

● Oman

Muscat Press and Publishing House launched two weekly tabloid newspapers in 2007 - *HI* (English) and *Al Youm Al Sa'abie* (Arabic). Both are distributed on Fridays to the homes of subscribers of the publisher's dailies - *Al Shabiba* and the *Times of Oman* - as well as being available free from outlets such as shopping centres, hypermarkets, malls, community centres, petrol stations, coffee shops and restaurants.

The concept of free weekly newspapers was introduced to Oman by *Apex Press and Publishing*,

which launched the English tabloid *The Week* in 2003, and an Arabic version - *Al Isbou'a* - in 2006. The circulations of both are independently audited by *BPA Worldwide*, also a first for Oman.

Another new edition in 2007 was *Azzamn* which launched in August to become the Sultanate's fourth Arabic daily, alongside the *Oman Arabic Daily*, *Al Watan* and *Al Shabiba*. Oman also has three English dailies - the *Oman Daily Observer*, *Times of Oman* and *Oman Tribune*.

Arabic

Morning Daily

Al Shabiba

PO Box 2998

Ruwi 112, Oman

Tel: +968-24 814373

Fax: +968-24 811722

Web: www.shabiba.com

Email: editor@shabiba.com

Language: Arabic

Frequency: Morning Daily (except Friday)

Publisher: Muscat Press & Publishing House (SAOC)

Circulation: 38,164*

Launched: 1990

Al Watan

PO Box 463

Muscat 100, Oman

Tel: +968-24 491919

Fax: +968-24 591290

Web: www.alwatan.com

Email: edit@alwatan.com.om

Language: Arabic

Frequency: Morning Daily

Publisher: Omani Establishment for Press, Printing, Publishing & Distribution LLC

Circulation: 40,585*

Launched: 1971

Azzamn

PO Box 2080

Ruwi, Muscat

Oman

Tel: +968-24 704777

Fax: +968-24 706707

Web: www.azzamn.net

Email: omanbestpaper@yahoo.com

Language: Arabic

Frequency: Morning Daily

(except Friday)

Publisher: Azzamn Establishment

Circulation: 25,000*

Launched: 2007

Oman Arabic Daily

PO Box 974

Muscat 100

Oman

Tel: +968-24 692247

Fax: +968-24 699678

Web: www.omandaily.com

Email: editor@omandaily.com

Language: Arabic

Frequency: Morning Daily

Publisher: Oman Establishment for Press, Publication and Advertising

Circulation: 41,721*

Launched: 1972

Weekly

Al Isbou'a

PO Box 2616

Ruwi 112

Muscat, Oman

Tel: +968-24 799388

Fax: +968-24 787030

Web: www.apexstuff.com

Email: alisboua@apexstuff.com

Language: Arabic

Frequency: Weekly (Saturday)

Publisher: Apex Press and Publishing

Circulation: 20,630

Source: BPA (Jan-March 2007)

Launched: 2006

Al Youm Al Sa'abie

PO Box 2998

Ruwi 112

Oman

Tel: +968-24 814373

Fax: +968-24 811722

Email: alyomalsabeh@shabiba.com

Language: Arabic

Frequency: Weekly (Friday)

Publisher: Muscat Press & Publishing House (SAOC)

Circulation: 38,000*

Launched: 2007

* Claimed circulation