



CONSTRUCTION
BUSINESS NEWS

2019

MEDIA
KIT

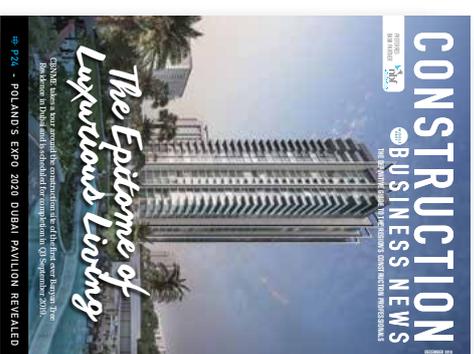
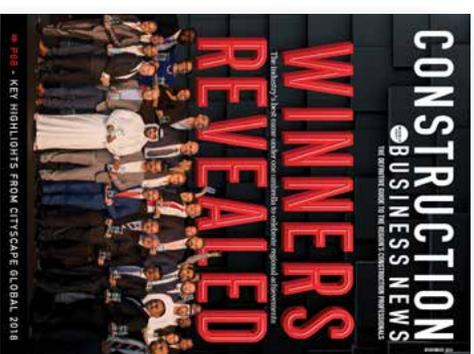
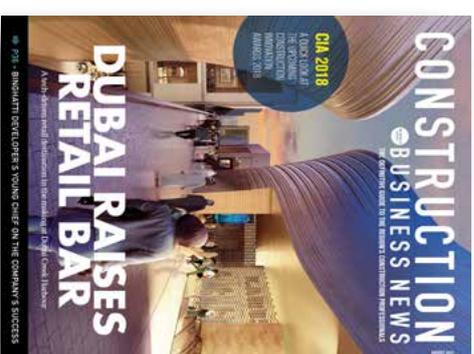
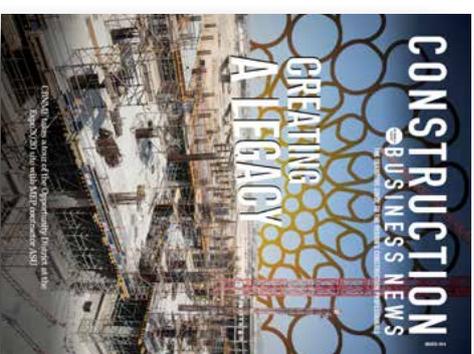
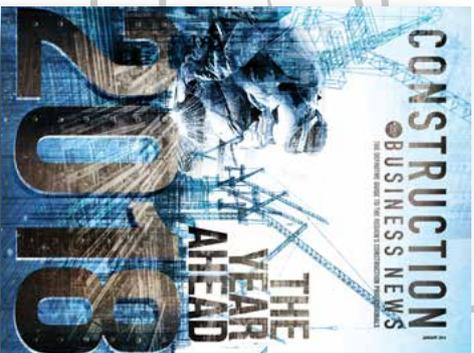


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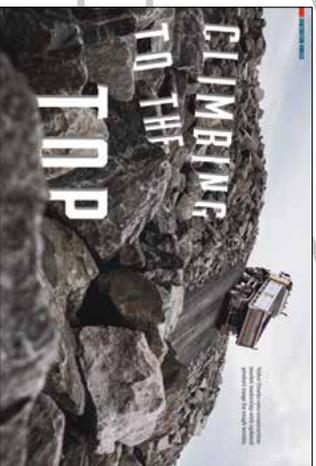
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EDITORIAL FEATURES LIST

ISSUE DATE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Special Report	Top 30 - Architectural & Designers	Top 30 Suppliers & Manufacturers	Top Developers	Top Contractors	Fit Out Firms	MEP Contractors		Concrete	Real Estate Developers	Software Companies in Construction Sector	Formwork Companies	
Sector Focus	Fire Safety		Concrete	MEP	Fit Out	Landscaping		Facilities Management	Cladding and facades	Personal safety equipment		Lighting
Machinery & Vehicles	Portable Power/ Gensets		Commercial Vehicles	Excavators	Road building and machinery	Fleet management	Power 60	Heavy Trucks and Haulage	Wheel loaders and dump trucks	Mobile Cranes		Concrete equipment and pumps
Events	Intersec		Construction Innovation Forum Int Property Show	Cityscape Abu Dhabi Mega Cities Infra Week Construction Innovation Awards KSA					Materials Handling ME FM Expo	Construction Innovation Forum Construction Innovation Awards	Big 5	

