



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

GN Publishing
Al Nisr Publishing LLC
PO Box 6519
Dubai, United Arab Emirates
Tel. No.: +971 4 3447100
Fax No.: +971 4 344658
E-mail: circ@gulfnews.com
Web Site: www.gulfnews.com

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

GULF NEWS DAILY NEWSPAPER

7 times weekly
85,088 average daily circulation
84,497 average Friday circulation

GULF NEWS WEBSITES

4,057,749 Gulf News average users
71,235 mobile app average users

GULF NEWS SOCIAL MEDIA

2,958,651 Facebook likes

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
GULF NEWS DAILY NEWSPAPER (Frequency: 7 times weekly)			
a. Daily Edition (Saturday - Thursday)	3,878	81,210	85,088
b. Friday Edition	3,835	80,662	84,497
GULF NEWS WEBSITES			
a. Gulf News (Monthly Users with 15,675,118 average Pageviews)	4,057,749	-	4,057,749
b. Gulf News Mobile App (Monthly Users with 7,126,368 average Pageviews)	71,235	-	71,235
GULF NEWS SOCIAL MEDIA			
a. Facebook likes	*2,958,651	-	*2,958,651

*Social Media claims are cumulative figures, not averages.

PUBLISHER'S STATED PUBLISHING AND CIRCULATION POLICY INFORMATION

GULF NEWS is a daily newspaper (Saturday to Friday) serving the United Arab Emirates, Oman, Bahrain, Qatar, India, Pakistan and Saudi Arabia.

1. AVERAGE CIRCULATION FOR THE 6 MONTH PERIOD ENDING JUNE 2018

	Saturday – Thursday Edition	Friday Edition
I. & II. TOTAL PAID CIRCULATION	81,210	80,662
I. Sold at half rate or greater		
Subscriptions:		
Carrier	69,425	69,336
Motor Route	-	-
Mail	-	-
Digital	-	-
Bulk	11,240	10,441
Total Subscriptions	80,665	79,777
Single Copy Sales	545	885
Newspapers in Education	-	-
Employee Copies	-	-
Sub-Total	81,210	80,662
II. Sold at less than half rate		
Subscriptions:		
Carrier	-	-
Motor Route	-	-
Mail	-	-
Digital	-	-
Bulk	-	-
Total Subscriptions	-	-
Single Copy Sales	-	-
Newspapers in Education	-	-
Sub-Total	-	-
III. & IV. TOTAL NON-PAID CIRCULATION	3,878	3,835
III. Individual		
1) Carrier delivery		
City	2,062	2,021
Rural	-	-
Employee Copies	162	159
2) Mail delivery	-	-
3) Digital Editions	-	-
Sub-Total	2,224	2,180
IV. Bulk		
Carrier Bulk - Residential	-	-
Carrier Bulk - Non-Residential	1,654	1,655
Drop Boxes - Residential/Public	-	-
Sub-Total	1,654	1,655
TOTAL QUALIFIED CIRCULATION	85,088	84,497

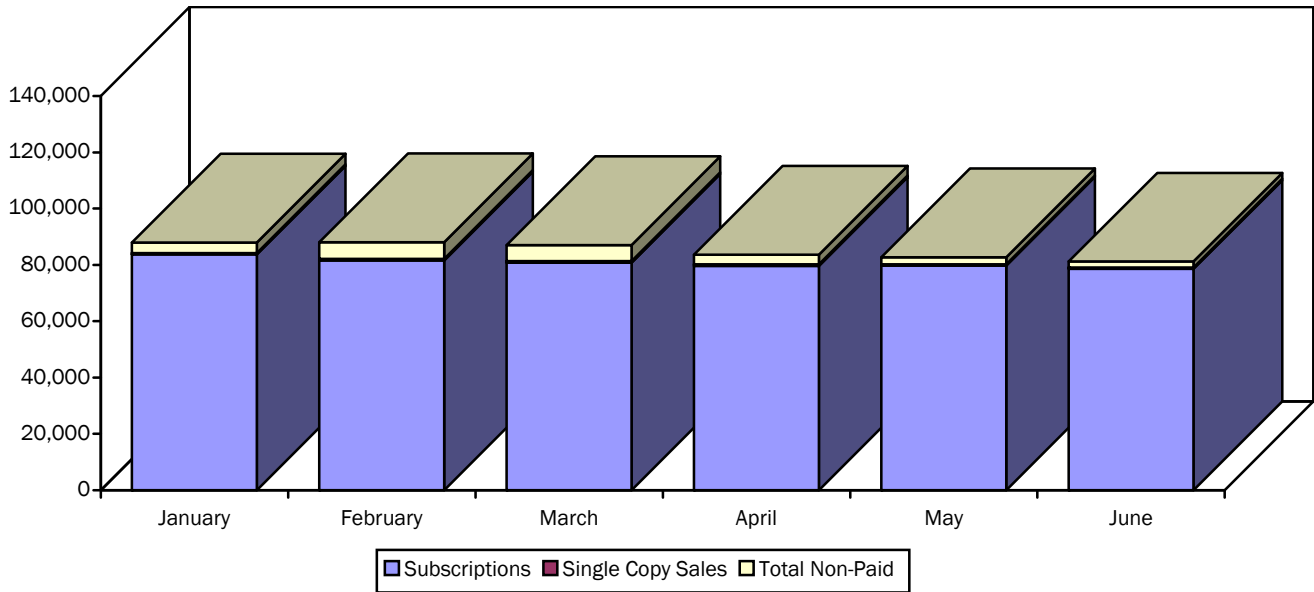
2. AVERAGE NON-QUALIFIED DISTRIBUTION AS TO QUANTITY ONLY

6-Month Period Ending June 2018	Saturday – Thursday Edition	Friday Edition
Advertisers, Agencies	874	875
Other	1,399	1,527

