

Gulf Construction

www.gulfconstructionworldwide.com



2017

Media Information



Gulf Construction

INTRODUCTION

2017

Gulf Construction is the undisputed leading trade magazine for the building and construction industry of the Arabian Gulf. The publication is circulated throughout the Gulf region as well as internationally. Its online edition is available at www.gulfconstructionworldwide.com, which is updated with a **daily newsletter** to keep readers informed of the latest developments in the sector.

Gulf Construction provides editorial coverage on a wide range of topics of specific interest to industry professionals and has dedicated sections for Contractors, Real Estate and Interiors, ensuring that the magazine covers the entire spectrum of the building and construction sector.

The magazine carries regular features that highlight technological developments within specific industry fields as well as news, contracts and tenders information. Annual country and project reports provide unparalleled updates on the state of the construction industry in each of the countries covered by the publication.

Launched 37 years ago, **Gulf Construction** has established an enviable reputation as an authoritative, respected journal with unmatched coverage of the Gulf region.



2017 EDITORIAL CALENDAR

JANUARY

Eastern Province Review – From residential buildings to shopping malls, educational and cultural buildings to medical facilities and commercial and industrial premises, the Eastern Province is witnessing robust growth.

Bahrain Review – The spotlight is turned on Bahrain's construction projects and companies.

Middle East Electricity 2017 – A preview of the largest event for the power and lighting industries, which will be held at the Dubai World Trade Centre (February 14-16).

Industrial Construction – The services offered by the industry in connection with the building and maintenance of the region's factories, warehouses and larger commercial facilities are reviewed.

Protective Coatings – The harsh environment of the Gulf has spawned an industry in itself. *Gulf Construction* looks at the leading exponents and products in the battle to protect building and construction works in the region.

Roofing – The companies and materials that keep out the rain and the heat are examined in this feature.

Security Systems – Today's environment demands that architects and designers take into account various security systems which are required to safeguard buildings.

Doors and Windows – A look at both the functional and decorative requirements for doors and the range of windows and apertures available to the industry.

Plant Hire – Equipment rental is now big business with contractors looking to reduce their capital costs.

FEBRUARY

Oman Review – The achievements and progress of the sultanate are examined.

Egypt Review – The country's construction activities in focus.

The Big 5 Saudi 2017 – The industry-leading Big 5 brand stages the seventh edition of its Saudi event at the Jeddah Centre for Forums & Events (March 27-30).

Access Equipment – In focus is everything from aerial work platforms to cranes.

Architectural Ironmongery – A review of the uses of ironmongery in architecture, from gates to internal fittings.

Ceilings, Floors and Partitions – A look at the latest materials that transform an empty shell into a habitable environment.

Ceramics and Sanitary Ware – News from the firms that supply the materials for the interiors.

Handtools – The range of such specialist tools for the contracting sector is increasing.

Kitchens – The focus is on user-friendly, high-tech and aesthetic facilities.

MEP Services – A look at the companies, and products including electrical sockets, switches and accessories involved in this important sector of the industry.

Roads and Bridges – Ensuring an efficient road network is a top priority for governments. New developments are reviewed.

MARCH

Riyadh Review – Major growth is spearheading the construction sector in Riyadh from social housing and real estate development to the new Riyadh Metro project and the airport expansion programme.

Qatar Review – With barely five years to go before the kick off for the 2022 Fifa World Cup, *Gulf Construction* puts the spotlight on the projects and key players in Qatar's booming building and construction industry.

Industrial Doors and Gates – The spotlight is turned on the wide range of doors and gates including automatic, overhead, industrial, fireproof and security versions.

Germany and the Middle East – A review of the part played in the Middle East by the industrial powerhouse of Europe.

Drainage and Sewerage – Specialist contractors, technology and equipment involved in this important infrastructure sector of the industry are highlighted.

Excavators – A look at the latest machines for trenching, earthmoving and demolition.

Fire Protection – Building safety is a top priority in design. A look at the progress made in this important sector.

Ground Engineering – A review of the techniques required to cope with the region's unique ground conditions.

GRC – One of the most versatile and well-suited building materials for the region is examined.

Hospital Construction – A specialist area of construction that demands high quality, safety and hygiene, and peak performance of equipment and services day and night.



Rebar – The all-important element in reinforced concrete construction.

Renovation and Refurbishment – A growing and important sector of the industry where millions of dollars have been allocated.

The Cement Industry – A look at the products and the companies involved in all aspects of this basic building material, from additives to specialised chemicals designed to enhance the product.

APRIL

Dubai Review – A look at the progress being made on major developments in this resurgent market.

