



COMPANY PROFILE

GRIFFIN BAZAR JOURNALISM & MEDIA

Griffin Bazar Journalism & Media was established in 1999 as part of **Griffin Group** and was the first advertising journal in Yemen. With a current print run of 9000 copies per edition, **Bazar** is the highest selling advertising journal in Sana'a and is published in both English and Arabic. The journal is distributed in three quarters of the governatures of Yemen through the Al-Thowra Corporation, Yemen's biggest press distributor.

As the pioneer newspaper of its kind in Yemen, **Bazar** continues to maintain its leading position in the market. Experience and a solid infrastructure have enabled **Bazar** to generate sales revenue in excess of US\$300000 per annum.

The newspaper targets 15 to 40 year olds. Major readership groups include university and school students and company employees. Of this audience, 75% are male and 25% female. The newspaper features informational and cultural topics and competitions financed by **Griffin Bazar Journalism & Media** and local companies. The classified section covers real estate sale and purchase, rental and lease, car sales and employment. **Bazar** is used extensively by job seekers. The Bazar Cultural Contest has played a key role in building the profile of the publication.

OUR SERVICES

- Advertising services for commercial clients
- Advertising and promotional design services
- Free personal ads. Placing private advertisements is free. An email ad must be accompanied by a faxed copy of the sender's personal identity card. The advertisement appears in the next issue.

OUR CLIENTS

- FedEx-Yemen
- SabaFon
- Maximum Telecom
- Commercial Bank of Yemen
- Sana'a Trade Center
- Tadhamon Islamic Bank
- Azal Al-Yemen Corporation
- Sabeha Trading Company
- Shawlaq Company Limited
- Shamakh Group
- Safilo Center



The Future of Bazar

Bazar is expanding throughout the major cities of Yemen and is aiming to increase the print run to 15000 per edition. An electronic version for internet distribution is also under development.



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- Techno PVC
- Murjan Travel
- Artex Trading Company
- Alhaj Mohammed Alsowid & Sons
- Rau'ya Financial Consultancy
- Shihab Trading & Investment

OUR PEOPLE

Bazar employs a small team of marketing, design and sales specialists under the management of the General Manager, Marketing Manager and Technical Manager. Their role is to add value for **Bazar** clients. They receive ongoing training to ensure they continue to deliver the highest level of service to customers.



CONTACT DETAILS

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