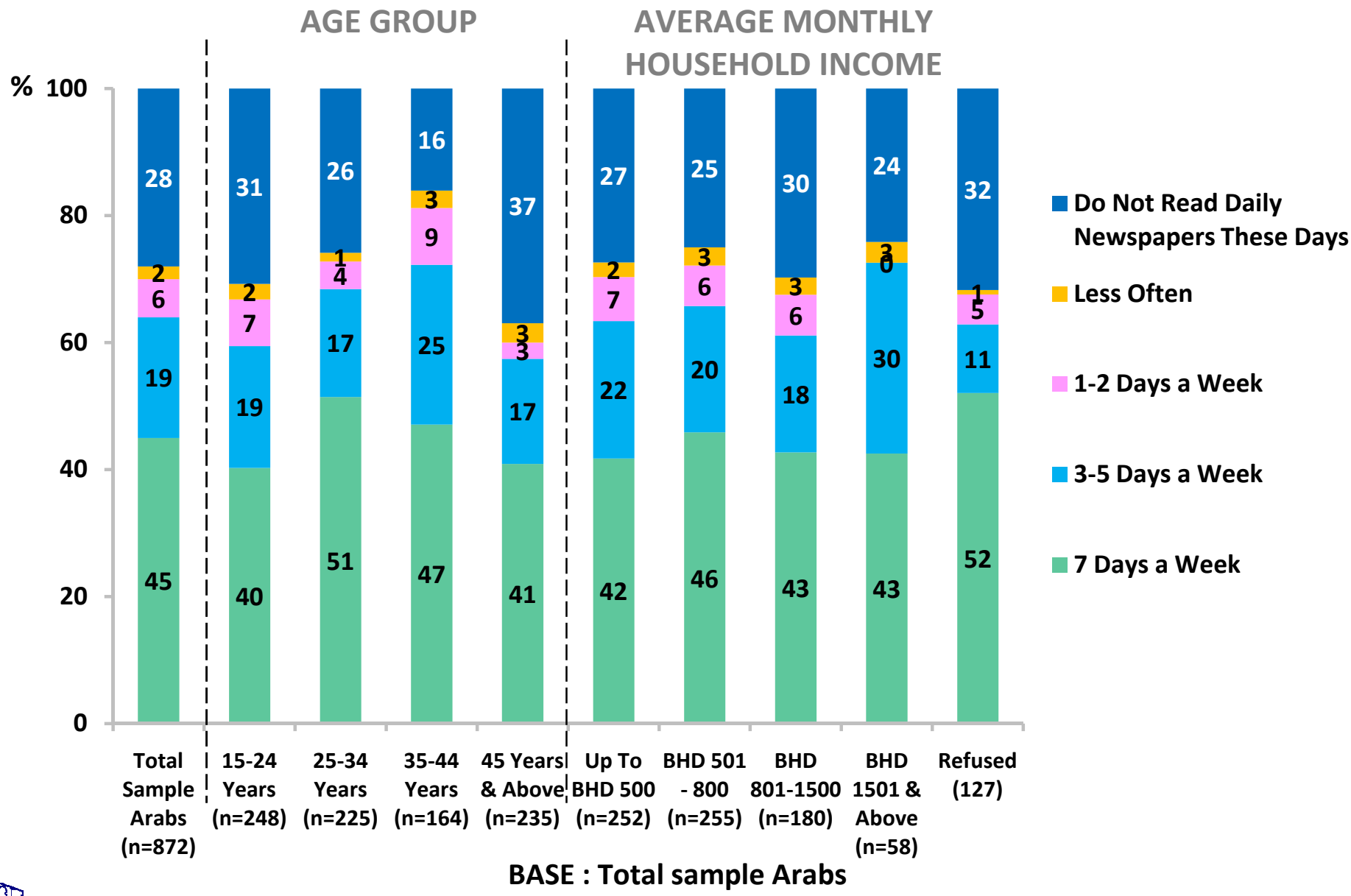
FREQUENCY OF READING NEWSPAPERS BY:



BASE : Total sample Arabs

The figures in parenthesis indicate the base of the respective category

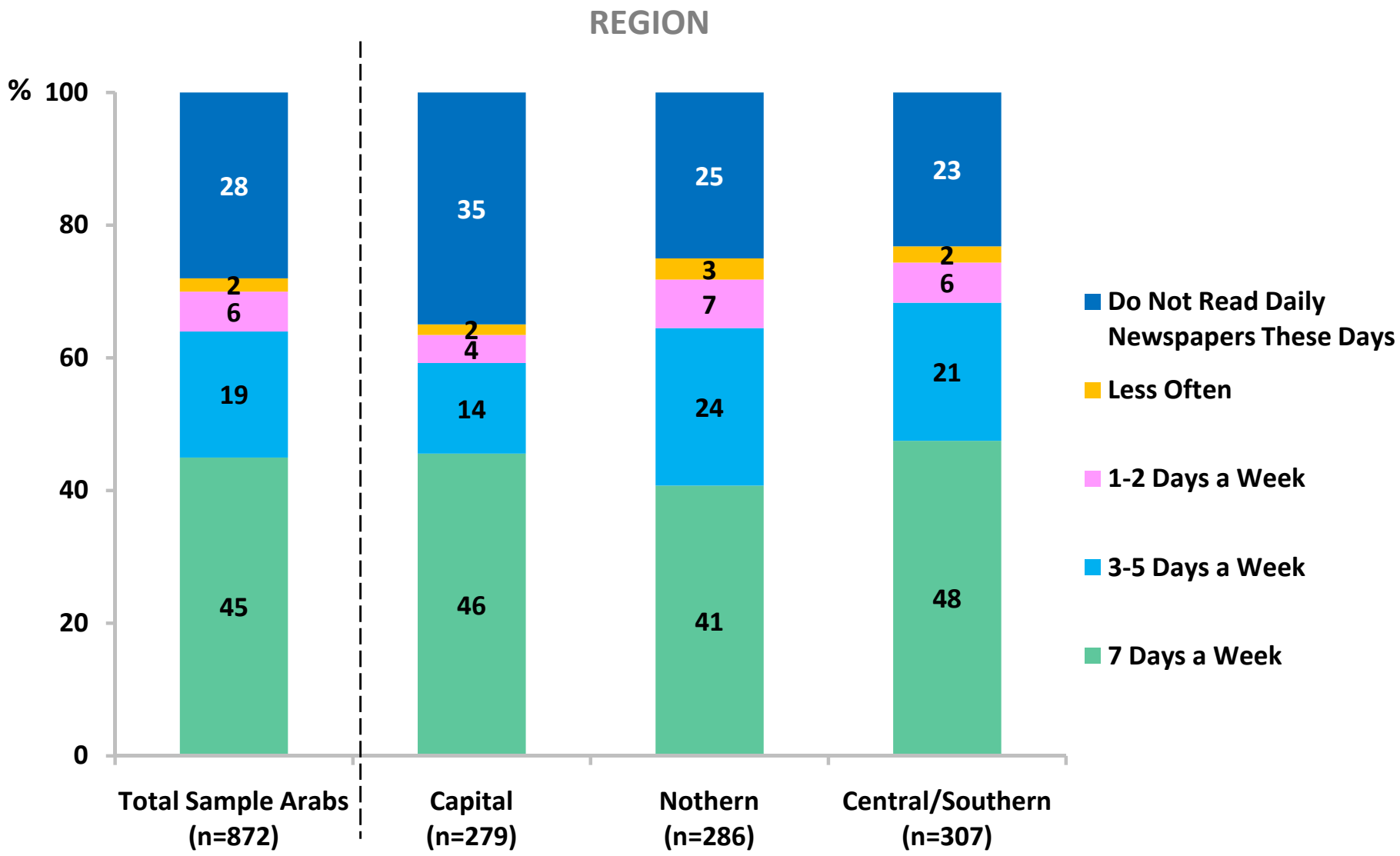
FREQUENCY OF READING NEWSPAPERS BY:



BASE : Total sample Arabs

The figures in parenthesis indicate the base of the respective category

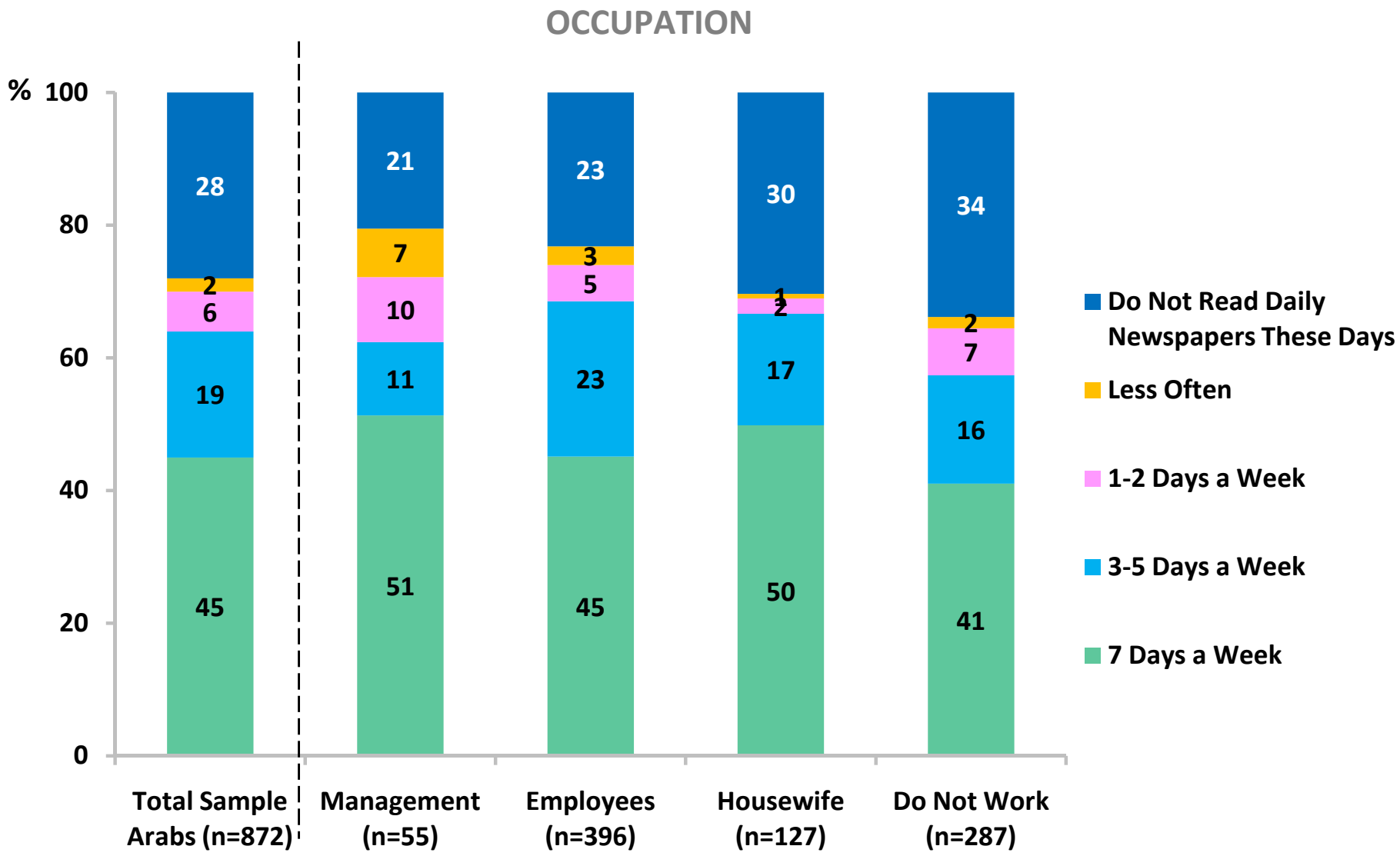
FREQUENCY OF READING NEWSPAPERS BY:



BASE : Total sample Arabs

The figures in parenthesis indicate the base of the respective category

FREQUENCY OF READING NEWSPAPERS BY:



