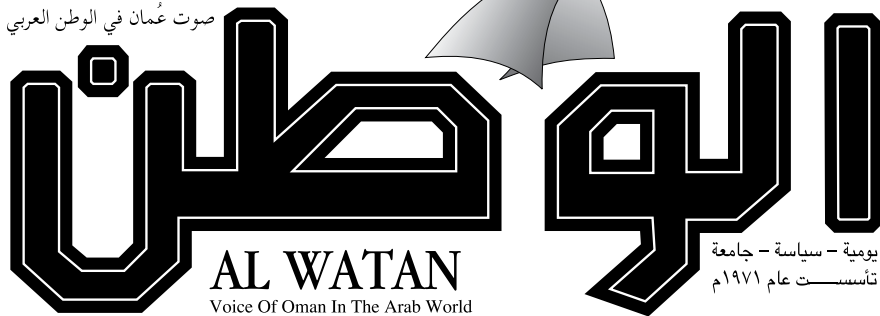


YOUR KEY TO SUCCESS

صوت عُمان في الوطن العربي



يومية - سياسة - جامعة
تأسست عام 1971م

MARKET

Alwatan is a comprehensive political daily newspaper, appearing every day of the week without interruption, and with individual ownership. The concessionaire, Managing Director / Editor in Chief is Mr. Mohammed bin Suleiman bin Mohammed Al-Taie. The first edition of Alwatan was issued on January 28th 1971 thus signifying the birth of the Omani press under the emblem "Voice of Oman in the Arab world".

Alwatan is the only newspaper that has been associated with the blessed Renaissance march under the leadership of His Majesty Sultan Qaboos bin Said.

Over its long course Alwatan has been printed in more than one Arab capital at the very beginnings of the blessed renaissance. In the 1970s it was printed in Beirut and, when the Lebanese civil war broke out, it moved to Cairo, then to Kuwait and, finally, the Sultanate where Alwatan set up its own press in 1988.

Alwatan satisfies the wishes of Omani citizens everywhere by offering honest and faithful journalistic service to the extent that it has become the voice of the Omani street. It hasn't come suddenly as Alwatan found positive responses and acceptance from its readers reflected in the steady growth in distribution rates towards the advanced level

it has reached today. Alwatan has created its own personality by addressing the audience and Omanis have found in it their long desired goal, giving it their full interest.

HISTORY

Keeping abreast of developments and upgrading, and in response to the wishes of its readers, Alwatan makes use of writers from inside and outside the country as well as annually contracted correspondents in a number of Arab and foreign capitals who send reports and journalistic investigations and analysis on a daily basis, round the clock. Alwatan is, and has always been, keen on discovering the creation of Omani writers and helping them to provide new and useful writings, ideas etc.

On 18th June 1996, in a bold step, Alwatan preceded all Omani and many Arab newspapers in changing the paper size and introduced the Omani sail as its

move forward on the road to development and promotion and assuring readers everywhere that it is there to communicate with them without geographical boundaries and publish the views that contribute to the service of the nation.

On 22nd July, 1999 Alwatan was the first newspaper to introduce glossy paper to the Omani press and, on January 28th 2001 on its 30th anniversary, adding new momentum to this occasion, Alwatan increased the number of pages of the newspaper by adding new specialised sections and more colour pages, as well as intensifying the cultural and local content in response to the desires of its readers inside and



outside Oman. The wheel of progress and development pursued by Alwatan knows no bounds. That is why Alwatan is still the most acceptable newspaper among readers.

PRODUCT

OMAN TRIBUNE (leading English daily) is a newspaper with a global outlook in the traditional, culturally rich Oman. It has become the voice reflecting the changing and modern face of Oman. Largely acknowledged as being the builder of bridges across different communities, cultures and civilizations in the country, it has

own logo to honestly prove that it was the first to express Omani views. The logo also commemorates the sail which is particularly valuable to the hearts of Omanis. On 18th July 1997 Alwatan boldly stepped into the world of the Internet, keeping to its commitment to continually



successfully brought a refreshing change - a change in perspective with what we call the Edge of Knowledge.