Gulf Construction Expo, gulfInteriors and Gulf Property Show 2017 – A preview of the Northern Gulf's premier construction, interiors and property shows to be staged at the Bahrain International Exhibition and Convention Centre (May 9-11).

Project Qatar 2017 – A preview of Qatar's leading construction expo to be staged at the Doha Exhibition and Convention Centre (May 8-11).

SBIE 2017 – A preview of Saudi Building and Interiors Exhibition to be held at the Jeddah Centre for Forums & Events (April 11-14).

Cityscape Abu Dhabi – A preview of Abu Dhabi's mega real estate showcase to be staged at the Abu Dhabi National Exhibition Centre (April 18-20).

Air-Conditioning and Refrigeration – A review of the changing technology involved in the HVACR sector.

Bricks and Blocks – The basic materials in any building project. *Gulf Construction* looks at the options including decorative products.

Carpets and Floor Coverings – A review of the possible coverings available, from luxurious carpeting and marble flooring to vinyl coverings.

Industrial Surface Coatings – The range of industrial surface coatings is examined, highlighting everything from primers to fire-retardant finishes and heavy-duty industrial coatings.

Loaders – From skid-steer to track loaders, *Gulf Construction* reviews these workhorses of the construction industry.

Stained and Decorative Glass – A review of the specialist companies that make glass a work of art.



MAY

Saudi Arabia Review – The annual spotlight on the largest market in the region.

Index 2017 – A preview of the region's largest interior design showcase to be held at the Dubai World Trade Centre (May 22-25).

Cladding and Facades – Latest developments in products and techniques.

Geosynthetics – A look at geomembranes and geotextiles that play an increasing role in soil reinforcement and foundations, landfill construction, waterproofing as well as road and rail construction.

Construction Finance and Insurance – The financial institutions and other administrative services that often go unseen.

Pumps, Valves and Compressors – A look at these vital components for the transmission of water, air and fluids.

Timber and Plywood – Basic materials for building, the sources and applications of these elements are reviewed.

Weatherproofing – The technology and companies involved in keeping out the sun, sand and rain in the Middle East are reviewed.

JUNE

Britain and the Middle East – A review of how Britain is maintaining its traditional ties with the region's construction industry.

Corrosion Technology – New developments in the never-ending battle to protect structures against one of the most virulent problems.

Forklifts and Telehandlers – These versatile machines are finding wider applications.

Railway Construction – A look at the massive projects in progress as well as the latest products and construction technologies available for the construction of railway systems throughout the region.

Green Buildings – Sustainability in both the use of materials and energy sources is increasingly important in the construction process.

Fibre Reinforced Plastics (FRP) – A look at the range of FRP, including glassfibre-reinforced products that are being developed for the construction industry.

Lighting – The lighting industry's contribution to building and construction-related projects throughout the area is reviewed.

Marble and Granite – Extensively used in the construction of beautiful buildings.

Quarrying – A look at the advanced equipment available for the quarrying of aggregate, limestone, marble and granite.

JULY

India and the Middle East – Indian firms are increasingly entering the region with offerings that match international quality standards, thanks to their cost-competitive advantage.

Air Control and Ventilation – A review of the companies involved in providing products and services for this important building sector.

Airport Construction – A focus on projects under way in the region and the services offered to this vital sector.

Dredging and Reclamation – *Gulf Construction* looks at the companies involved in these closely associated industries.

Building Finishes – A look at the products available and the latest innovations in this key sector.

Instrumentation and Controls – A look at the latest systems, from monitoring devices to building management systems.

Portable and Prefabricated Buildings – A review of temporary structures for work camps, pre-engineered buildings for warehousing and modular construction.

Interiors – The fixtures and fittings that give buildings style and the interior designers who conceive beautiful surroundings.

Tensile Membrane Structures – From canopies to expansive roofs, these airy membrane structures provide aesthetic and lightweight solutions.

Lifts and Escalators – The technology of vertical transport is always on the move.

Steel – One of the most basic construction materials is examined.

Plant Hire – A wide range of top-quality equipment required by contractors is now offered on hire – from handtools to heavy construction machinery.

AUGUST

Turkey Review – This important market is put under the spotlight.

Cityscape Global – A preview of Middle East's largest annual real estate event (September 11-13) at the Dubai World Trade Centre.

The Big 5 Kuwait 2017 – The Big 5 brand stages the fifth edition of its Kuwait event at the Kuwait International Fairground (September 24-26).

Far East and the Gulf – The region is seeing an increasing number of Far Eastern firms providing specialist services, right from railway construction to the setting up of waste water treatment plants.

Cables – From optical fibre and copper cabling solutions to fire-resistant cables, *Gulf Construction* looks at the range of products and services for the construction industry.