BASE : Total sample Arabs

The figures in parenthesis indicate the base of the respective category

Section 2

Readership Analysis of Arabic Newspapers

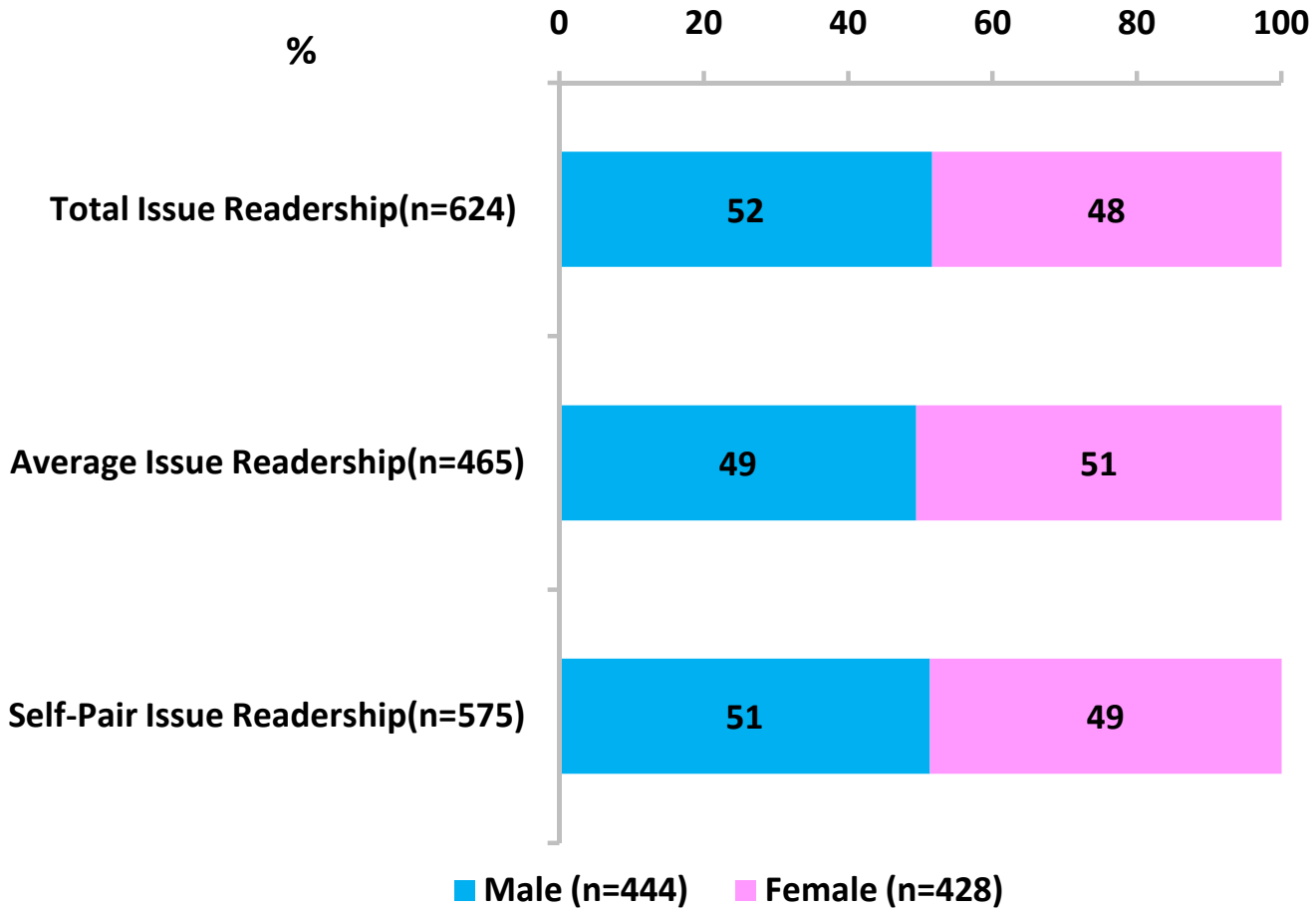
OVERALL ISSUE READERSHIP OF ARABIC NEWSPAPERS

Readership Penetration

The figures in parenthesis indicate the base of the respective category

AUDIENCE COMPOSITION
ISSUE READERSHIP OF ARABIC NEWSPAPERS

Readership Profile :
Gender



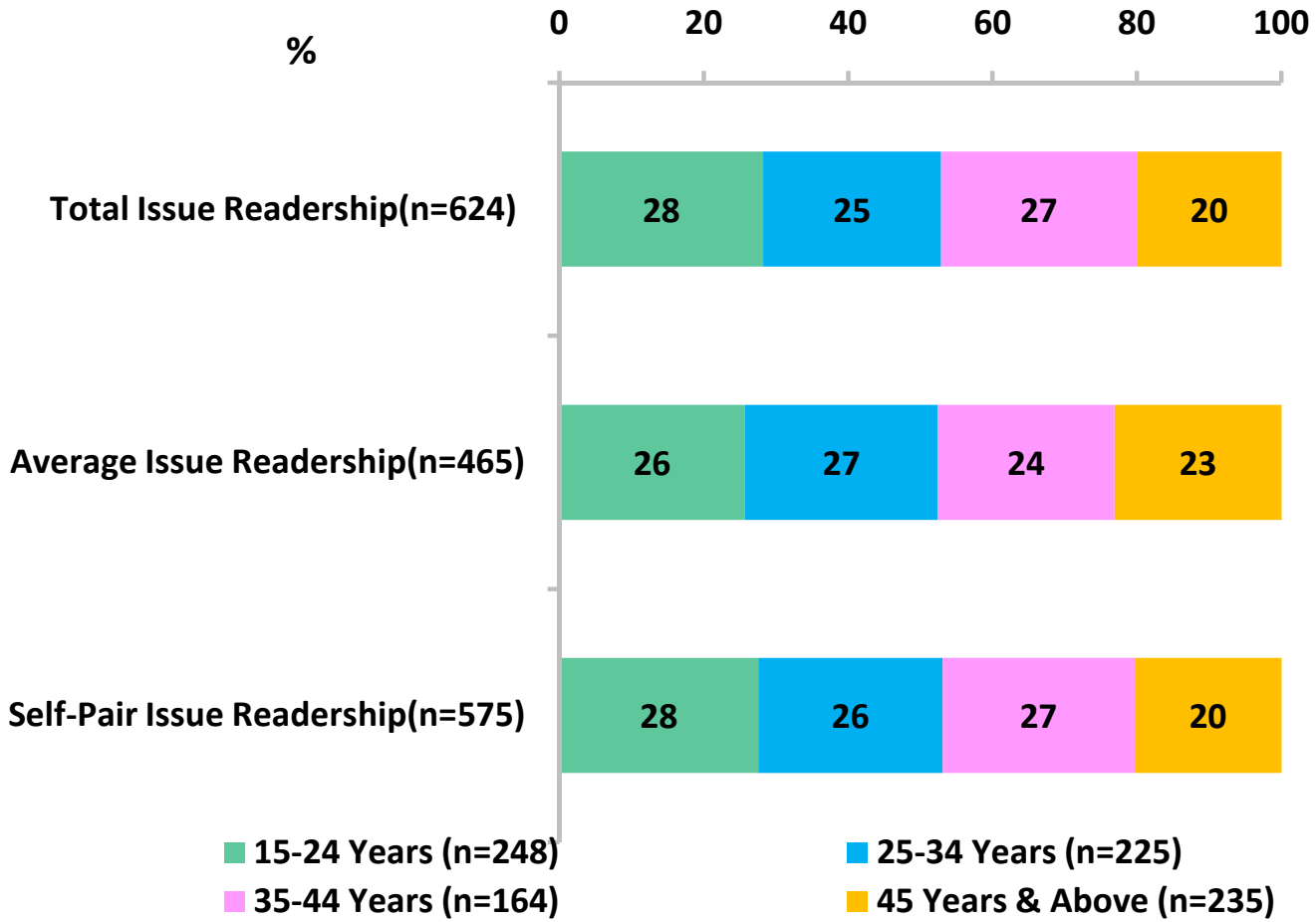
BASE : Total Sample Arabs = 872

PARC

The figures in parenthesis indicate the base of the respective category

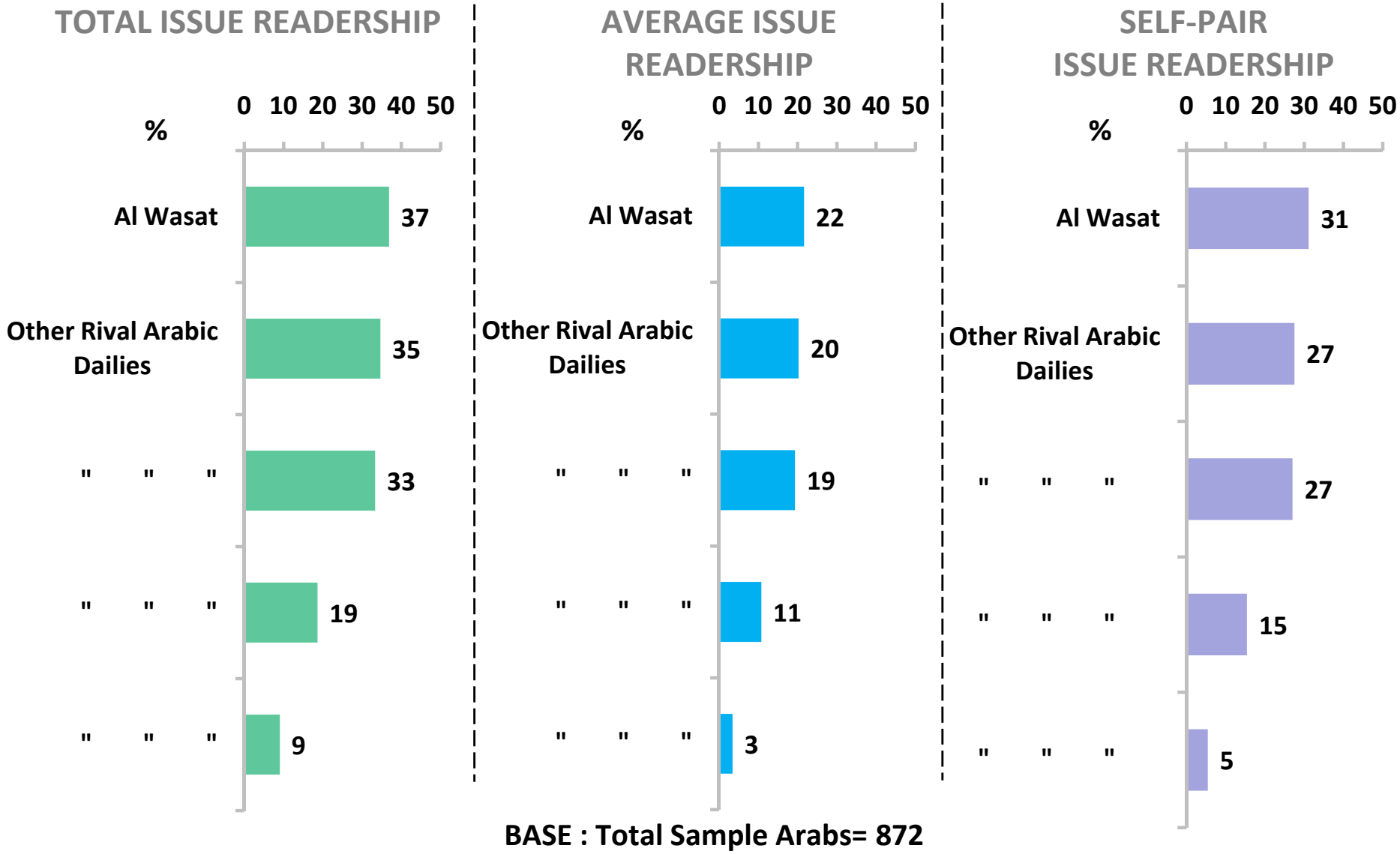
AUDIENCE COMPOSITION
ISSUE READERSHIP OF ARABIC NEWSPAPERS

Readership Profile :
Age Groups



BASE : Total Sample Arabs = 872

OVERALL PENETRATION OF ARABIC NEWSPAPER TITLES



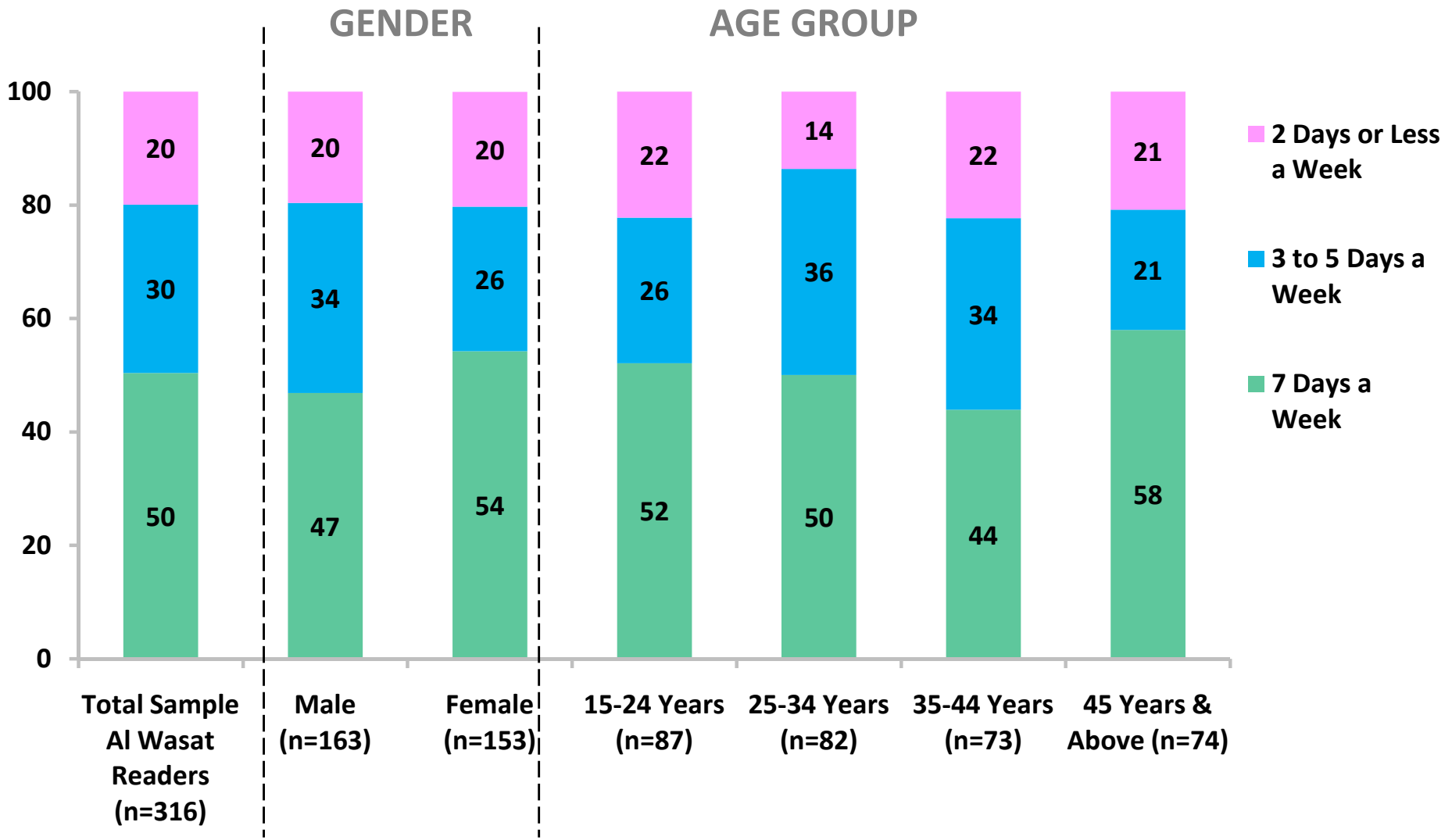
BASE : Total Sample Arabs= 872

Section 3

Al Wasat Newspaper Readership Analysis

Part 1: Frequency of Reading Al Wasat Newspaper

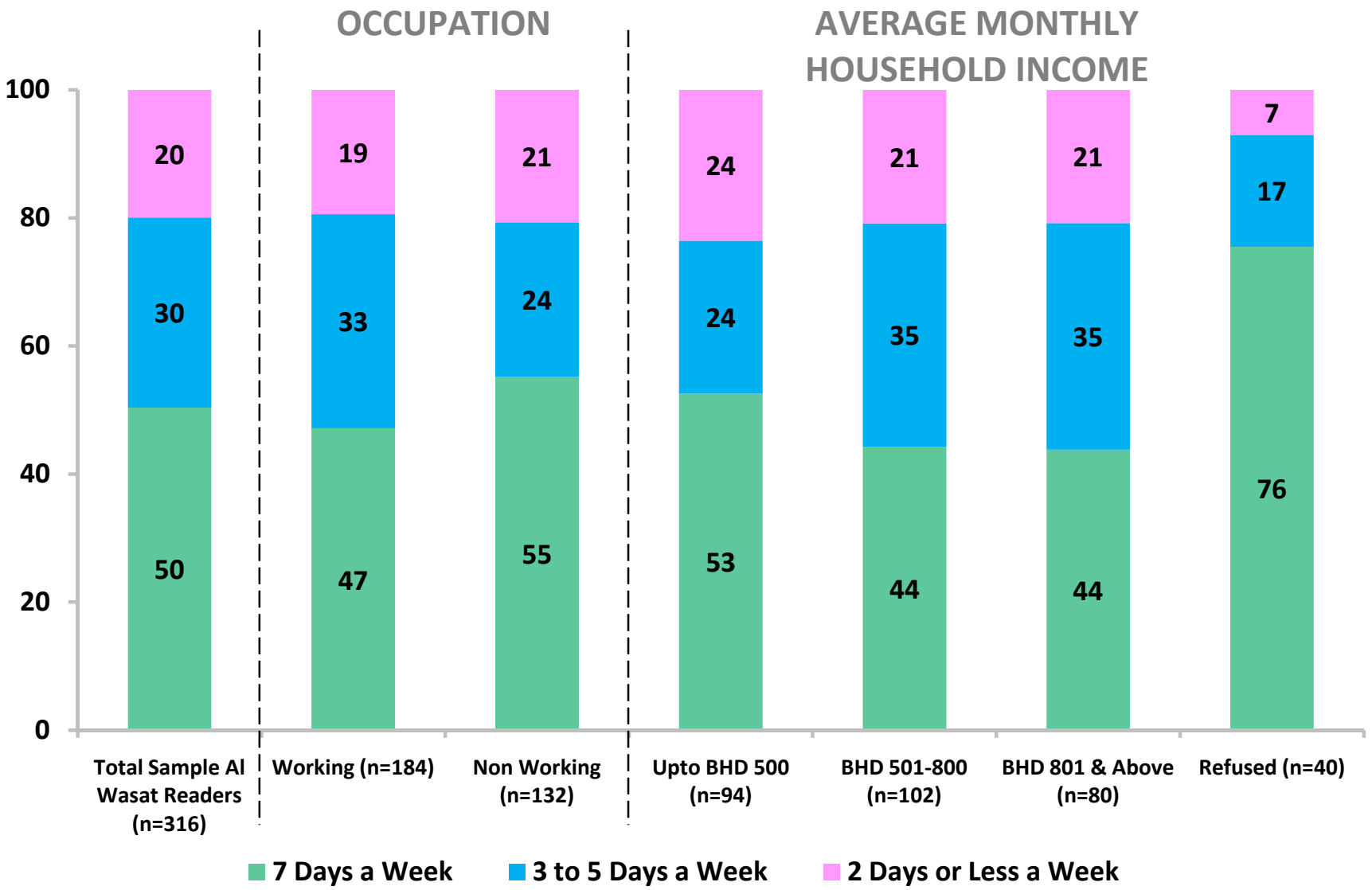
FREQUENCY OF READING AL WASAT NEWSPAPER BY:



