

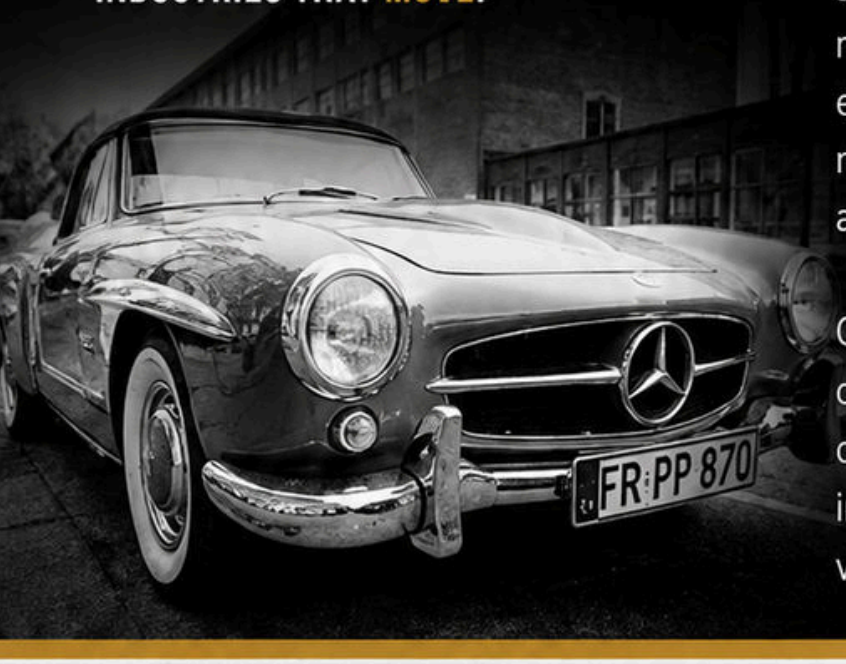
WWW.THESOCIALMAGAZINE.ONLINE

BAHRAIN'S DIGITAL LIFESTYLE,
BUSINESS & EVENTS PUBLICATION

MEDIA KIT
2026

WHO WE ARE

STORIES THAT INSPIRE.
INDUSTRIES THAT MOVE.



The Social Magazine is a Bahrain-based digital publication dedicated to showcasing the businesses, people, destinations and experiences shaping Bahrain and the wider GCC.

Through a combination of editorial storytelling, photography and social media, we help brands connect with engaged audiences while providing readers with authentic, informative and visually compelling content.

Our platform combines the longevity of online editorial with the immediacy of social media, giving every story both instant exposure and long-term visibility.

OUR PLATFORMS

WEBSITE

- ✓ Permanent editorial coverage
- ✓ Google searchable
- ✓ SEO optimised
- ✓ Long-term brand visibility

INSTAGRAM

- ✓ High engagement content
- ✓ Visual storytelling
- ✓ Community connection
- ✓ Immediate brand exposure

TIKTOK

- ✓ Short-form video content
- ✓ Behind-the-scenes access
- ✓ Trend-driven discovery
- ✓ New audience reach

EDITORIAL STORYTELLING | SOCIAL REACH | LASTING VISIBILITY

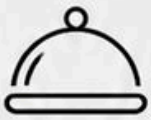
WHAT WE COVER

STORIES THAT INSPIRE. INDUSTRIES THAT MOVE.



BUSINESS

Insights, leadership and success stories from across industries.



HOSPITALITY

Hotels, resorts and experiences that define exceptional service.



RESTAURANTS

Culinary journeys and flavours that bring people together.



HOTELS

Beautiful stays, world-class comfort and unforgettable hospitality.



TECHNOLOGY

Innovation, gadgets and digital trends shaping the future.



AUTOMOTIVE

The latest in automotive design, performance and lifestyle.



PROPERTY

Developments, investments and spaces that shape tomorrow.



FASHION

Style, trends and individuals defining modern fashion.



WELLNESS

Health, beauty and well-being for a balanced life.



TRAVEL

Destinations, escapes and stories from around the world.



TOURISM

Showcasing the best attractions and hidden gems.



LUXURY

Timeless elegance, exclusive brands and refined living.



MEDIA STATISTICS

WEBSITE

1.2K

MONTHLY VISITORS

Permanent editorial coverage.
Google searchable.
Professional journalism.
SEO optimised.

INSTAGRAM

4.8K

REACH

High engagement.
Visual storytelling.
Immediate exposure.

