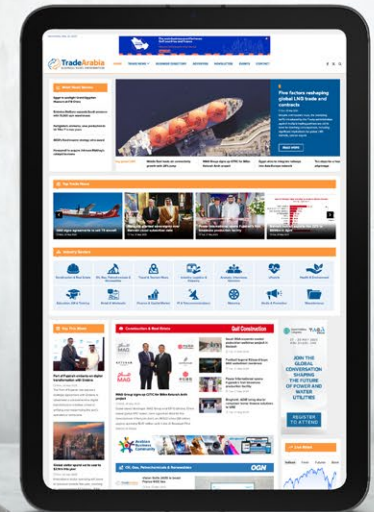
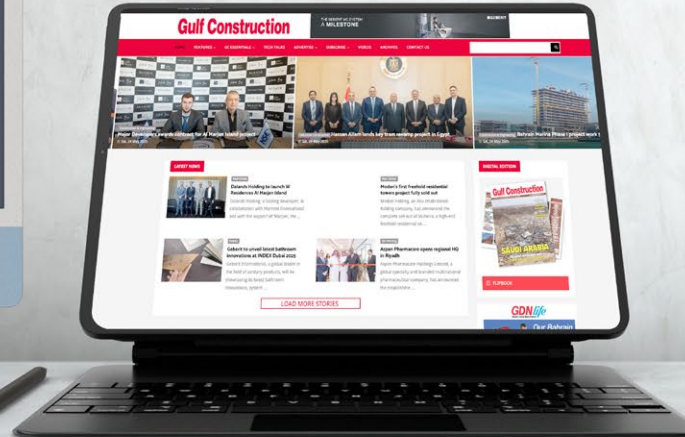


Gulf Construction

www.gc-worldwide.com

A component of
TradeArabia
BUSINESS NEWS INFORMATION



Regional Coverage/Global Reach

A New Digital Standard in Construction Media

Our reimagined platform transforms how readers engage with construction content. With a seamless blend of video, audio, and interactive features, the new Gulf Construction doesn't just describe products and projects—it brings them to life.

Whether it's a building material being tested, a piece of equipment in action, or a project site walkthrough, editorial and advertising content now features rich multimedia storytelling that offers depth, clarity, and real-world context.

Advertisers now have the power to showcase their products in action – being manufactured, installed, or deployed – through high-impact video presentations that elevate engagement and generate stronger market interest.

This is not just advertising; it's a total product experience.



Gulf Construction: Goes Fully Digital: A Bold New Era begins

For over 45 years, Gulf Construction has set the benchmark for authoritative, in-depth coverage of the GCC's building and construction sector.

Now, this trusted industry voice has evolved into a cutting-edge digital multimedia platform - one that is informative and immersive.