BASE : Total Sample Readers of Al Wasat Newspaper

The figures in parenthesis indicate the base of the respective category

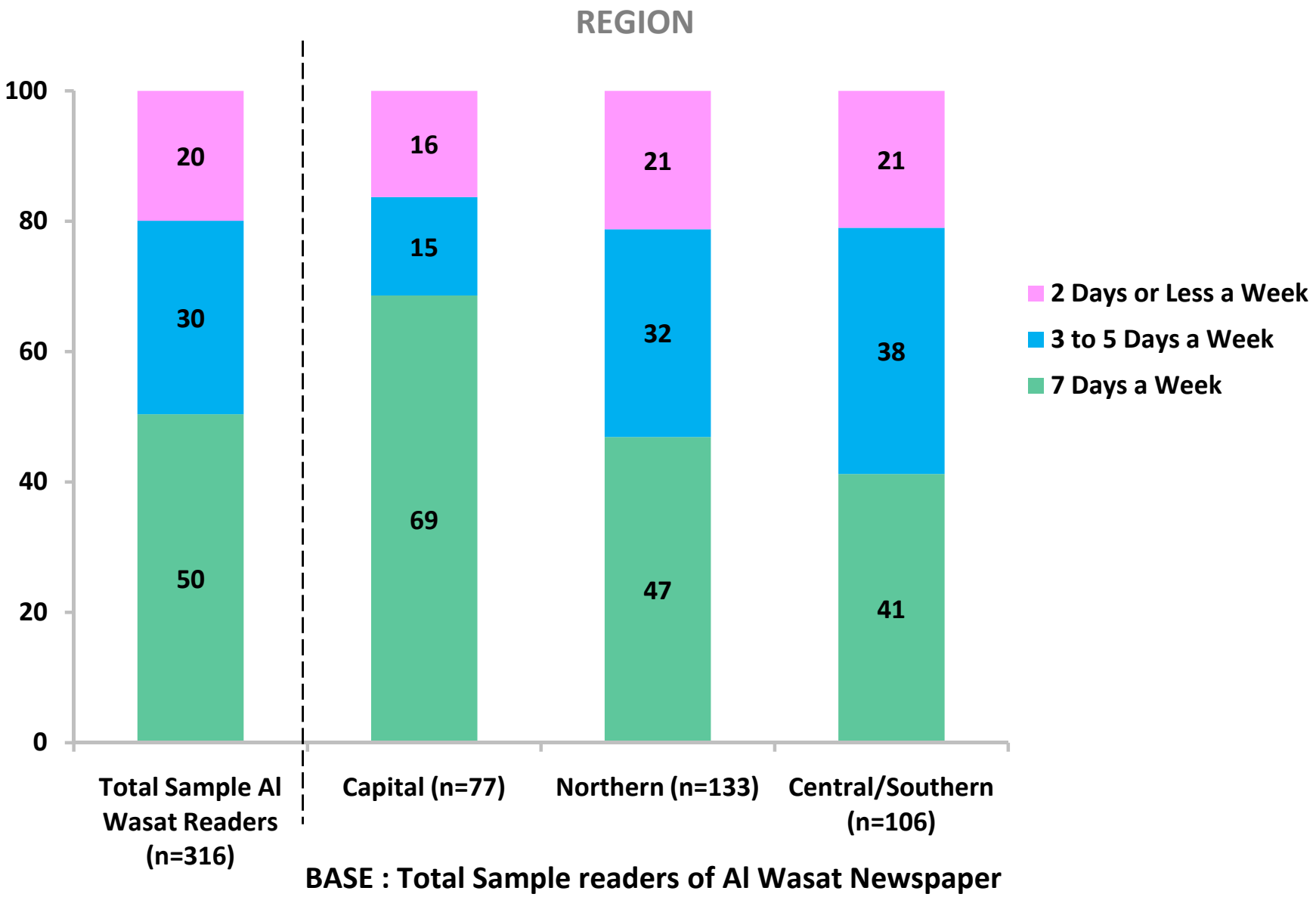
FREQUENCY OF READING AL WASAT NEWSPAPER BY:



BASE : Total Sample readers of Al Wasat Newspaper

The figures in parenthesis indicate the base of the respective category

FREQUENCY OF READING AL WASAT NEWSPAPER BY:



BASE : Total Sample readers of Al Wasat Newspaper

PARC

The figures in parenthesis indicate the base of the respective category

Section 3

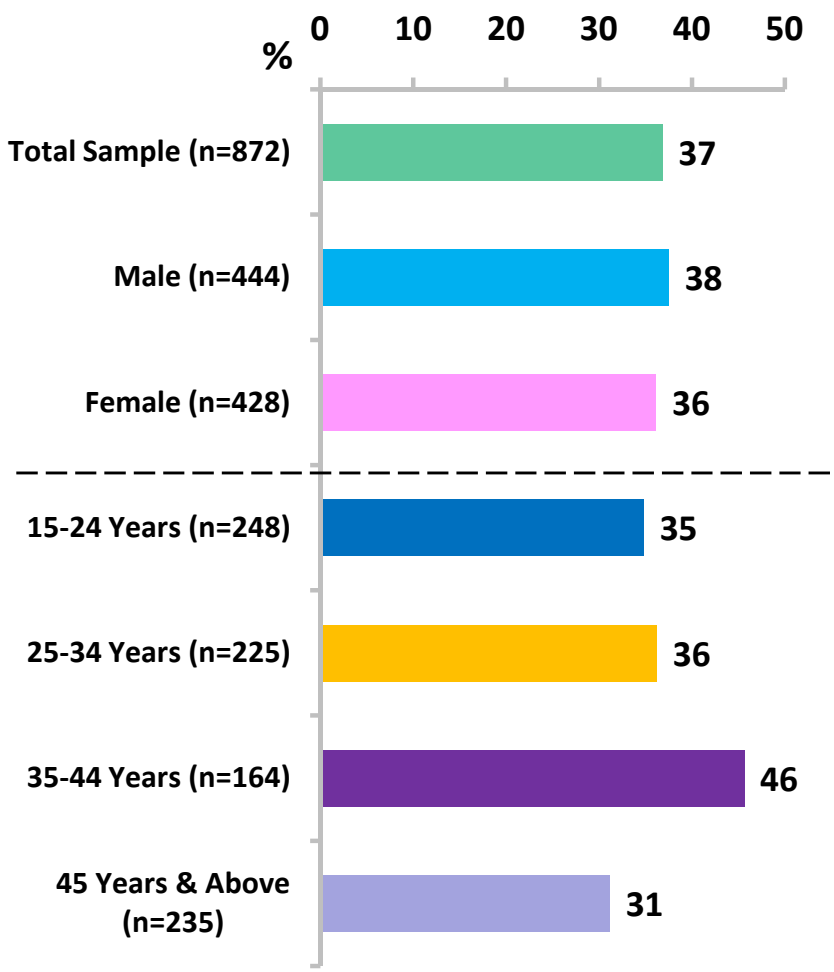
Al Wasat Newspaper Readership Analysis

Part 2: Issue Readership of Al Wasat Newspaper:

