

# Gulf Construction

## 2019 Media Information



The collage displays the Gulf Construction media presence across multiple platforms:

- Desktop Monitor:** Shows the website's main page with the headline "Floating Seahorse to debut at Gulf Property Show". The website features a navigation menu, a "BUILDING & CONSTRUCTION WINDOW" section, and a "DIGITAL EDITION" link.
- Tablet:** Displays a responsive version of the website with the same headline and layout.
- Smartphone:** Shows a mobile-optimized version of the website.
- Magazine Cover:** Features the title "Gulf Construction" and a focus on "Forklifts & Telehandlers", "3D Imaging & ICT", "Corrosion", and "Lighting". The cover image shows a modern building at night with a large dome. The publisher's name "AL BAWANI" is visible at the bottom.

# 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

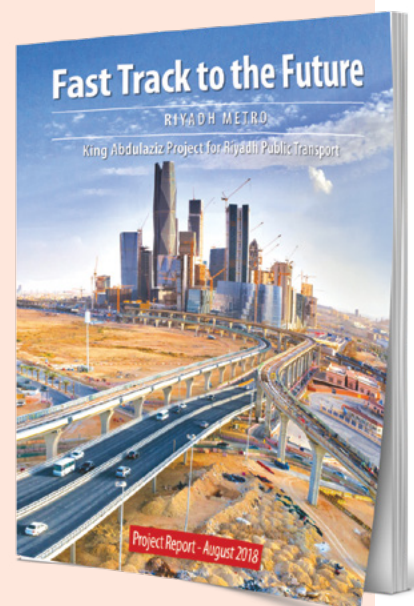
*Increase your presence at the GCC's leading construction, interiors and real estate events and be seen in Gulf Construction magazines distributed at:*

- **Saudi PPPP, 27-30 January 2019, Jeddah, Saudi Arabia**
- **Gulf Industry Fair, 5-7 February 2019, Bahrain**
- **Middle East Rail, 26-27 February 2019, Dubai, UAE**
- **Middle East Electricity, 5-7 March 2019, Dubai, UAE**
- **The Big 5 Saudi, 10-13 March 2019, Jeddah, Saudi Arabia**
- **SBIE, 18-21 March 2019, Jeddah, Saudi Arabia**
- **Global Infrastructure Congress & Exhibition, 1-2 April 2019, Dubai, UAE**
- **Gulf Construction Expo, 23-25 April 2019, Manama, Bahrain**
- **Index, September 2019\*, Dubai, UAE**
- **Cityscape Global, October 2019\*, Dubai, UAE**
- **Saudi Build, October 2019\*, Riyadh, Saudi Arabia**
- **The Big 5, November 2019\*, Dubai, UAE**

*\*Dates to be announced*

## Special Features

Our **Gulf Construction** media platform is flexible to respond to topics and projects of interest to our readers. The editorial calendar will be supplemented with special editorial features which will be produced for both **print and online**.