Gulf Construction

Reg No. 1 GC 027 • VOL 45 • No. 11 • NOVEMBER 2024 • BD3.5 | KD3 | RO3.5 | QR35 | SR35 | Dh35

www.gulfconstructiononline.com

Northern Emirates

Big 5 Global

Saudi Build

Hotels & Luxury Property

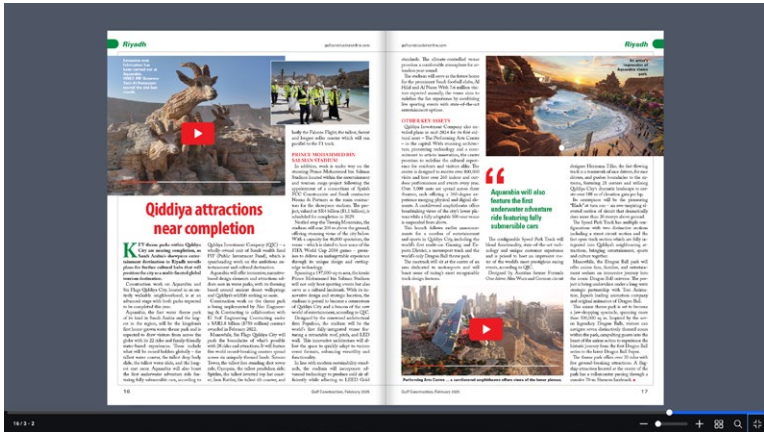
Mega-disrupters in Projects

Crushers & Screens

Just Out



NEOM





Gulf Construction

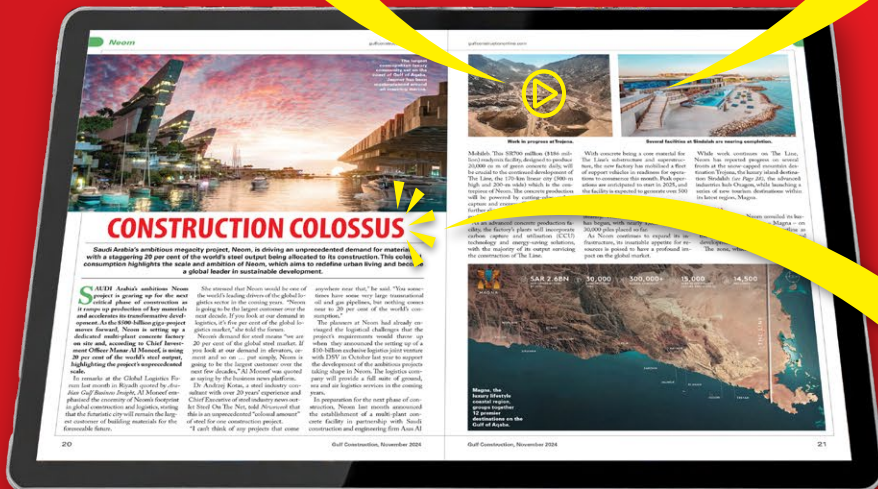
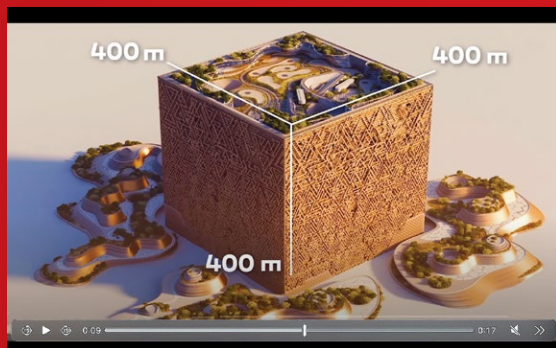


Scan or click on QR code to visit GC interactive pdf

Pop-up videos featuring the latest news and intriguing stories, all with fully customisable user controls



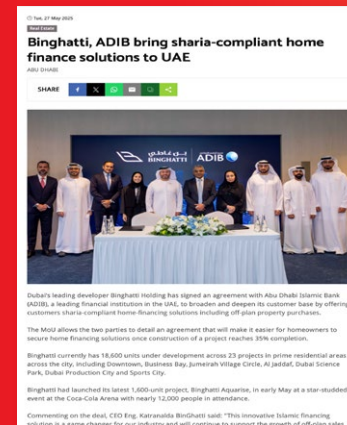
Adverts and Editorials are now more interactive than ever!. They seamlessly transition into videos, giving users full control over volume, playback (forward/backward), pause, and fullscreen options



Click on a headline to view the story in a more reader-friendly format, complete with images



Multiple images from news articles are now showcased in a rotating carousel, complete with forward and backward controls for easy navigation



PDF/Digital Rates

Gulf Construction's Digital edition incorporates multimedia facilities to allow for either multiple imagery or video presentations embedded within any booked advertisement.

The rates also include banner advertising on the Gulf Construction and Trade Arabia websites as well as on the daily newsletters published within the specific month.

Email distribution to 50,000 industry professionals throughout the world who have a serious interest in the GCC region with over 60,000 users on the websites each month.



50,000 Email distribution

Email distribution to 50,000 industry professionals throughout the world who have a serious interest in the GCC region.



60,000 users

Over 60,000 users on GC & Trade Arabia each month.

