

Gulf Construction



2020 Media Information



OVERVIEW

Gulf Construction magazine has maintained its reputation as the undisputed leading publication for the building and construction industry of the Arabian Gulf since its first issue more than 39 years ago. The print publication is circulated throughout the GCC region, as well as internationally to construction sector professionals.

Gulf Construction media platform consists of the print magazine supplemented with an online presence at **www.gulfconstructiononline.com**, a daily e-newsletter and social media postings on LinkedIn, Twitter and Instagram.

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

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



Gulf Construction 2020 Event Media Participation

*Support your presence at the GCC's leading construction, interiors and real estate events by being part of **Gulf Construction** magazine which will be distributed at:*

- Saudi PPPP, 13-16 January, Riyadh, Saudi Arabia
- Index Saudi, 3-5 February, Riyadh, Saudi Arabia
- Stone and Surface/Saudi, 11-13 February, Riyadh, Saudi Arabia
- Middle East Rail, 25-26 February, Dubai, UAE
- Middle East Energy, 3-5 March, Dubai, UAE
- The Big 5 Saudi, 8-11 March, Jeddah, Saudi Arabia
- Gulf Construction Expo, 14-16 April, Bahrain
- Gulf Property Show, 14-16 April, Bahrain
- Interiors Expo, 14-16 April, Bahrain
- Global Infrastructure Congress and Exhibition, 22-24 April, Dubai, UAE
- Saudi Build, October 2020*, Riyadh, Saudi Arabia
- Cityscape Global, October 2020*, Dubai, UAE
- The Big 5, November 2020*, Dubai, UAE
- Gulf Property Show - The Avenues, November 2020*, Bahrain

**Dates to be announced*

Special Features

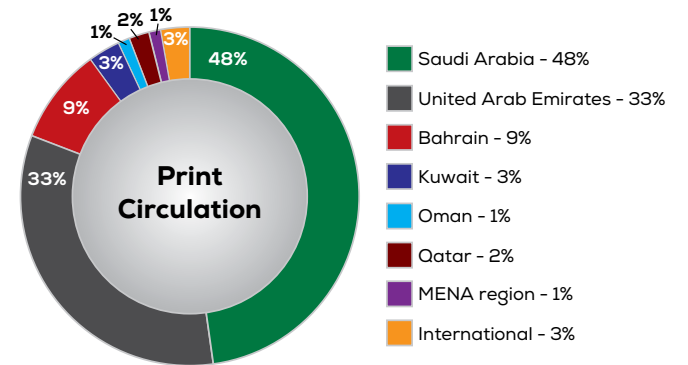
Gulf Construction's media platform responds to sector trends, topics and projects of interest to our readers. The editorial calendar is supplemented with special editorial features produced for both **print and online** editions.

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 and Public Works Authorities
- Importers / Distributors of Plant and Equipment, Building Materials
- Construction Professionals

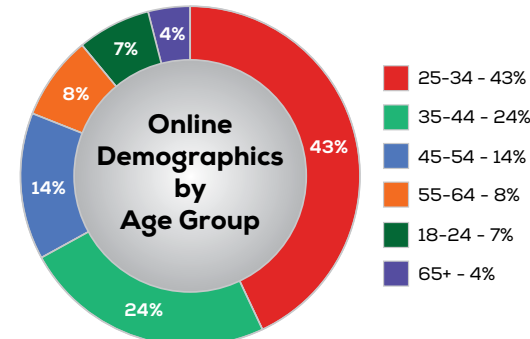
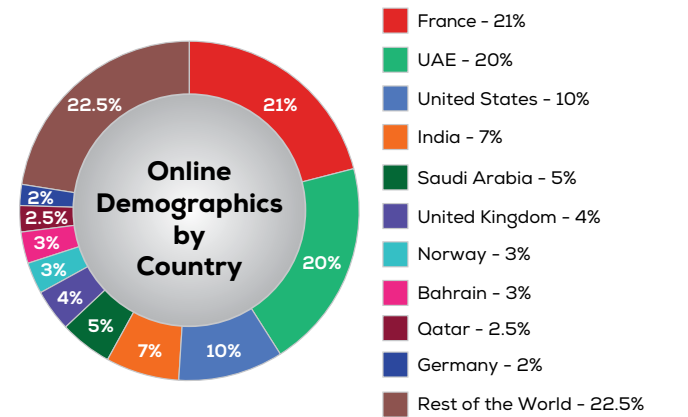


Average Geographic Print Circulation 9,000 (Monthly)

Online: 600,000 page views per year

Gulf Construction's online readership is an average 16,000* unique visitors per month with 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.

