

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  
 93,068 average daily circulation  
 92,734 average Friday circulation

**GULF NEWS WEBSITES**



2,107,564 Gulf News average users  
 3,173,702 mobile average users  
 64,834 mobile app average users

**GULF NEWS SOCIAL MEDIA**



2,737,766 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)	5,507	87,561	93,068
b. Friday Edition	5,503	87,231	92,734
<b>GULF NEWS WEBSITES</b>			
a. Gulf News (Monthly Users with 15,770,383 average Pageviews)	2,107,564	-	2,107,564
b. Gulf News Mobile (Monthly Users with 12,437,015 average Pageviews)	3,173,702	-	3,173,702
c. Gulf News Mobile App (Monthly Users with 2,830,070 average Pageviews)	64,834	-	64,834
<b>GULF NEWS SOCIAL MEDIA</b>			
a. Facebook likes	*2,737,766	-	*2,737,766

\*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 2017

	Saturday – Thursday Edition	Friday Edition
<b>I. And II. TOTAL PAID CIRCULATION</b>	87,561	87,231
<b>I. Sold at half rate or greater</b>		
Subscriptions:		
Carrier	73,887	73,782
Motor Route	-	-
Mail	-	-
Digital	-	-
Bulk	12,213	11,614
Total Subscriptions	86,100	85,396
Single Copy Sales	1,461	1,835
Newspapers in Education	-	-
Employee Copies	-	-
Sub-Total	87,561	87,231
<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	5,507	5,503
<b>III. And IV. TOTAL NON-PAID CIRCULATION</b>		
<b>III. Individual</b>		
<b>1) Carrier delivery</b>		
City	4,603	4,600
Rural	-	-
Employee Copies	280	279
<b>2) Mail delivery</b>	-	-
<b>3) Digital Editions</b>	-	-
Sub-Total	4,883	4,879
<b>IV. Bulk</b>		
Carrier Bulk-Residential	-	-
Carrier Bulk-Non-Residential	624	624
Drop Boxes	-	-
Sub-Total	624	624
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>93,068</b>	<b>92,734</b>

