

Gulf Construction

www.gulfconstructionworldwide.com

2012

Media Information



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 Internet advertising on gulfconstructionworldwide.com and Showroom advertising on TradeArabia.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

Banner Advertising Specifications

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 trimsize

Please supply digital artwork with layout files on Adobe InDesign. Logos and fonts to be supplied; pictures in Adobe Photoshop - non-compressed - (high resolution 300 dpi, CMYK) not to be embedded but supplied separately. Illustrator EPS (text converted to outline) and PDF high resolution files are also accepted.

Online Showrooms:

Gulf Construction offers your company the opportunity to locate your online showroom on www.tradearabia.com. The showrooms are tied to all news and information related to your company's field of activities which appears on www.tradearabia.com

Showroom entails:

- Integrated web page linked to www.tradearabia.com
- Maximum 10 product listings
- Full links to company websites

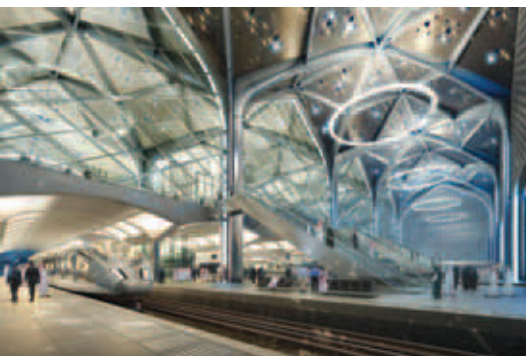
Cost: US\$ 1,500 per quarter or US\$ 5,000 per annum.

For full details on online advertising options, sponsorship opportunities and rates contact the Online Media Manager.

Tel: +971 4 337 1366, Mob: + 971 50 600 1663

Fax: +971 4 337 1344

Email: Rana.lababidi@tradearabia.ae



OFFICES

Head Office **BAHRAIN** Al Hilal Publishing Et Marketing Group, PO Box 1100, Manama, Kingdom of Bahrain
Tel: +973 1729 3131 Fax: +973 1729 3400 Email: hilalad@tradearabia.net

Regional Et International Offices

DUBAI - UAE

Hilal Al Khaleej
Al Moosa Business Centre, MO3
Umm Hurair Road
P. O. Box 6387, Dubai, UAE
Tel: +971 4 337 1366 Fax: +971 4 337 1344
Email: hilaldbx@emirates.ae

ABU DHABI - UAE

Al Hilal Group
Office 19, Level 3, Building 3, twofour54
Abu Dhabi Media Zone, UAE
Tel: +971 2 401 2630
Mob: +971 50 146 3026
Fax: +971 2 401 1627
Email: tracy.winthorpe@tradearabia.ae

AL KHOBAR - SAUDI ARABIA

Al Hilal Group
P. O. Box 31813, Al Khobar 31952, Saudi Arabia
Tel: +966 3 867 2738 / 867 2746
Fax: +966 3 896 2960
Email: khobar@hilalpmg-sa.com

RIYADH - SAUDI ARABIA

Al Hilal Group
P. O. Box 221173, Riyadh 11311, Saudi Arabia
Tel: +966 1 217 8866 Fax: +966 1 416 9191
Email: riyadh@hilalpmg-sa.com

UNITED KINGDOM

Hilal International (UK) Ltd
Crescent Court, 102 Victor Road, Teddington
Middlesex, TW11 8SS, United Kingdom
Tel: +44 208 943 3630
Fax: +44 208 943 3701
Email: post@hilal.co.uk

Representative Offices

GERMANY

Auslandswerbung Stelmaszyk
D-71732 Tamm, Lindenstrasse 82, Germany
Tel: +49 7141 60041 Fax: +49 7141 60042
Email: info@auslandswerbung-stelmaszyk.de

INDIA

Medialink
11/2B, Sea Palace, 25/H, Juhu Tara Road
Mumbai - 400 049, India
Tel : +91 22 2660 2161 / 2660 6117 / 2445 8988
Fax: +91 22 2660 7747 / 2445 8989
Email: medialink@hathway.com

ITALY

Ediconsult Internazionale
Via Savona 97 20144 Milano, Italy
Tel : +39 02 4771 0036 Fax: +39 02 4771 1365
Email: milano@ediconsult.com

JAPAN

Echo Japan Corporation
Grande Maison Room 303, 2-2
Kudan-kita 1-chome
Chiyoda-ku, Tokyo 102-0073, Japan
Tel: +81 3 3263 5065
Fax: +81 3 3234 2064
Email: aso-t@echo-japan.co.jp

TURKEY

Tit Ajans Dis Tanitim Ltd. Sti.
Nispetiye Cad. Bebek Yukusu,
Ihsan Aksoy Sokak
Modern Apt. No. 2/21
34337 Etiler, Istanbul, Turkey
Tel: +90 212 2577666
Fax: +90 212 2870099
Email: titajans@titajans.com



A component of www.tradearabia.com



Al Hilal Group



GC EDITORIAL CALENDAR 2012

JANUARY

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

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 keeping out the rain and the heat are examined in this feature.

Security Systems – Today's environment requires 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.

FEBRUARY

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

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

The Big 5 Kingdom of Saudi Arabia – The industry-leading Big 5 brand stages the second

expo in the Kingdom. *Gulf Construction* previews this major event to be held at the Jeddah International Exhibition Centre (March 10-13).

The Saudi International Building & Construction Exhibition (Buildex) 2012 – A preview of the leading building and construction expo to be staged in Dhahran (March 18-21).

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 companies, products and services 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

Qatar Review – The projects, companies and

personalities in Qatar's booming building and construction industry.