Fixings – A review of the components that hold a building together.

Landscaping – From bricks, blocks and tiles to street furniture, a range of products that enhance the aesthetics of our environment is in the spotlight.

Leisure Facilities – Companies and materials involved in the building of stadiums, theme parks, swimming pools and other recreational facilities are highlighted.

Facilities Management, Operation and Maintenance – A look at the key players that ensure the smooth operation, maintenance and cost-effective management of commercial, residential and industrial facilities.

Pipes – An examination of the technology surrounding pipes, pipelines, pumps and coatings.

Security and Safety – As the world becomes more security-conscious, the sector is developing increasingly sophisticated systems.

Surveying – The industry has progressed from simple theodolites to total stations and global positioning systems (GPS) to ensure accuracy in measurement.

SEPTEMBER

Abu Dhabi Review – The latest round-up on the wealthiest of the emirates in the UAE.

Compaction and Paving Plant – A look at the equipment available for grading, compaction and asphaltting.

Chemicals in Construction – A look at this specialised sector and its contribution to the building and construction process.

Concrete Technology – The most fundamental building material in the region is subject to rapid technological change.

Partitions – A look at diverse systems including demountable and moveable partition walls that meet today's market demands for flexibility, aesthetics and privacy.

Power Generation and Generator Sets – The manufacturers and their products that are serving this vital sector of the construction market.

Scandinavia and the Middle East – The excellence of Scandinavian engineering is known throughout the region. The spotlight is on how Scandinavian companies are faring.



Water Technology – A look at water treatment, desalination and transport.

OCTOBER

Big 5 Show 2017 – A preview of the region's leading building and construction expo staged at the Dubai World Trade Centre (November 20-23).

Saudi Build 2017 – A preview of the construction, technology and building materials expo staged at the Riyadh International Convention & Exhibition Centre (October 23-26).

Cranes and Hoists – *Gulf Construction* takes a look at the equipment available to move man and material efficiently and safely on sites.

Information and Communications Technology – ICT systems have invaded every conceivable area of the work environment. *Gulf Construction* highlights their use, from the drawing board to the site.

Drilling and Tunnelling – The increasing demand for subsurface construction in the region calls for the services of specialist companies, sophisticated machinery and products.

Glass and Metal – What's new in glazing and curtain-walls.

Precast Concrete – Economy, aesthetics and durability are just some of the advantages of precast concrete.

Sealants and Adhesives – A review of locally manufactured and imported products.

NOVEMBER

Northern Emirates – Small but active, the Northern Emirates are an important source of work in the UAE.

Big 5 Show 2017 – Special issue for the region's biggest construction expo (November 20-23).

China and the Middle East – Chinese products and construction firms are penetrating various sectors of the Gulf's construction industry.

Crushers, Screens and Concrete Batching Plant – This range of equipment ensures the quality of aggregates and concrete used in today's infrastructure.

Demolition – From hammers and dozers to controlled demolition using explosives, a variety of skills and technology are employed to clear sites or decommission structures.

Hotels, Palaces and Luxury Villas – Construction of luxury public and private buildings demands a wide range of top quality products, exclusive fittings as well as special expertise.

CIRCULATION

Geographic Circulation & Online Readership

Saudi Arabia.....	4,620
United Arab Emirates.....	3,230
Bahrain	920
Kuwait.....	250
Oman.....	115
Qatar.....	620
Other Middle East Countries / Levant	110
International.....	175
Total Geographic Circulation ⁺	10,040
Online Readership* (unique visitors) per month.....	12,700

Readership Profile

Building and Civil Engineering Contractors, Sub-Contractors and Specifying Consultants	25%
Architects / Surveyors	6%
Government Departments / Public Works Authorities	5%
Importers / Distributors of Plant and Equipment, Building Materials and Plant Hire Companies.....	29%
Other Trade and Business Professionals	26%
Promotional Copies and Other Distribution.....	9%
Total	100%

⁺Average print run over 12 issues

* Average Unique Visitors (January - July 2016) per month

Paints and Coatings – A review of the manufacturers and suppliers of paints and other coatings with specific emphasis on the technology of today.

Waterproofing – An essential part of building to ensure structural durability.

DECEMBER

Jeddah – A multiplicity of new projects including the world's tallest building, infrastructure developments, hotels, and commercial and tourism facilities are creating a dynamic market in this commercial capital of Saudi Arabia.

Makkah and Madinah – A look at the massive development taking place in these two Holy Cities.

Kuwait Review – The building and construction industry in Kuwait is in focus.

Bathrooms, Fittings and Water Heaters – A review of the latest designs and fittings that go into making beautiful bathrooms.

