

Gulf Construction

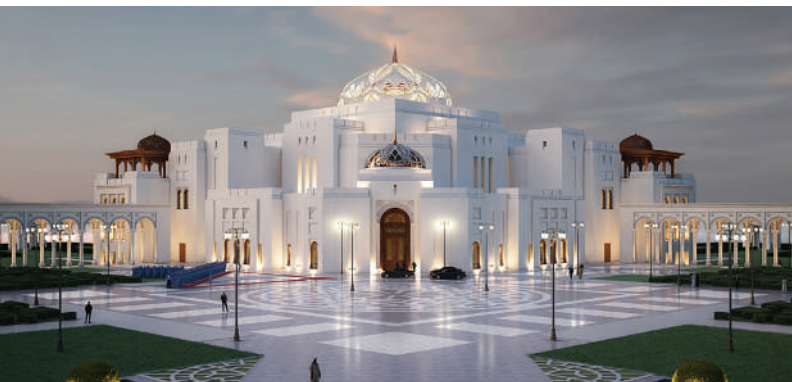
The media platform of choice for the construction sector in the GCC



Check out
our new
Sponsorship and
Partnership
Programmes



MEDIA INFORMATION

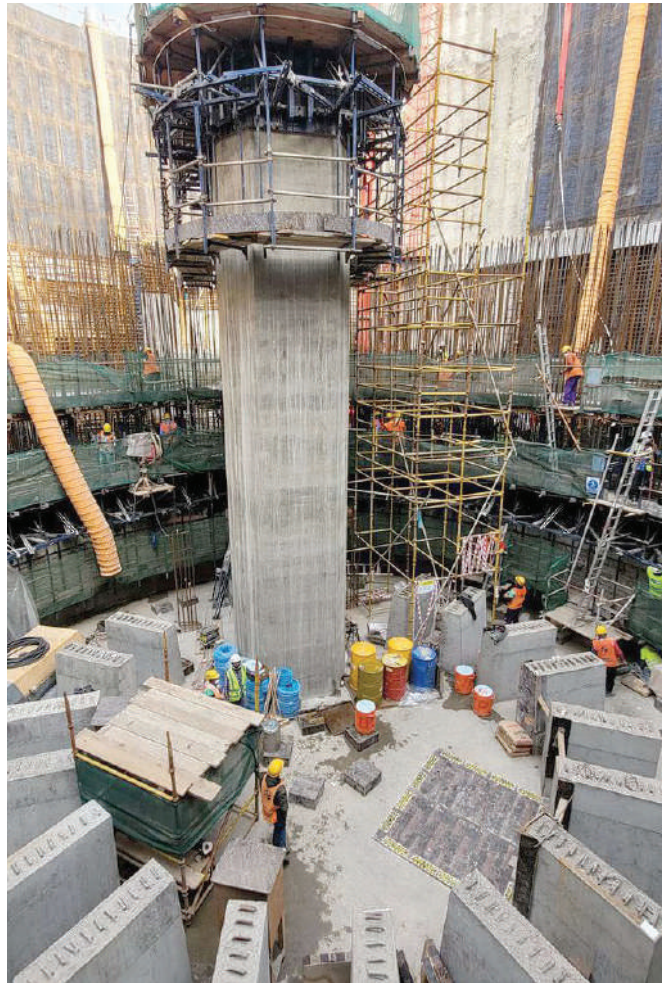


www.gulfconstructiononline.com

Gulf Construction

Gulf Construction magazine and its online edition have maintained their reputation as the undisputed leading media platform for the building and construction industry of the Arabian Gulf since the magazine's first issue over 40 years ago.

The print publication is circulated throughout the GCC region, as well as internationally to construction sector professionals, while the online edition draws a large number of visitors and takes news, product information and our advertisers' messages to a wider audience of construction professionals globally.



