

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, KSA**
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
- **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
- **SBIE, 13 - 16 March 2018, Jeddah, KSA**
The Saudi Building and Interiors Exhibition
- **Global Infrastructure Congress & Exhibition, 1 - 4 April 2018, Dubai, UAE**
The regional global showcase for engineering achievements
- **Gulf Construction Expo, 24 - 26 April 2018, Manama, Bahrain**
The Northern Gulf's premier construction expo
- **Project Qatar, 7 - 10 May 2018, Doha, Qatar**
Qatar's leading construction expo
- **Cityscape Global, 2 - 4 October 2018, Dubai, UAE**
The Barometer for the real estate sector in the GCC
- **Saudi Build, October 2018, Riyadh, KSA**
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

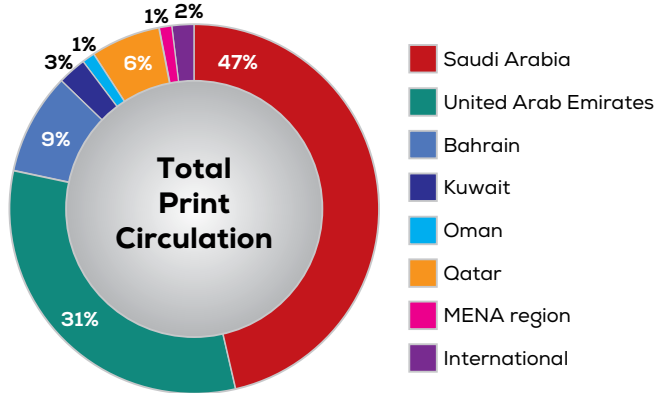


CIRCULATION AND READERSHIP

Print 600,000+ Readers per year

Reader Profile

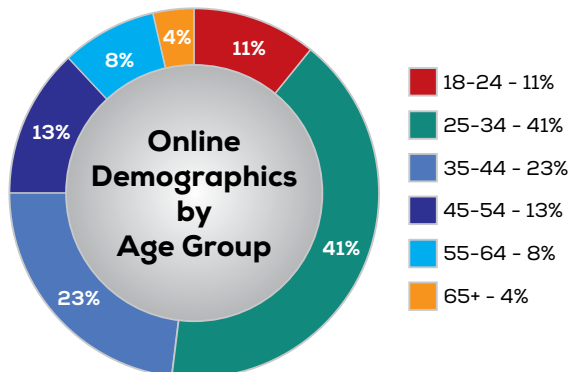
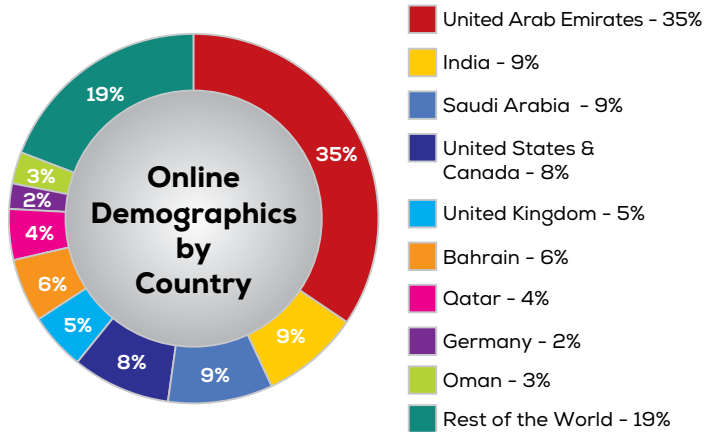
- Building Contractors
- Civil Engineering Contractors
- Sub-Contractors
- Specifying Consultants
- Architects and Surveyors
- Government Departments
Public Works Authorities
- Importers / Distributors of
Plant and Equipment, Building
Materials
- Related Construction
Professionals



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 50% 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
- Heavy Plant & Machinery
- Architectural Ironmongery
- Ceilings, Floors and Partitions
- Ceramics and Sanitary Ware
- MEP
- Roads and Bridges



MARCH

- CITY REPORT: Riyadh
- COUNTRY REPORT: Qatar
- German Construction Expertise
- Drainage and Sewerage
- Excavators
- Fire Protection
- Rebar
- The Cement Industry



APRIL

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

MAY

- CITY REPORT: Abu Dhabi
- Cladding and Facades
- Geomembranes and Geotextiles
- Pumps, Valves and Compressors
- Hardwood, Softwood and Plywood
- Green Buildings
- Kitchens

JUNE

- COUNTRY REPORT: Kuwait
- Construction Corrosion
- Forklifts and Telehandlers
- Railway Construction
- Lighting
- Marble and Granite



JULY

- CITY REPORT: Makkah and Madinah
- Turkish construction Expertise
- Air Control and Ventilation
- Airport Construction
- Dredging and Land Reclamation
- 3D Imaging
- Steel
- Scaffolding and Framework

AUGUST

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

SEPTEMBER

- COUNTRY REPORT: Saudi Arabia
- Compaction and Paving Equipment
- Chemicals in Construction
- Concrete Technology
- Partitions
- Power Generation (and Generator Sets)
- Leisure Facilities

OCTOBER

- UK's Construction Expertise
- Cranes and Hoists
- Drilling and Tunnelling
- Glass and Metal
- Precast Concrete
- Water Technology

