



**CONSTRUCTION**  
BUSINESS NEWS MIDDLE EAST



# MEDIA KIT 2025

# OVERVIEW

Construction Business News Middle East is an essential resource for professionals and decision-makers in the regional construction sector, delivering a comprehensive mix of news, insights, features, interviews, on-site reports, and expert analysis. Produced by BNC Publishing, this monthly magazine serves the Middle East and North Africa (MENA) region, with a particular focus on the GCC markets. Through its exclusive content, Construction Business News ME showcases the companies, technologies, projects, and leaders driving the industry's advancements. Supported by its digital platform, CBNME.com, the brand extends its reach with bi-weekly newsletters and active social media engagement.

Despite ongoing market challenges, substantial investments are projected in the construction sector over the coming years, fueled by transformative projects like NEOM in Saudi Arabia, Expo City Dubai's legacy developments, and ambitious Vision 2030 initiatives across the GCC. Governments remain committed to diversifying their economies and investing heavily in infrastructure, digital transformation, and sustainability. This climate opens up vast opportunities for forward-thinking companies at the forefront of construction innovation, pushing the boundaries in smart cities, green building solutions, and advanced construction technologies to shape the future landscape of the region.

Construction Business News ME is produced by BNC Publishing, the name behind Entrepreneur ME, Hotel & Catering, and Logistics News ME.



# 12,350

Standard\* print run

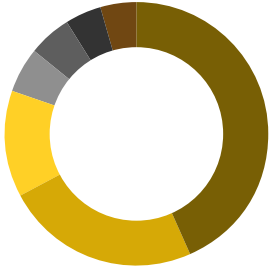
# 30,750

Total standard\* readership (based on a pass-on rate of 2.5)

\*number of copies printed may increase for months where the magazine will be distributed at events.

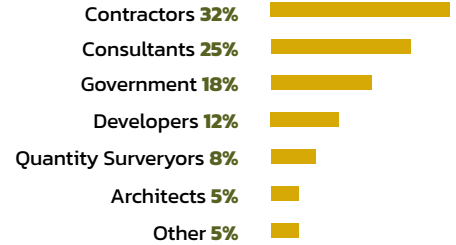
## CBNME READERSHIP

by Country



- 40% UAE
- 22% Saudi Arabia
- 12% Qatar
- 05% Kuwait
- 05% Oman
- 04% Bahrain
- 04% International

Geographical Breakdown



### ADVERTISING OPPORTUNITIES

Construction Business News ME is an online resource that not only provides instant market knowledge, but fosters communication and networking opportunities for industry professionals responsible for buying and selling.

#### Industry projects

An up-to-date run-down on past, present and future construction and industry projects.

#### Products and services

In-depth profiles of construction industry suppliers and service providers.

#### Events

A comprehensive list of industry specific conferences, tradeshow, exhibitions, and events to enable industry professionals to plan ahead.

#### Organisations

An A-Z reference of the most powerful organisations operating in the industry.



## FEATURE YOUR COMPANY

Alongside the chance to advertise with pertinent features and timely industry news, Construction Business News ME offers commercial clients unique editorial opportunities for added exposure.

#### YOUR OWN CONSTRUCTION BUSINESS NEWS ME COVER

We recognize the importance of maximizing print exposure and crafting fresh, impactful marketing messages. That's why Construction Business News ME offers the unique option for your advertisement to wrap around the magazine cover, either as a "false cover" or a belly band. These prime placements include an agreed number of advertorial pages within the magazine, developed closely with our editorial and creative teams to complement the magazine's industry insights and exclusive interviews.

The accompanying advertorial can highlight a senior executive, introduce a new initiative, or tell your company's distinctive story from inception to present success. This prestigious position offers our commercial partners a prominent spotlight, and we guide you through each step to ensure the final product aligns with the magazine's style while achieving your marketing objectives.

#### VIP INTERVIEW

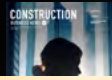
Our exclusive interviews with industry-leading executives are among our most sought-after content. For companies looking to feature their top leaders in a high-profile interview as part of a commercial package, we offer a tailored experience: we'll conduct the interview and photoshoot at your location, with the finished feature showcased in our VIP Interview section of the magazine.

#### SUPPLIER NEWS AND SUPPLIER SPECIALS

In the fast-evolving construction industry, innovations and product launches are constantly emerging. We encourage our commercial partners to keep us informed of their latest developments for potential inclusion in our Supplier News section. Whether you've opened a new showroom, introduced a product line to the Middle East, or secured an exclusive distribution deal, we can help you reach your target audience. Alternatively, our Supplier Specials offer a more in-depth look at your company's recent achievements, perfect for those who don't mind sharing the spotlight. For consideration, please reach out to our editorial team.



