

Gulf Construction

The media platform of choice for the construction sector in the GCC



2023 MEDIA INFORMATION

www.gulfconstructiononline.com

Gulf Construction



Gulf Construction magazine and online has maintained its reputation as the undisputed leading media platform 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

2023 Event Official Media Partnerships

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 as the official media partner:

- **Saudi Arabia Coatings Show**, Feb 13 - 15, Dammam
- **Big 5 Saudi**, Feb 18 - 21, Riyadh
- **Oman Design and Build Week**, Mar 13 - 15, Oman
- **Gulf Construction Expo**, Mar 14 - 16, Bahrain
- **Gulf Property Show**, Mar 14 - 16, Bahrain
- **Gulf Interiors**, Mar 14 - 16, Bahrain
- **Middle East Rail**, May 15 - 16, Abu Dhabi
- **INDEX Dubai**, May 23 - 25, Dubai
- **Saudi PPPP**, June 12 - 15, Riyadh
- **INDEX Saudi**, Sep 10 - 12, Riyadh
- **Saudi Infrastructure Expo**, Sep 10 - 12, Riyadh
- **Big 5 Dubai**, Nov, Dubai

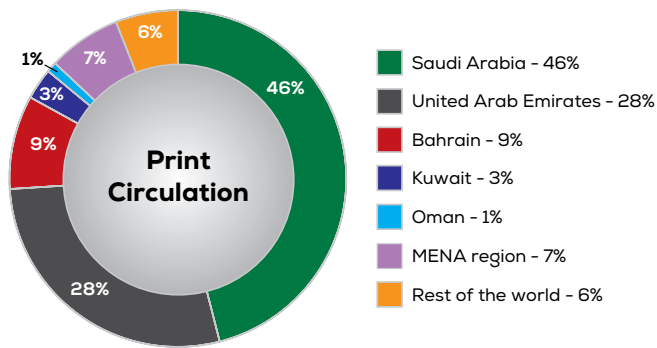
* TBD - Dates to be announced

** All dates of events may be subject to change

CIRCULATION AND READERSHIP

Reader Profile

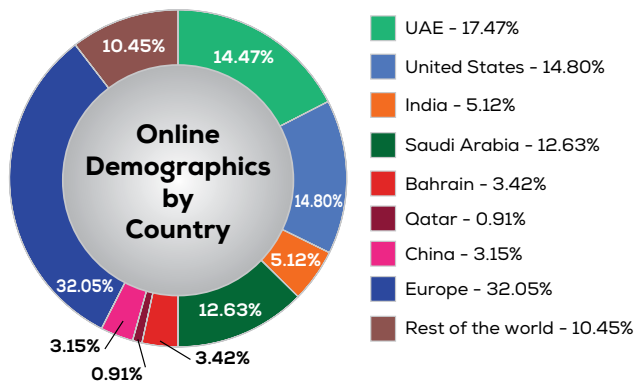
- Civil Engineering Contractors
- Sub-Contractors
- Specifying Consultants
- Interior Designers
- Architects and Surveyors
- Government Departments and Public Works Authorities
- Importers / Distributors of Plant and Equipment, Building Materials
- Construction Professionals



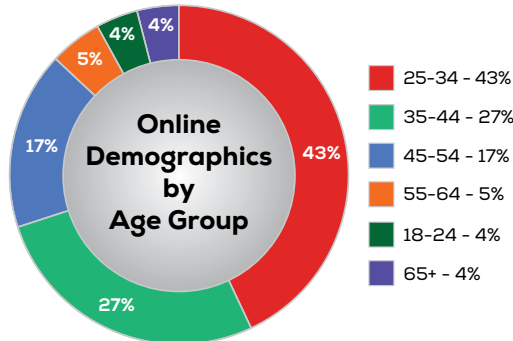
Average Geographic Print Circulation 9,000 (Monthly)

Online: 621,000 page views per year

Gulf Construction attracts an online readership of an average of 17,000* 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



2023 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

- CITY REPORT: **Riyadh**
- Architectural Ironmongery
- Ceilings, Floors and Partitions
- Ceramics and Sanitary Ware
- Mechanical, Electrical and Plumbing (MEP)
- Roads and Bridges
- EVENT: **The Big 5 Saudi, Saudi Arabia**

MARCH

- CITY REPORT: **Dubai**
- 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: **Stone and Surface, Riyadh, Saudi Arabia**

APRIL

- COUNTRY REPORT: **Kuwait**
- Air-Conditioning and Refrigeration (HVACR)
- Bricks and Blocks
- Carpets and Floor Coverings
- Concrete Technology



