

Gulf Construction

2018 Media Information



OVERVIEW

Gulf Construction magazine for over 38 years has maintained its reputation as the undisputed leading publication for the building and construction industry of the Arabian Gulf. The print publication is circulated throughout the GCC region, as well as internationally to industry professionals. **Gulf Construction magazine** is supplemented with an online presence at www.gulfconstructiononline.com, and a daily e-newsletter that keeps readers informed of the latest developments in the construction sector in the GCC providing its dedicated readership with a unique construction media platform.

Across its media platform, **Gulf Construction** provides authoritative and respected content on essential construction topics of interest to industry professionals with specific sections for contractors, real estate projects, interiors and product innovation.

Gulf Construction is the essential resource for regular features on: the latest construction news, technological developments in construction, contracts and tenders information, annual country and regional construction reviews and project reports.

GULF CONSTRUCTION EVENT MEDIA PARTICIPATION

Increase your presence at the GCC's leading construction, interiors and real estate events and be seen in Gulf Construction magazines distributed at:

- **The Big 5 Saudi, 5 - 8 March 2018, Jeddah, Saudi Arabia**
The industry-leading Big 5 brand in Saudi Arabia
- **Middle East Electricity, 6 - 8 March 2018, Dubai, UAE**
The largest event for the power and lighting industries
- **SBIE, 13 - 16 March 2018, Jeddah, Saudi Arabia**
The Saudi Building and Interiors Exhibition
- **Big 5 Heavy, 26 - 28 March 2018, Dubai, UAE**
Dedicated to the heavy construction industry
- **Index, 26 - 29 March 2018, Dubai, UAE**
The region's largest interior design showcase
- **Global Infrastructure Congress & Exhibition, 1 - 4 April 2018, Dubai, UAE**
The regional showcase for global engineering achievements
- **Gulf Construction Expo, 24 - 26 April 2018, Manama, Bahrain**
The Northern Gulf's premier construction expo
- **Cityscape Global, 2 - 4 October 2018, Dubai, UAE**
The barometer for the real estate sector in the GCC
- **Saudi Build, 22 - 25 October 2018, Riyadh, Saudi Arabia**
The construction, technology and building materials expo for Saudi Arabia
- **The Big 5, November 2018, Dubai, UAE**
The region's leading building and construction expo

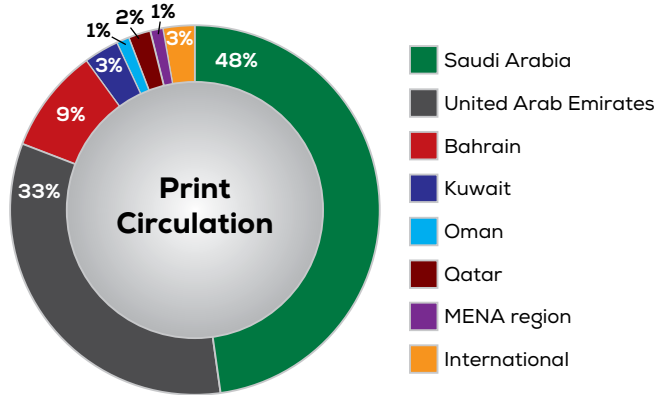


CIRCULATION AND READERSHIP

Print 600,000+ Readers per year

Reader Profile

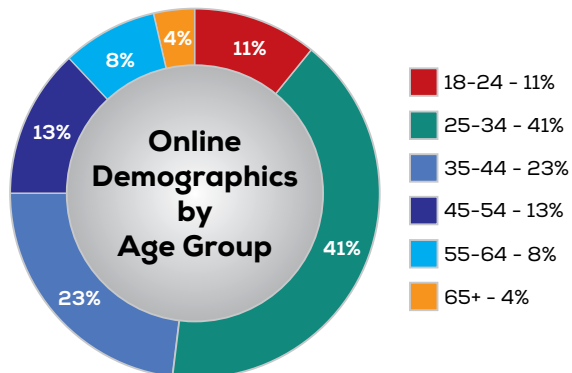
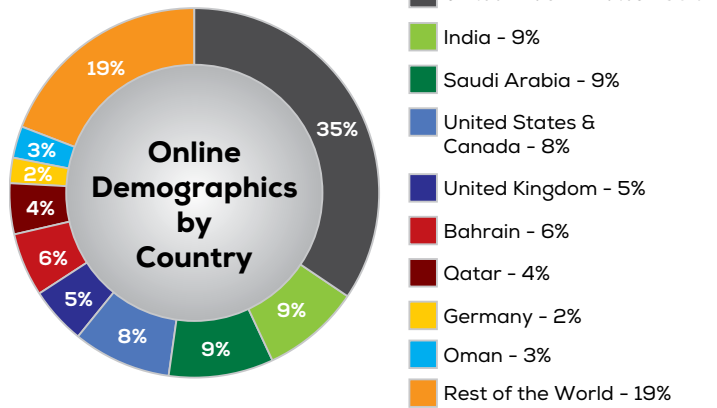
- Building Contractors
- Civil Engineering Contractors
- Sub-Contractors
- Specifying Consultants
- Architects and Surveyors
- Government Departments
Public Works Authorities
- Importers / Distributors of
Plant and Equipment, Building
Materials
- Related Construction
Professionals