Penetration & Profile

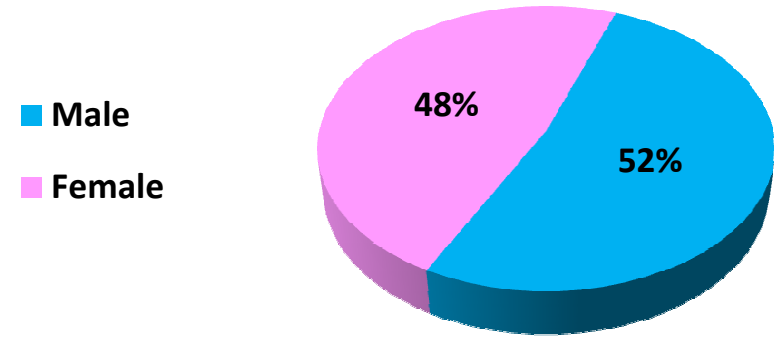
TOTAL ISSUE READERSHIP OF AL WASAT NEWSPAPER ANALYZED BY GENDER & AGE GROUP

Title Penetration

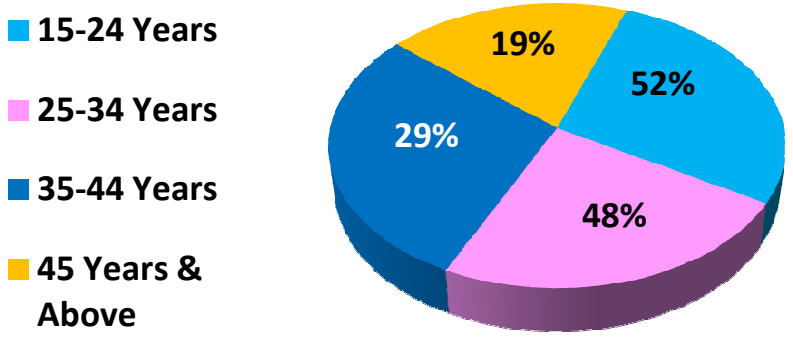


Title Profile

Gender



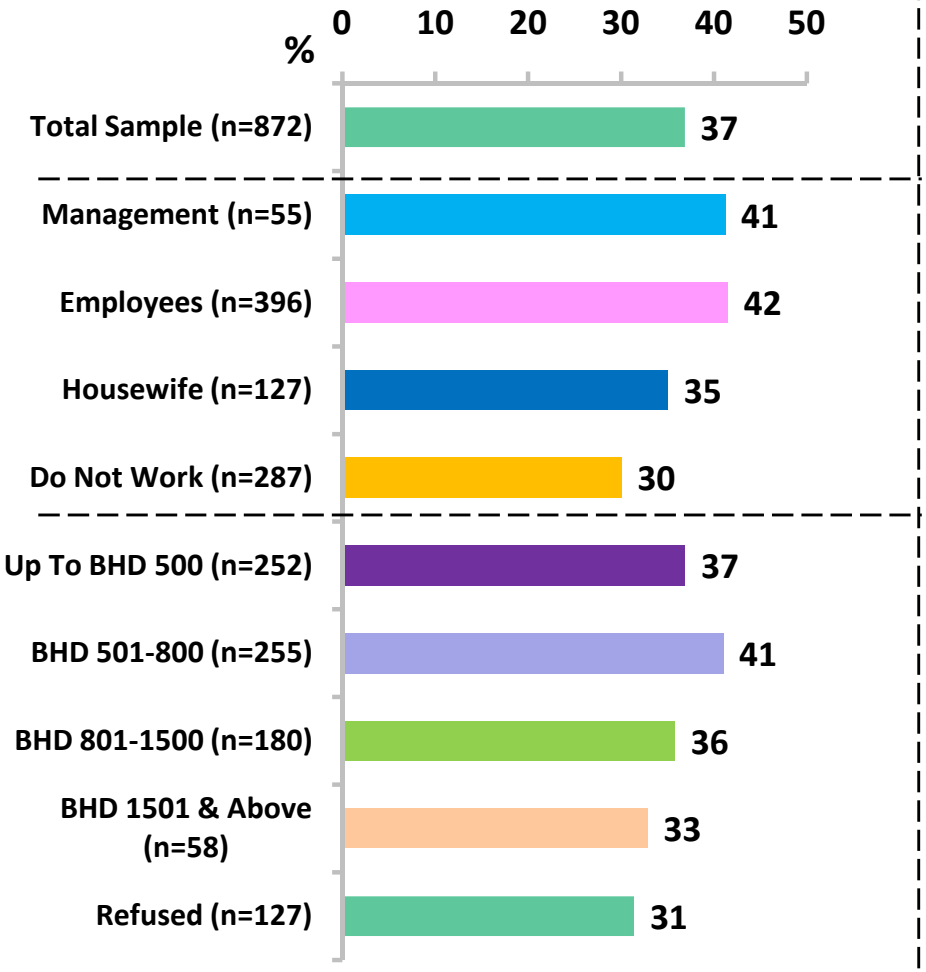
Age Group



The figures in parenthesis indicate the base of the respective category

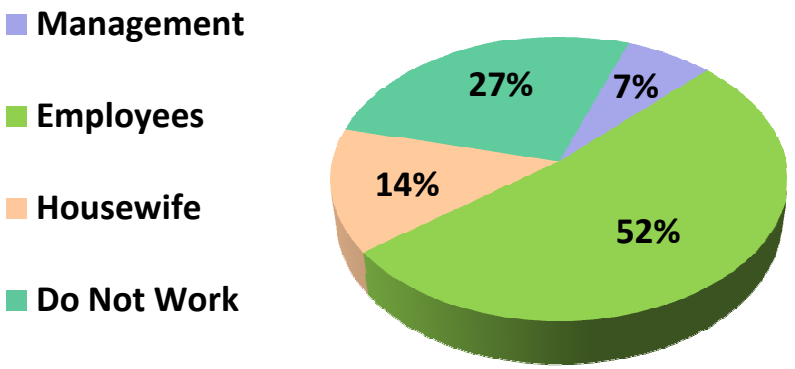
TOTAL ISSUE READERSHIP OF AL WASAT NEWSPAPER ANALYZED BY OCCUPATION & INCOME

Title Penetration

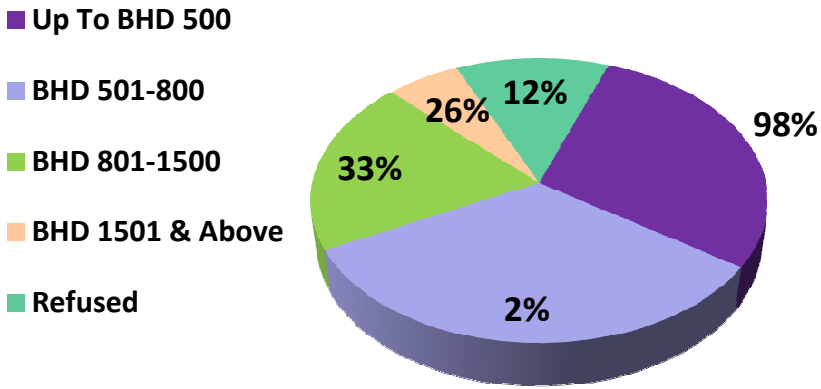


Title Profile

Occupation



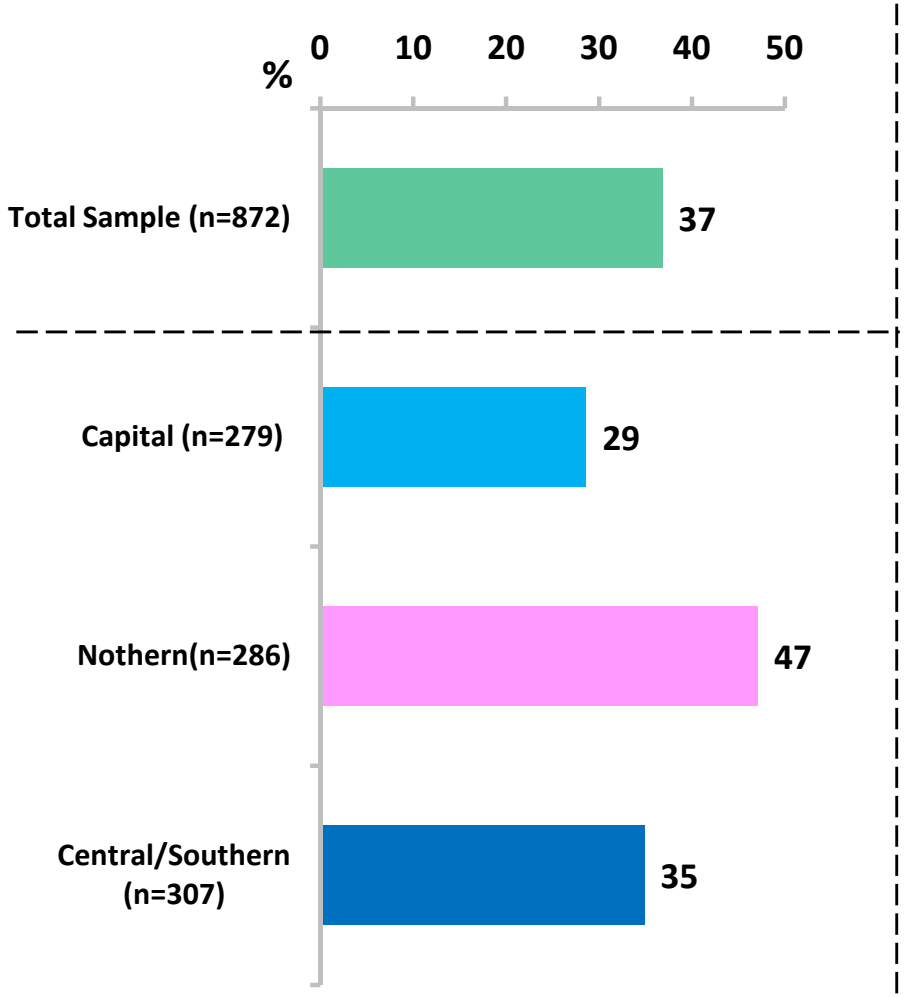
Average Monthly Household Income



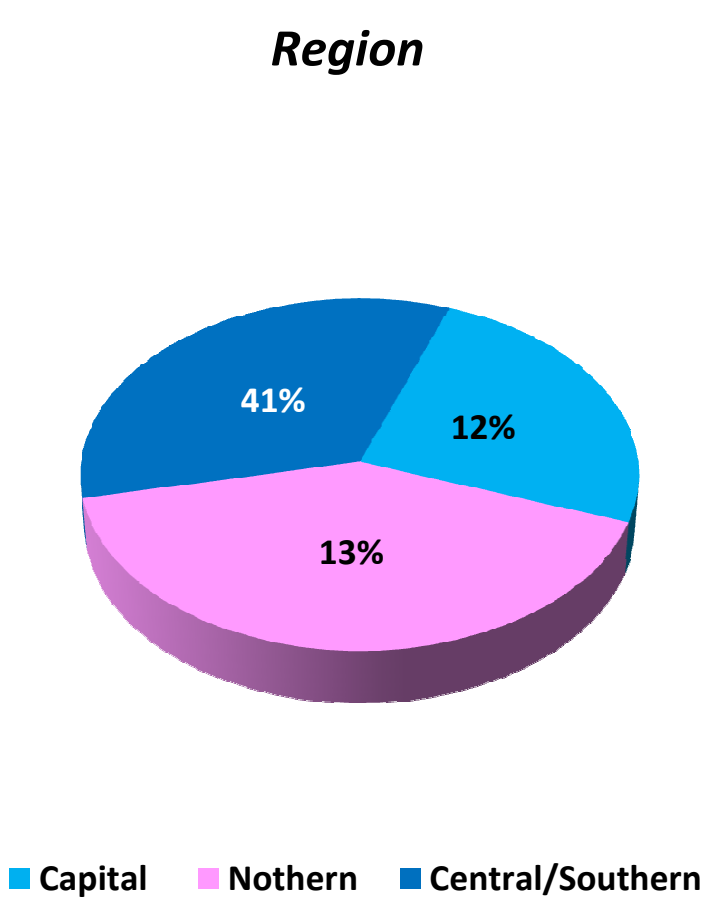
The figures in parenthesis indicate the base of the respective category

