

2022 media kit



PRIVATE SECTOR | GOVERNMENT & SEMI-GOVT. SECTOR | SPECIAL SUPPLEMENTS | PENMAG
 TECHNICAL DATA | TERMS & CONDITIONS | BANK ACCOUNT DETAILS
 CONTACT NUMBERS

INTRODUCTION & READERSHIP PROFILE

The Peninsula, launched on March 6, 1996 is an English language newspaper published in the Arabian Gulf State of Qatar. From the stable of Dar Al Sharq Integrated media House, the largest publishing organization in the country and the publishers of Al Sharq, the leading Arabic newspaper, The Peninsula currently enjoys a daily sale of 18000 copies and readership in excess of 65000 per day.

Published seven days a week, Saturday through Friday, The Peninsula has a weekday pagination of 24 pages with 16 pages on weekends. The Peninsula has established itself as a major player in the market in terms of its readership; market penetration and share of the English language advertising spend.

The Peninsula's share of the display advertising is an average 50% and that of 'classified advertising' is an average 45%.

On an average within the last 24 months an average issue of the Peninsula has been read by 89% of the newspapers target expatriate audience.

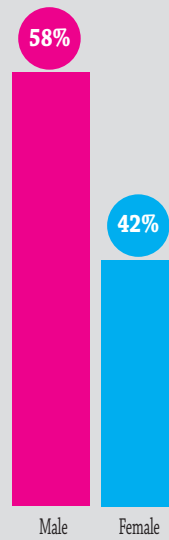
On an average day 72% of the adult target expatriate audience is exposed to an average edition of 'The Peninsula'.

In an average week issue exposure stands at 4.6 during the seven-day publishing cycle.