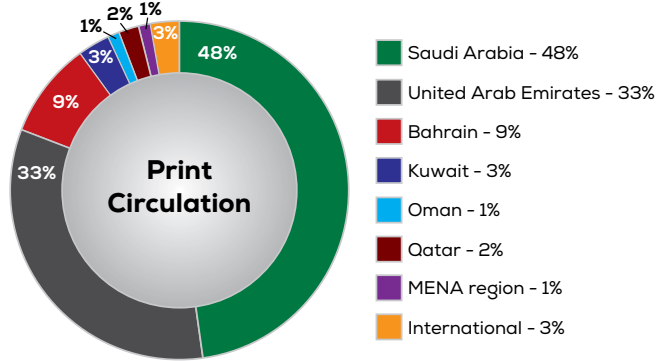


# CIRCULATION AND READERSHIP

Print 600,000+ Readers per year

## Reader Profile

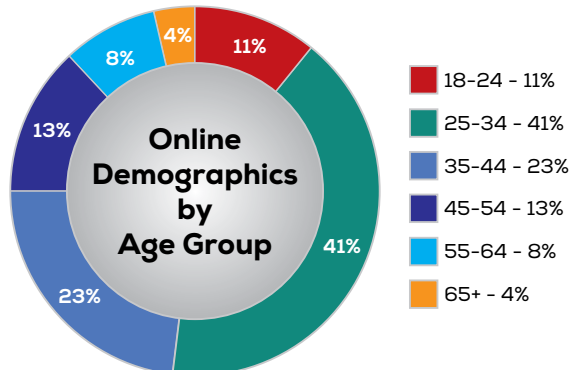
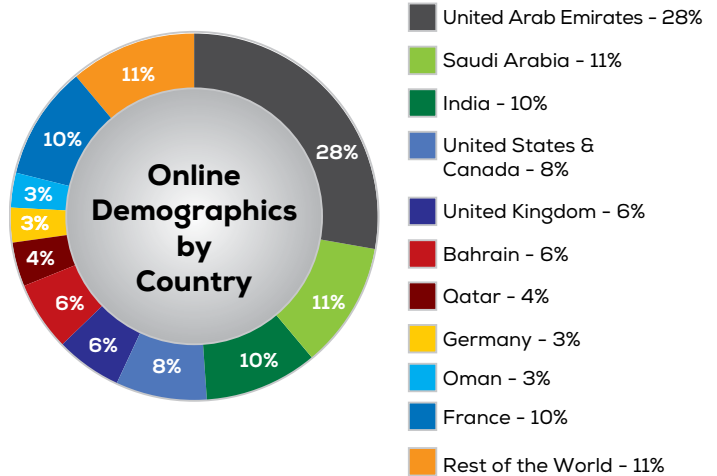
- Building Contractors
- Civil Engineering Contractors
- Sub-Contractors
- Specifying Consultants
- Architects and Surveyors
- Government Departments  
Public Works Authorities
- Importers / Distributors of  
Plant and Equipment, Building  
Materials
- Related Construction  
Professionals



Average Geographic Print Circulation 10,000 (Monthly)

Online 820,000 Page views per year

Google analytics puts *Gulf Construction's* online readership at over 16,000 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.



# 2019 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

### FEBRUARY

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

### MARCH

- CITY REPORT: Riyadh
- German Construction Expertise
- Drainage and Sewerage
- Heavy Plant & Machinery
- Excavators
- Fire Protection
- Rebar
- The Cement Industry
- Industrial Doors and Gates
- EVENT: SBIE, Jeddah, KSA
- EVENT: Global Infrastructure Congress & Exhibition, Dubai, UAE

### APRIL

- CITY REPORT: Dubai
- Air-Conditioning and Refrigeration (HVACR sector)
- Bricks and Blocks
- Carpets and Floor Coverings



- Loaders
- EVENT: 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
- Interiors
- Tensile Membrane Structures



## 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
- Cityscape Global, Dubai, UAE
- EVENT: Index, Dubai, UAE



## 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

## 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

## DECEMBER

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

## GULF CONSTRUCTION ESSENTIALS

*The Gulf Construction media platform will regularly carry content on construction and building materials as well as 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**

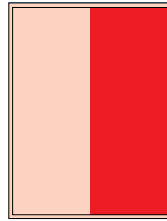
# PRINT RATES AND SPECIFICATIONS



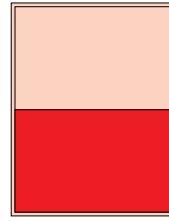
282mm x 420mm  
**Gatefold**  
Allow 5mm bleed on all sides



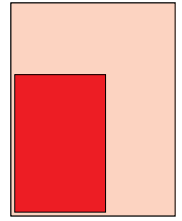
282mm x 210mm  
**Back Cover**  
**Inside Cover**  
**Inside Page**  
Allow 5mm bleed on all sides



245mm x 90mm  
**Half Page (Vertical)**



120mm x 185mm  
**Half Page (Horizontal)**



185mm x 120mm  
**Half Page (Square)**

## Advertising Size

| 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

|                                  |                            |
|----------------------------------|----------------------------|
| <b>Online Banner Advertising</b> | 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  | 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 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!

Readership of the printed edition

50,000

Online visitors (website, apps)

over 68,000  
PER MONTH

Electronic daily newsletters per month

264,000

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

6 COUNTRIES



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