

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
 97,985 average daily circulation
 97,794 average Friday circulation

**GULF NEWS
WEBSITES**



1,964,515 Gulf News average unique browsers
 2,880,644 mobile average unique browsers
 86,307 mobile app average unique browsers

**GULF NEWS
SOCIAL MEDIA**



2,350,360 Facebook likes

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
GULF NEWS DAILY NEWSPAPER (Frequency: 7 times weekly)			
a. Daily Edition (Saturday - Thursday)	2,138	95,847	97,985
b. Friday Edition	2,194	95,600	97,794
GULF NEWS WEBSITES			
a. Gulf News (Monthly Unique Browsers with 15,644,082 average Page Impressions)	1,964,515	-	1,964,515
b. Gulf News Mobile (Monthly Unique Browsers with 10,113,758 average Page Impressions)	2,880,644	-	2,880,644
c. Gulf News Mobile App (Monthly Unique Browsers with 3,679,945 average Page Impressions)	86,307	-	86,307
GULF NEWS SOCIAL MEDIA			
a. Facebook likes	*2,350,360	-	*2,350,360

*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 2016

	Saturday – Thursday Edition	Friday Edition
I. And II. TOTAL PAID CIRCULATION	95,847	95,600
I. Sold at half rate or greater		
Subscriptions:		
Carrier	78,032	78,025
Motor Route	-	-
Mail	-	-
Digital	-	-
Bulk	15,735	14,961
Total Subscriptions	93,767	92,986
Single Copy Sales	2,080	2,614
Newspapers in Education	-	-
Employee Copies	-	-
Sub-Total	95,847	95,600
II. Sold at less than half rate		
Subscriptions:		
Carrier	-	-
Motor Route	-	-
Mail	-	-
Digital	-	-
Bulk	-	-
Total Subscriptions	-	-
Single Copy Sales	-	-
Newspapers in Education	-	-
Sub-Total	-	-
III. And IV. TOTAL NON-PAID CIRCULATION	2,138	2,194
III. Individual		
1) Carrier delivery		
City	1,199	1,229
Rural	-	-
Employee Copies	290	290
2) Mail delivery	-	-
3) Digital Editions	-	-
Sub-Total	1,489	1,519
IV. Bulk		
Carrier Bulk-Residential	-	-
Carrier Bulk-Non-Residential	649	675
Drop Boxes	-	-
Sub-Total	649	675
TOTAL QUALIFIED CIRCULATION	97,985	97,794