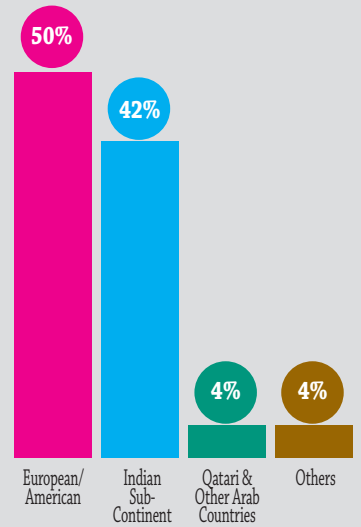


Total
18,000
Copies/day

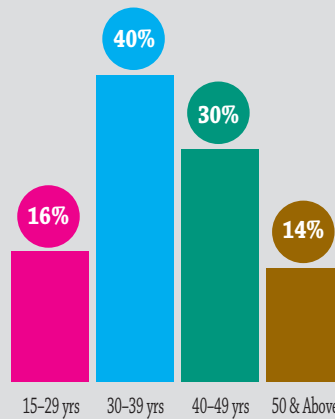
BY GENDER



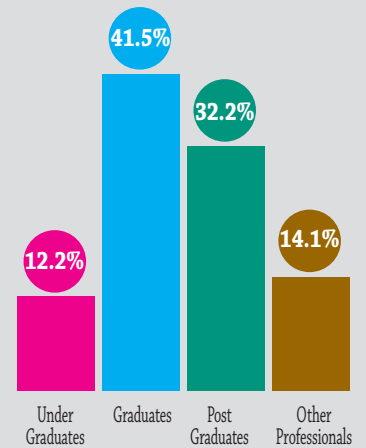
BY ETHNIC ORIGIN



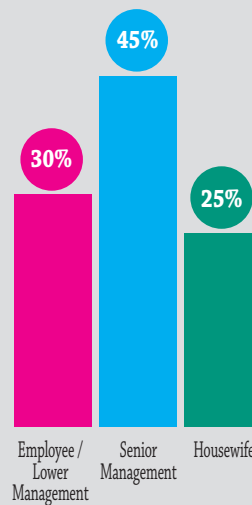
BY AGE



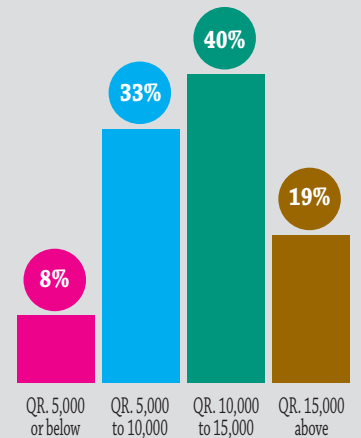
BY EDUCATION



BY OCCUPATION



BY INCOME



THE PENINSULA IN NUMBERS

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Website hits per year

2019

17,757,627

2020

65,798,193

2021

63,506,059

2022 Till Feb 9

25,514,787



Qatar newspapers ranking

Source: Alexa.com
February 9, 2022

The Peninsula	17	3,953
Al Sharq	37	7,779
Gulf Times	44	10,841
Qatar Tribune	85	14,648
Al Raya	93	15,826
Al Watan	94	15,365
Lusail	240	50,327

Social Media platforms



429,326 Followers



40,723 Followers

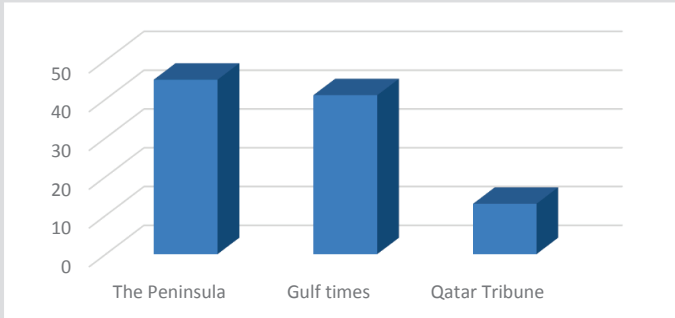


63,953 Followers

PRINT ADVERTISING COMPARISON BETWEEN THE THREE ENGLISH NEWSPAPERS IN QATAR

JANUARY 01 TO DEC 31, 2021

The Peninsula	Gulf Times	Qatar Tribune
%	%	%
45	42	13



- The above percentages are based on actual comparison of the three newspapers based on print advertisements published in the period January 01, 2021 to November 30, 2021.
- It denotes the market share of the three publications (commercial as well as classifieds)

2022 ADVERTISING RATE CARD (PRIVATE SECTOR)

Effective from 1st January 2022

SIZE	B/W	COLOUR
MAIN SIGNATURE		
FRONT PAGE		
Half Page (22 cms X 8 cols)	42,000	63,000
Quarter Page (22 cms X 4 cols)	21,000	31,500
1/8 Page (17 cms X 11.5 cms)	11,000	16,500
Strip Ad (6 cms X 8 cols)	11,000	16,500
Ear Panel (4 cms x 5.5 cms)		700
BACK PAGE		
Full Page	52,000	78,000
Half Page	26,000	39,000
Quarter Page	13,000	19,500
1/8 Page	6,600	9,900
PAGE 2 & 3		
Full Page	36,000	54,000
Half Page	18,000	27,000
Quarter Page	9,000	13,500
1/8 Page	4,500	6,750
INSIDE PAGE		
Full Page	26,000	39,000
Half Page	13,000	19,500
Quarter Page	6,500	9,750
1/8 Page	3,300	4,950
SPECIAL SIZE		
DP Center Spread		78,000
Jacket		297,000
BUSINESS & SPORTS SIGNATURE		
Half Page	14,000	21,000
Quarter Page	7,000	10,500
1/8 Page	3,500	5,250
COLUMN / CM.		
Front Page	280	420
Back Page	138	207
Page 2 or 3	116	174
Inside Page	86	129
Business & Sports front page	89	133
SPECIAL EVENTS SPONSORSHIP		
Logo Only (3 cms x 5 cms)	500 per insertion	
Logo & Address (5 cms x 5 cms)	700 per insertion	

All Rates are in QR. (Qatari Riyal)

Booking deadline:

Two working days prior for B/W advertisements and three working days prior for colour advertisements.

Cancellation deadline:

One day prior for B/W advertisements and two days prior for colour advertisements.

Artwork deadline:

One day prior to publishing date.