FEATURE YOUR COMPANY



In addition to the opportunity to advertise alongside relevant features and breaking industry news, Construction Business News ME also supports commercial clients through a number of exclusive editorial opportunities.

YOUR OWN CONSTRUCTION BUSINESS NEWS ME COVER

We understand the need for companies to maximise their exposure in print and package their marketing messages in new and original ways. That is why *Construction Business News ME* offers the opportunity for your advert to wrap the magazine cover, either as a “false cover” or belly band.

These prime positions come with an agreed number of advertorial pages within the magazine, created in close collaboration with our editorial and creative team and designed to run alongside the industry analysis and exclusive interviews that make up each issue of *Construction Business News ME*.

The accompanying advertorial within the magazine could profile a senior executive from the company, a new initiative, or simply your company’s unique story of growth, from inception to your current standing.

This is one of the most prestigious and prominent positions we offer our commercial partners and we take you through each step to ensure the finished product is in line with the design and style of the magazine, while achieving your marketing goals.

SITE VISITS

Have you designed, built, or developed a new construction project that showcases the best that you have to offer?

Do you operate a ground breaking facility using the latest technology? *Construction Business News ME* site visits are the ideal way to highlight your expertise to the rest of the industry. Through interviews, infographics and images, our editorial team can profile your company’s latest achievements in the magazine over multiple pages.

VIP INTERVIEW

Exclusive interviews with the industry’s top executives are some of our most in demand content. If you wish to put your most senior leader in the hot-seat as part of a commercial package with the magazine, we will conduct an interview and photoshoot at your premises and publish in the magazine in our VIP Interview pages.

SUPPLIER NEWS AND SUPPLIER SPECIALS

Construction is a fast paced industry with a constant stream of innovations and new product launches. We invite our commercial partners to keep the editorial team up to date with their latest news for inclusion in the Supplier News pages. If you’ve opened another showroom, launched a new range of products to the Middle East, or sealed an exclusive distribution deal, we can help you get the word out to potential customers. Alternatively, we can take a more detailed look at your company’s recent activities through our exclusive Supplier Specials, ideal for those content to share the limelight with others. To be considered for inclusion, please contact the editorial team.



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

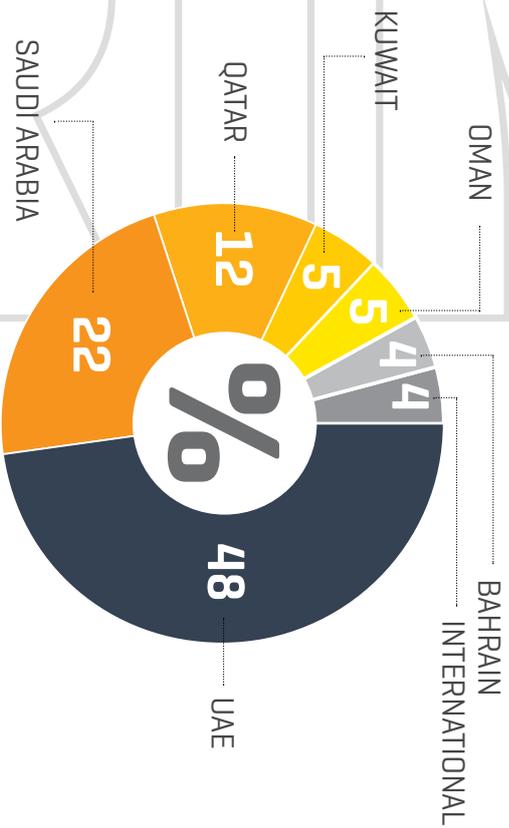
If you want to meet a wish list of industry professionals to discuss matters relating to your core business activities, *Construction Innovation Forum* series will help you formulate market research, new business plans, or gauge industry sentiment on key issues that concern your business. The forums 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 was launched in Qatar in 2015 with huge success, followed by the *Construction Innovation Awards UAE* in 2016. In 2017, the series returned to recognise even more industry innovators across the GCC.