# EDITORIAL CALENDAR



Issue Date	January	February	March	April	May	June
<b>SPECIAL REPORT</b>	Women in Construction	KSA Special Report	MEP Powerlist	Top 5 Leading Companies in Formwork	Top Consultants	FM Powerlist
<b>SECTOR FOCUS</b>	Fire Safety	Risk Management	MEP Industry	Qatar	Drones	Landscaping
<b>MACHINERY</b>	Korean Manufacturers	Auction Reviews	Generator / Portable Power	Chinese Manufacturers	Cement Mixers & Pumps	Excavators
	Cranes	Crushers / Breakers	International Pumps			Compressors
<b>VEHICLES</b>			Commercial Vehicles			
<b>FM</b>	Drainage and Water Management	Technology Innovation	CBNME MEP Awards 2025 Coverage	Sustainability	CIA KSA Awards 2025 Coverage	Innovation in FM Awards 2025 Coverage
<b>EVENTS</b>		CBNME MEP Awards 2025		CIA KSA Awards 2025	Innovation in FM Awards 2025	FM Forum FM Awards



Issue Date	July	August	September	October	November	December
<b>SPECIAL REPORT</b>	Power 100		Region's Goring Developments	Software Companies in Construction	Property Management	Egypt Special Report
<b>SECTOR FOCUS</b>	Region's 100 Powerful Construction Giants		Cladding and Facades	Personal Safety Equipment		Lighting
<b>MACHINERY</b>	Wheel Loaders		German Machinery	Backloaders	Used Machines	Japanese Manufacturers
	Telehandlers		AWP Report	Mini Excavators		Graders
<b>VEHICLES</b>	Telematics			Heavy Truck & Haulage		Fleet Management
<b>FM</b>	Fire & Safety		Disaster Management		CIA 2025 Coverage	2021 Year in Review
<b>EVENTS</b>	Construction Powerlist Pillars in Real Estate Awards 2025	Sustainability Innovation Forum Sustainability Innovation Awards		Construction Innovation Awards		

## EVENTS

### ROUND TABLES

The Middle East construction landscape is in the midst of a period of rapid change. From the burning issue of fire safety to the challenges facing Saudi Arabia to the adoption of PPP across the region, there are a number of hot topics confronting the industry. Construction Business News ME runs a series of agenda setting roundtable discussions to provide industry stakeholders with a forum to debate the challenges facing the construction industry today. Each discussion is followed by in-depth coverage in Construction Business Magazine ME.

### FORUMS

If you want to meet a wish list of industry professionals to discuss matters relating to your core business activities, Construction Innovation Forum series will help you formulate market research, new business plans, or gauge industry sentiment on key issues that concern your business. The forums allow clients to sponsor a discussion, chaired by the moderator, with discussion points created by both parties, and the coverage printed in the magazine alongside your company branding.

### AWARDS

The Construction Innovation Awards series first launched in Qatar in 2015 to great acclaim, followed by the UAE edition in 2016. In 2017, the series expanded to honor even more industry trailblazers across the GCC, steadily building its success and influence throughout the region ever since.





# DIGITAL AD SPECS

## CBNME.COM

CBNME.com keeps you up to speed with the latest developments in the Middle East construction industry. The website is updated throughout the day with a regular stream of news stories covering all the important topics including: tenders and contract awards, new project launches, market reports, company financials, people moves, supplier news, upcoming industry events, and more. Content from the monthly magazine is also published online. Readers can go to [www.cbnme.com](http://www.cbnme.com) to sign up to receive twice weekly email newsletters straight to their inbox.



## ADVERTISING RATES (WEB)

Execution	Position	Rate Card CPM (USD)
Leaderboard * 728 x 90px	Beside the Masthead	\$80
Medium Rectangle (MPU) * 300 x 250px	Within right-hand column of ALL pages	\$75
Vertical Rectangle (Whitespace Banner) 220 x 550px	Right hand side of the screen	\$90
Half Page 300 x 600px	Right hand side of the screen	\$100
Overlay (Eyeblander) 450(w) x 450(h) px	Any except over the Masthead or other advertising formats	\$100
Interstitial Full Screen – 750 x 450px	Appears between any page impression & visible for 60 seconds	\$150
Microsites 220 x 550px, 728 x 90px, 300 x 250px	Dedicated microsite housed within <a href="http://hotelnewsme.com">hotelnewsme.com</a>	As per campaign requirements
Surveys 220 x 550px, 728 x 90px, 300 x 250px	Dedicated survey housed within <a href="http://hotelnewsme.com">hotelnewsme.com</a>	-
Newsletter Sponsorship	-	\$3,500 per newsletter
Leader board on newsletter	-	\$2,500 per newsletter
Vertical Rectangle (Whitespace Banner) on newsletter	-	\$2,350 per newsletter