2022 ADVERTISING RATE CARD (GOVT. & SEMI-GOVT. SECTOR)

Effective from 1st January 2022

SIZE	B/W	FULL COLOR
FRONT PAGE		
Half Page (22 Cms X 8 Column)	46,200	69,300
Quarter Page (22 Cms X 4 Column)	23,100	34,650
Cms / Columns	292	438
BACK PAGE		
Full page	57,200	85,800
Half page	28,600	42,900
Quarter page	14,300	21,450
1/8 page	7,150	10,725
Cms / Columns	149	223
PAGE 2 OR 3		
Full page	37,200	55,800
Half page	18,600	27,900
Quarter page	9,300	13,950
1/8 page	4,650	6,975
Cms / Columns	116	174
INSIDE PAGE		
Full page	28,800	43,200
Half page	14,400	21,600
Quarter page	7,200	10,800
20 X 3	5,300	7,950
1/8 page	3,600	5,400
15 X 3	3,350	5,025
Cms / Columns	92	138
BUSINESS FRONT PAGE		
Half page	14,600	21,900
Quarter page	7,300	10,950
Cms / Columns	97	145
SPOT COLOUR	15% Extra	
FULL COLOUR	50% Extra	
FIXED PAGEPOSITION	10% Extra	
SPECIAL SHAPES & SIZES	10% Extra	
4 PAGE JACKET (AROUND MAIN UNIT)	323400	
DOUBLE PAGE CENTER SPREAD (DPCS)	86400	

All rates are in Qatari Riyal (QAR) per insertion

Booking deadline:

Two working days prior for B/W advertisements and three working days prior for colour advertisements.

Cancellation deadline:

One day prior for B/W advertisements and two days prior for colour advertisements.

Artwork deadline:

One day prior to publishing date.

PRICE LIST FOR WEBSITE AND SOCIAL MEDIA
BANNERS ON WEBSITE (Jpeg/GIF under 1MB)

Position	Size W xH	Price by CPM (per thousand impressions)	Visibility
Leaderboard (Top)	728x90(Desktop) & 320x100(Mobile)	\$18	Desktop and Mobile
MPU (mid page unit)	300x250	\$21	Desktop and Mobile
Skyscraper	160x600	\$30	desktop

WEBSITE ADVERTORIAL

Paid post consisting of 450 words and two pictures with a hyperlink

QR. 2000



The Pen-Mag launched in the year 2000 was Qatar’s first English daily tabloid classified supplement to be introduced in the local market. Now in broadsheet size and included in The Peninsula newspaper everyday from Sunday to Thursday, Pen-Mag is a complete guide of 4 pages catering to the real estate, automobile, telecommunications, food, beauty, medical, education and various other needs of the discerning reader.

Pen-Mag enjoys wide circulation of over 18,000 copies daily and is read/seen by more than 100,000 people including expatriates and a large section of local Qatari businessmen.

Pen-Mag offers its readers the opportunity to catch great offers from multi sectors through display advertisements plus it includes a comprehensive listing in an attractive pictorial format in the very popular SERVICES section.

DISPLAY ADS	
SIZE	PRICE
FRONT PAGE	
Strip	5,000
Box-1 (Top)	500
Box-2 (Middle)	1,000
Quarter Page	2,500
Ear Panel	200
INSIDE PAGE	
Quarter page	1,500
Box-1	350
Box-2	750
One Box B/W (Classif)	100
Two Box (Classif)	200
Leaving / Notice (Classif)	250
Name Change (Classif)	200
SERVICES	
Lineage	1,500 (6 Months)
1 Box	3,000 (6 Months)
2 Box	6,000 (6 Months)

Total
18,000
Copies with
The Peninsula

Booking deadline:
Four days prior to publishing date.

Cancellation deadline:
Three days prior to publishing date.

Artwork deadline:
Two days prior to publishing date.