Environmental Protection and Waste Management – With the growing awareness of environmental issues and sustainability, the focus is on achieving 'green' credentials.

Facades – A look at curtain-walling, architectural glass and natural stone used in facade engineering.

Insulation – Vital to the economic well-being of the region, insulation is an important subject highlighted in this feature.

Plastics: From cables to conduits and from vinyl to window frames, this versatile material is used extensively in the construction industry.

Scaffolding and Formwork – A look at the equipment and companies involved in temporary works.

Transport and Materials Handling – A review of the facilities and services available to the industry, from import and export services to the movement of plant and even power stations.

GC RATES AND DATA

Advertising Size	US\$	BD/OR	SR	KD	Dhs/QR
Gatefold	10,000	3,770	37,700	2,793	36,673
Back Cover	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

Above rates are inclusive of electronic version on gulfconstructionworldwide.com

Volume discounts for series bookings:

1 - 3 insertions	NIL
4 - 6 insertions	5% discount
7 - 9 insertions	10% discount
10 - 12 insertions	15% discount

Company profile	US\$	BD/OR	SR	KD	Dhs/QR
(Special Offer)					
4 Page Colour	9,260	3,500	35,000	2,725	34,000
8 Page Colour	16,930	6,400	64,000	5,000	62,150

Plus 2,000 reprints of the profile delivered to your company free of charge.

Requested Position	Plus 15% of space cost
Bleed	Plus 15% of space cost
Inserts	By arrangement
Copy Date	To reach publisher's office 30 days prior to cover date
Cancellation Date	30 days prior to cover date

Online Banner Advertising	US\$	BD/OR	SR	KD	Dhs/QR
(Special offer for print advertisers)	660	250	2,500	185	2,420
Home page/ROP Banner Ads	Size 468 pixels wide x 60 pixels deep (up to 34 kb)				
Features Pages Banner Ads	Size 156 pixels wide x 200 pixels deep (up to 34 kb)				
Resolution	72 dpi (dots per inch)				
Format	gif, jpeg or flash (swf) with source files (fla)				

Ad Sizes	HT/WT
Full Page (trim)	282 x 210 mm
Full Page (type area)	245 x 185 mm
Half Page Square	185 x 120 mm
Half Page Horizontal	120 x 185 mm
Half Page Vertical	245 x 90 mm

Bleed Allow 5 mm on all sides of trimsizes

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For full details on online advertising options, sponsorship opportunities and rates, please contact the Online Media Services on:

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Al Hilal Group

Reach out to your market!

Readership of the
printed edition

50,000

Online visitor
(website, apps)

over 14,000
PER MONTH

Electronic
daily newsletters
per month

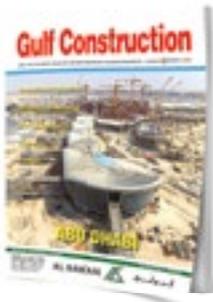
140,000

Linked into ABC Online,
11 editions across
6 Countries in the GCC
www.ABCcommunities.com

6 COUNTRIES

Gulf Construction

Your window to the region's construction sector



Print

With a an average print run of 9,000 copies each month, *Gulf Construction's* print edition is read by an estimated 50,000 readers throughout the GCC region. Advertisers in the magazine benefit from a track record of over 35 years of publishing making the magazine the undisputed leading trade journal for the region's building and construction industry.



Online

Google analytics puts *Gulf Construction's* online readership at over 14,000 unique visitors per month with just over 50% international readers and the rest from the GCC region. The magazine's online presence takes news, product information and our advertiser's messages to a wider audience of trade professionals all of whom have a serious interest in the Gulf's building and construction industry.



Apps

Gulf Construction is accessible on all platforms including Apple's App Store as well as Google's Play Store.



Newsletter

Gulf Construction's daily newsletter is sent out by email each working day of the week to a subscribed database. Over 140,000 are mailed each month taking the latest news and information about the Gulf's building and construction industry to an interested database of subscribers.



Arabian Business Community (ABC) Online Marketing Database

Associated with *Gulf Construction* is Al Hilal Group's online interactive business community which covers thousands of contact details of companies in the region. ABC provides a unique opportunity for advertisers in *Gulf Construction* to enhance their promotion by participating in an industry related widely promoted contact database.

www.ABCcommunities.com

Social Media Presence

Gulf Construction utilises all appropriate social media platforms as part of the publication's objective to reach professionals with a serious interest in the region's building and construction sector.



LinkedIn and Twitter provide additional outlets to promote the publication and our advertisers to trade professionals throughout the region and worldwide.

All the above from the region's leading construction publication that will help you build your business!

Contact us today to make an appointment for one of our sales team to meet you to discuss what we can do for you.

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