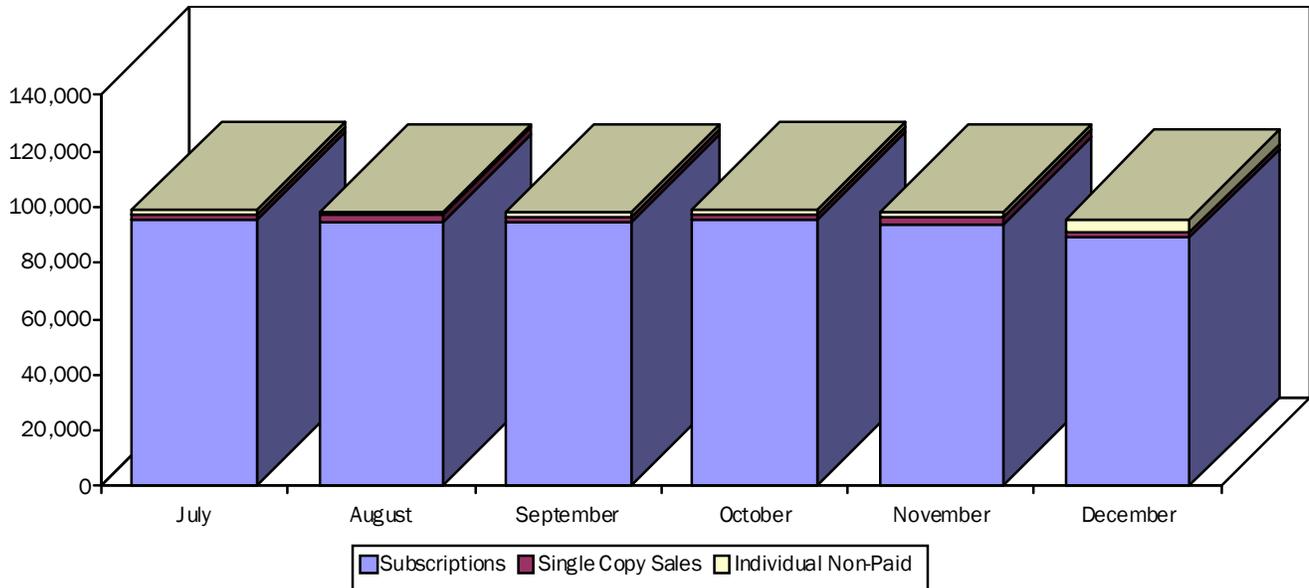
2. AVERAGE DISTRIBUTION AUDITED AS TO QUANTITY ONLY

6-Month Period Ending December 2016	Saturday – Thursday Edition	Friday Edition
Advertisers, Agencies	796	800
Other	2,952	2,932

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

2016	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	79,029	16,232	2,110	97,371	968	532	1,500	98,871
August	79,223	15,710	2,062	96,995	960	532	1,492	98,487
September	78,725	15,643	2,026	96,394	961	532	1,493	97,887
October	78,211	16,970	2,134	97,315	967	532	1,499	98,814
November	77,351	16,605	2,062	96,018	1,352	531	1,883	97,901
December	75,625	13,199	2,083	90,907	3,749	1,241	4,990	95,897

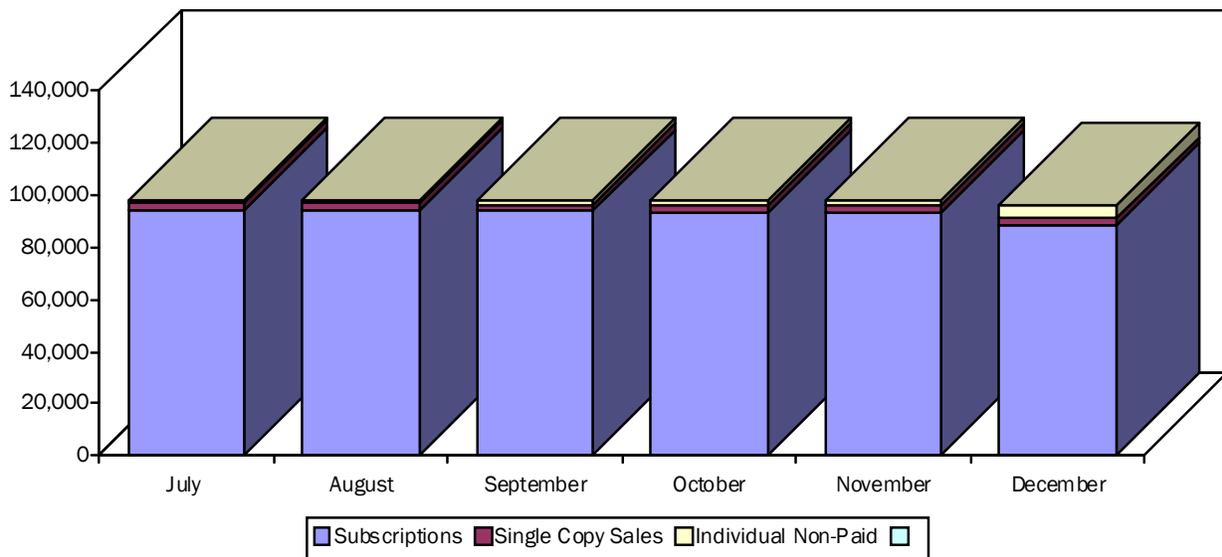
**Average Circulation by Month:
Saturday-Thursday Editions**



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

2016	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	79,005	15,583	2,338	96,926	969	532	1,501	98,427
August	79,232	15,068	2,597	96,897	962	531	1,493	98,390
September	78,728	15,162	2,732	96,622	962	532	1,494	98,116
October	78,198	15,601	2,841	96,640	969	532	1,501	98,141
November	77,452	15,964	2,681	96,097	1,325	531	1,856	97,953
December	75,698	12,739	2,551	90,988	3,667	1,308	4,975	95,963

**Average Circulation by Month:
Friday Edition**



4. AVERAGE AUDITED CIRCULATION AT END OF PREVIOUS AUDIT PERIODS

	December 2010		December 2011		December 2012		December 2013		December 2014		December 2015	
	Saturday - Thursday	Friday										
Paid Circulation	102,164	111,126	108,978	110,121	108,495	109,460	104,001	104,367	108,369	108,255	105,337	105,218
Non-Paid Circulation	855	855	840	839	800	799	715	715	723	724	711	712
Non-Paid Bulk	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	103,019	111,981	109,818	110,960	109,295	110,259	104,716	105,082	109,092	108,979	106,048	105,930