TOTAL ISSUE READERSHIP OF AL WASAT NEWSPAPER ANALYZED BY REGION

Title Penetration



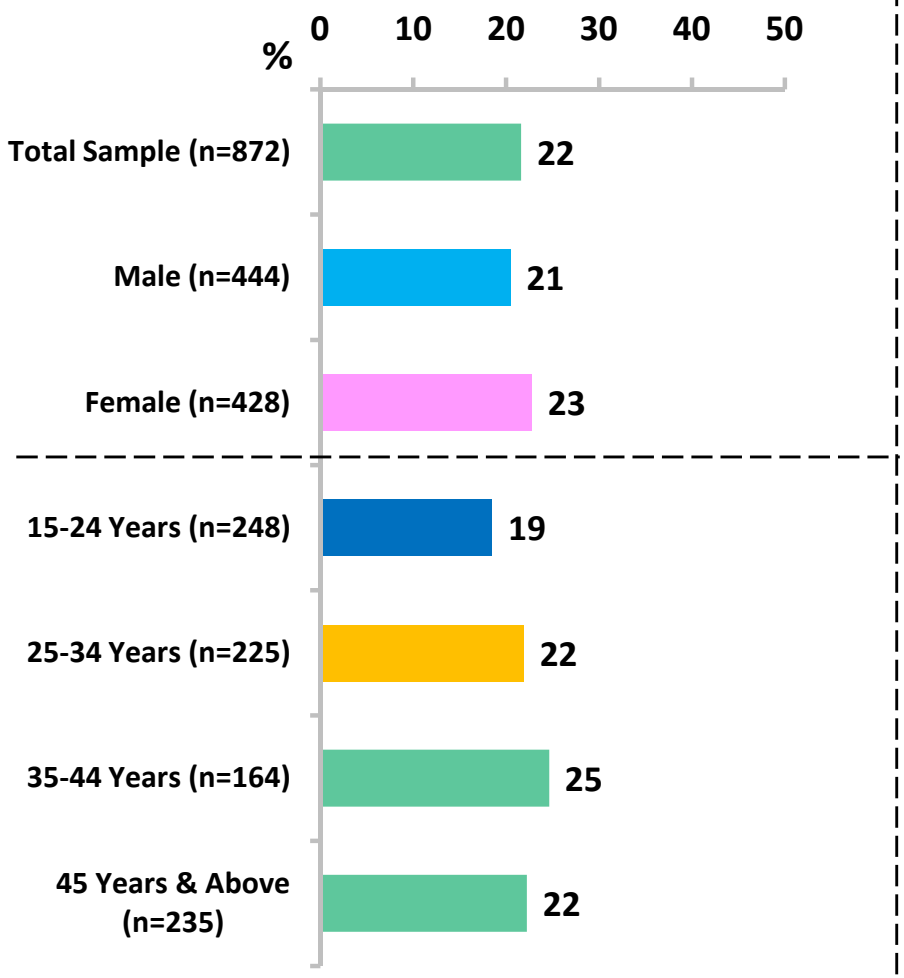
Title Profile



The figures in parenthesis indicate the base of the respective category

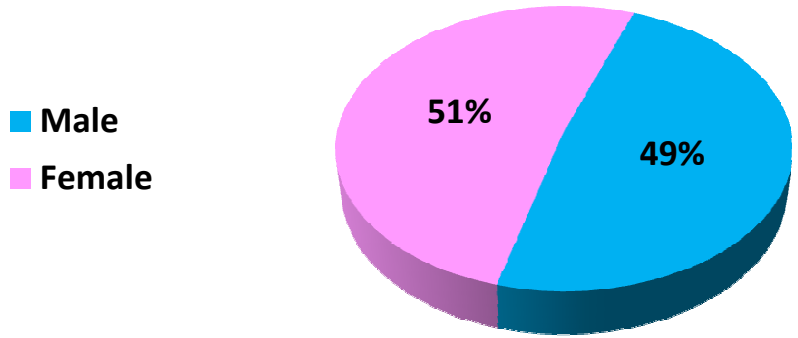
AVERAGE ISSUE READERSHIP OF AL WASAT NEWSPAPER ANALYZED BY GENDER & AGE GROUP

Title Penetration

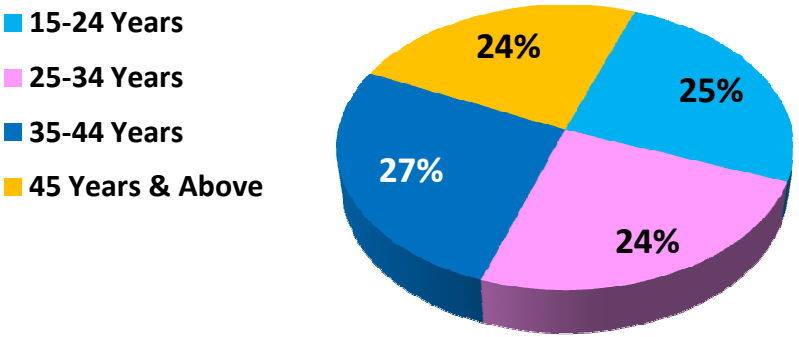


Title Profile

Gender



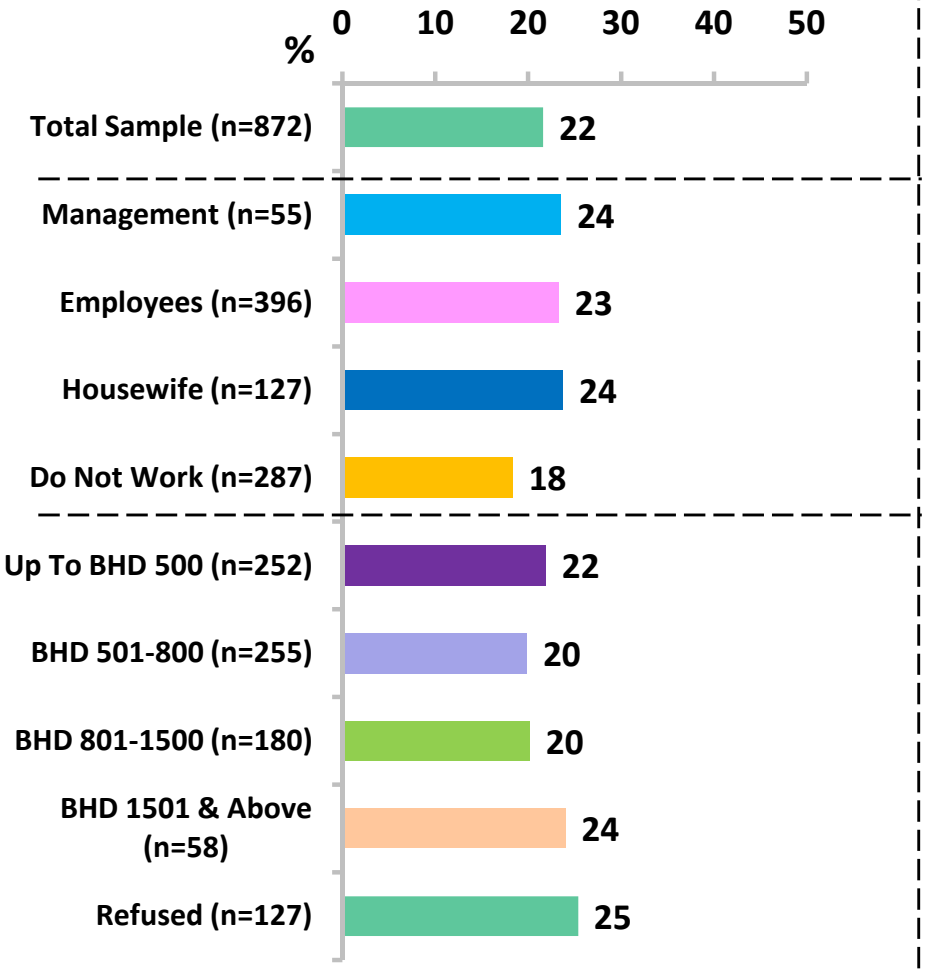
Age Group



The figures in parenthesis indicate the base of the respective category

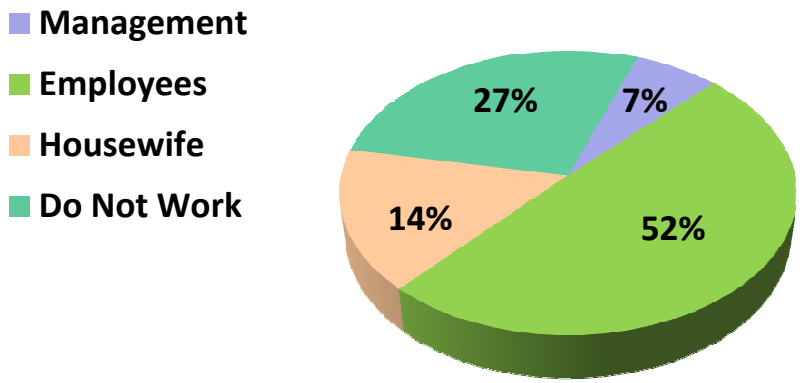
AVERAGE ISSUE READERSHIP OF AL WASAT NEWSPAPER ANALYZED BY OCCUPATION & INCOME

Title Penetration

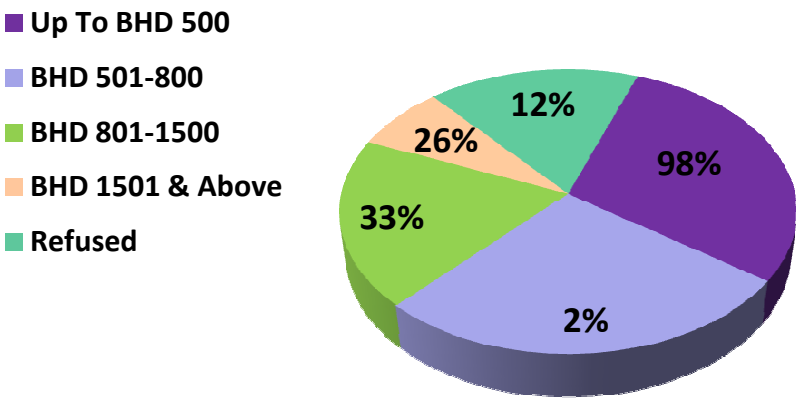


Title Profile

Occupation



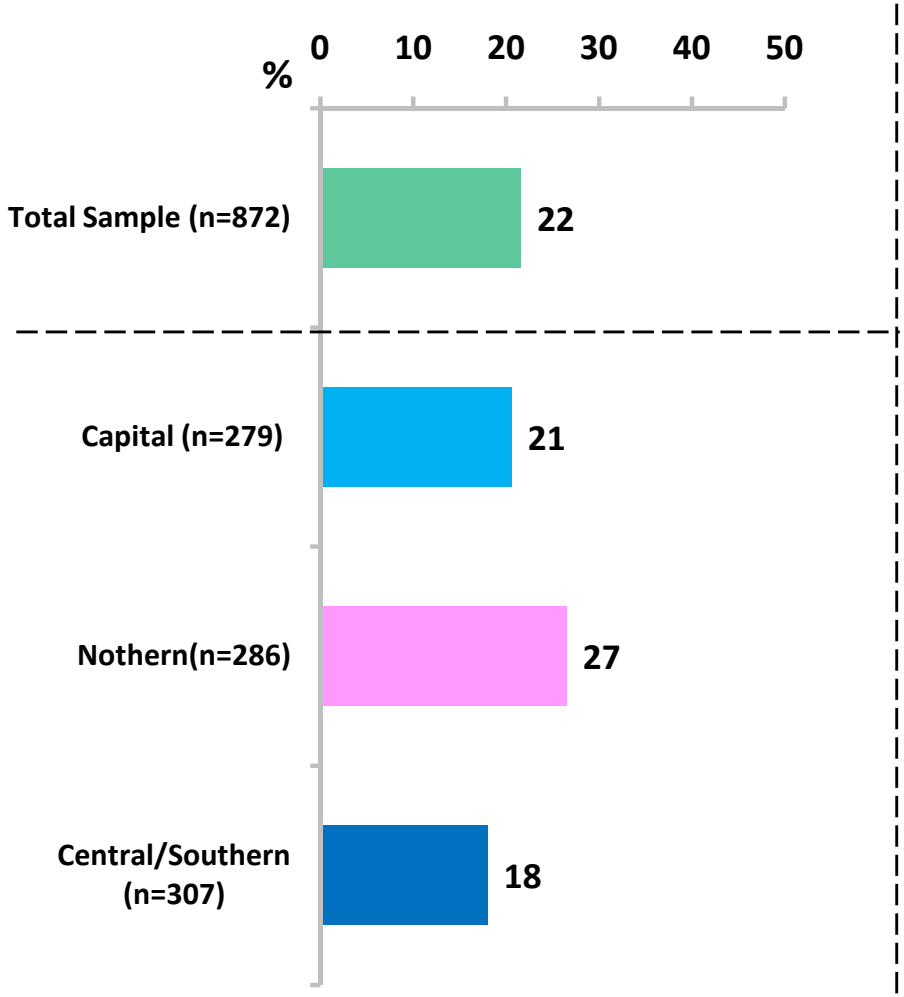
Average Monthly Household Income



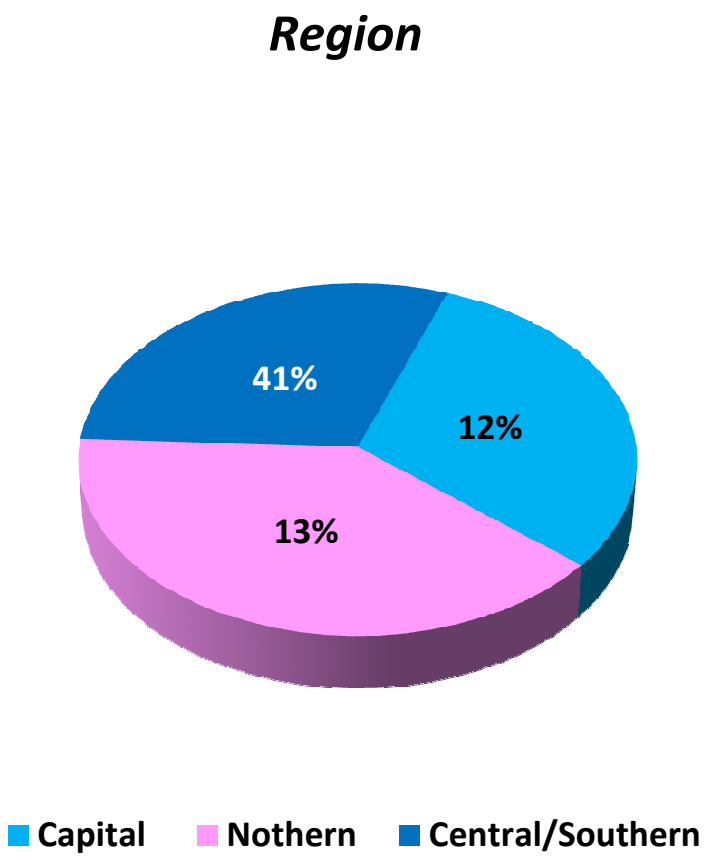
The figures in parenthesis indicate the base of the respective category

AVERAGE ISSUE READERSHIP OF AL WASAT NEWSPAPER ANALYZED BY REGION

Title Penetration



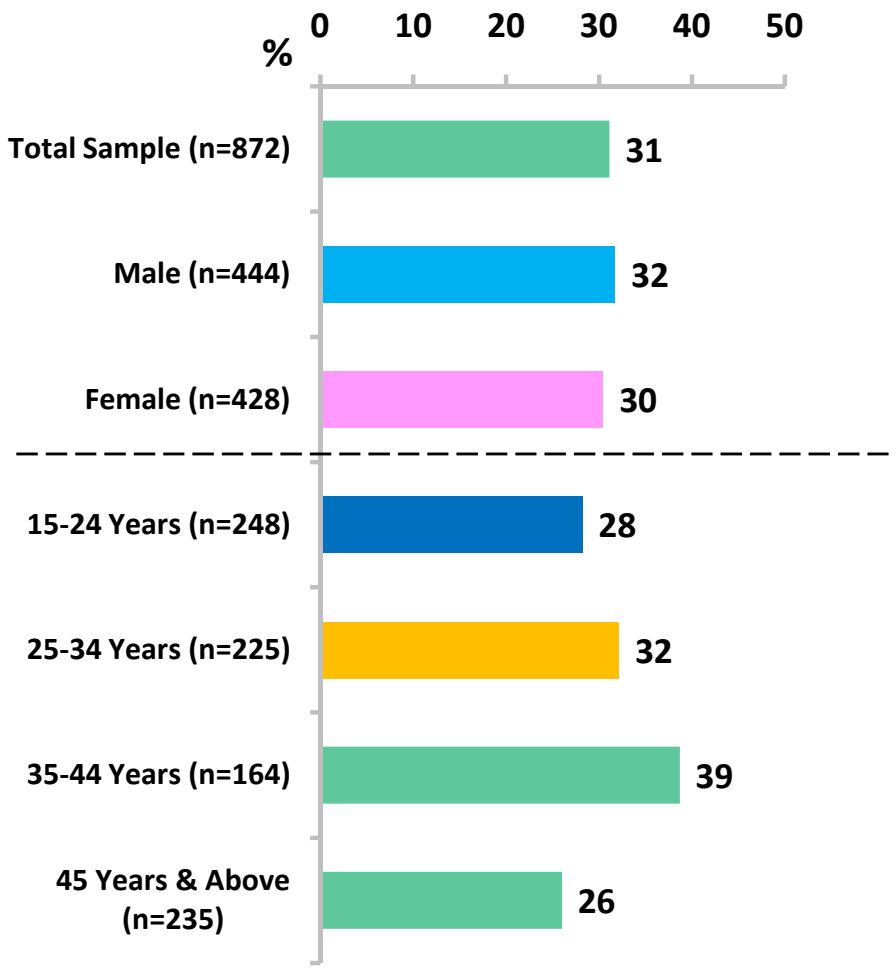
Title Profile



The figures in parenthesis indicate the base of the respective category

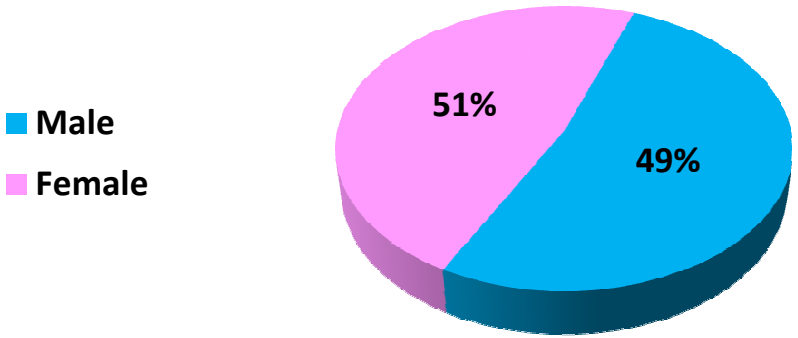
SELF-PAIR ISSUE READERSHIP OF AL WASAT NEWSPAPER ANALYZED BY GENDER & AGE GROUP

Title Penetration

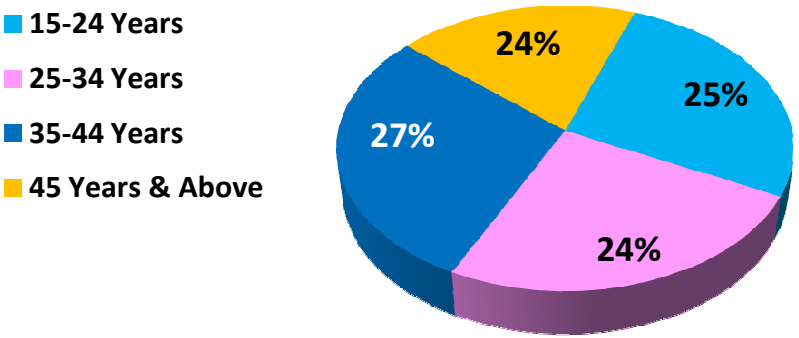


Title Profile

Gender

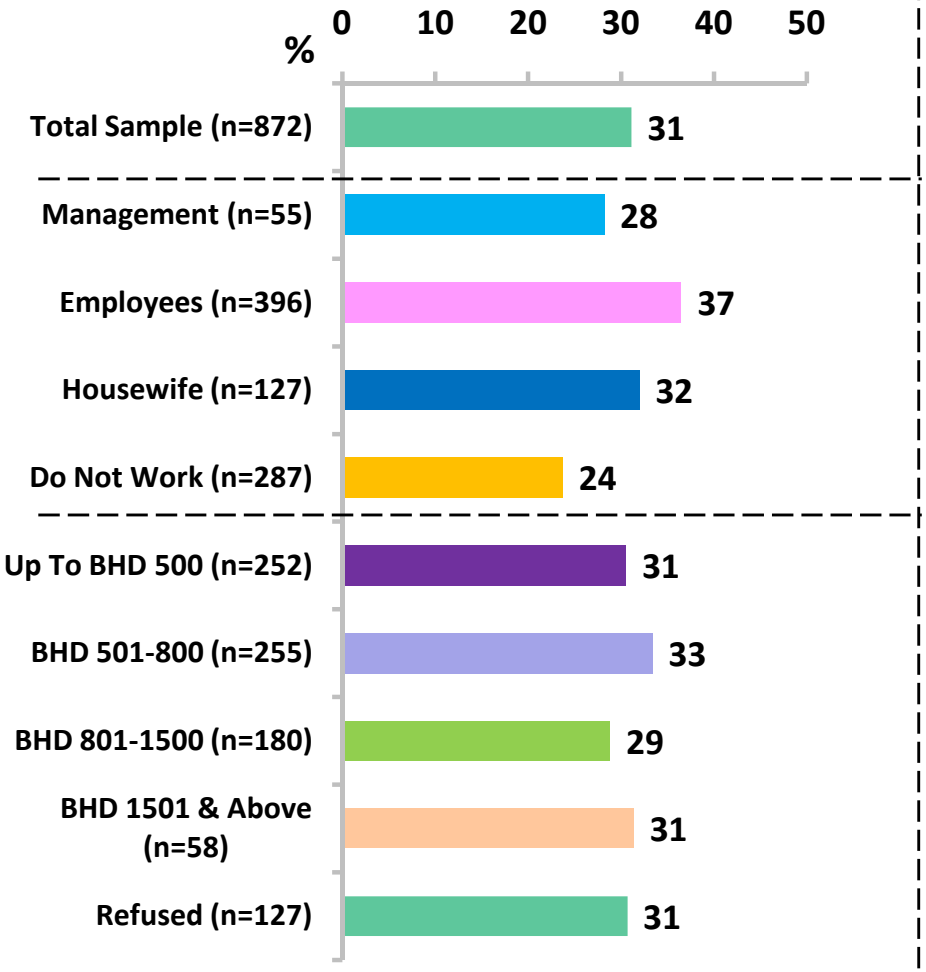


Age Group



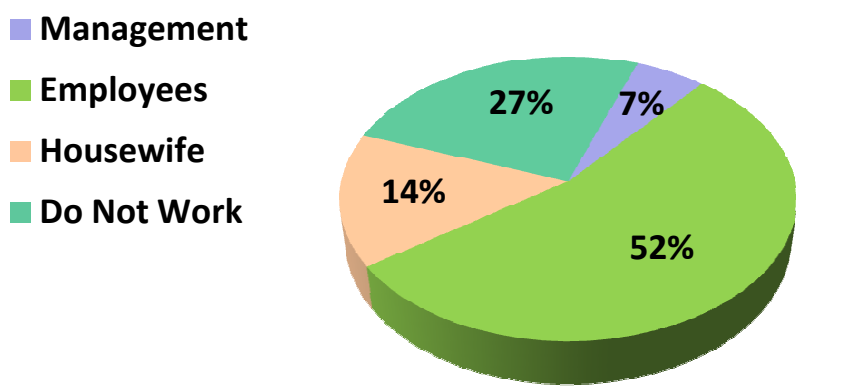
SELF-PAIR ISSUE READERSHIP OF AL WASAT NEWSPAPER ANALYZED BY OCCUPATION & INCOME