3. AVERAGE MONTHLY CIRCULATION FOR DAILY EDITION (SATURDAY - THURSDAY)

2018	Paid Circulation				Non-Paid Circulation			Total Paid & Non-Paid Circulation
	Subscriptions		Single Copy Sales	Total Paid	Individual Non-Paid	Bulk Non-Paid	Total Non-Paid	
	Carrier Deliver	Bulk						
January	72,000	11,683	532	84,215	1,915	1,833	3,748	87,963
February	69,786	11,767	564	82,117	4,095	1,833	5,928	88,045
March	68,927	11,842	595	81,364	3,875	1,830	5,705	87,069
April	67,857	11,775	573	80,205	1,893	1,522	3,415	83,620
May	69,215	10,500	515	80,230	1,036	1,457	2,493	82,723
June	68,673	9,870	494	79,037	674	1,457	2,131	81,168

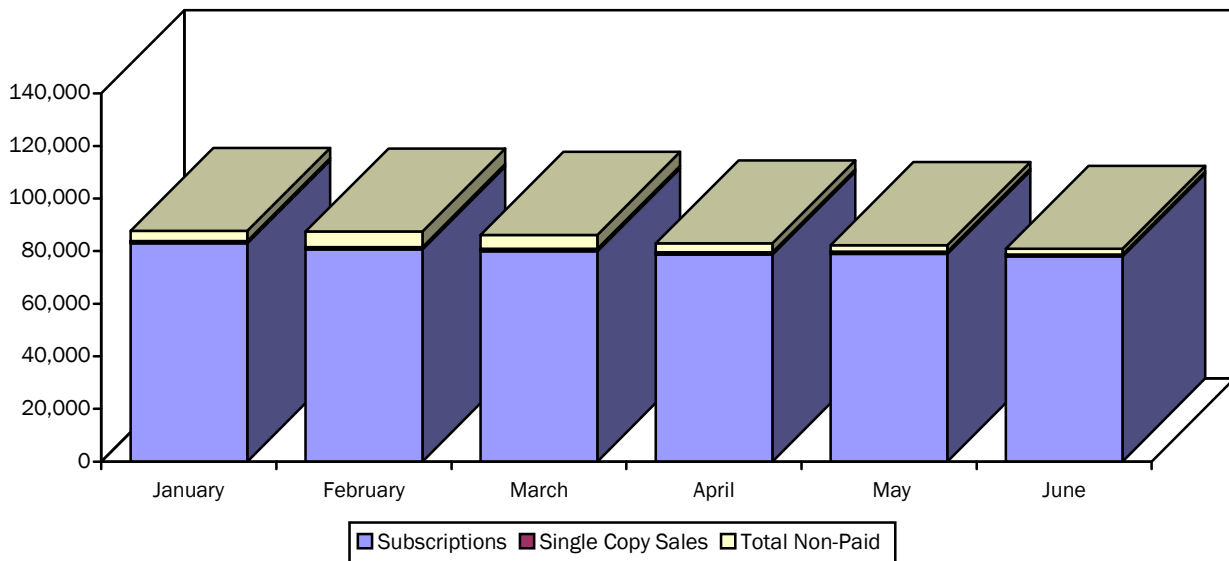
Average Circulation by Month: Saturday-Thursdays Editions



3. AVERAGE MONTHLY CIRCULATION FOR DAILY EDITION (FRIDAY EDITION)

2018	Paid Circulation				Non-Paid Circulation			Total Paid & Non-Paid Circulation
	Subscriptions		Single Copy Sales	Total Paid	Individual Non-Paid	Bulk Non-Paid	Total Non-Paid	
	Carrier Deliver	Bulk						
January	72,047	10,892	911	83,850	1,995	1,833	3,828	87,678
February	69,762	10,854	949	81,565	4,099	1,833	5,932	87,497
March	68,904	11,043	940	80,887	3,475	1,830	5,305	86,192
April	67,779	10,884	937	79,600	1,834	1,523	3,357	82,957
May	69,148	9,822	818	79,788	1,052	1,457	2,509	82,297
June	68,656	9,287	772	78,715	675	1,457	2,132	80,847