### Standard Banners

- 728x90
- 970x90
- 300x600
- 300x250
- 320x50



### Global Specs

FILE FORMATS	.jpg, .gif, HTML5
MAX FILE SIZE	300kb
ANIMATION	15 seconds, Max 3 Loops

**RATES CARD**

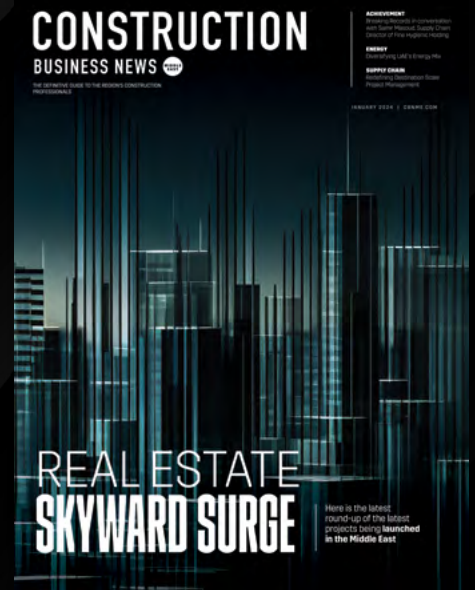


**ADVERTISING RATES (PRINT)**

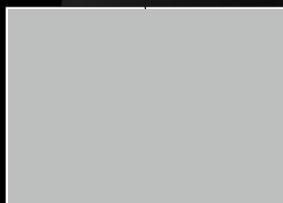
PLACEMENT	1x insert		4x insert		8x insert		12x insert	
	USD	AED	USD	AED	USD	AED	USD	AED
Inside Front Cover	\$8,500	AED 31,220	\$6,800	AED 24,976	\$5,440	AED 19,834	\$4,352	AED 15,984
1st Right-Hand Page	\$8,000	AED 29,383	\$6,400	AED 23,506	\$5,120	AED 1,8805	\$4,096	AED 15,044
Inside Back Cover	\$7,000	AED 25,710	\$5,600	AED 20,568	\$4,480	AED 16,454	\$3,584	AED 13,163
Outside back Cover	\$10,000	AED 36,729	\$8,000	AED 29,383	\$6,400	AED 23,506	\$5,120	AED 18,805
Double Page Spread	\$15,000	AED 55,094	\$12,000	AED 44,075	\$9,600	AED 35,260	\$7,680	AED 28,208
Full Page	\$6,000	AED 22,037	\$4,800	AED 17,630	\$3,840	AED 14,104	\$3,072	AED 11,283
Half Page	\$4,000	AED 14,691	\$3,200	AED 11,753	\$2,560	AED 9,402	\$2,048	AED 7,522
Quarter Page	\$3,000	AED 11,018	\$2,400	AED 8,815	\$1,920	AED 7,052	\$1,536	AED 5,641

# PRINT SPECS

SPACE	TRIM	BLEED
<b>Spread</b>	406mm x 273mm	416mm x 283mm
<b>Full Page</b>	203mm x 273mm	213mm x 283mm
<b>1/2 Page Horizontal</b>	203mm x 133mm	213 mm x 138mm
<b>1/2 Page Vertical</b>	100mm x 273mm	105mm x 283mm
<b>1/4 Page Horizontal</b>	203mm x 59mm	213mm x 64mm
<b>1/4 Page Vertical</b>	40mm x 273mm	55mm x 283mm



## ADVERT SIZES



**SPREAD**



**FULL PAGE**



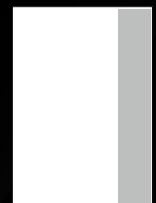
**1/2 PAGE**



**1/2 PAGE**



**1/4 PAGE**



**1/4 PAGE**

## FORMAT

The recommended digital format for the supply of artwork is Adobe Acrobat PDF version 4.0 or 5.0 composite files. Please ensure fonts are embedded. Material may also be submitted for Macintosh in Adobe InDesign CS5 or below, Adobe Illustrator CS or Adobe Photoshop CS formats. All scans, logos, illustrations and fonts (used in the layout document and placed EPS files) must be supplied in addition to the layout file. We do not accept Microsoft Word, Pagemaker or Publisher files. If a PDF cannot be produced, files from PC computers must be saved to an EPS format, with all fonts outlined and either all images embedded or supplied separately. Conversion charges may apply.

CMYK Colour must be used throughout. RGB and spot (eg Pantone) colours will be converted to CMYK colourspace. Colourspace conversion will change the appearance of colours in your file. It is strongly recommended that you convert all colour files to CMYK before finalising your design and submitting the material to us. A colour digital proof is required for colour reference. We accept no responsibility for colour variations if files are supplied in Pantone or RGB format and/or you do not supply a colour accurate digital proof. At a minimum, a laser copy of the final artwork is required to enable us to check content.

# ADVERTISING SALES CONTACTS

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