2022 SPECIAL SUPPLEMENTS RATE CARD

BROADSHEET		
SIZE	POSITION	PRICE
Full page	Back Cover	30,000
Full page	Inside Front Cover	26,000
Full page	Inside Back Cover	22,000
Full page	Inside Page	20,000
Half page	Inside page	10,000
Quarter page	Inside page	5,000
TABLOID		
Full page	Back Cover	20,000
Full page	Inside Front cover	17,500
Full page	Inside Back cover	15,000
Full page	Inside page	13,000
Half page	Inside page	7,000
Half page (Vert)	Inside page	7,000
Quarter page	Inside page	4,000
A4 MAGAZINE		
Strip	Front page	10,000
Full page	Back page	10,000
Full page	Inside Front cover	8,000
Full page	Inside Back cover	6,000
Full page	Inside page	5,000
Strip	Inside page	1,500
MAGAZINE 21.5 Cms (H) x 22.5 Cms (W)		
Full page	Back cover	7,000
Strip	Front cover	6,000
Full page	Inside Front cover	6,000
Full page	Inside Back cover	5,000
Logo	Front cover	4,000
Full page	Inside pages	4,000
Strip	Inside pages	1,500

All Rates are in QR. (Qatari Riyal)

Magazine Sponsorship Benefits

- Front Cover Logo
- Two Full pages, Cover page Advertisements.
- Editorial pages highlighting the company profile, its achievement etc.

Booking deadline:

Ten days prior to publishing date (as announced)

Cancellation deadline:

Seven days prior to publishing date (as announced)

Artwork deadline:

Five days prior to publishing date (as announced)

TECHNICAL DATA



SIZE	H x W in Cms
Full Page	49.5 x 28.0
Half Page	24.5 x 28.0
Half Page (Vertical)	49.5 x 13.65
Quarter Page	24.5 x 13.65
Quarter Page (Horizontal)	13.0 x 28.0
20 x 3 Col.	20.0 x 11.5
1/8 Page	17.0 x 11.5
1/8 Page (Horizontal)	12.0 x 13.65
DP Center Spread	49.5 x 59.0
FRONT PAGE	
Half Page	22.0 x 28.0
Quarter Page	22.0 x 13.65
1/8 Page	17.0 x 11.5
1/8 Page - Horizontal	12.0 x 13.65
Column	Sizes
1 Column	3.00
2 Column	6.50
3 Column	10.00
4 Column	13.65
5 Column	17.00
6 Column	20.50
7 Column	24.00
8 Column	28.00
EAR PANELS	
Front Main Page	4.0 x 5.5
Business Front Page	3.6 x 5.3
Sports Back Page	3.6 x 5.3



SIZE	H x W in Cms
FRONT PAGE	
Strip	3 x 28
Box-1	9 x 9
Box-2	10 x 13.75
Quarter Page	20 x 13.75
INSIDE PAGE	
Quarter Page	20 x 13.75
Box-1	9 x 9
Box-2	10 x 13.75
One Box (Classif)	3.5 x 7.5
Two Boxes (Classif)	6.0 x 7.5

SPECIAL SUPPLEMENTS

BROADSHEET (49.5 X 28.0)

SIZE	H x W in Cms
Full Page	49.5 x 28.0
Half Page	24.5 x 28.0
Half Page (Vertical)	49.5 x 13.65
Quarter Page	24.5 x 13.65
Quarter Page (Horizontal)	13.0 x 28.0
1/8 Page	17.0 x 11.5
1/8 Page (Horizontal)	12.0 x 13.65

TABLOIDS (31.0 X 27.3)

Trim Area:	27.5 x 24.0
Full Page (Bleed):	31.0 x 27.3
Full Page (Trim)	27.5 x 24.0
Half Page	13.5 x 24.0
Half Page (Vertical)	27.5 x 11.8
Quarter Page	13.5 x 11.8

A4 MAGAZINE (29.7 X 21.0)

Full page (Bleed)	30.3 x 21.6
Strip	4 x 21

MAGAZINES (21.5 X 22.5)

Full Page (Bleed):	22.0 x 23.0
Strip:	4.0 x 20.0

ARTWORK / MATERIAL REQUIREMENTS

Press ready PDF or in Adobe Illustrator/
TIFF/JPEG with High resolution
(at least 300ppi)

All Artworks to be provided
to final sizes.

Black & White advertisements to be
provided as greyscale or CMYK for
colour advertisements.

