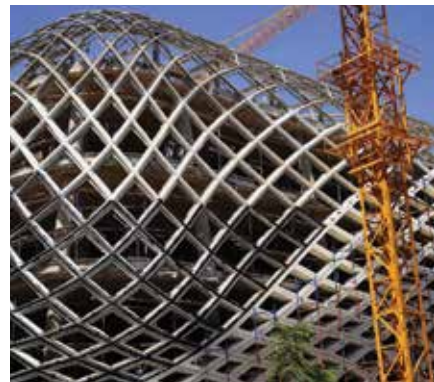


# Gulf Construction

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



## 2021 MEDIA INFORMATION



# Gulf Construction OVERVIEW

**Gulf Construction** magazine 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](http://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 providing authoritative and respected content on essential construction topics of interest to its dedicated readership of industry professionals, with specific sections on contracting, architecture & design, real estate, interiors and product innovation.

**Gulf Construction** is the essential online and print resource for regular features on the latest construction news, technological developments contracts and tenders information; country and regional reviews and project reports.



## **Gulf Construction** **2021 EVENT MEDIA PARTICIPATION**

*Support your presence at the GCC's leading construction, interiors and real estate events by being part of Gulf Construction magazine which will be distributed at:*

- **INDEX, 31 May – 2 June, Dubai, UAE**
- **Middle East Energy, 14-16 June, Dubai, UAE**
- **The Big 5, 12-15 September, Dubai, UAE**
- **Middle East Rail, 12-13 October, Dubai, UAE**
- **Gulf Construction Expo, 2-4 November, Bahrain**
- **Gulf Property Show, 2-4 November, Bahrain**
- **Interiors Expo, 2-4 November, Bahrain**
- **Saudi Build, 15-18 November, Riyadh, Saudi Arabia**
- **Saudi Elenex, 15-18 November, Saudi Arabia**
- **Index Expo, Mumbai, India\***

*\*\* All Dates of Events may be subject to change*

*\* Dates to be announced*



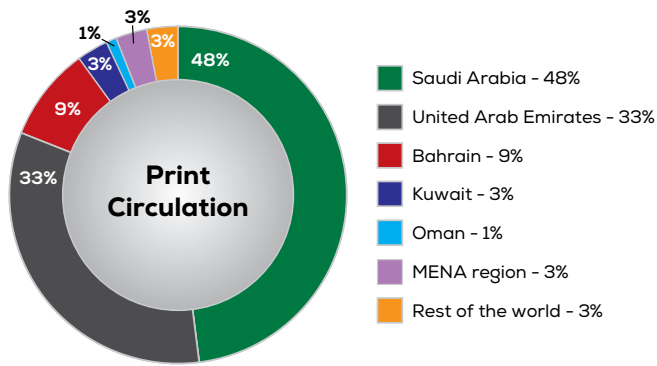
**EXPO  
2020  
DUBAI  
UAE**

**MONTHLY EXPO 2020 UPDATE (1st Oct 2021)**  
"Where Business Meets the Future"  
in the Building and Construction Sector

# CIRCULATION AND READERSHIP

## Reader Profile

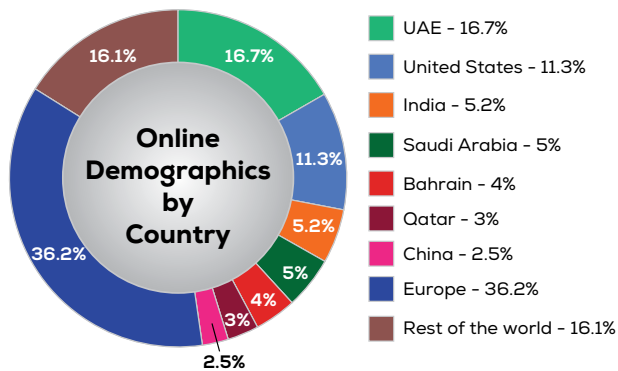
- Civil Engineering Contractors
- Sub-Contractors
- Specifying Consultants
- Architects and Surveyors
- Government Departments and Public Works Authorities
- Importers / Distributors of Plant and Equipment, Building Materials
- Construction Professionals



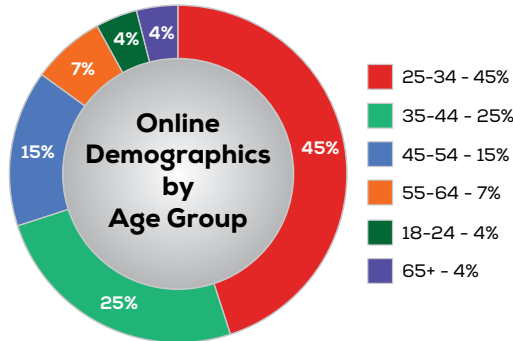
Average Geographic Print Circulation 9,000 (Monthly)

## Online: 550,000 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





# 2021 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

- REGIONAL REPORT: Oman
- Architectural Ironmongery
- Ceilings, Floors and Partitions
- Ceramics and Sanitary Ware
- Mechanical, Electrical and Plumbing (MEP)
- Roads and Bridges

### MARCH

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

### APRIL

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

### MAY

- REGIONAL 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
- EVENT: Middle East Energy, Dubai, UAE
- EVENT: Gulf Property Show @ The Avenues, Bahrain

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

## OCTOBER

- Cranes and Hoists
- Drilling and Tunnelling
- Glass and Metal
- BIM
- Precast Concrete
- Water Technology
- EVENT: Middle East Rail, Dubai, UAE
- 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: Saudi Build, Riyadh, KSA
- EVENT: Gulf Construction Expo, Manama, Bahrain
- EVENT: Interiors Expo, Manama, Bahrain
- EVENT: Gulf Property Show, Manama, Bahrain
- 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

# 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 | • Hand tools           | • Training                |
| • 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



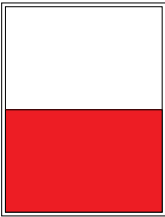
282mm x 420mm  
**Double Page Spread**  
Allow 5mm bleed on all sides



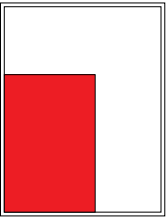
282mm x 210mm  
**Back Cover**  
**Inside Covers**  
**Inside Pages**  
Allow 5mm bleed on all sides



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
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.

**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
<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			

Follow our postings on:

 Gulf Construction Magazine

 @Gulf\_const

 @GulfConstructionOnline

 @gulfconstructionmagazine

# WEBSITE PRODUCTS & PRICING



**Pop-Up**  
**1024 x 768 pxl**  
US\$ 1,600, BD 600 per week

**Page Peel (Exclusive Position)**  
**800 x 600 pxl**  
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

Over 2,800,000 Newsletters read per Year  
12,000 Daily Newsletters Subscribers

E-mail - Electronic Directmail Marketing to  
14,000 Dedicated Database

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

Readership of the  
printed edition

**28,000**

Online visitors  
(website, apps)

over **45,000**

PER MONTH

Electronic daily  
newsletters per month

**240,000**

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

**6 COUNTRIES**



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