Title Penetration

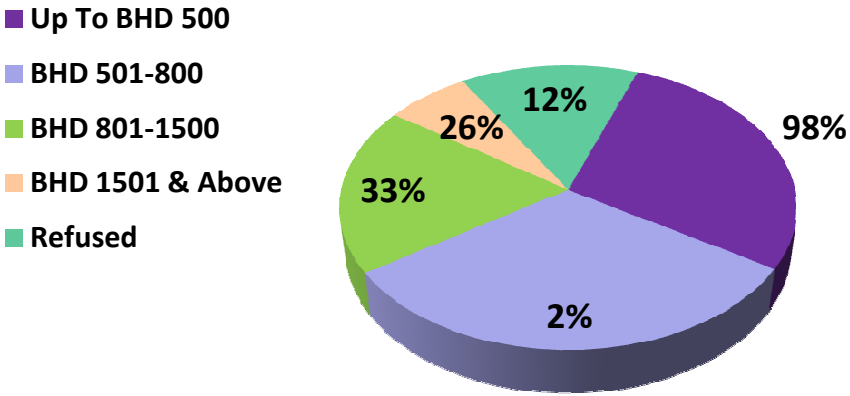


Title Profile

Occupation



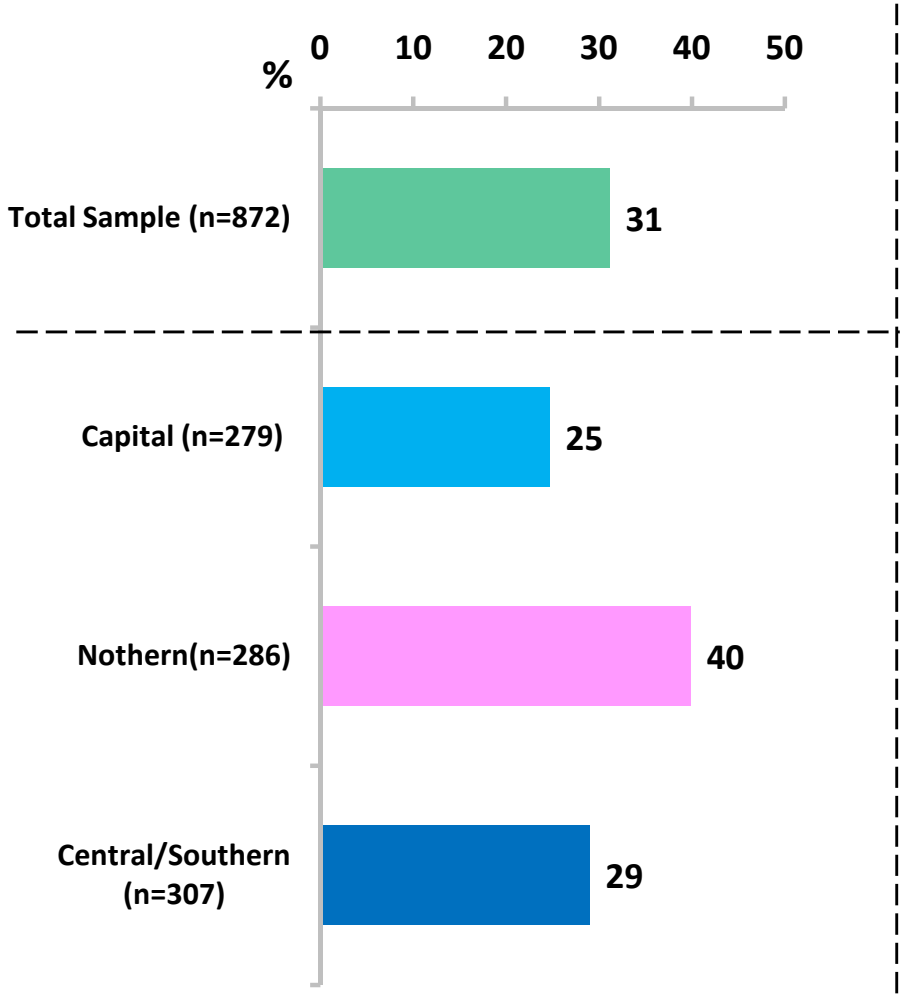
Average Monthly Household Income



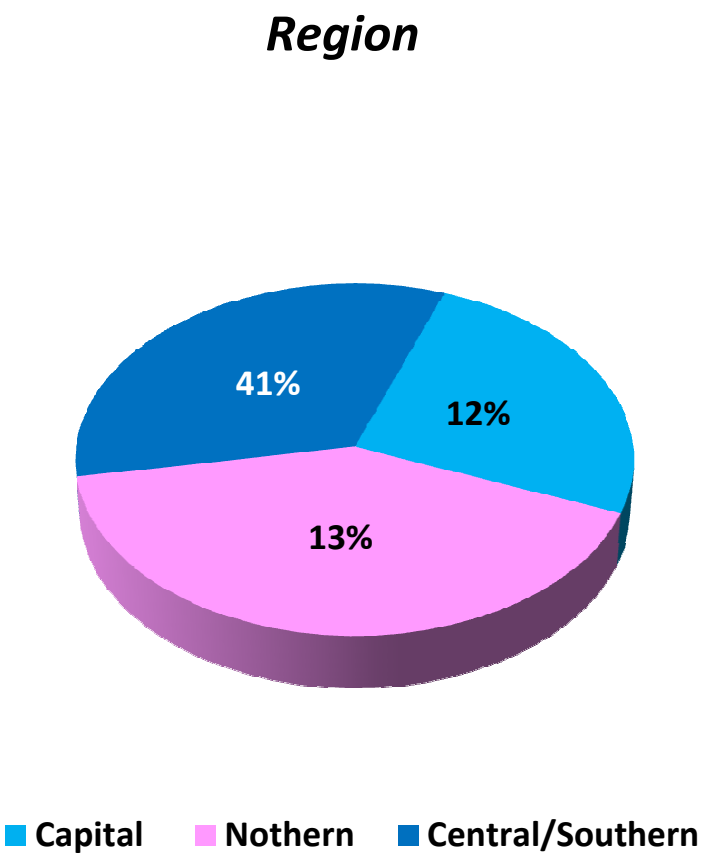
The figures in parenthesis indicate the base of the respective category

SELF-PAIR ISSUE READERSHIP OF AL WASAT NEWSPAPER ANALYZED BY REGION

Title Penetration



Title Profile



The figures in parenthesis indicate the base of the respective category

Section 4

Al Wasat Newspaper
Frequency and Reach Analysis

Part 1: Al Wasat Reach Analysis

Campaign Reach Featuring Al Wasat Arabic Daily

In this section we will discuss the Reach and GRP levels that are obtained by **Al Wasat Arabic Daily** newspaper.

On overall, around 38% of the Arab Adult population in Bahrain can be reached through **Al Wasat Arabic Daily** newspaper using a campaign of some 22 insertions reasonably spread for example over a period of two months. This estimate is illustrated in the table below.
Reach build-up is very fast climbing from 22% at one insertion to 30% at 4 insertions, then it continues to climb gradually to attain 34% at ten insertions. The reach curve continues to rise slowly to hit a plateau of 38% at 22 insertions

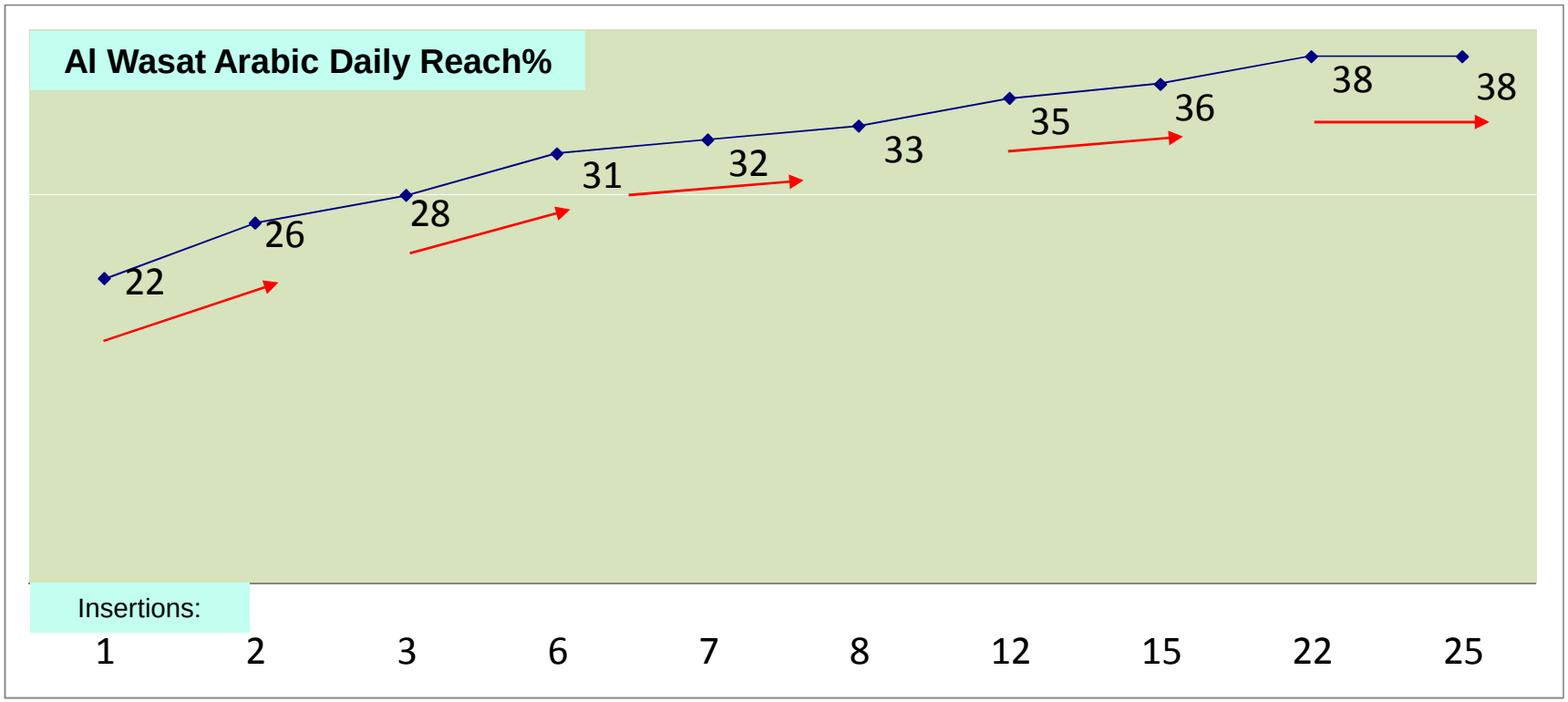
Number of insertions	1	2	3	4	6	10	22	25
Reach % attained at each number of insertions	22	26	28	30	31	34	38	38

PARC

Campaign Reach Featuring Al Wasat Arabic Daily

Reach is estimated at OTS levels and does not take into consideration the readers' affinity with advertised product or brand, or the creativity level of the ad execution.

It is understood that as number of insertions increases, Reach continues to build-up until it attains a stable level where the gain of Reach at increasing frequency levels becomes marginal and statistically not significant wherein the trend tends to take an asymptotic direction.



Assuming a 100% OTS Theoretical Exposure

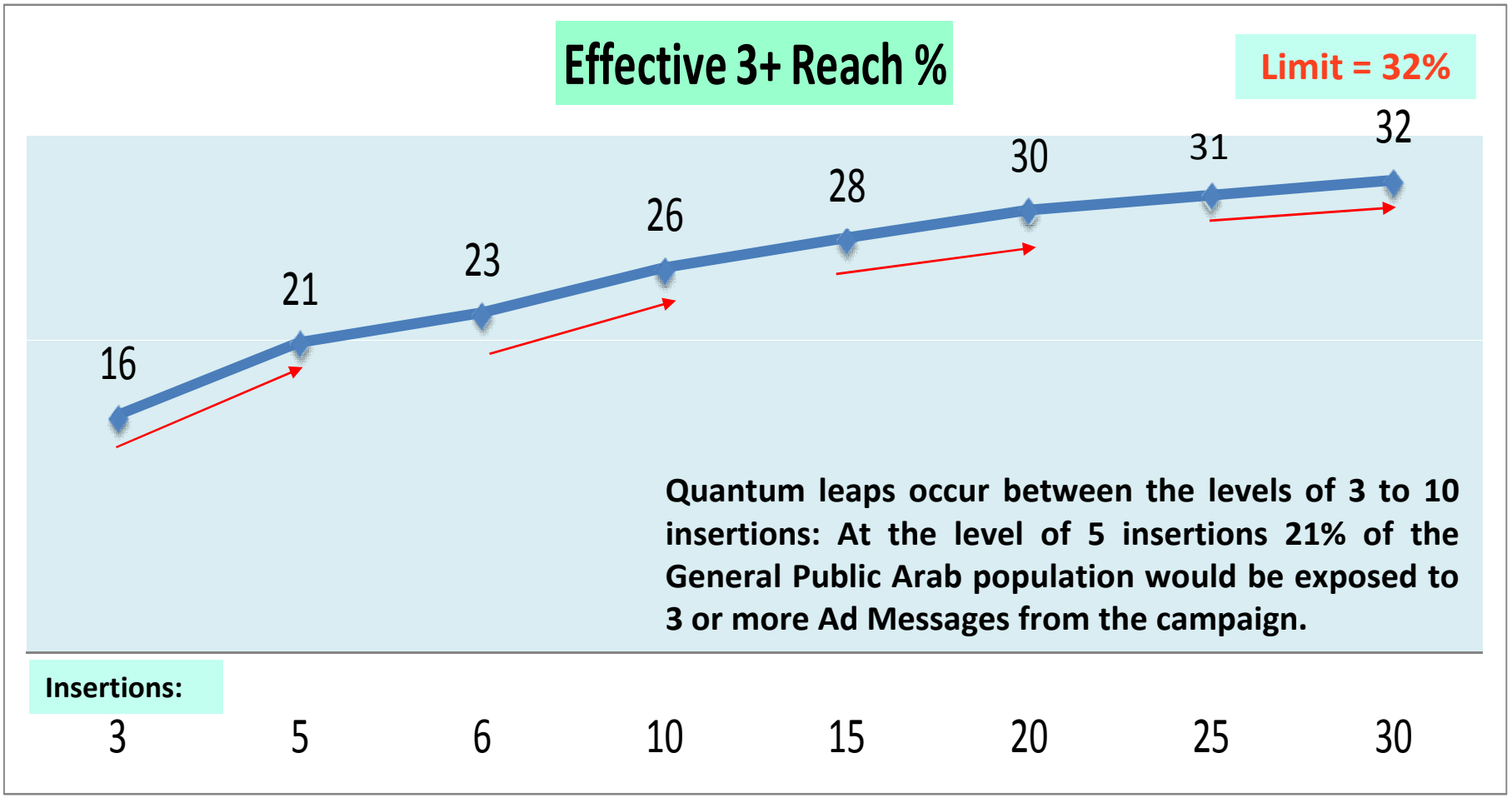
Campaign Reach Featuring Al Wasat Arabic Daily

The largest gain in Reach occurs in the early part of the campaign, climbing very fast from the first 4 insertions. Thereafter Reach continues to increase in smaller leaps (less than 2% of Arab target population) until it attains a stable limit at 38% where the curve takes a nearly horizontal path.

The minimum average of 3 exposures per reader, being considered as a threshold level above which advertising message registration is likely to trigger consumer interest in the advertised product, leading to decisions and actions. Thus successful campaigns tend to operate better in the range of 3+ average exposures per target member within a unit of time (related to product cycle).

The following line chart presents the estimated Reach of a campaign using Al Wasat Arabic Daily with different insertion levels based on the audience who would register 3+ exposures or more.

Al Wasat Arabic Daily Effective Reach at 3+ Exposures: Target receiving 3 or more Ad Message exposures at different insertion levels



PARC

Section 4

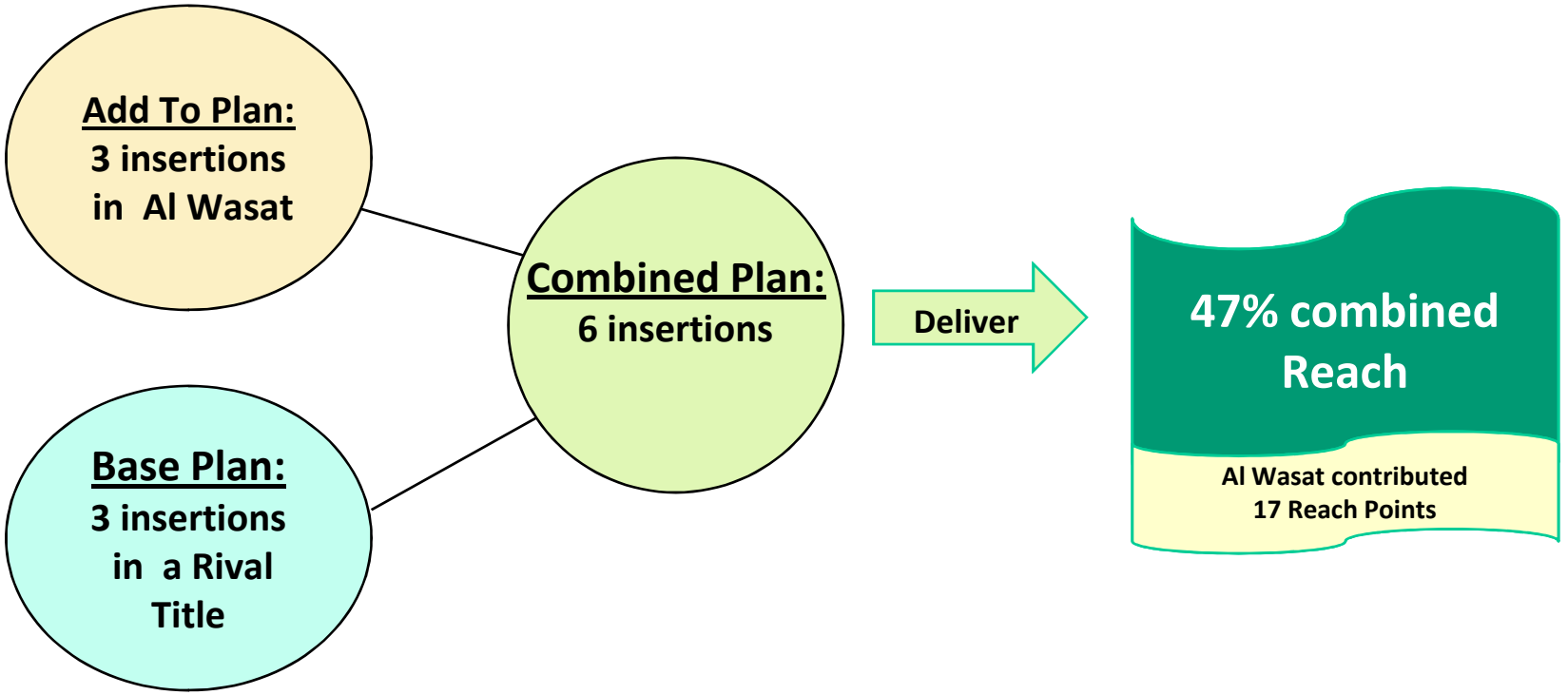
Al Wasat Newspaper
Frequency and Reach Analysis

