

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.

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**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  
77,781 average daily circulation  
77,326 average Friday circulation

**GULF NEWS SOCIAL MEDIA**



2,979,221 Facebook likes

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>GULF NEWS DAILY NEWSPAPER</b> (Frequency: 7 times weekly)			
a. Daily Edition (Saturday - Thursday)	2,229	75,552	77,781
b. Friday Edition	2,216	75,110	77,326
<b>GULF NEWS SOCIAL MEDIA</b>			
Facebook likes	*2,979,221	-	*2,979,221

\*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 DECEMBER 2018**

	Saturday – Thursday Edition	Friday Edition
<b>I. &amp; II. TOTAL PAID CIRCULATION</b>	75,552	75,110
<b>I. Sold at half rate or greater</b>		
Subscriptions:		
Carrier	64,985	64,901
Motor Route	-	-
Mail	-	-
Digital	-	-
Bulk	10,156	9,539
Total Subscriptions	75,141	74,440
Single Copy Sales	411	670
Newspapers in Education	-	-
Employee Copies	-	-
Sub-Total	75,552	75,110
<b>II. Sold at less than half rate</b>		
Subscriptions:		
Carrier	-	-
Motor Route	-	-
Mail	-	-
Digital	-	-
Bulk	-	-
Total Subscriptions	-	-
Single Copy Sales	-	-
Newspapers in Education	-	-
Sub-Total	-	-
<b>III. &amp; IV. TOTAL NON-PAID CIRCULATION</b>	2,229	2,216
<b>III. Individual</b>		
<b>1) Carrier delivery</b>		
City	852	831
Rural	-	-
Employee Copies	-	-
<b>2) Mail delivery</b>	-	-
<b>3) Digital Editions</b>	-	-
Sub-Total	852	831
<b>IV. Bulk</b>		
Carrier Bulk - Residential	-	-
Carrier Bulk - Non-Residential	1,377	1,385
Drop Boxes - Residential/Public	-	-
Sub-Total	1,377	1,385
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>77,781</b>	<b>77,326</b>

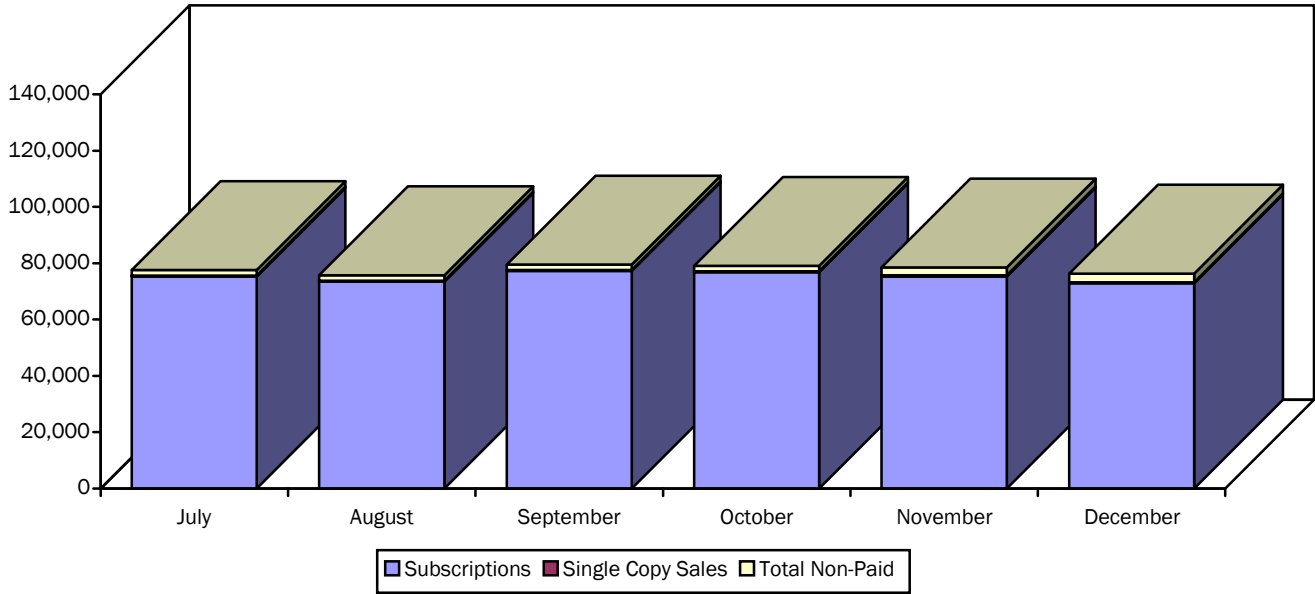
**2. AVERAGE NON-QUALIFIED DISTRIBUTION AS TO QUANTITY ONLY**

6-Month Period Ending December 2018	Saturday – Thursday Edition	Friday Edition
Advertisers, Agencies	521	518
Other	1,266	1,365

**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						
July	65,373	9,867	409	75,649	469	1,457	1,926	77,575
August	63,632	9,840	371	73,843	469	1,457	1,926	75,769
September	67,137	10,078	409	77,624	469	1,457	1,926	79,550
October	66,215	10,522	420	77,157	469	1,457	1,926	79,083
November	64,715	10,634	423	75,772	1,244	1,457	2,701	78,473
December	62,848	10,014	433	73,295	1,990	987	2,977	76,272

