Gulf Construction magazine and online platform 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, a daily e-newsletter and social media postings on LinkedIn, Twitter, Facebook and Instagram.

Across its media platform, Gulf Construction is committed to delivering authoritative and respected content on essential construction topics of interest to its dedicated readership of industry professionals. The media platform provides for dedicated sections on contracting, architecture & design, real estate, interiors and product innovation.

Why use Gulf Construction Media Platform

Gulf Construction is the ideal platform to promote your company and brands. The essential online and print resource provides regular features on the latest construction news, technological developments, contracts and tenders information; country and regional reviews and project reports; giving advertisers the ideal platform.

2022 EVENT MEDIA PARTICIPATION

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 at:

- Middle East Energy (MEE) – Dubai, Mar 7 - 9, Dubai, UAE
- Gulf Construction Expo, Mar 22 - 24, Bahrain
- Gulf Property Show, Mar 22 - 24, Bahrain
- Gulf Interiors, Mar 22 - 24, Bahrain
- The Big 5 Saudi*, Mar 28 - 31, Riyadh, Saudi Arabia
- Stone and Surface*, Mar 28 - 31, Riyadh, Saudi Arabia
- Middle East Rail*, May 17-18, Abu Dhabi
- Index*, May 24 - 26, Dubai, UAE
- Cityscape, May 26-28, Dubai, UAE
- Project Oman, Oct 24 - 26, Oman
- IR4.0 ME Expo & Summit, Nov 1 - 3, Bahrain
- Saudi Build, Nov 14 - 17, Saudi Arabia
- Saudi Elenex, Nov 14 - 17, Saudi Arabia
- The Big 5, Dubai*, Dec 5 - 8, Dubai, UAE

* TBD – Dates to be announced
** All dates of events may be subject to change

www.gulfconstructiononline.com
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: 573,000 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

www.gulfconstructiononline.com
2022 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
- COUNTRY REPORT: Oman
- Architectural Ironmongery
- Ceilings, Floors and Partitions
- Ceramics and Sanitary Ware
- Mechanical, Electrical and Plumbing (MEP)
- Roads and Bridges

MARCH
- CITY REPORT: Riyadh
- 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: The Big 5 Saudi, Saudi Arabia
- EVENT: Stone and Surface, Riyadh, Saudi Arabia

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

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

JUNE
- REGIONAL REPORT: Kuwait
- Corrosion
- Quarrying
- Forklifts and Telehandlers
- Railway Construction
- Lighting
- Marble and Granite
- Lifts and Escalators
- 3D Imaging and ICT

JULY
- CITY REPORT: Makkah and Madinah
- SPECIAL FEATURE: #SAUDIMADE – Construction, Interiors, Products & Services
- Turkish Construction Expertise
- Air Control and Ventilation
- Airport Construction
- Dredging and Land Reclamation
- Steel
- Interiors
- Tensile Membrane Structures

www.gulfconstructiononline.com
reviews and project reports; giving advertisers the ideal platform.

Across its media platform, Gulf Construction provides a global online and print resource that provides regular features on the latest construction news, supplemented with an online presence at www.gulfconstructiononline.com.

**All dates of events may be subject to change**

- • The Big 5, Dubai*
- • Saudi Elenex,
- • IR4.0 ME Expo & Summit,
- • Middle East Rail*,
- • The Big 5 Saudi*,
- • Gulf Interiors,
- • Gulf Property Show,
- • Cityscape,
- • Gulf Construction Expo,
- • Project Oman,
- • Middle East Energy (MEE) – Dubai,
- • Power Tools
- • BIM
- • Precast Concrete
- • Water Technology
- • EVENT: Project Oman

**GULF CONSTRUCTION ESSENTIALS**

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

- 3D Printing
- Artificial Intelligence (AI)
- BIM
- Bricks and Blocks
- Digitalisation
- Demolition
- Fasteners
- Furniture & Fittings
- Glass
- Ground Engineering
- Hand tools
- Instrumentation
- Interiors
- Lifts and Escalators
- Lighting
- Paints and Coatings
- Plant Hire
- Power Tools
- Prefabricated Buildings
- Professional Skills
- Education
- Roofing
- Scaffolding
- Sealants
- Adhesives
- Sustainable Buildings

