

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  
87,109 average daily circulation  
86,777 average Friday circulation

**GULF NEWS WEBSITES**



1,766,704 Gulf News average users  
3,269,708 mobile average users  
66,384 mobile app average users

**GULF NEWS SOCIAL MEDIA**



2,885,063 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)	3,022	84,087	87,109
b. Friday Edition	2,988	83,789	86,777
<b>GULF NEWS WEBSITES</b>			
a. Gulf News (Monthly Users with 15,429,278 average Pageviews)	1,766,704	-	1,766,704
b. Gulf News Mobile (Monthly Users with 13,689,370 average Pageviews)	3,269,708	-	3,269,708
c. Gulf News Mobile App (Monthly Users with 3,176,275 average Pageviews)	66,384	-	66,384
<b>GULF NEWS SOCIAL MEDIA</b>			
a. Facebook likes	*2,885,063	-	*2,885,063

\*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 2017

	Saturday - Thursday Edition	Friday Edition
<b>I. &amp; II. TOTAL PAID CIRCULATION</b>	84,087	83,789
<b>I. Sold at half rate or greater</b>		
Subscriptions:		
Carrier	71,172	71,180
Motor Route	-	-
Mail	-	-
Digital	-	-
Bulk	12,244	11,541
Total Subscriptions	83,416	82,721
Single Copy Sales	671	1,068
Newspapers in Education	-	-
Employee Copies	-	-
Sub-Total	84,087	83,789
<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>	3,022	2,988
<b>III. Individual</b>		
<b>1) Carrier delivery</b>		
City	2,142	2,108
Rural	-	-
Employee Copies	255	255
<b>2) Mail delivery</b>	-	-
<b>3) Digital Editions</b>	-	-
Sub-Total	2,397	2,363
<b>IV. Bulk</b>		
Carrier Bulk-Residential	-	-
Carrier Bulk-Non-Residential	625	625
Drop Boxes	-	-
Sub-Total	625	625
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>87,109</b>	<b>86,777</b>

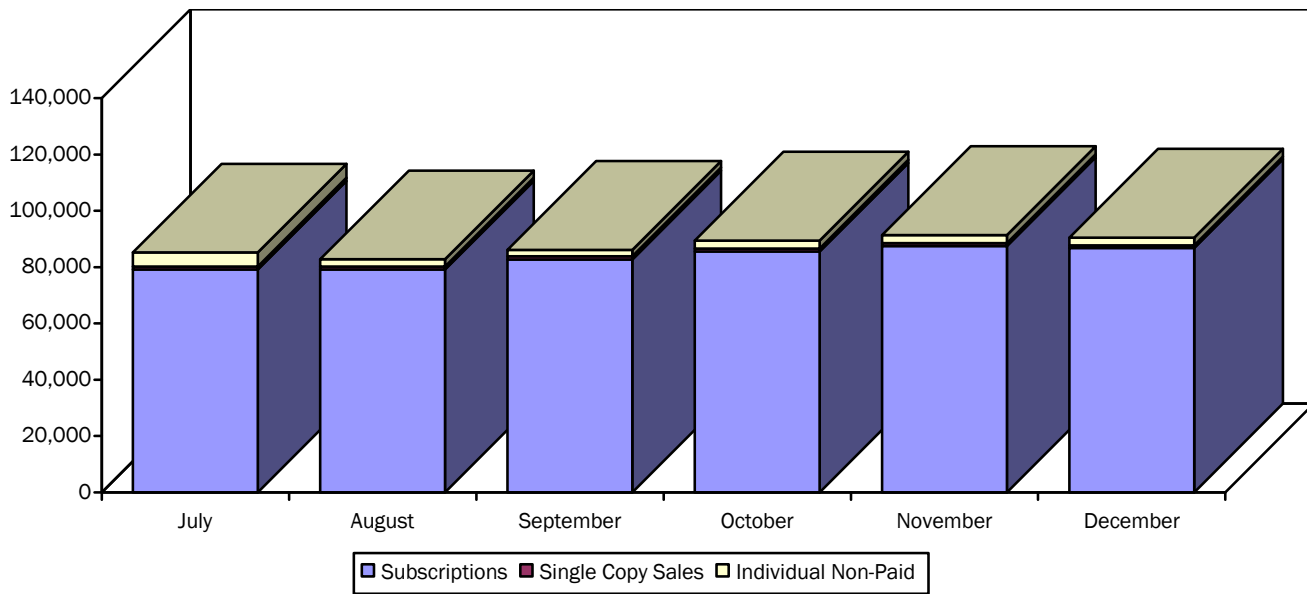
### 2. AVERAGE NON-QUALIFIED DISTRIBUTION AS TO QUANTITY ONLY

6-Month Period Ending December 2017	Saturday - Thursday Edition	Friday Edition
Advertisers, Agencies	810	803
Other	1,795	1,890

### 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						
July	68,363	10,755	703	79,821	4,370	624	4,994	84,815
August	67,367	11,747	685	79,799	1,837	624	2,461	82,260
September	70,421	12,261	719	83,401	1,586	625	2,211	85,612
October	72,780	12,729	680	86,189	2,197	625	2,822	89,011
November	74,207	13,286	627	88,120	2,219	625	2,844	90,964
December	74,057	12,744	614	87,415	2,093	625	2,718	90,133