Truly Global. Deeply Local.

Our transformation also comes with expanded reach.

This unmatched distribution ensures that your message reaches decision-makers, specifiers, contractors, and construction professionals from the heart of the Gulf to key global markets. It's a platform that combines local depth with global visibility, making Gulf Construction the ideal choice for brands aiming to make an impact at scale.

Welcome to the new Gulf Construction: immersive, interactive, and international



REACH

Circulation and Readership

Online: 1,343,050 page views per year | Users 680,429

Gulf Construction

386,721
page views per year

181,653
users



Gulfconstructiononline.com



956,329
page views per year

498,776
users



Tradearabia.com

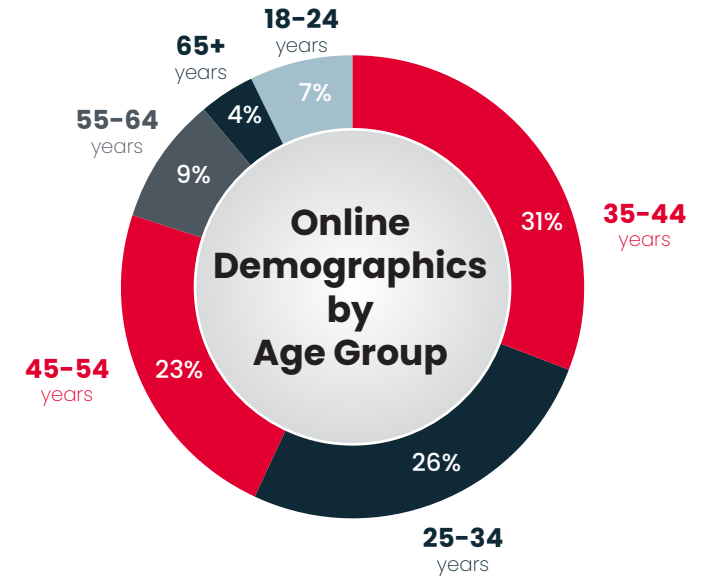
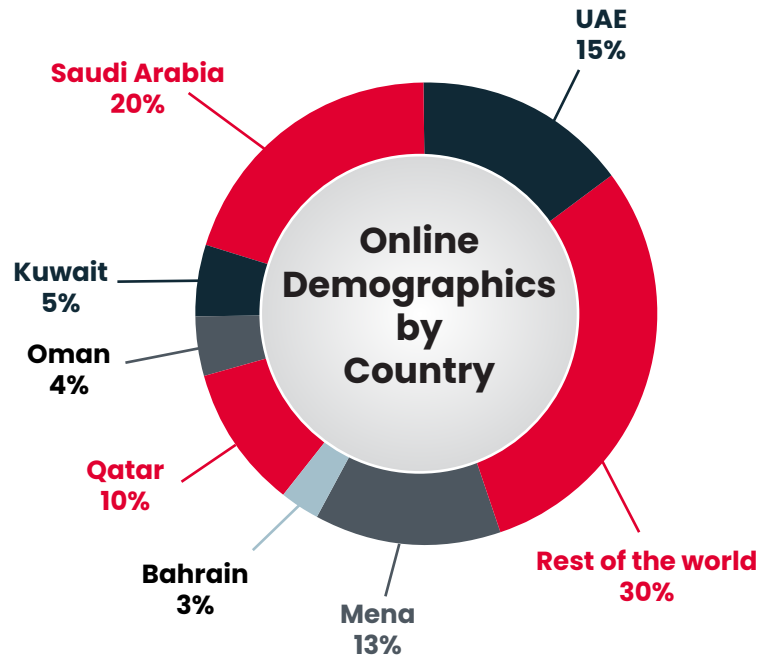
Reader Profile

- 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.
- Manufacturers

Continued **Circulation and Readership**

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



Digital Marketing Opportunities



Online Video Promotion

Hosted on home page with promotion through social media and online marketing and archived for 12 months on video page

US\$ 1,100



Sponsored Article (Editorial) / New Product announcements

Article hosted initially on news pages and thereafter archived for 12 months. Limit article to 700 words plus 1 photo.