Gulf Construction

2024 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:

- **Light + Intelligent Building Middle East**, Jan 16-18, Dubai, UAE
- **Big 5 Construct Saudi**, Feb 26-29, Riyadh, Saudi Arabia
- **Gulf Steel Show**, Feb 27-29, Dubai, UAE
- **Middle East Energy - Dubai**, April 16-18, Dubai, UAE
- **Saudi Infrastructure Expo**, September 24-26, Riyadh, Saudi Arabia
- **Jeddah Construct**, September 29 - October 1, Jeddah, Saudi Arabia
- **Cityscape Global**, November 11-14, Riyadh, Saudi Arabia
- **Saudi Build**, November 4-7, Riyadh, Saudi Arabia
- **Big 5 Global**, November 26-29, Dubai, UAE

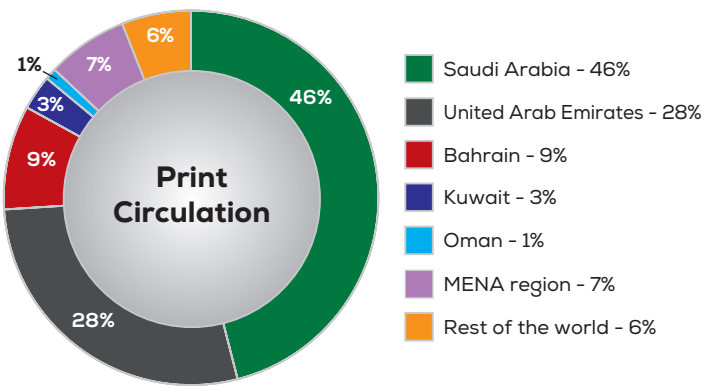
All dates of events may be subject to change

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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

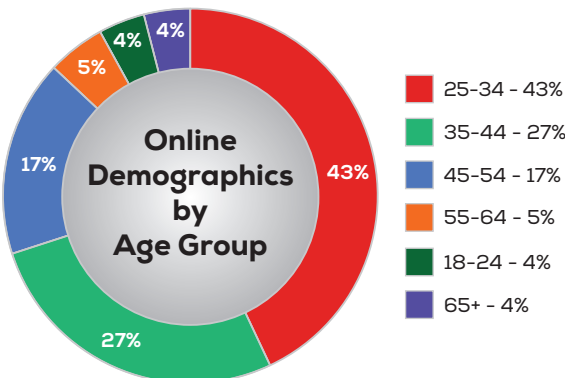
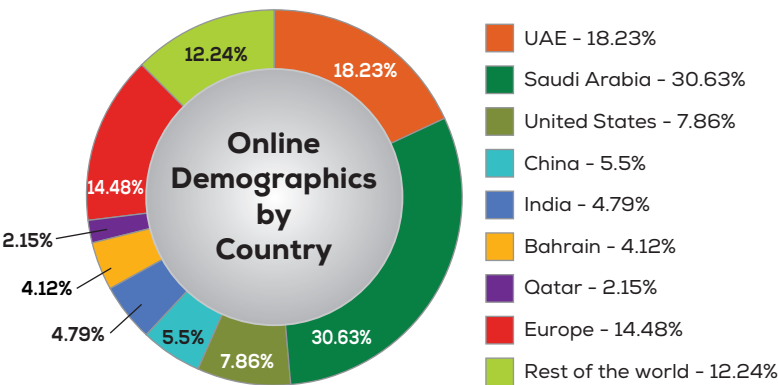


Average Geographic Print Circulation **7,500** (Monthly)

Online: 698,300 page views per year

Gulf Construction attracts an online readership of an average of 17,000* unique visitors per month. 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



2024 Editorial Calendar

Gulf Construction media platform's editorial calendar covers special features relevant to the sector, and are 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
- EVENT: **Light + Intelligent Building Middle East, Dubai**

FEBRUARY

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

MARCH

- CITY REPORT: **Dubai**
- German Construction Expertise
- Drainage and Sewerage
- Heavy Plant & Machinery
- Excavators
- Fire Protection
- Rebar
- The Cement Industry
- Industrial Doors and Gates

APRIL

- COUNTRY REPORT: **Kuwait**
- Air-Conditioning and Refrigeration (HVACR)
- Bricks and Blocks
- Carpets and Floor Coverings
- Concrete Technology
- Connected Construction
- Green Buildings
- Loaders
- EVENT: **Middle East Energy - Dubai**