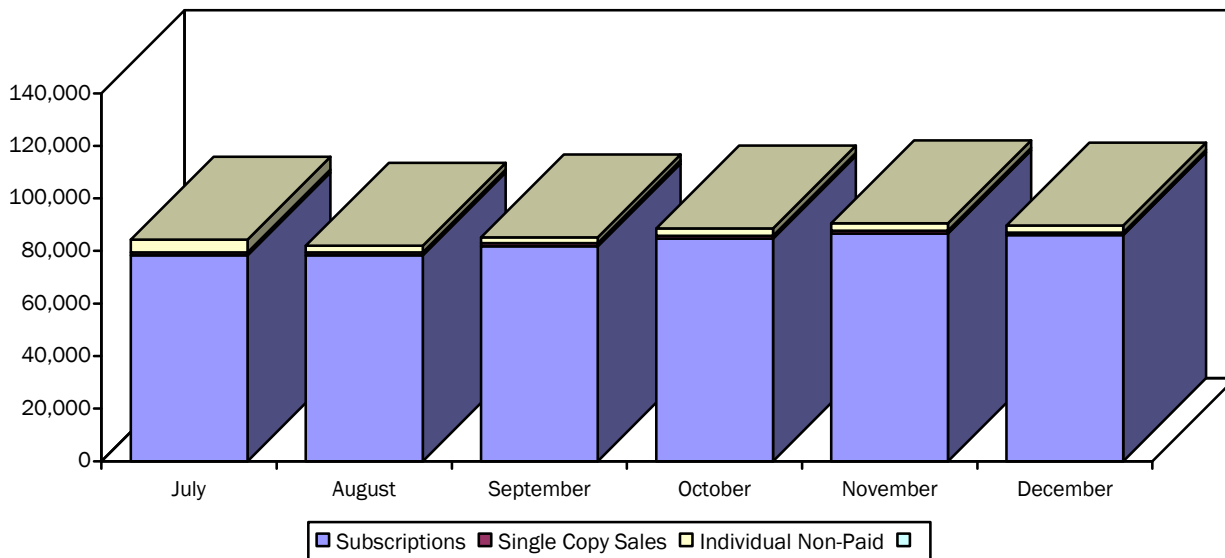
### Average Circulation by Month: Saturday-Thursday Editions



### 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						
July	68,132	10,170	1,094	79,396	4,322	624	4,946	84,342
August	67,203	11,102	1,112	79,417	1,910	624	2,534	81,951
September	70,280	11,499	1,155	82,934	1,639	625	2,264	85,198
October	72,828	11,851	1,118	85,797	2,200	625	2,825	88,622
November	74,143	12,532	1,002	87,677	2,240	625	2,865	90,542
December	74,008	11,992	938	86,938	2,112	625	2,737	89,675

### 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 NOVEMBER 16, 2017

	Single Copy Sales	Paid Subscription			Non-Paid			Total Qualified Circulation
		Individual	Bulk	Subtotal	Individual	Bulk	Subtotal	
<b>UNITED ARAB EMIRATES</b>								
Abu Dhabi	102	11,072	2,195	13,369	173	109	282	13,651
Al Ain	3	727	164	894	1	1	2	896
Ajman	5	1,535	73	1,613	2	2	4	1,617
Dubai	250	46,400	10,868	57,518	1,936	395	2,331	59,849
Fujeirah	1	516	68	585	1	-	1	586
Ras Al Khaimah	-	822	88	910	-	-	-	910
Sharjah	12	13,112	60	13,184	100	118	218	13,402
Umm Al Quwein	1	148	2	151	1	-	1	152
SUB-TOTAL UNITED ARAB EMIRATES	374	74,332	13,518	88,224	2,214	625	2,839	91,063
<b>INTERNATIONAL</b>								
Bahrain	86	-	-	86	-	-	-	86
Oman	170	-	-	170	-	-	-	170
SUB-TOTAL INTERNATIONAL	256	-	-	256	-	-	-	256
<b>TOTAL QUALIFIED</b>	<b>630</b>	<b>74,332</b>	<b>13,518</b>	<b>88,480</b>	<b>2,214</b>	<b>625</b>	<b>2,839</b>	<b>91,319</b>

# WEBSITE CHANNELS

## WWW.GULFNEWS.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	16,567,871	4,586,652	1,736,685	14:53
August	16,090,288	4,542,723	1,779,681	16:20
September	14,567,553	4,221,643	1,703,583	15:54
October	15,935,102	4,590,797	1,835,424	16:28
November	15,157,047	4,529,319	1,872,969	15:57
December	14,257,807	4,188,477	1,671,883	16:23
<b>AVERAGE:</b>	<b>15,429,278</b>	<b>4,443,269</b>	<b>1,766,704</b>	<b>15:59</b>

July – December 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
July	15,524,589	8,834,831	3,407,376	1:24
August	14,048,599	8,195,673	3,364,516	1:20
September	13,412,622	7,862,061	3,213,601	1:21
October	12,966,090	7,535,126	3,084,837	1:26
November	12,255,854	7,116,848	3,052,401	1:24
December	13,928,463	8,231,268	3,495,517	1:23
<b>AVERAGE:</b>	<b>13,689,370</b>	<b>7,962,635</b>	<b>3,269,708</b>	<b>1:23</b>

July – December 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
July	3,649,120	1,058,801	67,877	4:25
August	3,264,533	993,133	67,419	4:11
September	3,025,005	936,770	66,254	4:03
October	3,048,754	931,580	64,377	4:12
November	2,975,529	941,522	65,612	4:04
December	3,094,709	991,934	66,764	4:02
<b>AVERAGE:</b>	<b>3,176,275</b>	<b>975,623</b>	<b>66,384</b>	<b>4:10</b>

July – December 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	2,737,766
July	2,771,425
August	2,797,721
September	2,816,083
October	2,842,617
November	2,857,660
December	2,885,063

### 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 2017

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

71,172 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):

71,179 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, 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

#### 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	February 27, 2018
City	Dubai
Received by BPA Worldwide	February 27, 2018
Type	BD
ID Number	G801B0D7

#### 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.