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 Tech-Talk Section for 12 months



US\$ 1,100

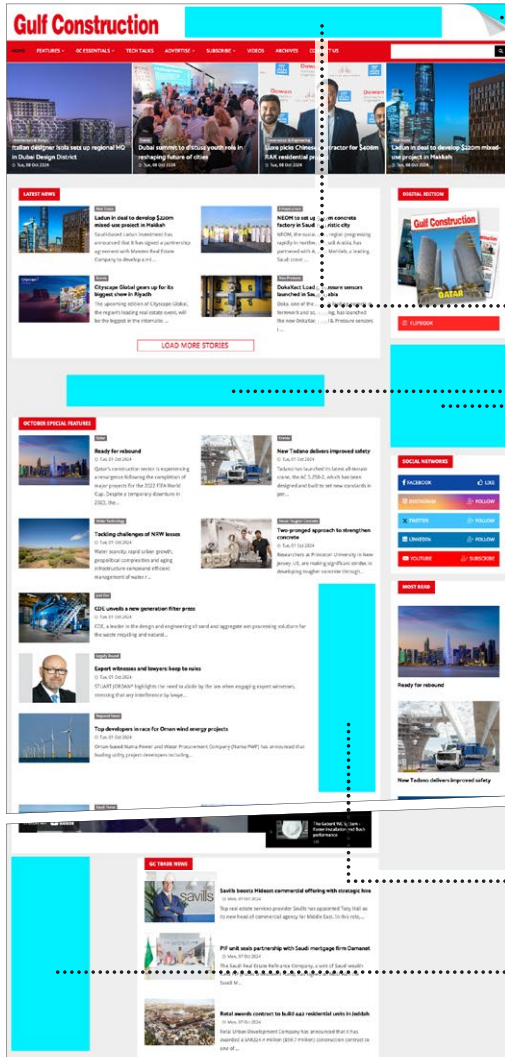


Email Marketing Campaign

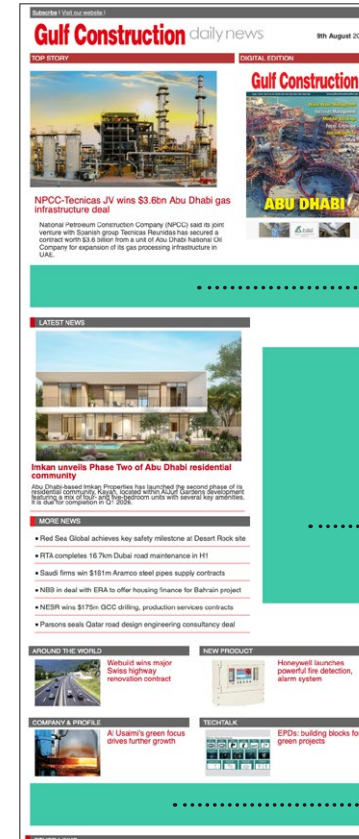
Per e-mail campaign delivered. Campaign is one e-mail to selected database

US\$ 2,700

Website Products & Pricing



Daily Newsletter Products & Pricing



Daily Newsletter Leaderboard

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

23,000

**Email- Electronic Directmail
Marketing to Dedicated Database**

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



The inclusion of the Arabian Business Community (ABC), the region's fastest growing interactive business resource will also enable companies to promote themselves across a multitude of sub-sectors of the market, ensuring top-of-mind positioning in hundreds of business referrals – a total of over 7 million in a year.