Average Geographic Print Circulation 10,000 (Monthly)

Online 701,315 Page views per year

Google analytics puts *Gulf Construction's* online readership at over 14,000 unique visitors per month with just over 40% international readers and the rest from the GCC region. The magazine's online presence takes news, product information and our advertisers' messages to a wider audience of trade professionals, all of whom have a serious interest in the region's building and construction industry.



2018 EDITORIAL CALENDAR

SPECIAL FEATURES

JANUARY

- COUNTRY REPORT: Eastern Province of Saudi Arabia
- COUNTRY REPORT: Bahrain
- Industrial Construction
- Protective Coatings
- Doors and Windows
- Security and Safety

FEBRUARY

- COUNTRY REPORT: Oman
- Architectural Ironmongery
- Ceilings, Floors and Partitions
- Ceramics and Sanitary Ware
- MEP
- Roads and Bridges
- The Big 5 Saudi: Jeddah, KSA
- Middle East Electricity: Dubai, UAE

MARCH

- CITY REPORT: Riyadh (Riyadh Metro)
- German Construction Expertise
- Drainage and Sewerage
- Heavy Plant & Machinery
- Excavators
- Fire Protection
- Rebar
- The Cement Industry
- Big 5 Heavy: Dubai, UAE
- Index: Dubai, UAE
- SBIE: Jeddah, KSA
- Global Infrastructure Congress & Exhibition: Dubai, UAE



APRIL

- CITY REPORT: Dubai
- Air-Conditioning and Refrigeration (HVACR sector)
- Bricks and Blocks
- Carpets and Floor Coverings
- Loaders
- Gulf Construction Expo: Manama, Bahrain

MAY

- COUNTRY REPORT: Saudi Arabia
- Cladding and Facades
- Geomembranes and Geotextiles
- Pumps, Valves and Compressors
- Hardwood, Softwood and Plywood
- Green Buildings
- Kitchens
- Trucks



JUNE

- COUNTRY REPORT: Kuwait
- Corrosion
- Forklifts and Telehandlers
- Railway Construction
- Lighting
- Marble and Granite
- Lifts and Escalators
- 3D Imaging and ICT



JULY

- CITY REPORT: Makkah and Madinah
- Turkish Construction Expertise
- Air Control and Ventilation
- Airport Construction
- Dredging and Land Reclamation
- Steel

AUGUST

- COUNTRY REPORT: Iraq
- India's Construction Expertise
- Waste Water Treatment
- Cables
- Landscaping
- Facilities Management, Operation and Maintenance
- Pipes

SEPTEMBER

- CITY REPORT: Abu Dhabi
- Compaction and Paving Equipment
- Chemicals in Construction
- Concrete Technology
- Partitions
- Power Generation (and Generators)
- Leisure Facilities
- Scaffolding and Formwork
- Cityscape Global: Dubai, UAE



OCTOBER

- Cranes and Hoists
- Drilling and Tunnelling
- Glass and Metal
- BIM
- Precast Concrete
- Water Technology
- Saudi Build: Riyadh, KSA
- The Big 5 Preview: Dubai, UAE

NOVEMBER

- COUNTRY REPORT: The Northern Emirates
- China's Construction Expertise
- Solar Energy
- Crushers, Screens and Concrete Batching Equipment
- Hotels, Palaces and Luxury Villas
- Paints and Coatings
- Waterproofing
- The Big 5: Dubai, UAE

