

Gulf Construction

Celebrating 40 years of service to the construction industry in the GCC



2022 MEDIA INFORMATION



www.gulfconstructiononline.com

Gulf Construction OVERVIEW

Gulf Construction magazine and online platform has maintained its reputation as the undisputed leading publication for the building and construction industry of the Arabian Gulf since its first issue 40 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, Facebook and Instagram.



Across its media platform, **Gulf Construction** is committed to delivering authoritative and respected content on essential construction topics of interest to its dedicated readership of industry professionals. The media platform provides for dedicated sections on contracting, architecture & design, real estate, interiors and product innovation.

Why use **Gulf Construction** Media Platform

Gulf Construction is the ideal platform to promote your company and brands. The essential online and print resource provides regular features on the latest construction news, technological developments, contracts and tenders information; country and regional reviews and project reports; giving advertisers the ideal platform.



Gulf Construction **2022 EVENT MEDIA PARTICIPATION**

*Support your presence at the GCC's leading construction, interiors and real estate events by being part of **Gulf Construction** magazine. Stand out from the crowd to be seen in **Gulf Construction** magazine which will be distributed at:*

- **Middle East Energy (MEE) – Dubai**, Mar 7 – 9, Dubai, UAE
- **Gulf Construction Expo**, Mar 22 – 24, Bahrain
- **Gulf Property Show**, Mar 22 – 24, Bahrain
- **Gulf Interiors**, Mar 22 – 24, Bahrain
- **The Big 5 Saudi***, Mar 28 – 31, Riyadh, Saudi Arabia
- **Stone and Surface***, Mar 28 – 31, Riyadh, Saudi Arabia
- **Index***, May 24 – 26, Dubai, UAE
- **Project Oman**, Oct 24 – 26, Oman
- **IR4.0 ME Expo & Summit**, Nov 1 – 3, Bahrain
- **Saudi Build**, Nov 14 – 17, Saudi Arabia
- **Saudi Elenex**, Nov 14 – 17, Saudi Arabia
- **The Big 5, Dubai***, Dec 5 – 8, Dubai, UAE
- **Middle East Rail***, Dubai, UAE
- **Cityscape***, Dubai, UAE

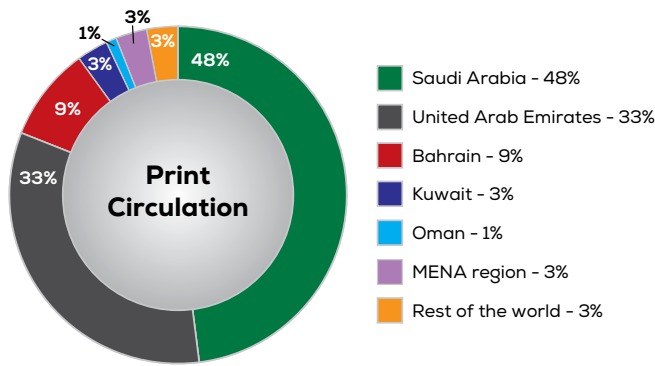
** TBD – Dates to be announced*

*** All dates of events may be subject to change*

CIRCULATION AND READERSHIP

Reader Profile

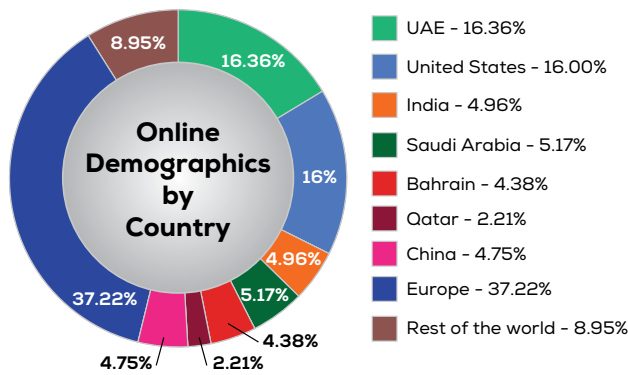
- Civil Engineering Contractors
- Sub-Contractors
- Specifying Consultants
- Interior Designers
- Architects and Surveyors
- Government Departments and Public Works Authorities
- Importers / Distributors of Plant and Equipment, Building Materials
- Construction Professionals



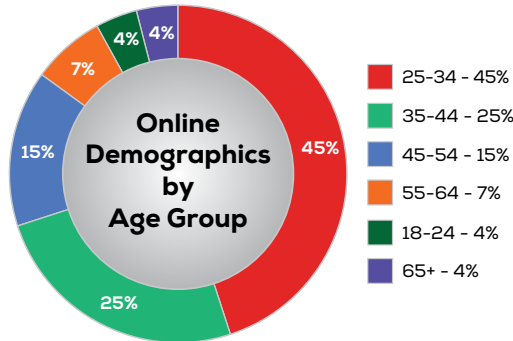
Average Geographic Print Circulation 9,000 (Monthly)

Online: 573,000 page views per year

Gulf Construction attracts an online readership of an average of 16,000* unique visitors per month comprising 60% of readers from the GCC. The magazine's online presence takes news, product information and our advertisers' messages to a wider audience of construction professionals, all of whom have a serious interest in the region's building and construction sector.