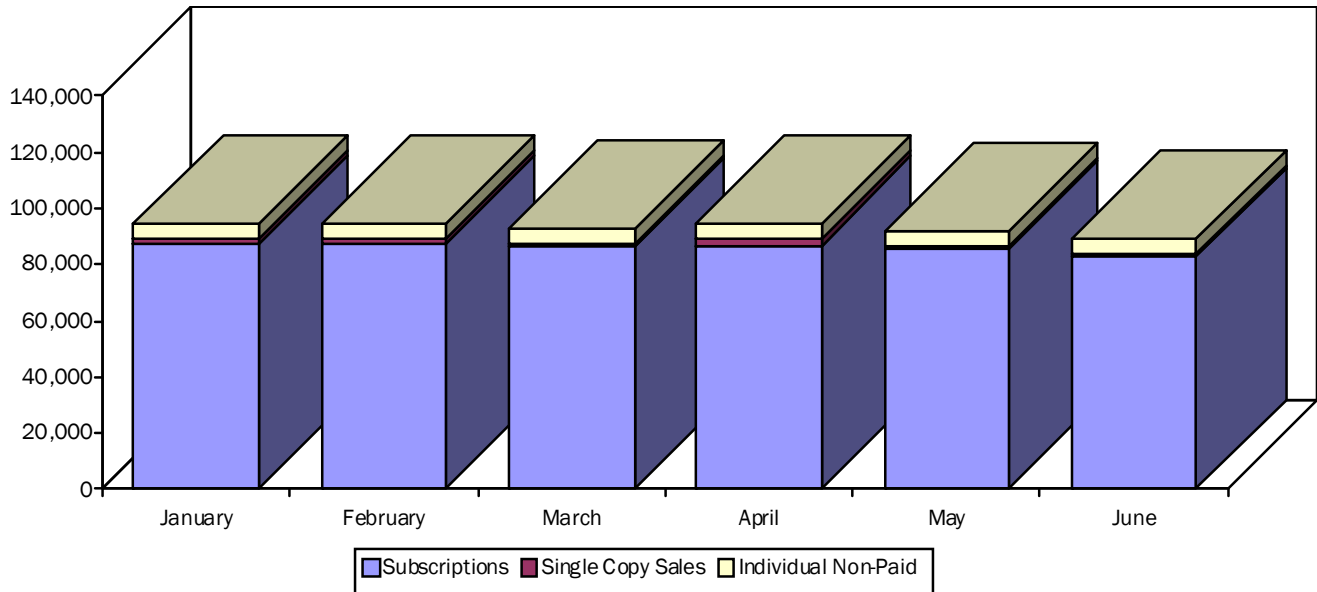
### 2. AVERAGE DISTRIBUTION AUDITED AS TO QUANTITY ONLY

6-Month Period Ending June 2017	Saturday – Thursday Edition	Friday Edition
Advertisers, Agencies	1,356	1,355
Other	2,577	2,572

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

2017	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	75,280	12,248	1,470	88,998	4,986	625	5,611	94,609
February	74,988	12,306	1,698	88,992	4,982	624	5,606	94,598
March	74,243	11,965	1,394	87,602	4,796	624	5,420	93,022
April	73,911	13,146	1,900	88,957	4,851	624	5,475	94,432
May	72,999	12,453	1,318	86,770	4,848	624	5,472	92,242
June	71,889	11,112	992	83,993	4,837	625	5,462	89,455

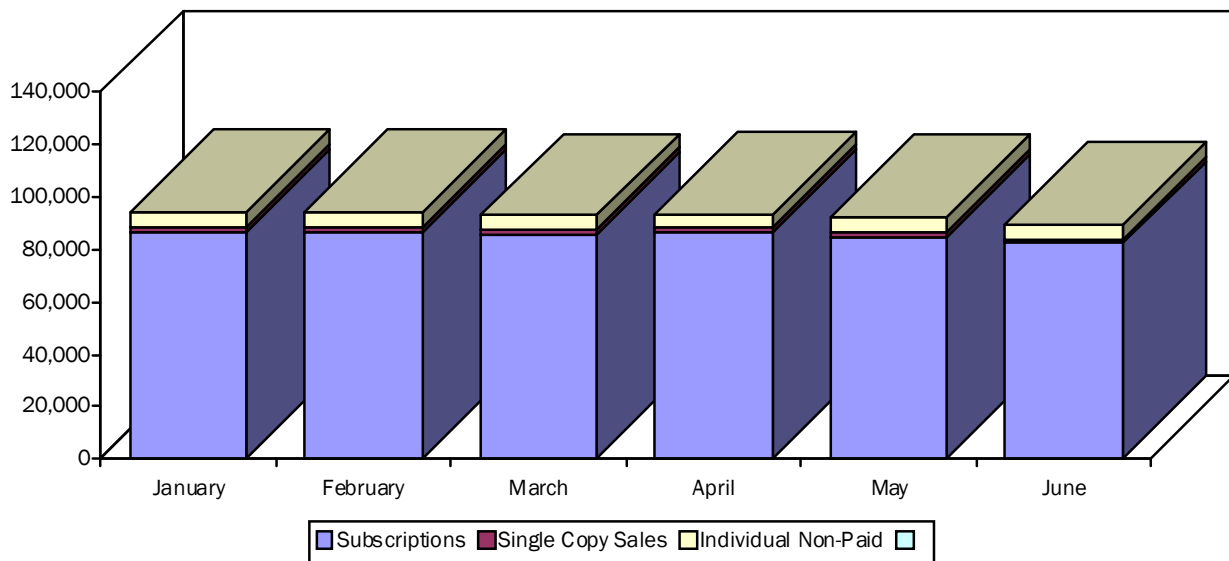
**Average Circulation by Month:  
Saturday-Thursdays Editions**



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

2017	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	75,292	11,593	2,020	88,905	5,062	625	5,687	94,592
February	75,019	11,694	1,966	88,679	5,003	624	5,627	94,306
March	74,210	11,481	1,915	87,606	4,726	624	5,350	92,956
April	73,842	12,681	1,825	88,348	4,851	624	5,475	93,823
May	73,001	11,888	1,809	86,698	4,844	624	5,468	92,166
June	71,731	10,628	1,530	83,889	4,837	625	5,462	89,351

**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	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>109,818</b>	<b>110,960</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>

