


Your window to the Gulf's industrial sector

## 2022 MEDIA INFORMATION



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The diversification of industrial sector in the GCC is a key driver of the region's economies. This economic diversification away from a reliance on oil based economies is powering the manufacturing needs of the GCC market. The GCC today are aggressively moving towards exporting a wide range of products to international markets.

**Gulf Industry** Media Platform is available as a monthly print version and a 24/7 online portal at [www.gulfindustryonline.com](http://www.gulfindustryonline.com). This combination of the website and monthly print is supplemented by daily newsletters and social media, as a one-stop source of information on the region's path to economic diversification through greater industrialisation.

The elements of industrial development covered by **Gulf Industry** provide crucial market information for suppliers of the needs of industrial development. These requirements range from electricity and power generation, communications and IT, logistics, environmental technology, water, machinery and equipment and building materials. **Gulf Industry** media gives an in-depth understanding of the requirements of the GCC's industrial development across an increasingly diverse industrial base while covering the downstream aluminium and petrochemicals sectors is focusing on the increasing , IT, manufacturing, agribusiness, food and beverages and the latest innovative industrial segments.

**Gulf Industry** provides monthly detailed listings of contracts and tenders giving readers an unparalleled insight into the commercial opportunities available in the region's industrial sector.



## **Gulf Industry 2022 Event Participation**

Support your presence at the GCC's leading events for Industry, Manufacturing and Energy sectors. Be part of the Gulf Industry magazine a media partner for:

- **Leap**, Feb 1 - 3, Riyadh
- **Saudi PPP\***, Feb 21 - 24, Riyadh
- **Middle East Energy (MEE)** - Dubai, Mar 7 - 9, Dubai
- **GDA conference\***, May 31-Jun 2, Bahrain
- **Saudi Transport & Logistics Services\***, TBD, Riyadh

*\* Dates as announced at time of going to press. \*\*Dates to be announced  
Please check our online calendar for regular updates on special features and calendar of events.*

# CIRCULATION AND READERSHIP

Print: **5,000** copies per month

Readership Profile

Senior Management Executives

Business Owners

Industrialists

Entrepreneurs

Industry Trade Professionals

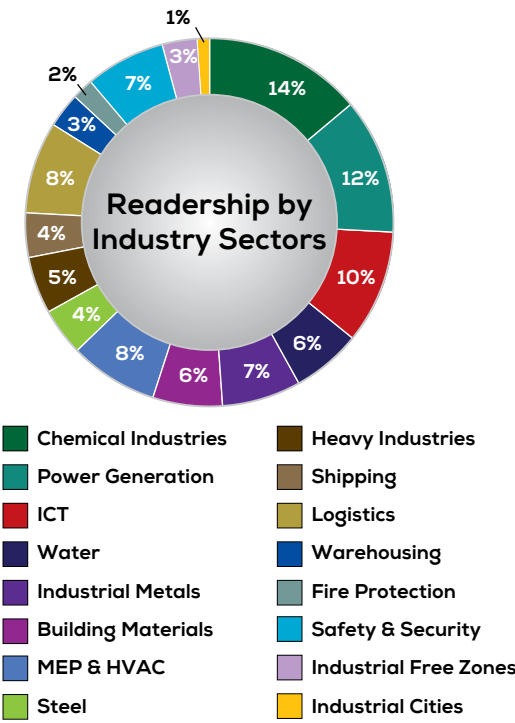
Middle Management Executives

Distributors and Traders of Industrial Products

Government Agencies

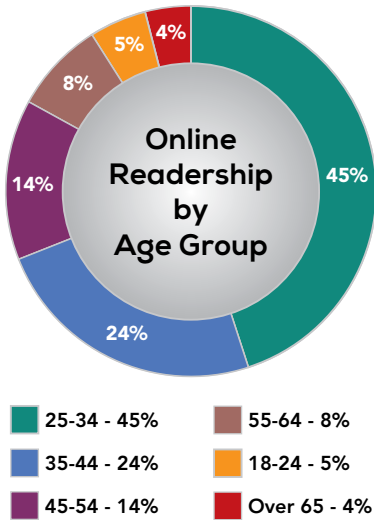
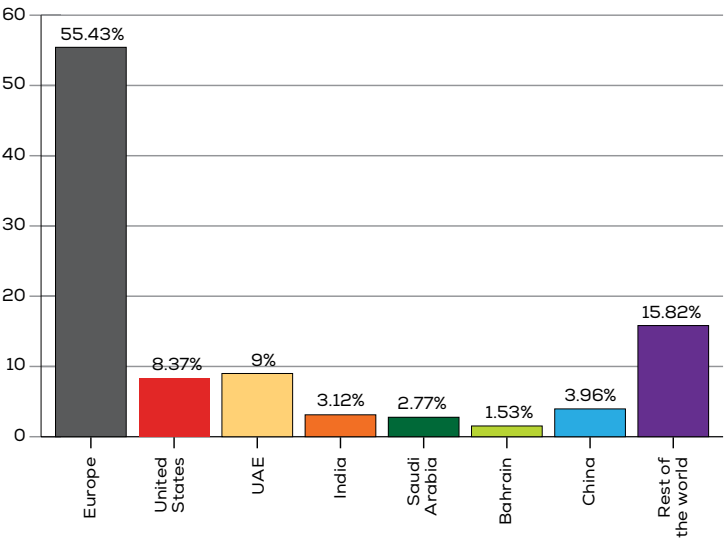
Chambers of Commerce