*Source: Google Analytics

- 16,000* unique visitors per month

- Online: 573,000 page views per year

- 3,024,000 Newsletters read per year

- 12,600

- 9%

- 7%

- 4.75%

- 4.96%

- 2.21%

- 4.38%

- 4.38%

- 4.96%

- 4.96%

- 3%

- 3%

- 3%

- 45%

- China - 4.75%

- India - 4.96%

- Rest of the world - 3%

- 4.38%

- 4.38%

- 4.96%
## PRINT RATES AND SPECIFICATIONS

### Advertising Size

<table>
<thead>
<tr>
<th>Advertising Size</th>
<th>US$*</th>
<th>BD*</th>
<th>SR*</th>
<th>KD*</th>
<th>Dhs*</th>
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<tbody>
<tr>
<td>Gatefold</td>
<td>10,000</td>
<td>3,770</td>
<td>37,700</td>
<td>2,793</td>
<td>36,673</td>
</tr>
<tr>
<td>Back Cover / DPS</td>
<td>6,101</td>
<td>2,300</td>
<td>23,000</td>
<td>1,704</td>
<td>22,374</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>5,570</td>
<td>2,100</td>
<td>21,000</td>
<td>1,556</td>
<td>20,428</td>
</tr>
<tr>
<td>Inside Page</td>
<td>4,098</td>
<td>1,545</td>
<td>15,450</td>
<td>1,144</td>
<td>15,029</td>
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<tr>
<td>Half Page</td>
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<td>1,105</td>
<td>11,050</td>
<td>819</td>
<td>10,749</td>
</tr>
<tr>
<td>4-Page Profile**</td>
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<td>3,500</td>
<td>35,000</td>
<td>2,725</td>
<td>34,000</td>
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<tr>
<td>8-Page Profile**</td>
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<td>64,000</td>
<td>5,000</td>
<td>62,150</td>
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</tbody>
</table>

**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.

### Online Products

<table>
<thead>
<tr>
<th>Duration</th>
<th>US$</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Social Media Package</strong></td>
<td>1 week</td>
<td>335</td>
</tr>
</tbody>
</table>
| 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)) |

| **Online Video Promotion** | 2 weeks | 1,100 | 450 |
| [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 (2 Articles)** | 1,700 | 650 |
| 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 |

| **Email Marketing Campaign** | 2,700 | 1,000 |
| Per e-mail campaign delivered. Campaign is one email to selected database |

Follow our postings on:

- LinkedIn: Gulf Construction Magazine
- Twitter: @Gulf_const
- Facebook: @GulfConstructionOnline
- Instagram: @gulfconstructionmagazine

www.gulfconstructiononline.com
### DAILY NEWSLETTER PRODUCTS & PRICING

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Description</th>
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<tbody>
<tr>
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<tr>
<td><strong>Deadlines</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ONLINE MARKETING OPPORTUNITIES

| **Pop-Up**               | 640 x 480 pxl | USD 1,600, BD 600 per week |
| **Page Peel (Exclusive Position)** | 700 x 700 pxl (large image) / 100 x 100 pxl (small image) | USD 1,060, BD 400 per week |
| **Leaderboard (Home Page)** | 728 x 90 pxl | USD 762, BD 287 per week |
| **Expandable Leaderboard** | Small - closed state (728 x 90 pxl) / Large - opened state (728 x 400 pxl) | USD 960, BD 362 per week |
| **Leaderboard (Inside Pages)** | 728 x 90 pxl | USD 800, BD 340 per week |
| **MPU/MREC**             | 300 x 250 pxl | USD 665, BD 250 per week |
| **Skyscraper**           | 160 x 600 pxl | USD 795, BD 300 per week |
| **Space Banner**         | 220 x 550 pxl | USD 530, BD 200 per week |
| **Divisional Banner**    | 728 x 90 pxl | USD 465, BD 175 per week |

**E-mail - Dedicated Database**

- **Over 12,600 Daily Newsletters Subscribers**
- **14,000 Dedicated Database**

**GCC Region**
- Qatar - 2.5%
- United Kingdom - 4%
- United States - 10%
- United Arab Emirates - 3%
- GCC region - 3%
- Rest of the World - 22.5%

**Demographics**

- **Gender**
  - Male: 60%
  - Female: 40%
- **Sectors**
  - Contractors: 48%
  - Consultants: 25%
  - Owners: 18%
  - Suppliers: 10%
- **Professionals**
  - Architects: 32%
  - Engineers: 26%
  - Contractors: 15%
  - Owners: 11%
  - Other: 16%

Visit [gulfconstructiononline.com](http://gulfconstructiononline.com) for full details on print and online advertising options, sponsorship opportunities and rates.