*Source: Google Analytics



2020 EDITORIAL CALENDAR

SPECIAL FEATURES

JANUARY

- REGIONAL REPORT: Eastern Province of Saudi Arabia
- COUNTRY REPORT: Bahrain
- Industrial Construction
- Protective Coatings
- Doors and Windows
- Security and Safety
- Roofing
- EVENT: Index Saudi, Riyadh, KSA
- EVENT: Saudi PPPP, Riyadh, KSA



FEBRUARY

- REGIONAL REPORT: Oman
- Architectural Ironmongery
- Ceilings, Floors and Partitions
- Ceramics and Sanitary Ware
- Mechanical, Electrical and Plumbing (MEP)
- Roads and Bridges
- EVENT: The Big 5 Saudi, Jeddah, KSA
- EVENT: Middle East Energy, Dubai, UAE
- EVENT: Middle East Rail, Dubai, UAE

MARCH

- CITY REPORT: Riyadh (Riyadh Metro)
- German Construction Expertise
- Drainage and Sewerage
- Heavy Plant & Machinery
- Excavators
- Fire Protection
- Rebar
- The Cement Industry
- Industrial Doors and Gates
- EVENT: BIG 5 Saudi, Jeddah, KSA

APRIL

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

- EVENT: Global Infrastructure Congress & Exhibition, Dubai, UAE
- EVENT: Interiors Expo, Manama, Bahrain
- EVENT: Gulf Property Show, Manama, Bahrain

MAY

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

JUNE

- REGIONAL 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



MONTHLY EXPO 2020 UPDATE

"Where Business Meets the Future" in the Building and Construction Sector

- Steel
- Interiors
- Tensile Membrane Structures

AUGUST

- REGIONAL 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

OCTOBER

- Cranes and Hoists
- Drilling and Tunnelling
- Glass and Metal
- BIM



- Precast Concrete
- Water Technology
- EVENT: Saudi Build, Riyadh, KSA
- EVENT: The Big 5 Preview, Dubai, UAE
- EVENT: Cityscape Global Dubai, UAE

NOVEMBER

- REGIONAL 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
- EVENT: The Big 5, Dubai, UAE
- EVENT: Gulf Property Show @ The Avenues, Bahrain

DECEMBER

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

GULF CONSTRUCTION ESSENTIALS

The Gulf Construction media platform regularly carries content on construction and building materials as well as essential services including:

- | | | |
|---------------------------|------------------------|---------------------------|
| • 3D Printing | • Ground Engineering | • Power Tools |
| • Artificial Intelligence | • Handtools | • Prefabricated Buildings |
| • BIM | • Instrumentation | • Training |
| • Bricks and Blocks | • Interiors | • Roofing |
| • Demolition | • Lifts and Escalators | • Scaffolding |
| • Fasteners | • Lighting | • Sealants |
| • Furniture & Fittings | • Paints and Coatings | • Adhesives |
| • Glass | • Plant Hire | • Sustainable Buildings |

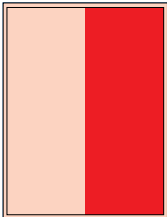
PRINT RATES AND SPECIFICATIONS



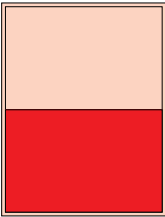
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Double Page Spread
Allow 5mm bleed on all sides



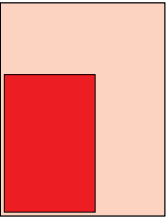
282mm x 210mm
Back Cover
Inside Cover
Inside Page
Allow 5mm bleed on all sides



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

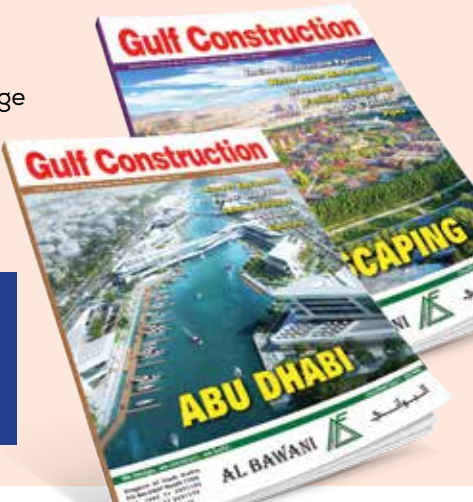
US\$ 660

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 Newsletter Banner 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

**All prices exclude VAT



Number of Impressions Delivered in 2018

Zone	Size	Annual Impressions
Leaderboard	728x90	669,228
Space Banner	220x550	424,560
Standard Banner	468x60	104,496
MPU	300x250	500,364



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 provide outlets to promote the publication and our advertisers to trade professionals in the GCC and worldwide.

Just look at what the **Gulf Construction Media** Platform has to offer you each month!

Readership of the
printed edition

28,000

Online visitors
(website, apps)

over **50,000**

PER MONTH

Electronic daily
newsletters per month

240,000

Linked into ABC Online,
11 editions across
6 countries in the GCC

6 COUNTRIES



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