*Source: Google Analytics



2022 EDITORIAL CALENDAR

Gulf Construction's media platform's editorial calendar is supplemented with special editorial features produced for both print and online editions.

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
- Mechanical, Electrical and Plumbing (MEP)
- Roads and Bridges

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: Middle East Energy (MEE), Dubai
- EVENT: Gulf Construction Expo, Gulf Property Show, Interiors Expo, Bahrain.
- EVENT: The Big 5 Saudi, Saudi Arabia
- EVENT: Stone and Surface, Riyadh, Saudi Arabia

APRIL

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



MAY

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

JUNE

- REGIONAL REPORT: Kuwait
- Corrosion
- Quarrying
- 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

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

SEPTEMBER

- CITY REPORT: NEOM – The City of the Future
- 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: Project Oman**



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: IR4.0 ME Expo & Summit, Bahrain**
- **EVENT: Saudi Build**
- **EVENT: Saudi Elenex**

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
- **EVENT: The Big 5, Dubai, UAE**

GULF CONSTRUCTION ESSENTIALS

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

- | | | |
|--------------------------------|------------------------|---------------------------------|
| • 3D Printing | • Ground Engineering | • Prefabricated Buildings |
| • Artificial Intelligence (AI) | • Hand tools | • Professional Skills Education |
| • BIM | • Instrumentation | • Roofing |
| • Bricks and Blocks | • Interiors | • Scaffolding |
| • Digitalisation | • Lifts and Escalators | • Sealants |
| • Demolition | • Lighting | • Adhesives |
| • Fasteners | • Paints and Coatings | • Sustainable Buildings |
| • Furniture & Fittings | • Plant Hire | |
| • Glass | • Power Tools | |

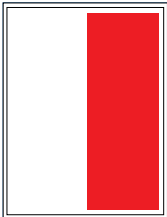
PRINT RATES AND SPECIFICATIONS



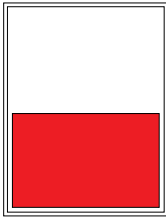
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Double Page Spread
Allow 5mm bleed on all sides



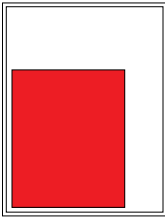
282mm x 210mm
Back Cover
Inside Covers
Inside Pages
Allow 5mm bleed on all sides



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
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

Volume discounts for series bookings:

1 - 3 insertions	NIL
4 - 6 insertions	5%
7 - 9 insertions	10%
10 - 12 insertions	15%

* All prices exclude VAT

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

Agency Commission: 15%

Deadlines: Artwork / Editorial 30 days prior to publication

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.

Online Products

	Duration	US\$	BD
Social Media Package	1 week	335	125
1 post on Facebook + Twitter + LinkedIn + Instagram each week (Plus 1 online news article if booked for 3 weeks or more (subject to editorial approval))			
Online Video Promotion	2 weeks	1,100	450
[Hosted on home page with promotion through social media and online marketing and archived for 12 months on Video page]			
TechTalk (Technical Articles) Per month (2 Articles)		1,700	650
Technical content on products and services. A description of the content on homepage with link to the article. Promotion on e-newsletters and social media. TechTalk allows companies to post up to 2 (two) articles per month. Hosted under the TechTalk Section for 12 months			
Email Marketing Campaign		2,700	1,000
Per e-mail campaign delivered. Campaign is one email to selected database			

Follow our postings on:

ONLINE MARKETING OPPORTUNITIES



Pop-Up
640 x 480 pxl
US\$ 1,600, BD 600 per week

Page Peel (Exclusive Position)
700 x 700 pxl (large image)
100 x 100 pxl (small image)
US\$ 1,060, BD 400 per week

Leaderboard (Home Page)
728 x 90 pxl
US\$ 762, BD 287 per week

Expandable Leaderboard
Small - closed state (728x90 px)
Large - opened state (728x400 px)
US\$ 960, BD 362 per week

Leaderboard (Inside Pages)
728 x 90 pxl
US\$ 900, BD 340 per week


MPU/MREC
300 x 250 pxl
US\$ 665, BD 250 per week

Skyscraper
160 x 600 pxl
US\$ 795, BD 300 per week

Space Banner
220 x 550 pxl
US\$ 530, BD 200 per week

Divisional Banner
728 x 90 pxl
US\$ 465, BD 175 per week

DAILY NEWSLETTER PRODUCTS & PRICING



Daily Newsletter Leaderboard
728 x 90 pxl - Header
US\$ 800, BD 300 per week

Over 3,024,000 Newsletters read per Year

12,600 Daily Newsletters Subscribers

E-mail - Electronic Directmail Marketing to

14,000 Dedicated Database

Daily Newsletter Space Banner
220 x 550 pxl
US\$ 465, BD 175 per week

Daily Newsletter Leaderboard
728 x 90 pxl - Footer
US\$ 600, BD 227 per week

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

Readership •

32,000

Online visitors
(website, apps)

over **47,750**

PER MONTH

Electronic daily
newsletters per month •

252,000

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

6 COUNTRIES



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