FUTOON

FUTOON (published every Monday) is a complete family tabloid. It widely covers all the areas of interest in daily life ranging from developing skills through educational institutions, youth, motherhood, childcare, travel and tourism, home and material comforts. Of all the weekly publications in Oman, FUTOON commands the leading position.

AL MALAIB

AL MALAIB (published every Saturday) is a tribute to the spirit of sports, providing sports in all new perspective, with its vibrant and youthful contents.

SEHATUNA

SEHATUNA (distributed on all Tuesdays along with Al Watan) deals with a number of important

health related issues. It also throws light on a wide range of issues related to human health in order to educate and make people aware about diseases, treatments, methods and precautions to be adopted for maintaining good health along with the facilities available in Oman.

MARAFI

MARAFI (distributed on all Wednesdays along with Al Watan) focuses on Cultural issues, highlighting the rich Arab culture. It carries articles written by dedicated professionals.

Omani Establishment for Press, Printing, Publishing & Distribution L.L.C. has various sister concerns one of which is Unique Colour Printing Press and Happening Media.

HAPPENING MEDIA

HAPPENING MEDIA has been conceived to meet the demands of the fast developing and growing sophistication of the media scene in Oman. Its expertise ranges from Event Management to Advertising and Public Relations, from Publications and Media Buying to Outdoor eye-catching visuals. It publishes C@MPUS, which is the only monthly magazine in tabloid format, to cater for the next generation in Oman and has SALUTE (a Renaissance Day publication) and NOVEMBER 18 (a National Day publication) to its credit.

RECENT DEVELOPMENTS

Alwatan has established one of the latest buildings, not only in the Sultanate but in the entire Middle East region, specifically designated to be its premises, that has all the potential to develop and evolve over the years. The building, located at Al Azaiba area in Wilayat of Bousher in the governorate of Muscat, houses several departments - editing, financial and administrative sections, the press etc.

Alwatan is printed on its own press, which is one of the latest one universally available. The number of workers with Alwatan amounts to 267 persons. Alwatan is progressing apace in Omanising posts in all sections where the Omanisation rate stands now at 45% of the total number of workers.

PROMOTION

Alwatan is one of the leading newspapers in sponsoring the artistic and sports movement in Oman by allocating large spaces for such activities in the Sultanate. It is now the sole historic reference on this growing movement. Many academics based their master and doctorate theses on Alwatan issues over its long history. In addition Alwatan provides advertising and social services for the public. Alwatan depends on advertising as an important source of income. Advertisers have found a way to reach consumers through Alwatan and its closeness to all sectors of society and through its distribution ratios, which are recorded daily, where it is



often difficult to find any copies in the market during the day, according to observations of independent studies carried out by a foreign institution . These studies have confirmed that Alwatan is the first newspaper in the Sultanate through distribution and polling rates.

Independent companies prepared studies on the distribution and the impact on readers and concluded that Alwatan is the most popular newspaper in the Sultanate of Oman, pointing out that Alwatan has the highest in terms of the number of readers of all ages, the highest in the number of readers for a monthly and annual income and it the highest in the number of male and female readers between 16 to 24 years old. The study showed that Alwatan supercedes all newspapers, Arab and non-Arab, in the Sultanate in the rates of readers of all ages.

BRAND VALUES

Omani Establishment for Press, Printing, Publishing & Distribution L.L.C., is a name that spells a heritage of trust with its publications. Alwatan satisfies the wishes of Omani citizens everywhere by offering honest and faithful journalistic service to the extent that it has become the voice of the Omani street.

www.alwatan.com

Things you didn't know about Al Watan

- Alwatan is the first and oldest Omani newspaper.
- Alwatan has a daily circulation of 40,000.
- The Alwatan newspaper currently has 20 pages. It started out with 12 pages, and the number of pages has increased steadily until it reached 20 in 2001.
- Alwatan was planned to be a daily newspaper but due to problems in printing it was published on a weekly basis in Beirut, Lebanon.
- On January 28th 1984, Alwatan became a daily newspaper.

Superbrands