NOVEMBER

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

DECEMBER

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



GULF CONSTRUCTION ESSENTIALS

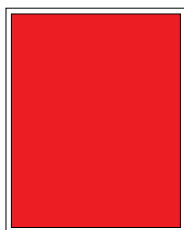
The Gulf Construction media platform will regularly carry content on construction and building materials and essential services such as:

- Demolition
- Handtools
- Plant Hire
- Lighting
- Sealants and Adhesives
- Lifts and Escalators
- Glass
- Fasteners
- Interiors
- Paints and Coatings
- Power Tools
- Roofing
- Scaffolding
- Bricks and Cement



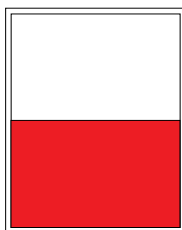
GC RATES

Print



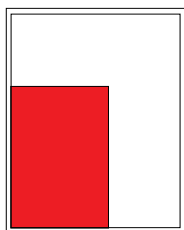
282mm x 210mm

Gatefold **BD3,770**
 Backcover **BD2,300**
 Inside Cover **BD2,100**
 Inside Page **BD1,545**
 Please allow 5mm bleed on all sides of full page adverts



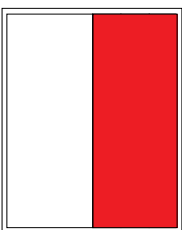
120mm x 185mm

Half Page **BD1,105**
 (Horizontal)



185mm x 120mm

Half Page **BD1,105**
 (Square)



245mm x 90mm

Half Page **BD1,105**
 (Vertical)

Advertising Size	US\$*	BD/OR*	SR*	KD*	Dhs/QR*
Gatefold	10,000	3,770	37,700	2,793	36,673
Back Cover	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% discount
7 - 9 insertions	10% discount
10 - 12 insertions	15% discount

Company profile	US\$*	BD/OR*	SR*	KD*	Dhs/QR*
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(Special Offer)

4 Page Colour	9,260	3,500	35,000	2,725	34,000
8 Page Colour	16,930	6,400	64,000	5,000	62,150

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

Requested Position Plus 15% of space cost

Bleed Plus 15% of space cost

Inserts by arrangement

Copy Date: to reach publisher's office 30 days prior to cover date

Cancellation Date: 30 days prior to cover date

* All prices exclude VAT

Online

Banner Advertisements



Above rates are inclusive of electronic version on

Online Banner Advertising	US\$*	BD/OR*	SR*	KD*	Dhs/QR*
(Special offer for print advertisers)	660	250	2,500	185	2,420

Home page/ROP Banner Ads Size 468 pixels wide x 60 pixels deep (up to 34 kb)

Features Pages Banner Ads Size 156 pixels wide x 200 pixels deep (up to 34 kb)

Resolution 72 dpi (dots per inch)

Format gif, jpeg or flash (swf) with source files (fla)

* All prices exclude VAT

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

Reach out to your market!

Readership of the
printed edition

50,000

PER MONTH

Online visitor
(website, apps)

over 14,000
PER MONTH

Electronic
daily newsletters
per month

140,000

Linked into ABC Online,
11 editions across
6 Countries in the GCC
www.ABCcommunities.com

6 COUNTRIES

Gulf Construction

Your window to the region's construction sector

www.gulfconstructiononline.com



Regional & International Offices

DUBAI - UAE

Hilal Al Khaleej Advertising

P.O.Box 6387, Office # GL-1, Wafi Residence
Wafi City, Oud Mehta, Dubai - UAE
Tel: +971 4 342 2020, Fax: +971 4 345 1911
Email: hilalad@tradedarabia.net

RIYADH - SAUDI ARABIA

Al Hilal Group

P. O. Box 221173, Riyadh 11311, Saudi Arabia
Tel: +966 11 292 4970 / 292 4971
Fax: +966 11 292 4955
Email: hilalad@tradedarabia.net

AL KHOBAR - SAUDI ARABIA

Al Hilal Group

P. O. Box 31813, Al Khobar 31952, Saudi Arabia
Tel: +966 13 867 2738 / 867 2746
Fax: +966 13 896 2960
Email: hilalad@tradedarabia.net

UNITED KINGDOM

Crescent Publishing Ltd

Crescent Court, 102 Victor Road, Teddington
Middlesex, TW11 8SS, United Kingdom
Tel: +44 208 943 3630, Fax: +44 208 943 3701
Email: post@crescentpublishing.co.uk

Representative Offices

GERMANY

Auslandswerbung Stelmaszyk

D-71732 Tamm, Lindenstrasse 82, Germany
Tel: +49 7141 60041
Fax: +49 7141 60042
Email: info@auslandswerbung-stelmaszyk.de

ITALY

Ediconsult Internazionale

Via Savona 97 20144 Milano, Italy
Tel: +39 2 4771 0036
Fax: +39 2 4771 1365
Email: milano@ediconsult.com

TURKEY

Tit Ajans Dis Tanitim Ltd. Sti

Nispetiye Cad. Ihsan Aksoy Sokak, Bebek Yukusu
Modern Apt. No. 2/21, 34337 Etiler, Istanbul, Turkey
Tel: +90 212 257 7666
Fax: +90 212 287 0099
Email: titajans@titajans.com



Al Hilal Group

Head Office: BAHRAIN

Al Hilal Publishing & Marketing Group

P. O. Box 1100, Manama, Kingdom of Bahrain
Tel: +973 1729 3131, Fax: +973 1729 3400
Email: hilalad@tradedarabia.net