Part 2: Reach Analysis of Al Wasat with Rivals in Combined plans

Campaign Reach Featuring Al Wasat Arabic Daily in combination with One Rival Title

Al Wasat brings a fresh supply of exclusive readers that substantially increase Reach in combined plan with any one Rival Title :

- Adding Al Wasat Arabic Daily into a campaign schedule initially using **one** Rival title increases substantially the overall Reach as the curve will show

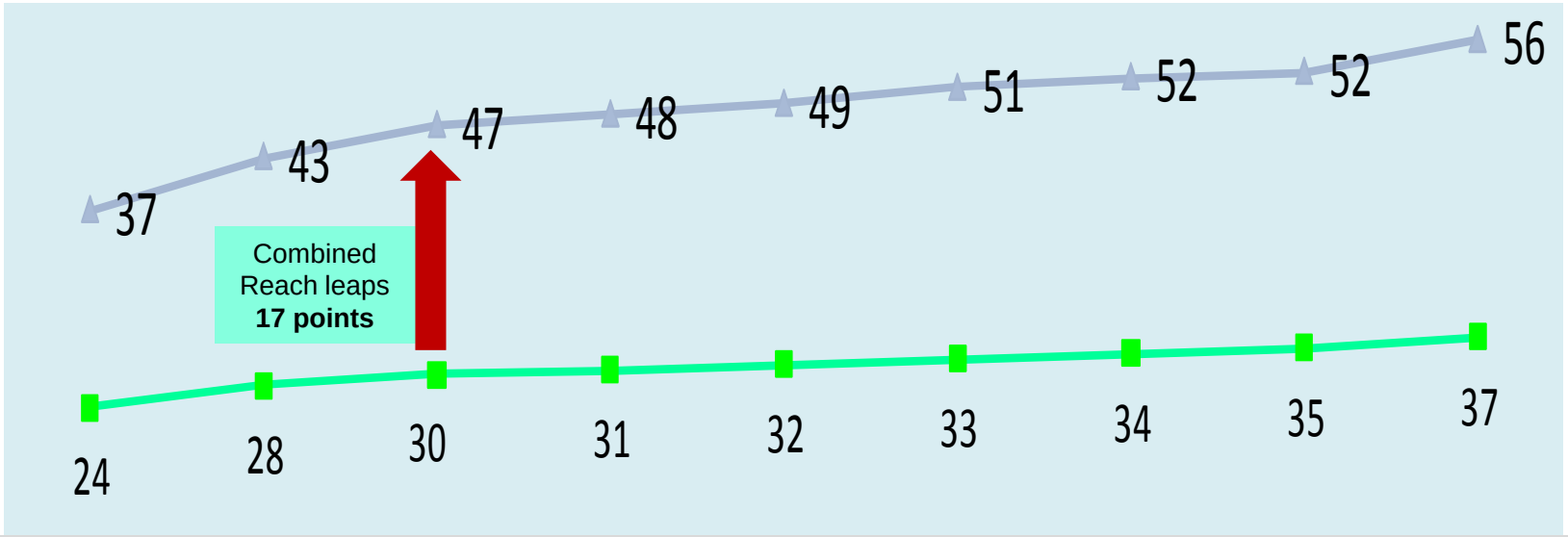


Compare Reach level (30%) that would have been attained using all 6 insertions in Rival title vs. Reach (47%) obtained upon including 3 insertions in Al Wasat

Campaign Reach Featuring Al Wasat Arabic Daily in combination with One Rival Title

Insertions Equally Distributed on two Titles : One Rival & Al Wasat

2	4	6	8	10	12	14	16	30



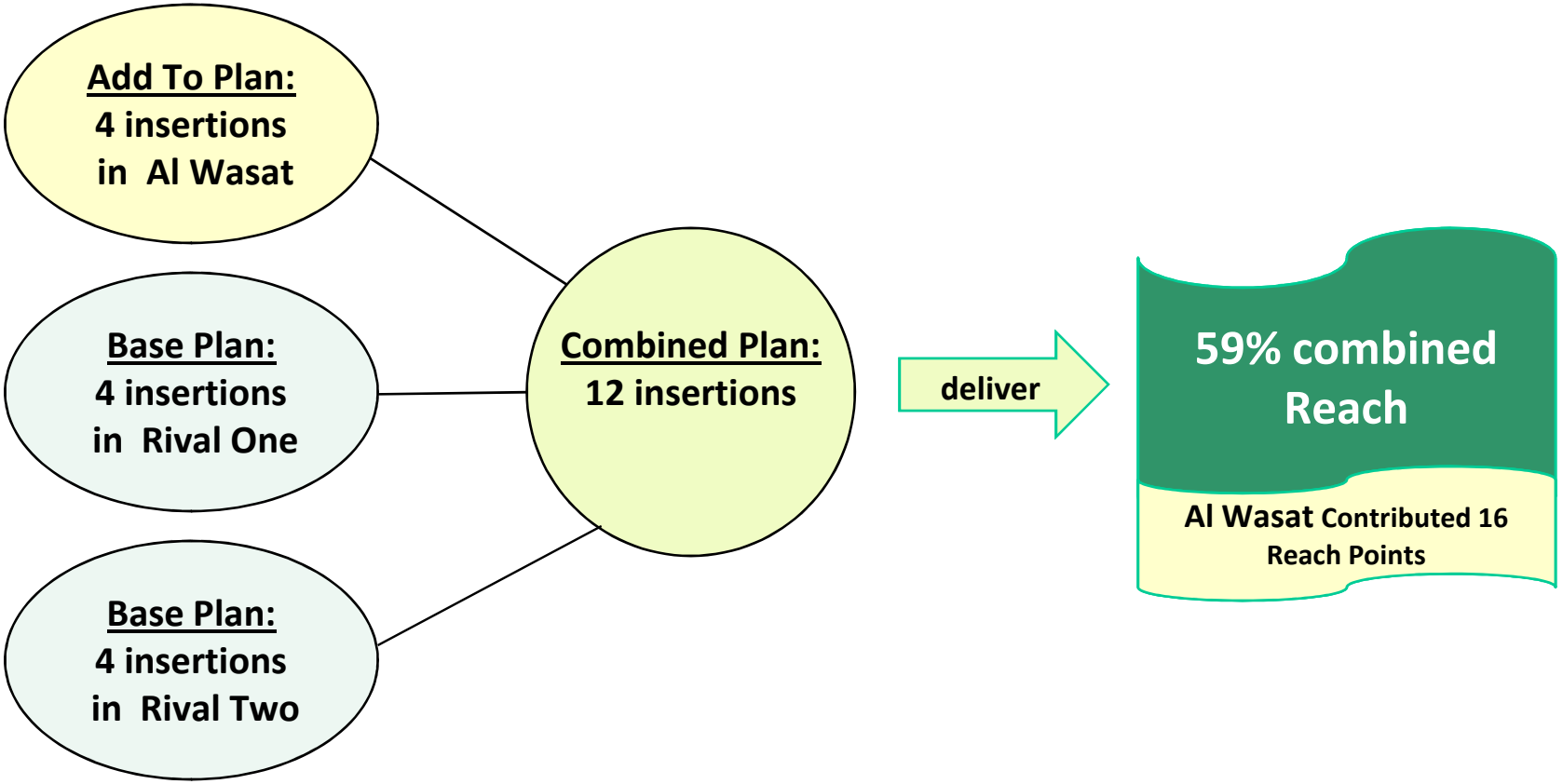
Insertions in One Rival title:

2	4	6	8	10	12	14	16	30

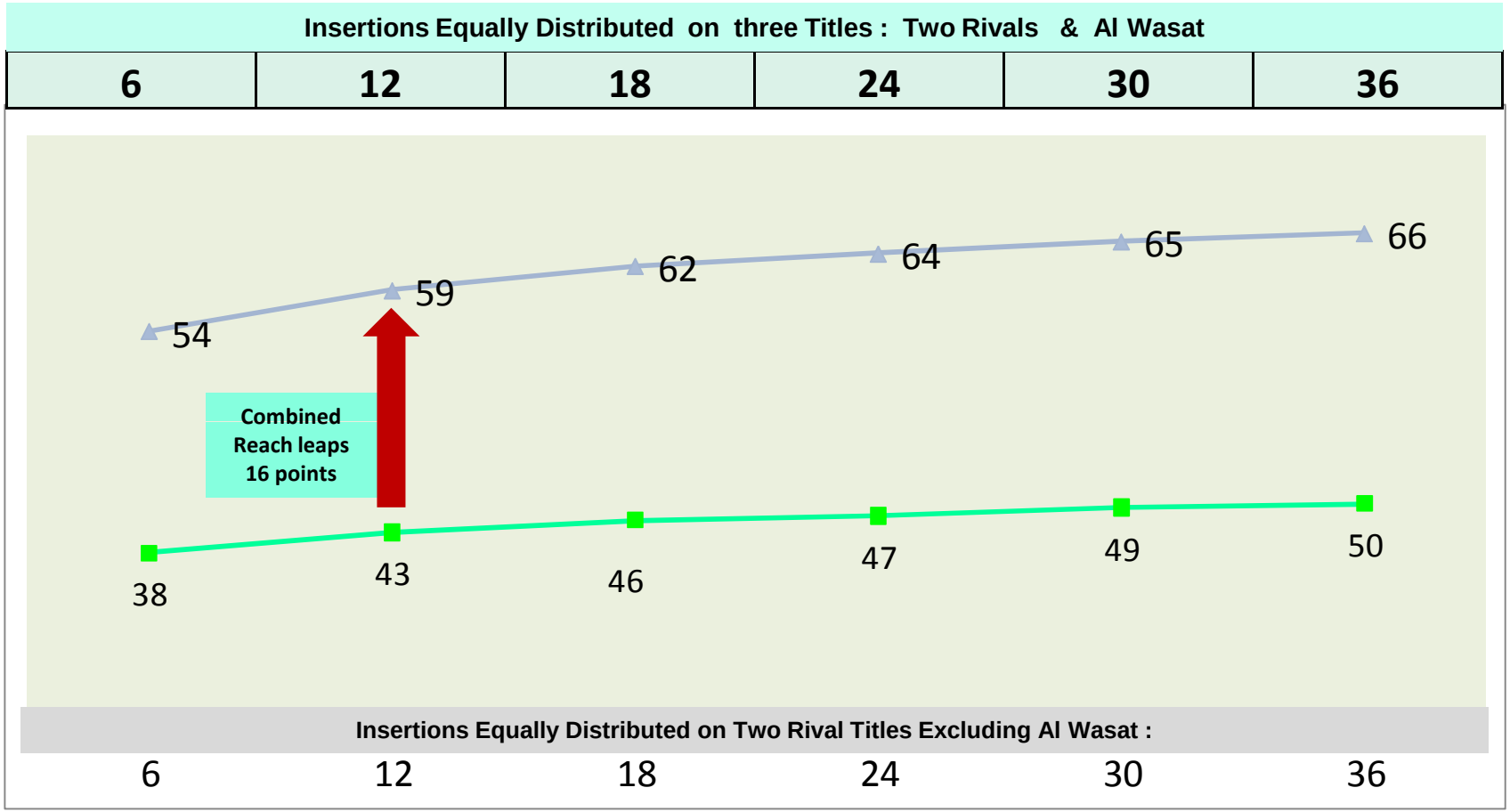
Assuming a 100% OTS Theoretical Exposure

Campaign Reach Featuring Al Wasat Arabic Daily in Combination with Two Rival Titles

- Adding Al Wasat Arabic Daily into campaign schedules using **Two** Rival Titles increases substantially the overall reach as the curve will show.



Campaign Reach Featuring Al Wasat Arabic Daily in Combination with Two Rival Titles