Average Circulation by Month: Friday Edition



4. AVERAGE AUDITED CIRCULATION AT END OF PREVIOUS AUDIT PERIODS

	December 2011		December 2012		December 2013		December 2014		December 2015		December 2016	
	Saturday - Thursday	Friday	Saturday - Thursday	Friday	Saturday - Thursday	Friday	Saturday - Thursday	Friday	Saturday - Thursday	Friday	Saturday - Thursday	Friday
Paid Circulation	108,978	110,121	108,495	109,460	104,001	104,367	108,369	108,255	105,337	105,218	98,231	97,928
Non-Paid Circulation	840	839	800	799	715	715	723	724	711	712	1,435	1,480
Non-Paid Bulk	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	109,818	110,960	109,295	110,259	104,716	105,082	109,092	108,979	106,048	105,930	99,666	99,408

5. ANALYSIS OF AVERAGE CIRCULATION FOR THE ISSUE OF MAY 13, 2018

	Single Copy Sales	Paid Subscription			Non-Paid			Total Qualified Circulation
		Individual	Bulk	Subtotal	Individual	Bulk	Subtotal	
UNITED ARAB EMIRATES								
Abu Dhabi	66	10,002	1,219	11,287	45	30	75	11,362
Al Ain	5	657	147	809	-	1	1	810
Ajman	1	1,420	78	1,499	1	-	1	1,500
Dubai	186	43,493	9,446	53,125	1,403	1,384	2,787	55,912
Fujeirah	1	515	28	544	-	-	-	544
Ras Al Khaimah	1	745	88	834	-	-	-	834
Sharjah	7	11,967	74	12,048	25	42	67	12,115
Umm Al Quwein	2	149	2	153	1	-	1	154
SUB-TOTAL UNITED ARAB EMIRATES	269	68,948	11,082	80,299	1,475	1,457	2,932	83,231
INTERNATIONAL								
Bahrain	85	-	-	85	-	-	-	85
Oman	173	-	18	191	-	-	-	191
SUB-TOTAL INTERNATIONAL	258	-	18	276	-	-	-	276
TOTAL QUALIFIED	527	68,948	11,100	80,575	1,475	1,457	2,932	83,507

WEBSITE CHANNELS

WWW.GULFNEWS.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	16,022,131	9,460,033	3,966,671	1:23
February	16,734,993	10,233,017	4,967,217	1:23
March	14,075,834	8,526,373	3,499,397	1:20
April	14,581,870	8,812,463	3,841,500	1:19
May	15,674,916	9,214,769	3,929,846	1:22
June	16,960,961	9,715,146	4,141,862	1:26
AVERAGE:	15,675,118	9,326,967	4,057,749	1:22

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

HTTP://GULFNEWS.COM/APPS

2018	Pageviews*	Sessions	Users	Average Session Duration
January	3,018,314	985,436	67,971	3:58
February	2,949,106	955,759	65,514	4:09
March	6,921,681	1,031,992	68,981	4:11
April	9,329,446	1,050,994	72,746	4:16
May	9,808,993	1,062,285	75,493	4:15
June	10,730,669	1,149,662	76,703	4:22
AVERAGE:	7,126,368	1,039,355	71,235	4:12

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

* The Pageviews column represents ScreenViews as captured by Google Analytics Mobile app code.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

Gulf News Social Media



Facebook likes

<http://facebook.com/GulfNews.UAE>

2018

Beginning Balance	2,885,063
January	2,914,620
February	2,933,392
March	2,944,756
April	2,948,511
May	2,953,473
June	2,958,651

6. WERE RETURNS ACCEPTED OR ALLOWANCES MADE FOR DELIVERED, LEFT OVER AND UNSOLD COPIES?

7. PREMIUM, COMBINATION, CONTESTS AND OTHER SPECIAL OFFERS

ANALYSIS OF PAID CIRCULATION SUBSCRIPTION SALES FOR PERIOD: JANUARY – JUNE 2018

PARAGRAPH 1 (Saturday - Thursday):

69,425 paid individual subscriptions include a "Good Living" promotional App. The App offers up to 25% discount on selected outlets, restaurants and other commercial locations in the UAE and has no stated monetary value.

PARAGRAPH 1 (Friday):

69,336 paid individual subscriptions include a "Good Living" promotional App. The App offers up to 25% discount on selected outlets, restaurants and other commercial locations in the UAE and has no stated monetary value.

8. ARREARS UNDER THREE MONTHS AS OF: JUNE 30, 2018

9. PRICES

Basic:	Subscription UAE	1 Year (New Subscriber)	400 AED	(effective 1 January, 2010)
		1 Year (Renewing Subscriber)	400 AED	
		6 Month	295 AED	
		3 Month	160 AED	
SINGLE COPY RATES	United Arab Emirates		AED 5.00	
		Bahrain	BD 0.500	
		India	INR 40.00	
		Oman	OR 0.500	
		Pakistan	PKR 50.00	
		Qatar	QR 5.00	
		Saudi Arabia	SR 5.00	

10. ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Farooq Ahmed, MIS Officer

Mr. V Ramakrishnan, Business Support Manager, Marketing & Sales

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 15, 2018

City Dubai

Received by BPA Worldwide August 15, 2018

Type BD

ID Number G801B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.