TIKTOK

2.9K

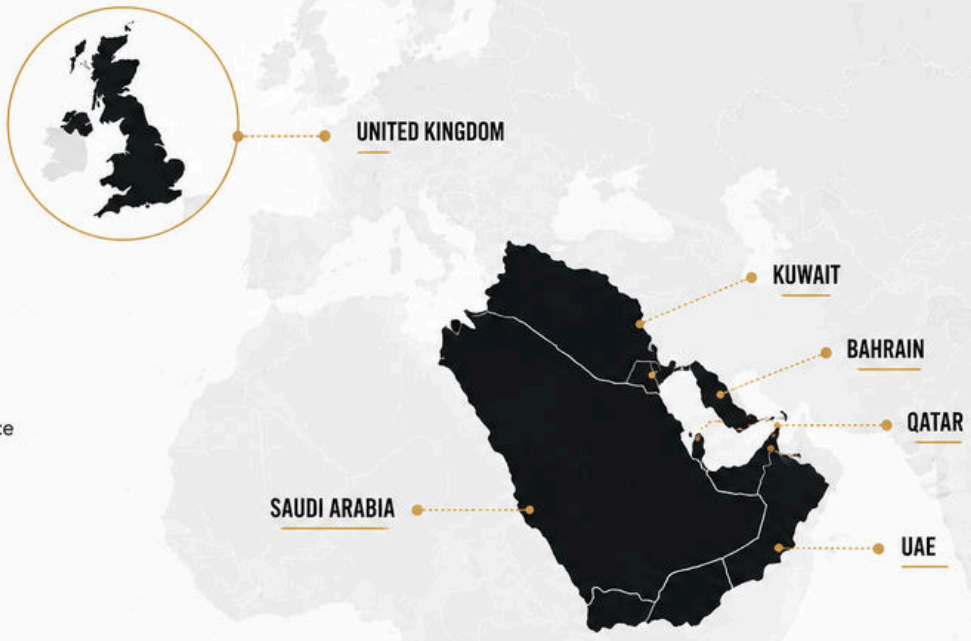
REACH

Discovery platform.
Behind-the-scenes.
Lifestyle storytelling.

OUR AUDIENCE

WHERE WE CONNECT

Our readers and followers span across Bahrain and the GCC, with a strong international audience including the **United Kingdom.**



60% / 40%
GENDER
60% WOMEN
40% MALE

25-45
LARGEST AGE RANGE
25 TO 45 YEARS

6
KEY MARKETS
ACROSS GCC & UK

75%+
AUDIENCE FROM
GCC REGION

6
COUNTRIES
STRONG REACH

GLOBAL
AUDIENCE
AND GROWING

ENGAGED. INFLUENTIAL. LOYAL. | *Your brand. Our audience. Real impact.*



RECENT CAMPAIGNS

FOUR SEASONS

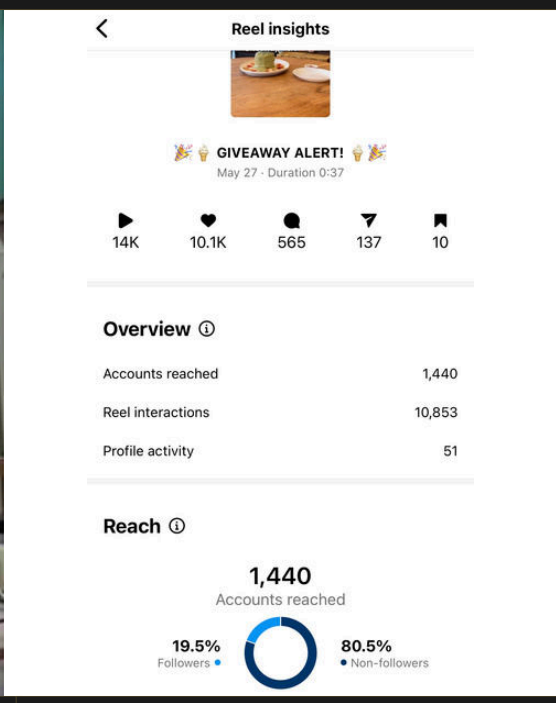
THE RITZ-CARLTON BAHRAIN

THE CHEDI MUSCAT, OMAN

JOTUN







REEL · LA FONTAINE

10K

PLAYS · HIDDEN GEM SERIES

Editorial discovery format, crossed non-follower threshold.

REEL · EMPIRE PIZZA A'ALI

20.5K

PLAYS · LOCATION SPOTLIGHT

Branded content for Empire Pizza, crossed 20K plays organically.

REEL · GIVEAWAY

14K

PLAYS · 10.1K LIKES · 565 COMMENTS

80.5% reach from non-followers — pure organic discovery.

EDITORIAL & MEDIA COVERAGE PACKAGES

Professional editorial coverage designed to maximise both immediate exposure and long-term online visibility.

EDITORIAL FEATURE | EVENT COVERAGE | RESTAURANT FEATURE | SPA FEATURE | HOTEL FEATURE | BUSINESS PROFILE | LAUNCH COVERAGE

We partner with brands, destinations and events to tell the stories people genuinely want to **read, watch and share.**

EDITORIAL FEATURE

INCLUDES

- ✓ EDITORIAL ARTICLE
- ✓ PROFESSIONAL PHOTOGRAPHY
- ✓ SEO OPTIMISATION
- ✓ SOCIAL PROMOTION

FROM **BD250**

EVENT COVERAGE

INCLUDES

- ✓ PHOTOGRAPHY
- ✓ EDITORIAL ARTICLE
- ✓ INSTAGRAM REEL
- ✓ LIVE STORIES
- ✓ TIKTOK VIDEO

FROM **BD350**

SERVICE REVIEW

INCLUDES

- ✓ VISIT
- ✓ EDITORIAL ARTICLE
- ✓ PHOTOGRAPHY
- ✓ INSTAGRAM REEL
- ✓ TIKTOK VIDEO

FROM **BD300**

TO GET FEATURED CONTACT

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