MAY

- COUNTRY REPORT: **Saudi Arabia**
- Cladding and Facades
- Geomembranes and Geotextiles
- Pumps, Valves and Compressors
- Hardwood, Softwood and Plywood
- Kitchens
- Trucks
- Digitalisation

JUNE

- COUNTRY REPORT: **Oman**
- 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
- 3D Printing

AUGUST

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

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 Buildings
- EVENT: **Saudi Infrastructure Expo, Riyadh**
- EVENT: **Jeddah Construct, Jeddah**

OCTOBER

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



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, Riyadh**
- EVENT: **Cityscape Global, Riyadh**
- EVENT: **Big 5 Global, Dubai**

DECEMBER

- CITY REPORT: **Jeddah**
- Transport and Materials Handling
- Bathrooms
- Environmental Protection
- Facades
- Insulation
- Plastics in Building Materials
- Building Management Systems
- Scaffolding & Formwork

Gulf Construction Essentials

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

- | | | |
|-----------------------------------|-----------------------------------|------------------------------|
| ■ Adhesives | ■ Ground Engineering | ■ Recycling |
| ■ Artificial Intelligence (AI) | ■ Hand Tools | ■ Renewable Energy |
| ■ Construction & Demolition Waste | ■ Instrumentation | ■ Renovation & Refurbishment |
| ■ Demolition | ■ Plant Hire | ■ Sealants |
| ■ Dozers, Graders & Skid Steers | ■ Power Tools | ■ Sustainability |
| ■ Fasteners | ■ Prefabricated Buildings | ■ Temporary Works |
| ■ Furniture & Fittings | ■ Professional Skills – Education | ■ Training & Recruitment |
| | ■ Readymix Concrete | |

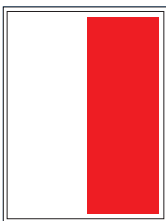
Print Rates and Specifications



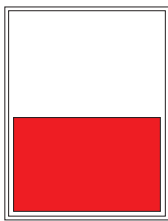
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Double Page Spread
Allow 5mm bleed on all sides



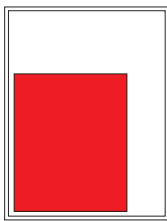
282mm x 210mm
Back Cover
Inside Covers
Inside Pages
Allow 5mm bleed on all sides



245mm x 90mm
Half Page (Vertical)



120mm x 185mm
Half Page (Horizontal)



185mm x 120mm
Half Page (Square)

Advertising Size	US\$*	BD*	SR*	KD*	AED*
Gatefold	10,000	3,770	37,700	2,793	36,673
Back Cover	6,101	2,300	23,000	1,704	22,374
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	2 weeks	1,100
[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 (1 Article)		1,700
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		
Sponsored Article (Editorial) / New Product announcements		1,700
Article hosted initially on news pages and thereafter archived for 12 months. Limit article to 700 words plus 2 photos.		
Email Marketing Campaign		2,700
Per e-mail campaign delivered. Campaign is one e-mail to selected database		

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 Gulf Construction Magazine

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www.gulfconstructiononline.com

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

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

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\$ 400, BD 150 per week

NEW!

Sponsorship and Partnership Programmes

Hilal TradeMedia

represents the longest established and most authoritative B2B trade news and information outlets in the GCC region.

Through a programme of **Sponsorships and Partnerships**, the

business community can leverage our multiple media channels with teams of experienced journalists, content creators and designers in a single package to reach the decision-makers across multi-sectors of the economy.

Hilal Media Programmes *

- **PR/Media Sponsorship** – \$96,000 per annum
- **PR/Media Partner** – \$64,000 per annum
- **PR/Media Associate** – \$32,000 per annum

Hilal Media's **Sponsorship and Partnership programmes** allows for a limited number of companies to be featured as Media Sponsors or Partners across selected media sectors.

The inclusion of the **Arabian Business Community (ABC)** will also enable companies to promote themselves across a multitude of sub-sectors of the market, ensuring top-of-mind positioning in hundreds of specific categories which will in turn generate industry-specific business referrals.

* For more details, please contact hilalad@trade Arabia.net



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