Scan QR
code or visit
abc-gcc.net



1,383,568 VISITS **376,232** USERS

376,232 USERS

GC Media Programmes

	Sponsorship	Partnership	Associate
Media Sponsors	Limited Number of Companies	Limited Number of Companies	Limited Number of Companies
Masthead Logo	Website and Social Media + Newsletters	—	—
Adverts	5 Full Pages (per month)	3 Full Pages Adverts (per month)	2 Full Pages Adverts (per month)
Editorial	Across all of Hilal Media Platforms	Across all of Hilal Media Platforms	Gulf Contruction Media Platform
Social Media Post	1 Daily	3 Weekly	1 Weekly
Dedicated Editorial Executive	✓	—	—
Videography/Photography	Monthly	Quarterly	2 per Annum
Hilal's Media Mailing Lists	Weekly Access	Monthly Access	Quarterly Access
Creative Services (copy generation)	✓	✓	—
ABC Premium Listings	Unlimited Premium Listings	6 Premium Listings	3 Premium Listings
Price per Annum	US\$ 80,000	US\$ 64,000	US\$ 32,000

Multimedia Digital Rates and Specifications



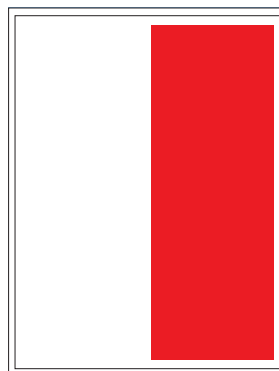
Cover (2 sides)

Home page Banner
Trade Arabia Banner
Newsletter Leaderbord
Social Media Post
EDM
Premium Partner



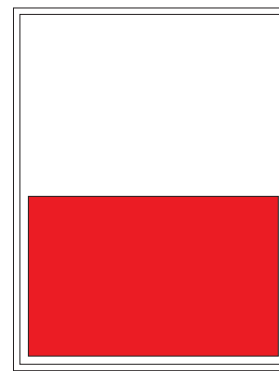
Inside Pages

Leaderboard
Trade Arabia Banner
Social Media Post



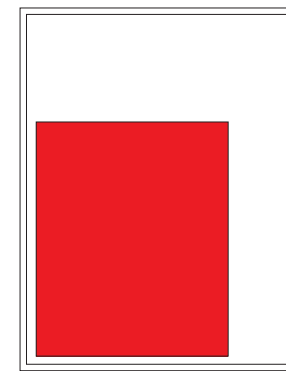
Half Page (Vertical)

Social Media Post



Half Page (Horizontal)

Social Media Post



Half Page (Square)

Social Media Post

Advertising Size	US\$*	BD*	SR*	KD*	AED*
Wrap <i>(front & back cover)</i>	9,309	3,500	34,906	2,852	34,185
Back Cover	6,117	2,300	22,939	1,874	22,465
Inside Cover	3,191	1,200	11,968	978	11,721
Inside Page	2,660	1,000	9,973	815	9,767
Half Page	1,596	600	5,984	489	5,860

*(Subject to vat)

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

2025/2026 Editorial Calendar

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
- Cables & Data Centres
- 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
- EVENT: INDEX Saudi Arabia, Riyadh

OCTOBER

- COUNTRY REPORT: Qatar
- CITY REPORT: Riyadh
- 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 & Concrete Batching Equipment
- Hotels and Palaces
- Paints and Coatings
- Waterproofing
- EVENT: Saudi Build, Riyadh
- EVENT: Cityscape Global, Riyadh
- EVENT: ARABAL, Dubai
- 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

JANUARY

- REGIONAL REPORT: Eastern Province of Saudi Arabia
- COUNTRY REPORT: Bahrain Industrial Construction
- Protective Coatings
- Doors and Windows
- Security and Safety
- Roofing
- EVENT: Intersec, Dubai

FEBRUARY

- CITY REPORT: Riyadh
- Architectural Ironmongery
- Ceilings, Floors and Partitions
- Ceramics and Sanitary Ware
- Emerging Technologies
- Mechanical, Electrical and Plumbing (MEP)
- Roads and Bridges
- EVENT: Big 5 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
- Energy Infrastructure
- Green Buildings
- Loaders

MAY

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

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
- EVENT: Middle East Rail, Dubai

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Gulf Construction Magazine



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GulfConstructionOnline



gulfconstructionmagazine



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