- Connected Construction
- Green Buildings
- Loaders

MAY

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

JUNE

- SPECIAL REPORT: **Construction Goes Green**
- Corrosion
- Quarrying
- China's Construction Expertise
- Forklifts and Telehandlers
- Railway Construction
- Lighting
- Marble and Granite
- Lifts and Escalators
- 3D Imaging and ICT

JULY

- SPECIAL FEATURE: **Women in Construction**
- 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

- SPECIAL FEATURE: **#SaudiMade – Construction, Interiors, Products & Services**
- CITY REPORT: **Makkah and Madinah**
- Compaction and Paving Equipment
- Chemicals in Construction
- Partitions
- Power Generation (and Generators)
- Leisure Facilities
- Modular Housing

OCTOBER

- COUNTRY REPORT: **Qatar**
- USA's Construction Expertise
- Cranes and Hoists
- Drilling and Tunnelling
- Glass and Metal
- BIM
- Precast Concrete
- Water Technology
- **EVENT: Project Oman**



NOVEMBER

- REGIONAL REPORT: **The Northern Emirates**
- CITY REPORT: **NEOM - The City of the Future**
- Solar Energy
- Crushers, Screens and Concrete Batching Equipment
- Hotels, Palaces and Luxury Villas
- Paints and Coatings
- Waterproofing
- **EVENT: Saudi Build**
- **EVENT: Saudi Elenex**

DECEMBER

- CITY REPORT: **Jeddah**
- Transport and Materials Handling
- 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 | ■ Readymix Concrete |
| ■ Artificial Intelligence (AI) | ■ Hand Tools | ■ Recycling |
| ■ BIM | ■ Instrumentation | ■ Renewable Energy |
| ■ Construction & Demolition Waste | ■ Interiors | ■ Renovation & Refurbishment |
| ■ Digitalisation | ■ Lifts & Escalators | ■ Roofing |
| ■ Demolition | ■ Lighting | ■ Scaffolding |
| ■ Dozers, Graders & Skid Steers | ■ Paints & Coatings | ■ Sealants |
| ■ Fasteners | ■ Plant Hire | ■ Adhesives |
| ■ Furniture & Fittings | ■ Power Tools | ■ Sustainability |
| ■ Glass | ■ Prefabricated Buildings | ■ Training & Recruitment |
| | ■ Professional Skills Education | |

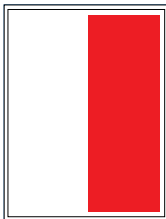
PRINT RATES AND SPECIFICATIONS



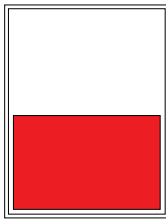
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Double Page Spread
Allow 5mm bleed on all sides



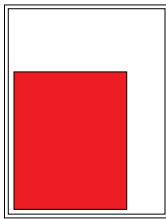
282mm x 210mm
Back Cover
Inside Covers
Inside Pages
Allow 5mm bleed on all sides



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

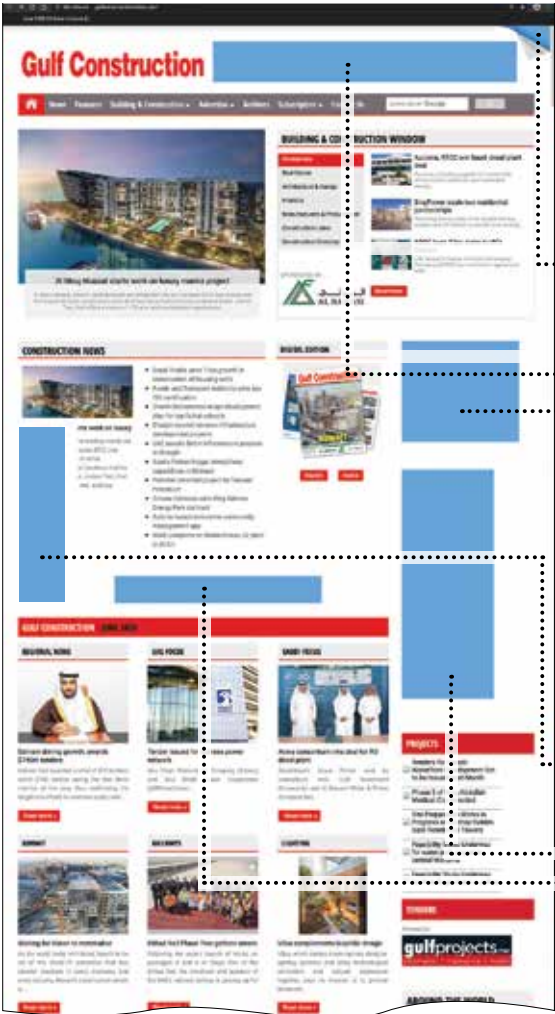
Supply digital artworks in Adobe Acrobat PDF high resolution, CMYK with font converted to outline and all file information to be outside of the crop marks.