DECEMBER

- CITY REPORT: Jeddah
- Transport and Materials Handling
- USA's Construction Expertise
- Bathrooms
- Environmental Protection
- Facades
- Insulation
- Plastics in Building Materials
- Building Management Systems

GULF CONSTRUCTION ESSENTIALS

The Gulf Construction media platform will regularly carry content on construction and building materials and essential services such as:

- Demolition
- Handtools
- Plant Hire
- Lighting
- Sealants and Adhesives
- Lifts and Escalators
- Glass
- BIM
- Fasteners
- Interiors
- Recruitment and Training
- Paints and Coatings
- Power Tools
- Roofing
- Scaffolding
- Bricks and Cement
- 3D Printed Construction

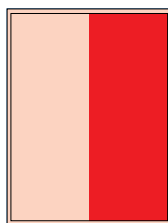
PRINT RATES AND SPECIFICATIONS



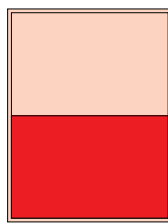
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Gatefold
Allow 5mm bleed on all sides



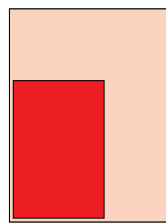
282mm x 210mm
Backcover
Inside Cover
Inside Page
Allow 5mm bleed on all sides



245mm x 90mm
Half Page (Vertical)



120mm x 185mm
Half Page (Horizontal)



185mm x 120mm
Half Page (Square)

Advertising Size	US\$*	BD*	SR*	KD*	Dhs*
Gatefold	10,000	3,770	37,700	2,793	36,673
Back Cover / DPS	6,101	2,300	23,000	1,704	22,374
Inside Cover	5,570	2,100	21,000	1,556	20,428
Inside Page	4,098	1,545	15,450	1,144	15,029
Half Page	2,931	1,105	11,050	819	10,749

Volume discounts for series bookings:

1 - 3 insertions	NIL				
4 - 6 insertions	5%				
7 - 9 insertions	10%				
10 - 12 insertions	15%				
4 Page Profile	9,260	3,500	35,000	2,725	34,000
8 Page Profile	16,930	6,400	64,000	5,000	62,150

* All prices exclude VAT

Plus 2,000 reprints of the profile delivered to your company free of charge.

Requested Position:	Additional Plus 15% of space cost
Inserts:	By Arrangement
Agency Commission:	15%
Deadlines:	Artwork / Editorial 30 days prior to publication
Cancellation:	30 days prior to publication

Mechanical Data:

Printed	Sheet Offset
Full Page (trim)	28.2 cm x 21 cm
Full Page (type area)	24.5 cm x 18.5 cm
Bleed	Allow 5 mm on all sides for full page and double page spread

Supply digital artworks in Adobe Acrobat PDF high resolution, CMYK with font converted to outline and all file information to be outside of the crop marks.

Special offer for print advertisers

Online Banner Advertising	US\$ 660
Home Page Standard Banner/ROS	Dimension: 468 x 60 pixels
Format:	GIF, JPG or PNG



ONLINE RATES AND SPECIFICATIONS

Online Banner Advertising Rates (monthly)

Advertising Size	Size in pixels	US\$	BD	SR	Dhs
Leaderboard	728x90	4,098	1,545	15,450	15,029
MPU	300x250	3,713	1,400	14,000	13,619
Space Banner	220x550	3,183	1,200	12,000	11,673
Standard Banner	468x60	2,652	1,000	10,000	9,728

* Maximum File Size: 200 Kb

Daily NewsletterBanner Advertising Rates (monthly)

Advertising Size	Size in pixels	US\$	BD	SR	Dhs
Leaderboard	728x90	3,978	1,500	15,000	14,592
Space banner	220x550	2,652	1,000	10,000	9,728
Leaderboard (Footer Placement)	728x90	2,652	1,000	10,000	9,728

* Maximum File Size: 200 Kb



Up to 1,810,000 Impressions Served Annually

Zone	Size	Annual Impressions
Leaderboard	728x90	605,000
Space Banner	220x550	400,000
Standard Banner	468x60	200,000
MPU	300x250	605,000



Social Media Presence



Gulf Construction utilises all appropriate social media platforms as part of the publication's objective to reach professionals with a serious interest in the region's industrial sectors.



LinkedIn, Twitter and Facebook provides outlets to promote the publication and our advertisers to trade professionals in GCC and worldwide.



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