Trade Associations



Online: **284,543** page views per year  
1,392,000 Digital e-newsletter readers per year

## Online Readership by Country





# 2022 EDITORIAL CALENDAR – MONTHLY SPECIAL FEATURES

## JANUARY

- COUNTRY FOCUS: **Bahrain**
- INDUSTRIAL SECTOR FEATURE: **Food Processing**
- INDUSTRY INNOVATIONS: **Manufacturing Technology**
- INDUSTRIAL SECTOR FEATURE: **Aluminium**
- INDUSTRY SERVICES: **Logistics**
- INDUSTRY ESSENTIALS: **Warehousing**

## FEBRUARY

- COUNTRY FOCUS: **Saudi Arabia**
- INDUSTRIAL SECTOR FEATURE: **Glass**
- INDUSTRIAL SECTOR FEATURE: **Steel Products**
- INDUSTRY ESSENTIALS: **Industrial Fabrication**
- INDUSTRY ESSENTIALS: **Turbines**
- INDUSTRY EVENT: **Leap, Riyadh**
- INDUSTRY EVENT: **Saudi PPP, Riyadh**

## MARCH

- COUNTRY FOCUS: **UAE (Ras Al Khaimah)**
- INDUSTRIAL SECTOR FEATURE: **Paints & Coatings**
- INDUSTRY INNOVATIONS: **Artificial Intelligence (AI)**
- INDUSTRY ESSENTIALS: **Fire Prevention & Safety**
- INDUSTRY ESSENTIALS: **Rubber**
- INDUSTRIAL SECTOR FEATURE: **Power Generation**
- INVESTMENT AREA FOCUS: **King Abdullah Economic City (KAEC), Saudi Arabia**
- INDUSTRY EVENT: **Middle East Energy**

## APRIL

- COUNTRY FOCUS: **Kuwait**
- INDUSTRY INNOVATIONS: **Cloud Computing**
- INDUSTRIAL ENVIRONMENT: **Pollution Control**
- INDUSTRIAL AREA REPORT: **Khalifa Industrial Zone (KIZAD), Abu Dhabi, UAE**



- INDUSTRIAL SECTOR FEATURE: **Pharmaceuticals & Healthcare**
- INDUSTRIAL SECTOR FEATURE: **Pipes & Pipelines**

## MAY

- REGION FOCUS: **Riyadh – Province of Saudi Arabia**
- INDUSTRY ESSENTIALS: **Measuring & Testing Equipment**
- INDUSTRY ESSENTIALS: **Electrical & Lighting Products**
- INDUSTRIAL SECTOR FEATURE: **Packaging**
- INDUSTRY EVENT: **GDA Conference, Bahrain**

## JUNE

- COUNTRY FOCUS: **UAE (Dubai)**
- INDUSTRIAL SECTOR FEATURE: **Steel**
- INDUSTRIAL SECTOR FEATURE: **Maritime Industries**
- INDUSTRIAL AREA REPORT: **Sohar Port & Freezone, Oman**
- INDUSTRY ESSENTIALS: **Pressure Vessels, Heat Exchangers & Tanks**
- INDUSTRY ESSENTIALS: **Adhesives & Sealants**
- INDUSTRY INNOVATIONS: **3D Technology**

## JULY

- INDUSTRY FOCUS: **Emerging Markets**
- INDUSTRIAL SECTOR FEATURE: **Aviation**
- INDUSTRY ESSENTIALS: **Vehicles & Transportation**
- INDUSTRY ESSENTIALS: **Machines & Tools**
- INDUSTRIAL AREA REPORT: **Sharjah Free Zones (UAE)**
- INDUSTRY INNOVATIONS: **Nanotechnology**

## AUGUST

- INDUSTRY ESSENTIALS: **Cranes & Hoists**
- INDUSTRIAL GIANTS: **SABIC**
- INDUSTRY ESSENTIALS: **Wires & Cables**



- INDUSTRIAL SECTOR FEATURE: **Plastics**
- INDUSTRIAL SECTOR FEATURE: **Textiles**
- INDUSTRY INNOVATIONS: **Augmented Reality**