5. ANALYSIS OF AVERAGE CIRCULATION FOR THE ISSUE OF NOVEMBER 10, 2016*

	Paid				Non-Paid			Total Qualified Circulation
	Single Copy Sales	Subscription		Subtotal	Individual	Bulk	Subtotal	
		Individual	Bulk					
UNITED ARAB EMIRATES								
Abu Dhabi	288	11,981	1,432	13,701	78	104	182	13,883
Al Ain	38	730	164	932	1	1	2	934
Ajman	13	1,511	83	1,607	2	1	3	1,610
Dubai	1,083	48,198	15,008	64,289	778	308	1,086	65,375
Fujeirah	9	528	44	581	1	-	1	582
Ras Al Khaimah	10	796	83	889	-	-	-	889
Sharjah	55	13,833	60	13,948	107	117	224	14,172
Umm Al Quwein	5	137	2	144	1	-	1	145
SUB-TOTAL UNITED ARAB EMIRATES	1,501	77,714	16,876	96,091	968	531	1,499	97,590
INTERNATIONAL								
Bahrain	170	-	-	170	-	-	-	170
India	4	-	-	4	-	-	-	4
Oman	206	-	-	206	-	-	-	206
Pakistan	22	-	-	22	-	-	-	22
Qatar	449	-	-	449	-	-	-	449
Saudi Arabia	5	-	-	5	-	-	-	5
SUB-TOTAL INTERNATIONAL	856	-	-	856	-	-	-	856
TOTAL QUALIFIED	2,357	77,714	16,876	96,947	968	531	1,499	98,446

*See Additional Data

WEBSITE CHANNELS

WWW.GULFNEWS.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	14,375,508	4,199,939	1,742,799	2.41	05:49	14:06
August	17,542,687	4,990,373	2,026,130	2.46	05:29	13:47
September	15,468,646	4,874,688	2,207,381	2.21	05:48	12:36
October	14,963,201	4,415,729	1,953,194	2.26	05:59	14:17
November	17,115,756	4,781,615	1,959,240	2.44	06:10	15:55
December	14,398,694	4,342,303	1,898,345	2.29	06:10	14:18
AVERAGE:	15,644,082	4,600,775	1,964,515	2.35	05:54	14:10

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

M.GULFNEWS.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	9,664,989	5,157,356	2,541,703	2.03	01:52	01:38
August	11,362,098	6,521,868	3,450,885	1.89	01:51	01:23
September	9,032,663	5,215,187	2,755,096	1.89	01:46	01:17
October	10,432,560	5,940,955	2,932,474	2.03	01:48	01:22
November	10,474,955	5,930,805	2,937,831	2.02	01:50	01:24
December	9,715,280	5,473,904	2,665,872	2.05	01:50	01:25
AVERAGE:	10,113,758	5,706,679	2,880,644	1.99	01:50	01:25

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

HTTP://GULFNEWS.COM/APPS

2016	PAGE IMPRESSIONS*	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	4,233,465	1,249,174	91,877	13.60	01:31	03:40
August	4,463,773	1,312,624	96,556	13.59	01:31	03:40
September	4,047,666	1,318,757	98,469	13.39	01:32	03:12
October	3,962,462	1,205,990	89,813	13.43	01:29	03:26
November	3,925,949	1,181,859	86,073	13.73	01:31	03:34
December	1,446,356	492,806	55,053	08.95	02:03	03:57
AVERAGE:	3,679,945	1,126,868	86,307	12.78	01:36	03:35

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*The Page Impression column represents ScreenViews as captured by Google Analytics Mobile app code.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User Sessions: A single continuous set of activity attributable to a cookie 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.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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

Gulf News Social Media



Facebook likes

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

2016

Beginning Balance	1,910,659
July	1,933,072
August	2,086,006
September	2,144,035
October	2,189,517
November	2,265,271
December	2,350,360

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

ANALYSIS OF PAID CIRCULATION SUBSCRIPTION SALES FOR PERIOD: JULY – DECEMBER 2016

7. PREMIUM, COMBINATION, CONTESTS AND OTHER SPECIAL OFFERS

8. ARREARS UNDER THREE MONTHS AS OF: December 31, 2016

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):

78,032 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):

78,025 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 activity and 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 21, 2017

City

Dubai

Received by BPA Worldwide

February 21, 2017

Type

BJ

ID Number

G801B0D6

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 for the latest audit reports, membership information and publishing and advertising industry news.