#### 5. ANALYSIS OF AVERAGE CIRCULATION FOR THE ISSUE OF MAY 18, 2017

	Single Copy Sales	Paid Subscription			Non-Paid			Total Qualified Circulation
		Individual	Bulk	Subtotal	Individual	Bulk	Subtotal	
<b>UNITED ARAB EMIRATES</b>								
Abu Dhabi	179	11,072	2,038	13,289	77	109	186	13,475
Al Ain	6	713	164	883	1	1	2	885
Ajman	10	1,498	93	1,601	2	2	4	1,605
Dubai	342	45,498	10,115	55,955	4,665	394	5,059	61,014
Fujeirah	3	502	71	576	1	-	1	577
Ras Al Khaimah	8	787	67	862	-	-	-	862
Sharjah	29	12,719	60	12,808	100	118	218	13,026
Umm Al Quwein	-	144	2	146	1	-	1	147
SUB-TOTAL UNITED ARAB EMIRATES	577	72,933	12,610	86,120	4,847	624	5,471	91,591
<b>INTERNATIONAL</b>								
Bahrain	145	-	-	145	-	-	-	145
Oman	175	-	-	175	-	-	-	175
Qatar	300	-	-	300	-	-	-	300
SUB-TOTAL INTERNATIONAL	620	-	-	620	-	-	-	620
<b>TOTAL QUALIFIED</b>	<b>1,197</b>	<b>72,933</b>	<b>12,610</b>	<b>86,740</b>	<b>4,847</b>	<b>624</b>	<b>5,471</b>	<b>92,211</b>

# WEBSITE CHANNELS

## WWW.GULFNEWS.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	15,673,925	4,578,324	1,975,053	15:04
February	15,073,162	4,381,199	1,871,789	14:46
March	16,532,624	5,311,492	2,462,664	11:39
April	15,852,456	5,179,186	2,484,648	12:08
May	15,344,889	4,519,383	1,875,814	14:28
June	16,145,242	4,687,797	1,975,418	14:21
<b>AVERAGE:</b>	<b>15,770,383</b>	<b>4,776,230</b>	<b>2,107,564</b>	<b>13:44</b>

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

## M.GULFNEWS.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	9,385,118	5,205,622	2,571,268	01:27
February	10,976,952	6,326,202	2,992,627	01:24
March	13,090,577	7,679,278	3,524,525	01:21
April	11,837,587	6,793,113	3,009,856	01:25
May	11,686,974	6,752,125	2,937,867	01:24
June	17,644,879	9,703,960	4,006,071	01:36
<b>AVERAGE:</b>	<b>12,437,015</b>	<b>7,076,717</b>	<b>3,173,702</b>	<b>01:26</b>

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

## HTTP://GULFNEWS.COM/APPS

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	2,177,917	723,854	60,848	03:57
February	2,301,384	737,790	61,365	04:07
March	2,838,255	840,792	62,176	04:21
April	2,845,901	856,112	62,139	04:17
May	2,866,992	871,691	63,626	04:12
June	3,949,971	1,216,943	78,849	04:29
<b>AVERAGE:</b>	<b>2,830,070</b>	<b>874,530</b>	<b>64,834</b>	<b>04:14</b>

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

## 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'd 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'd Browser that accesses Internet content or advertising during a measurement period.

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

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## Gulf News Social Media



Facebook likes

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

2017

Beginning Balance	2,350,360
January	2,451,302
February	2,514,805
March	2,595,606
April	2,633,397
May	2,673,657
June	2,737,766

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

#### ANALYSIS OF PAID CIRCULATION SUBSCRIPTION SALES FOR PERIOD: JANUARY - JUNE 2017

### 7. PREMIUM, COMBINATION, CONTESTS AND OTHER SPECIAL OFFERS

### 8. ARREARS UNDER THREE MONTHS AS OF: JUNE 30, 2017

### 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

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

73,887 paid individual subscriptions include a "Good Living" promotional App. The App offers upto 25% discount on selected outlets, restaurants and other commercial locations in the UAE and has no stated monetary value.

#### PARAGRAPH 1 (Friday):

73,782 paid individual subscriptions include a "Good Living" promotional App. The App offers upto 25% discount on selected outlets, restaurants and other commercial locations in the UAE and has no stated monetary value.

#### 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

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

August 14, 2017

City

Dubai

Received by BPA Worldwide

August 14, 2017

Type

BJ

ID Number

G801B0J7

#### 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.