SBIE 2012 – A preview of Saudi Building Industries Exhibition to be held in Jeddah (April 22-25).

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 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 despite the real estate downturn.

gulfBID and gulfINTERIORS 2012 – A preview of Bahrain's building and interiors shows to be staged at the Bahrain International Exhibition and Convention Centre (April 24-26).

Project Qatar 2012 – A preview of Qatar's leading construction expo as it gears up for massive infrastructure projects to be staged at the Doha Exhibition Centre (April 30 - May 3).

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 and metallic-based paints 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.

Cladding – Latest developments in products and techniques.

Geotextiles – Geosynthetics that play an increasing role in soil reinforcement and foundations, landfill construction, 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 with the sources and applications of these elements 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 latest products and new 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 – Increasingly used in the construction of beautiful buildings.

Quarrying – A look at the advanced equipment available for the quarrying of aggregate, lime, 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 companies involved in providing products and services for this important building sector.

Airport Construction – Focus on projects planned by the region.

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 to pre-engineered buildings for warehousing and modular construction.

Interiors – The fixtures and fittings that give building 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.

AUGUST

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

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 and Telecommunications – From fibre-optic cables to high-performance fibre networks, *Gulf Construction* looks at the range of products and services for the construction industry.

Cranes and Hoists – From materials handling to access on site, *Gulf Construction* takes a look at the equipment available.

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

Landscaping – From bricks, blocks, tiles and 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, parks, swimming pools and other recreational facilities are highlighted.

Facilities Management, Operations 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

Saudi Build 2012 – A preview of the construction, technology and building materials expo staged in Riyadh (September 16-19).

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

Compaction and Paving Plant – A look at the equipment available for grading 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 – From imported products to local manufacturers taking into account glass, aluminium and the latest designs and systems.

Power Generation and Generator Sets – The manufacturers and their products in this vital aspect of construction.

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 2012 – A preview of the leading building and construction expo serving the region staged in Dubai (November 19-22).

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 – Economics, aesthetics and durability are just some of the advantages of precast concrete.



Gulf Construction

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 2012 – Special issue for the region's biggest construction expo (November 19-22).

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 Plants – 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 – The construction to high specifications required in luxury public and private buildings demands a wide range of quality products as well as special expertise.

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

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

DECEMBER

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

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

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

Environmental Protection and Waste Management – A focus on materials and products that are kind to the environment, from ozone-friendly refrigerants to waste recycling systems.

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 special feature.

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

Transport and Material 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.

CIRCULATION

Geographic Circulation & Online Readership

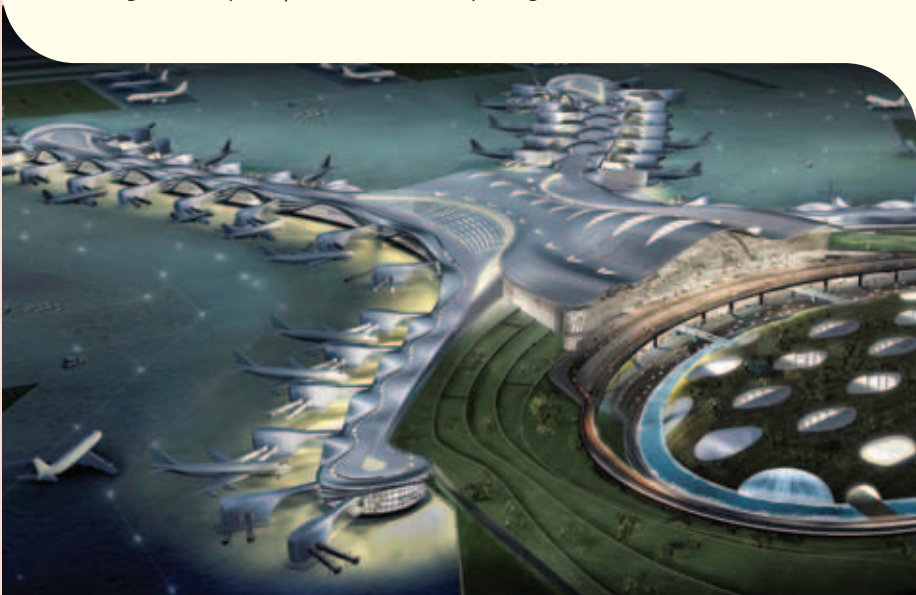
Saudi Arabia	3,297
United Arab Emirates.....	2,616
Bahrain.....	1,919
Kuwait.....	570
Oman	152
Qatar.....	525
Other ME Countries/Levant.....	76
International.....	573
Total Geographic Circulation⁺	9,728
Online Readership* (Unique Visitors)	98,712
Total	108,440

Readership Profile

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

⁺ Average print run over 12 issues

* Average Monthly Unique Visitors (January – August 2011)



Gulf Construction

INTRODUCTION

Gulf Construction is the undisputed leading trade journal for the building and construction industries of Saudi Arabia and the other Gulf states.

The publication is circulated throughout the Gulf region as well as internationally and is available to interested professionals through the world wide web (www.gulfconstructionworldwide.com). The magazine provides editorial coverage on a wide range of topics which are of interest to industry professionals.

In addition, regular features highlight technological developments within specific industry fields.

Launched more than 30 years ago, the magazine has established an enviable reputation as an authoritative, respected journal with unmatched coverage of the Gulf region.

Gulf Construction carries news, features, contracts and tenders information. Annual country and project reports provide unparalleled updates on the state of the industry in each of the countries covered by the publication.

Gulf Construction is essential reading for anyone with a serious interest in the region's building and construction industry.



2012