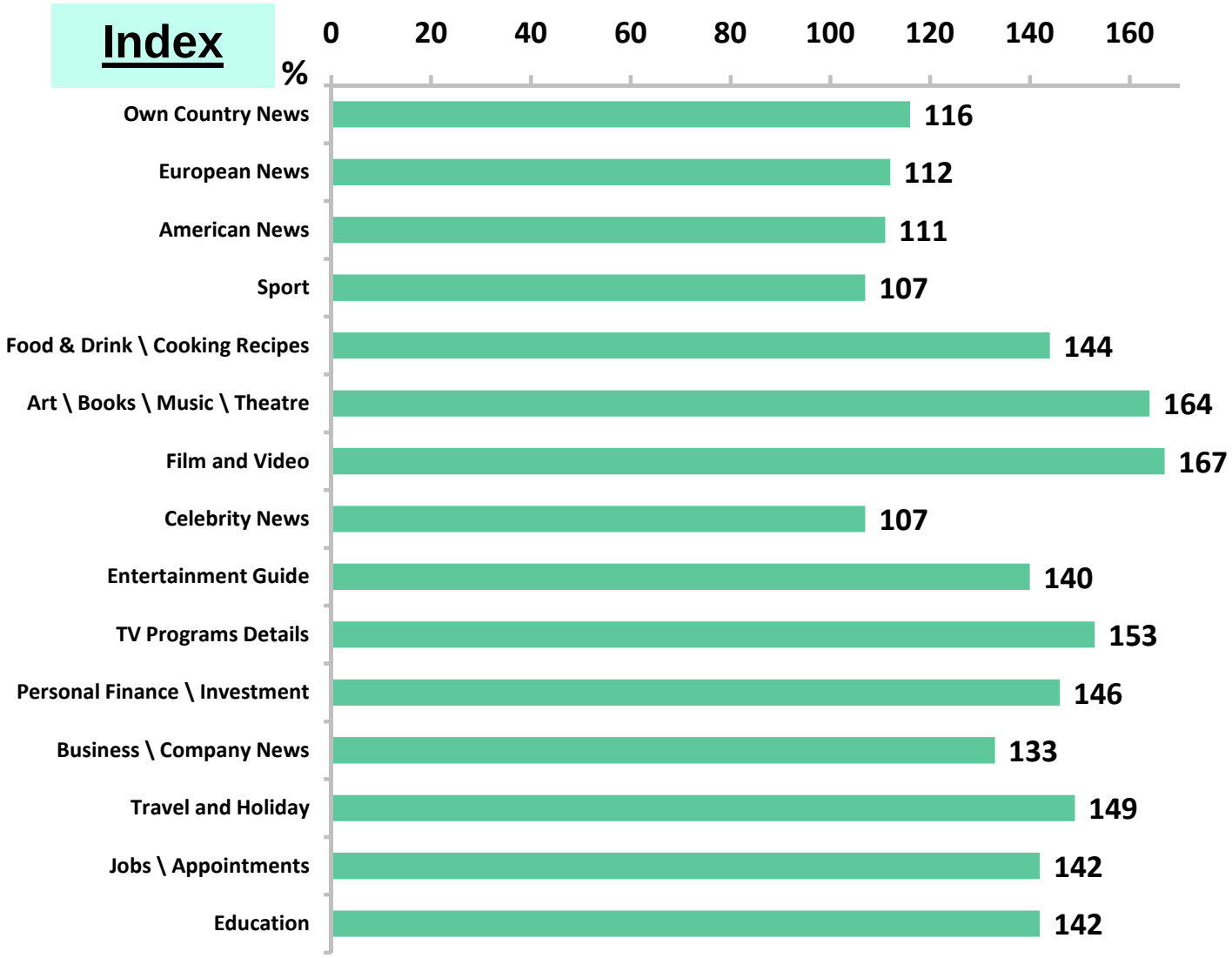


Assuming a 100% OTS Theoretical Exposure

Section 5

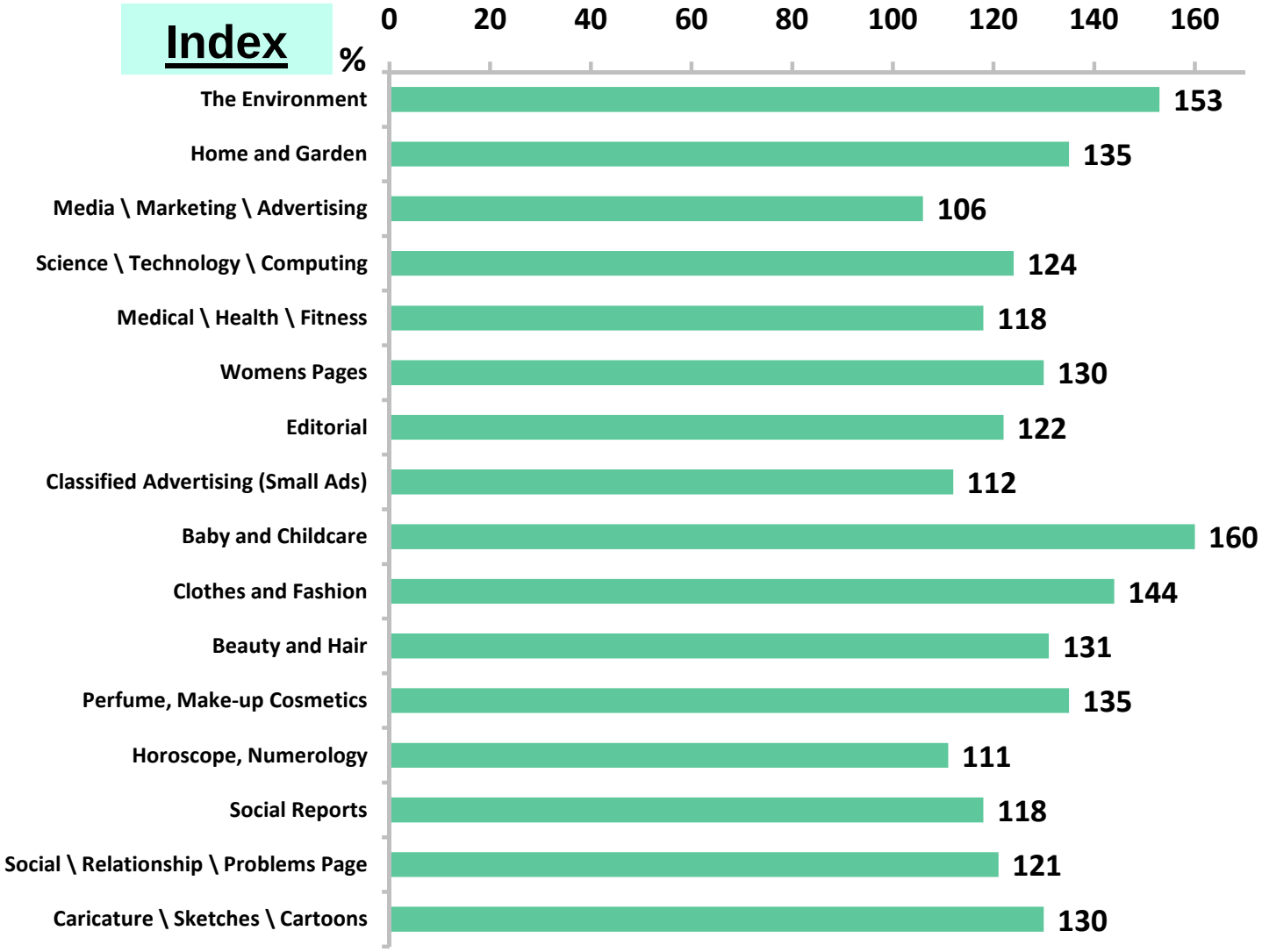
Insights on Al Wasat Readers:
Subjects Specially Choose To Read
Opinions & Attitudes
Ownership & Usage

INSIGHTS – SUBJECTS SPECIALLY CHOOSE TO READ:



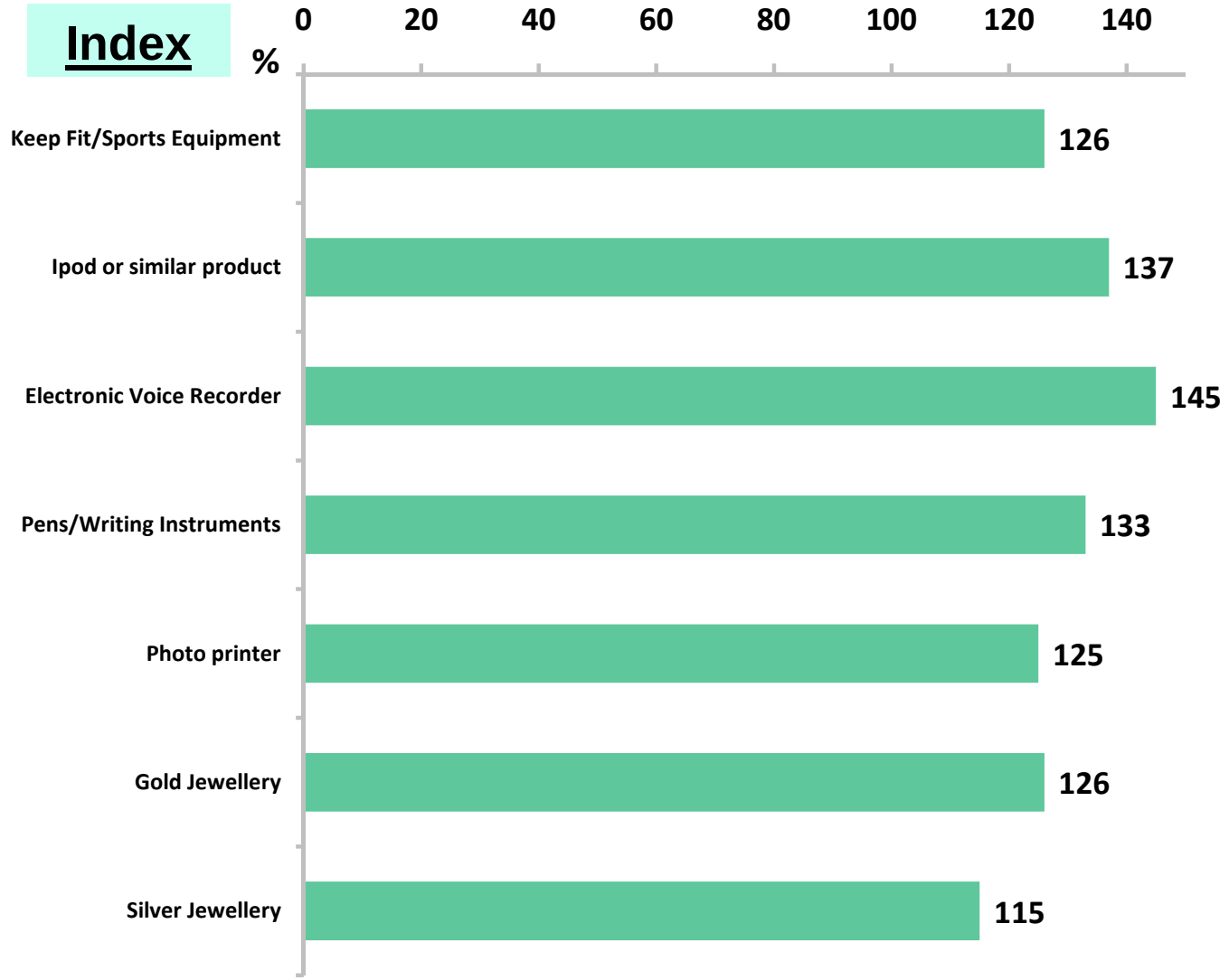
BASE : Total Sample Al Wasat Newspaper Readers = 316

INSIGHTS – SUBJECTS SPECIALLY CHOOSE TO READ:



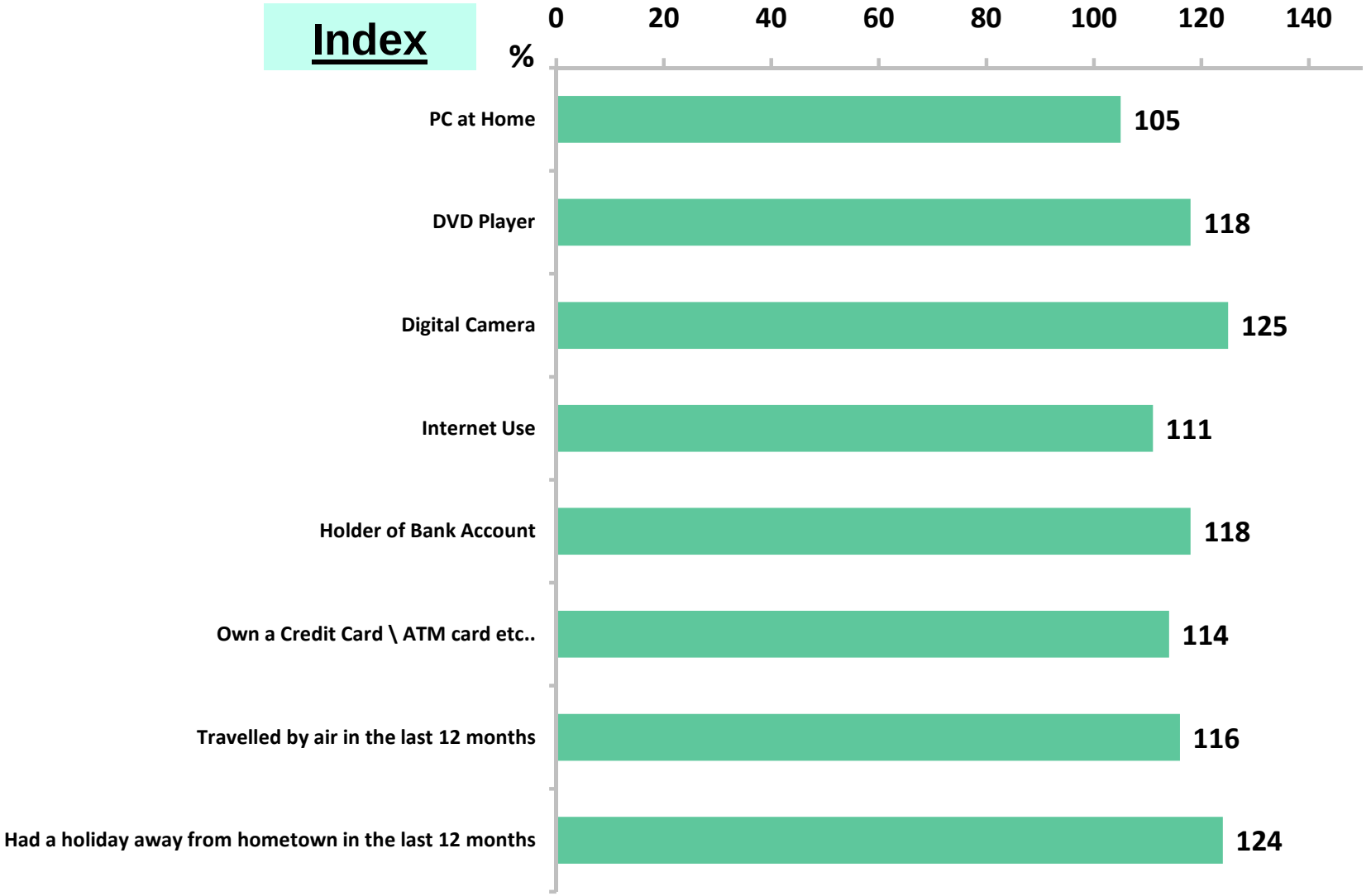
BASE : Total Sample Al Wasat Newspaper Readers = 316

INSIGHTS : OWNERSHIP OF PERSONAL ACCESSORIES



BASE : Total Sample Al Wasat Newspaper Readers = 316

INSIGHTS : OWNERSHIP & USAGE

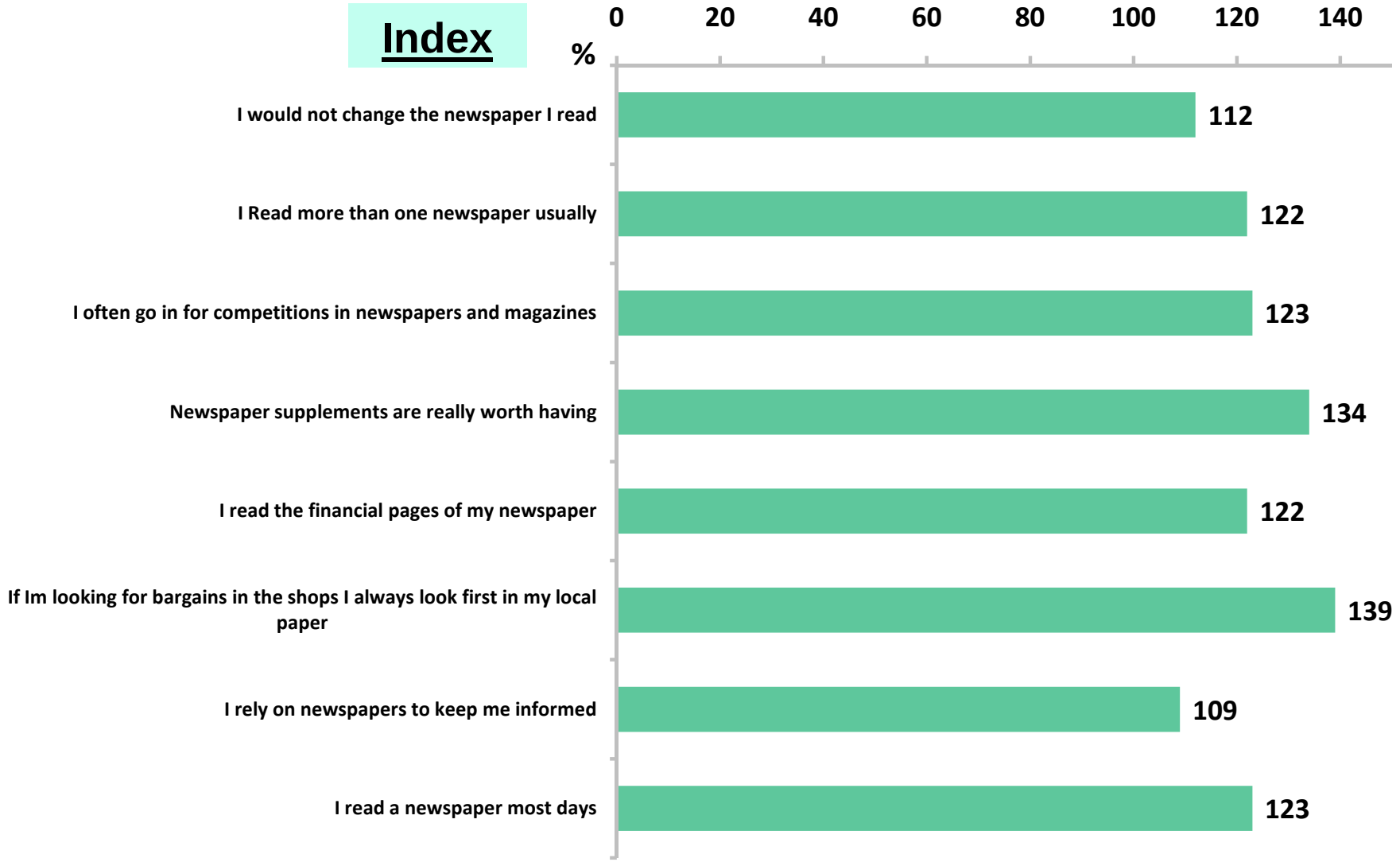


BASE : Total Sample Al Wasat Newspaper Readers = 316

INSIGHTS: OPINIONS & ATTITUDES

BASE : Total Sample for Al Wasat Newspaper = 316

INSIGHTS: OPINIONS & ATTITUDES



BASE : Total Sample Al Wasat Newspaper Readers = 316

Thank You !