## SEPTEMBER

- REGION FOCUS: **Eastern Province of Saudi Arabia**
- INDUSTRY SERVICES: **Logistics**
- INDUSTRY ESSENTIALS: **Fire Protection & Safety**
- INDUSTRIAL SECTOR FEATURE: **Aluminium**
- INDUSTRIAL SECTOR FEATURE: **Building Materials**
- INDUSTRY INNOVATIONS: **Automation & Robotics**

## OCTOBER

- COUNTRY FOCUS: **UAE (Abu Dhabi Industries)**
- INDUSTRIAL SECTOR FEATURE: **Steel**
- INDUSTRY INNOVATIONS: **Environmental Technologies**
- INDUSTRY INNOVATIONS: **Industry 4.0**
- INDUSTRY INNOVATIONS: **Radio Frequency Identification Technology (RFID)**

- INDUSTRY ESSENTIALS: **Valves, Pumps & Compressors**
- INDUSTRY ESSENTIALS: **Material Handling**

## NOVEMBER

- INDUSTRIAL FOCUS: **Environment - Going Green**
- INDUSTRY INNOVATIONS: **Water & Wastewater**
- INDUSTRIAL AREA REPORT: **Jebel Ali Free Zone (UAE)**
- INDUSTRY ESSENTIALS: **Solar Power**
- INDUSTRY ESSENTIALS: **Plastics**
- INDUSTRIAL SECTOR FEATURE: **Industrial Metals**

## DECEMBER

- COUNTRY FOCUS: **Oman**
- INDUSTRIAL AREA REPORT: **Jubail & Yanbu (Saudi Arabia)**
- INDUSTRIAL SECTOR FEATURE: **Petrochemicals**
- INDUSTRY ESSENTIALS: **Corrosion Protection**
- INDUSTRIAL SECTOR FEATURE: **Renewable Energy**
- INDUSTRY INNOVATIONS: **Block Chain Technology**
- INDUSTRIAL SECTOR FEATURE: **Packaging**
- INDUSTRY ESSENTIALS: **Calibration Equipment and Services**



# GULF INDUSTRY ESSENTIALS

*The **Gulf Industry** Media platform will regularly carry content on products and services considered essential building blocks for industrial growth and development such as:*

- |                             |                      |  |
|-----------------------------|----------------------|--|
| • Compressors               | • Testers            | • Security                             |
| • Air Filters               | • Turbines           | • Servers                              |
| • Gaskets                   | • Pipes              | • Industrial Internet of Things (IIOT) |
| • Sealing Solutions (Seals) | • Valves & Actuators | • Connectivity                         |
| • Paints and Coatings       | • Tooling            | • Software Solutions                   |
| • Pumps                     | • Rubber             | • Digitalization                       |
| • Calibrators               | • Welding Equipment  | • Big Data                             |
| • Transport                 | • Shipping           |  |

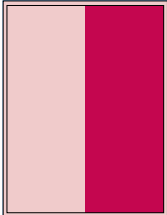
# PRINT RATES AND SPECIFICATIONS



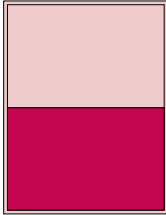
420mm x 282mm  
**Double Page Spread**  
Allow 5mm bleed on all sides



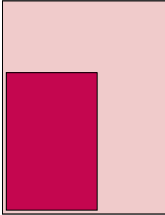
210mm x 282mm  
**Backcover**  
**Inside Cover**  
**Inside Page**  
Allow 5mm bleed on all sides



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



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



120mm x 185mm  
**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.

<b>Requested Position:</b>	Additional Plus 15% of space cost
<b>Inserts:</b>	By Arrangement
<b>Agency Commission:</b>	15%
<b>Deadlines:</b>	Artwork / Editorial 30 days prior to publication
<b>Cancellation:</b>	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
<b>Social Media Package</b>	<b>1 week</b>	<b>335</b>	<b>125</b>
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))			
<b>Online Video Promotion</b>	<b>2 weeks</b>	<b>1,100</b>	<b>450</b>
[Hosted on home page with promotion through social media and online marketing and archived for 12 months on Video page]			
<b>TechTalk (Technical Articles) Per month (2 Articles)</b>		<b>1,700</b>	<b>650</b>
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			
<b>Email Marketing Campaign</b>		<b>2,700</b>	<b>1,000</b>
Per e-mail campaign delivered. Campaign is one email to selected database			

# WEBSITE PRODUCTS & PRICING



**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

**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

1,392,000 Newsletters read per year

5,800 Daily Newsletters Subscribers

5,800 Dedicated Database

E-mail – Electronic Directmail Marketing to

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

Online visitors  
(website, apps)

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

Electronic  
daily newsletters  
per month

Readership  
of the printed  
edition

21,000

6 COUNTRIES

over  
24,000  
PER MONTH

116,000



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