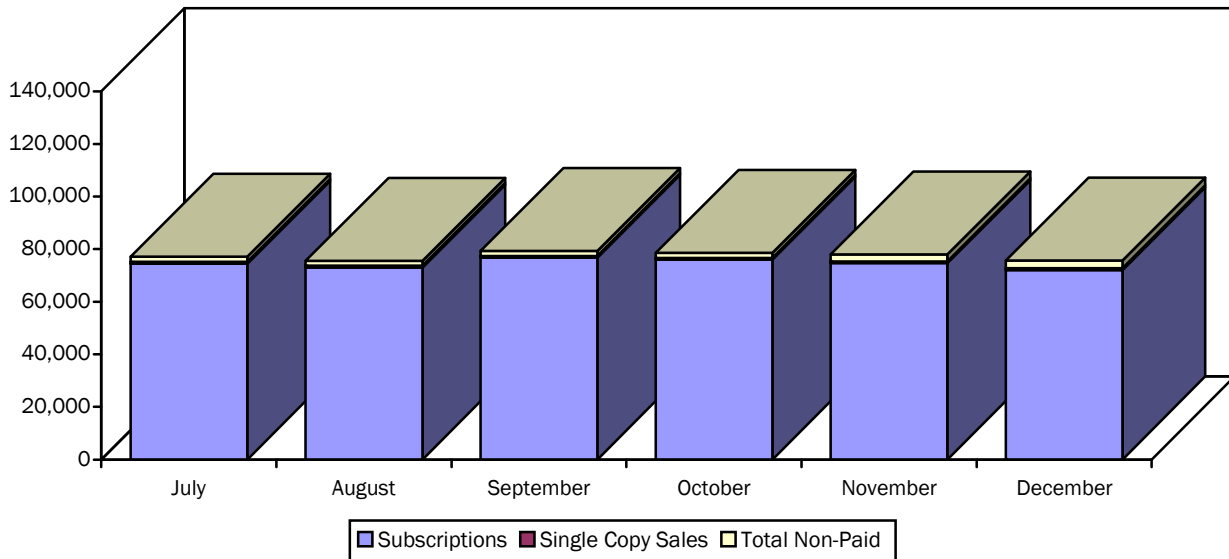
**Average Circulation by Month:  
Saturday-Thursdays Editions**



**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						
July	65,202	9,287	652	75,141	470	1,457	1,927	77,068
August	63,798	9,226	640	73,664	470	1,457	1,927	75,591
September	67,173	9,557	685	77,415	470	1,457	1,927	79,342
October	66,186	9,826	683	76,695	470	1,457	1,927	78,622
November	64,703	9,960	692	75,355	1,130	1,457	2,587	77,942
December	62,674	9,349	671	72,694	1,990	987	2,977	75,671

**Average Circulation by Month:  
Friday Edition**



#### 4. AVERAGE AUDITED CIRCULATION AT END OF PREVIOUS AUDIT PERIODS

	December 2012		December 2013		December 2014		December 2015		December 2016		December 2017	
	Saturday - Thursday	Friday	Saturday - Thursday	Friday	(Saturday - Thursday)	Friday	(Saturday - Thursday)	Friday	(Saturday - Thursday)	Friday	(Saturday - Thursday)	Friday
Paid Circulation	108,495	109,460	104,001	104,367	108,369	108,255	105,337	105,218	98,231	97,928	85,807	85,509
Non-Paid Circulation	800	799	715	715	723	724	711	712	1,435	1,480	4,252	4,246
Non-Paid Bulk	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>109,295</b>	<b>110,259</b>	<b>104,716</b>	<b>105,082</b>	<b>109,092</b>	<b>108,979</b>	<b>106,048</b>	<b>105,930</b>	<b>99,666</b>	<b>99,408</b>	<b>90,059</b>	<b>89,755</b>

#### 5. ANALYSIS OF AVERAGE CIRCULATION FOR THE ISSUE OF NOVEMBER 15, 2018

	Single Copy Sales	Paid Subscription			Non-Paid			Total Qualified Circulation
		Individual	Bulk	Subtotal	Individual	Bulk	Subtotal	
<b>UNITED ARAB EMIRATES</b>								
Abu Dhabi	40	9,152	1,267	10,459	45	30	75	10,534
Al Ain	1	588	147	736	-	1	1	737
Ajman	1	1,310	77	1,388	-	-	-	1,388
Dubai	183	41,412	9,363	50,958	1,448	1,384	2,832	53,790
Fujeirah	-	455	27	482	-	-	-	482
Ras Al Khaimah	1	678	75	754	-	-	-	754
Sharjah	4	10,917	67	10,988	24	42	66	11,054
Umm Al Quwein	-	138	-	138	1	-	1	139
SUB-TOTAL UNITED ARAB EMIRATES	230	64,650	11,023	75,903	1,518	1,457	2,975	78,878
<b>INTERNATIONAL</b>								
Bahrain	67	-	-	67	-	-	-	67
Oman	150	-	-	150	-	-	-	150
SUB-TOTAL INTERNATIONAL	217	-	-	217	-	-	-	217
<b>TOTAL QUALIFIED</b>	<b>447</b>	<b>64,650</b>	<b>11,023</b>	<b>76,120</b>	<b>1,518</b>	<b>1,457</b>	<b>2,975</b>	<b>79,095</b>

# SOCIAL MEDIA CHANNEL

## Gulf News Social Media



Facebook likes

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

2018

Beginning Balance	2,958,651
July	2,958,952
August	2,965,369
September	2,966,146
October	2,971,289
November	2,976,312
December	2,979,221

**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: JULY – DECEMBER 2018**

**PARAGRAPH 1 (Saturday - Thursday):**

64,985 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):**

64,901 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: DECEMBER 31, 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 Social Media is 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

Sabayasachi Gupta, Business Support Manager

(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 February 4, 2019

City Dubai

Received by BPA Worldwide February 4, 2019

Type BD

ID Number G801B0D8

**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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.