ADVERTISING TERMS & CONDITIONS

- The Advertisement prices, mechanical data and payment details mentioned in this rate card will be strictly followed by the advertiser until and unless an agreement is reached with The Peninsula.
- The advertiser acknowledges that he has the full legal right to publish the advertisement/s submitted for publication and that by publishing the advertisement/s, The Peninsula will not violate the rights of any person or any official statutes or rules or regulations or any applicable Authority, the advertiser agrees to indemnify The Peninsula and hold it harmless from and defend it against any losses, expenses, suits or claims which The Peninsula may incur and which arise out of the publication by it of any of such advertisement/s, including, without limitation of the foregoing, any claims of libel, violation of rights of privacy, plagiarism, unfair competition or trade practices or copyright and/or trademark infringements.
- The Advertisement/s will be published on the dates specified by the Advertiser subject to the publishing availabilities and circumstances. The Publisher reserves the right to cancel or change positions of the ad, in order to accommodate important news. The decision of the Chief Editor is final.
- The Publisher reserves the right to reject any advertisements that are deemed unsuitable for publication. The decision of the Chief Editor is final.
- Space orders must contain clear instructions like Insertion date(s), Size, Color, Page position, Unit, Rates and payment details.
- The advertiser pledges to settle the value of the advertisement/s agreed upon in this agreement.
- Time limit for Credit Invoices is 90 days from date of invoice
- Only e-tearsheds or certified printouts containing an exact image of the page will be available, for dates extending after 2 months of its publication or if original voucher copies are out of stock.
- Dar Al Sharq will not be responsible for any delays or loss of email transmission, broken links, damaged CDs, or inaccurate sizes.
- Cancellations /Amendments to insertion dates or artworks for next day's publication must be done before 3pm on a working day and before 10am on Thursdays. Thursdays are half days and Friday is a holiday.
- In case of error from the part of The Peninsula its responsibility will be limited within the value of the advertisement/s, and The Advertiser may not make any objection to the advertisements after 7 days from the publishing date.

For Advertorials

- Editorial style advertisements must be distinguishable as advertising and the words "Advertorial" must be placed at the top right or left hand corner of the ad.
- Name of the client must be shared with the newspaper, well before its publication
- The final layout is subject to approval by the Chief Editor.
- The deadline for submitting the material is 2 working days prior to date of publication. It is the Advertiser's responsibility to ensure that materials are prepared and submitted on time for its review

For Pen Mag

- All the general terms & conditions of Advertising apply here.
- Full name and address of advertiser must be supplied, even if it is not included in the advertisement.
- The publisher reserves the right to omit or amend either by addition or deletion any advertisement for any reason as per the Qatari Laws
- Letter from the sponsor or Company is required for 'Notice ads' or 'Absconding ads'
- Document from the Immigration & Passport office is required for ads related to 'Change of Name'
- Copy of Police complaint is required for loss of valuable items or documents.

ACCOUNT DETAILS	
Account Name:	Dar Al Sharq Printing, Publishing & Distribution
Bank Name:	Qatar Islamic Bank
Bank Address:	P. O. Box: 559, Grand Hamad Street, Doha-Qatar Bank Tel.: +974-44249222
Account Number:	0101702830018
IBAN:	QA77QISB000000000101702830018
Swift Code:	QISBQAQA
CONTACT	
MAIN NEWSPAPER	
Advertising Manager Tel: 44557780 800 840 Fax: 44557898 862 Email: adv@pen.com.qa	
For Local inquiries Tel: 44557837 44557852 Fax: 44557870, Email: adv@pen.com.qa	
For International inquiries Tel: + 974 - 44557844 Fax: + 974 - 44557864 Email: adv@al-sharq.com alsharqadv@al-sharq.com	
PEN MAG	
Tel: 44557857, (Classifieds) Fax: 44557870 Email: adv@pen.com.qa	
WORKING HOURS	
Saturday – Thursday: 8.00 am – 5.00 pm (with 1 hour lunch break) Fridays & Saturdays are weekly holidays	
MAILING ADDRESS & LOCATION	
Advertising Department, The Peninsula Newspaper D-Ring Road, (Between Airport Signal and Mall Signal), P. O. Box: 3488, Doha - Qatar	

