

# Gulf Construction

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

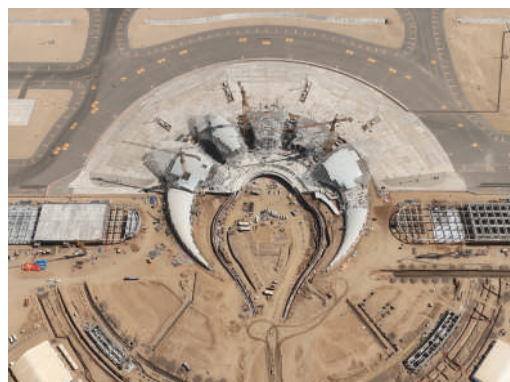


Check out  
our new  
Sponsorship and  
Partnership  
Programmes



# 2025

**MEDIA INFORMATION**







**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 45 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**

## **2025 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:

- **Intersec Dubai**, Jan 14-16, Dubai, UAE.
- **Big 5 Saudi**, Week 1, Feb 15-18, and Week 2, Feb 24-27, Riyadh, Saudi Arabia
- **Gulf Steel Show**, Feb 19-21, Dubai, UAE
- **INDEX Dubai**, May 27-29, Dubai, UAE
- **Middle East Rail**, Jun 24-25, Dubai, UAE
- **INDEX Saudi Arabia**, Sep 16-18, Riyadh, Saudi Arabia
- **Saudi Infrastructure Expo**, Sep TBD, Riyadh, Saudi Arabia
- **Jeddah Construct**, Sep TBD, Jeddah, Saudi Arabia
- **ARABAL**, Nov 4-6, Dubai, UAE
- **Saudi Build**, Nov TBD, Riyadh, Saudi Arabia
- **Cityscape Global**, Nov TBD, Riyadh, Saudi Arabia
- **Big 5 Global**, Dec TBD, Dubai, UAE

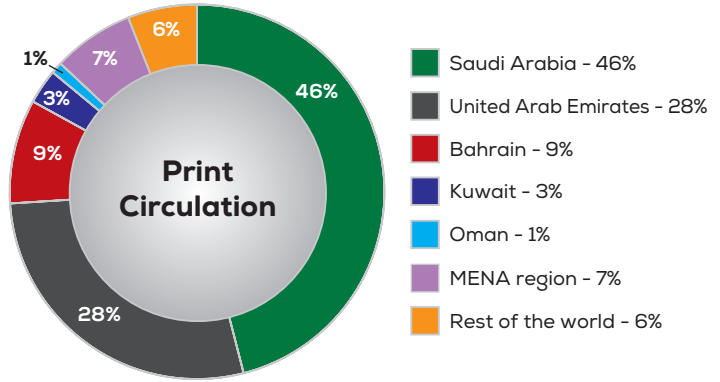
*All dates of events may be subject to change*

[www.gulfconstructiononline.com](http://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

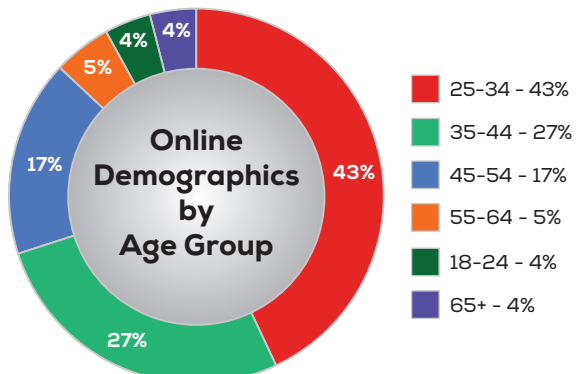
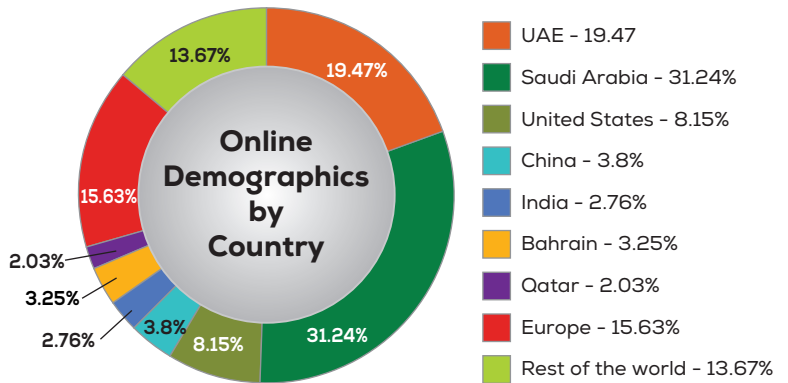


Average Geographic Print Circulation **7,500** (Monthly)

Online: **527,303** page views per year

**Gulf Construction** attracts an online readership of an average of 15,400\* 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



# 2025 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: **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**

### 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 and Concrete Batching Equipment
- Hotels and Palaces
- Paints and Coatings
- Waterproofing
- EVENT: **Saudi Build, Riyadh**
- EVENT: **Cityscape Global, Riyadh**
- EVENT: **ARABAL, Dubai**

## DECEMBER

- CITY REPORT: **Jeddah**
- Transport and Materials Handling
- Bathrooms
- Environmental Protection
- Facades
- Insulation
- Plastics in Building Materials
- Building Management Systems
- Scaffolding & Formwork
- EVENT: **Big 5 Global, Dubai**

## Gulf Construction Essentials

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

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



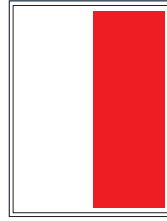
# Print Rates and Specifications



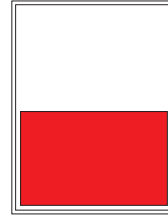
282mm x 420mm  
**Double Page Spread**  
Allow 5mm bleed on all sides



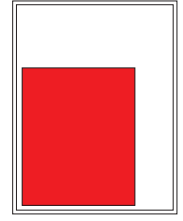
282mm x 210mm  
**Back Cover**  
**Inside Covers**  
**Inside Pages**  
Allow 5mm bleed on all sides



245mm x 90mm  
**Half Page (Vertical)**



120mm x 185mm  
**Half Page (Horizontal)**



185mm x 120mm  
**Half Page (Square)**

Advertising Size	US\$*	BD*	SR*	KD*	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\$
<b>Online Video Promotion</b> [Hosted on home page with promotion through social media and online marketing and archived for 12 months on video page]	<b>2 weeks</b>	<b>1,100</b>
<b>TechTalk (Technical Articles) per month (1 Article)</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 1 (one) article per month. Hosted under the TechTalk Section for 12 months		<b>1,700</b>
<b>Sponsored Article (Editorial) / New Product announcements</b> Article hosted initially on news pages and thereafter archived for 12 months. Limit article to 700 words plus 1 photo.		<b>1,700</b>
<b>Email Marketing Campaign</b> Per e-mail campaign delivered. Campaign is one e-mail to selected database		<b>2,700</b>

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[www.gulfconstructiononline.com](http://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

Over 3,324,000 Newsletters read per Year  
 13,850 Daily Newsletters Subscribers

E-mail - Electronic Directmail Marketing to  
 19,200 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

**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@tradedearabia.net](mailto:hilalad@tradedearabia.net)



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