DIGITAL MARKETING OPPORTUNITIES

Digital Products	Duration	US\$
Online Video Promotion [Hosted on home page with promotion through social media and online marketing and archived for 12 months on Video page]	2 weeks	1,100
TechTalk (Technical Articles) per month (1 Article) 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 1 (one) article per month. Hosted under the TechTalk Section for 12 months		1,700
Article (Editorial) Placement Article hosted on website for 12 months (calendar year from date of posting). Limit article to 700 words plus 2 photos.		1,500
Email Marketing Campaign Per e-mail campaign delivered. Campaign is one email to selected database		2,700

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DIGITAL 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



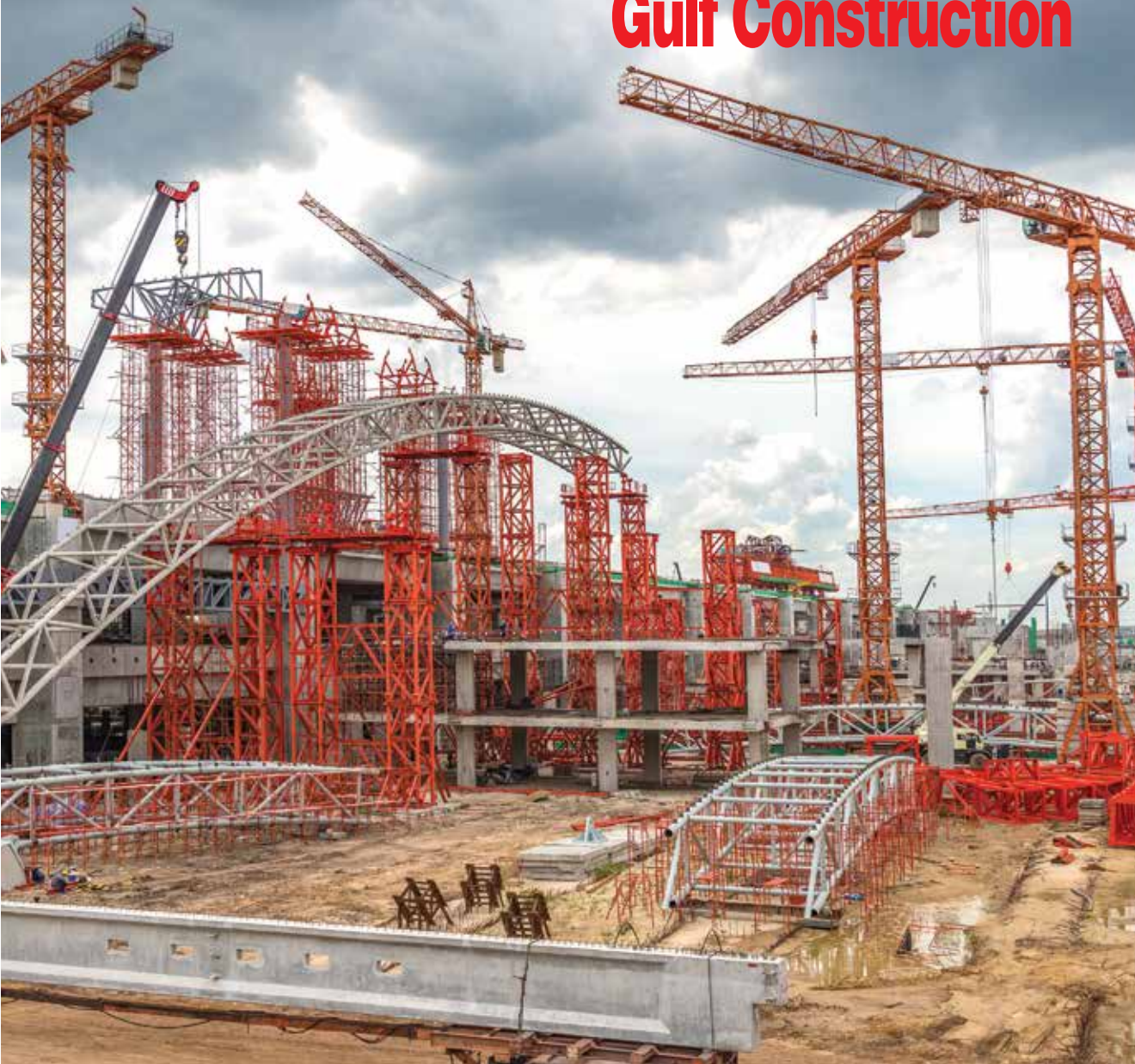
Daily Newsletter Leaderboard
728 x 90 pxl - Header
US\$ 800, BD 300 per week

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



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