READERSHIP BY COUNTRY



12,350 | 30,750

STANDARD * PRINT RUN

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.

READERSHIP BREAKDOWN

- Contractors: 32%
- Consultants: 25%
- Government: 18%
- Developers: 12%
- Quantity Surveyors: 8%
- Architects: 5%
- Other: 5%

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

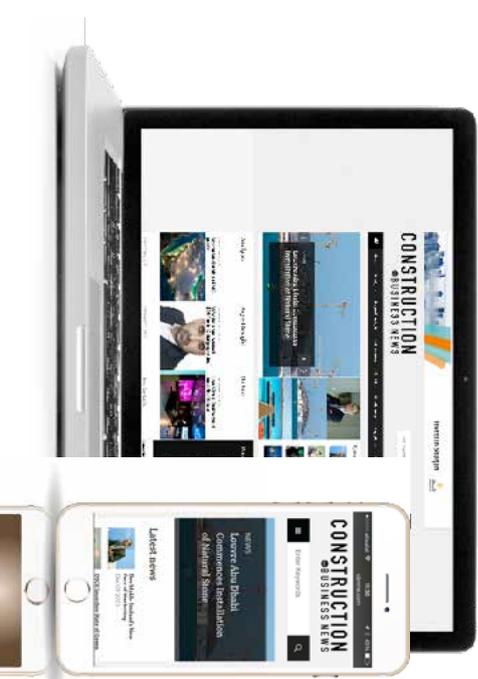
A comprehensive list of industry specific conferences, tradeshow, exhibitions, and events to enable industry professionals to plan ahead.

ORGANISATIONS

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

CBNME.COM

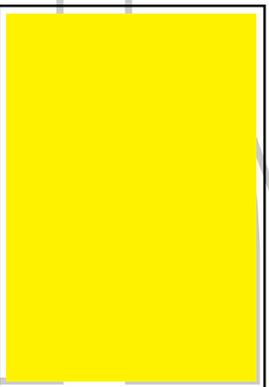
CBNME.com keeps you up to speed with the latest developments in the Middle East construction industry. The website is updated throughout the day with a regular stream of news stories covering all the important topics including: tenders and contract awards, new project launches, market reports, company 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 to sign up to receive twice weekly email newsletters straight to their inbox.



ADVERTISING RATES (WEB)

EXECUTION	DIMENSIONS	FILE SIZE	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	50 KB	RIGHT HAND SIDE OF THE SCREEN	\$90
HALF PAGE	300 X 600PX		RIGHT HAND SIDE OF THE SCREEN	\$100
OVERLAY (EVERLASTER)	450(W) X 450(H) PX - THIS IS THE MAXIMUM. INCLUDE A		ANY EXCEPT OVER THE MASTHEAD OR OTHER ADVERTISING FORMATS (APPEARS OVER THE	\$100
INTERSTITIAL	FULL SCREEN - 750 X 450PX	100 KB	APPEARS BETWEEN ANY PAGE IMPRESSION & VISIBLE FOR 60 SECONDS	\$150
MICROsites	220 X 550PX, 728 X 90PX, 300 X 250PX	AS ABOVE	DEDICATED MICROSITE HOUSED WITHIN HOTELNEWSME.COM	AS PER CAMPAIGN REQUIREMENTS
SURVEYS	220 X 550PX, 728 X 90PX, 300 X 250PX	AS ABOVE	DEDICATED SURVEY HOUSED WITHIN HOTELNEWSME.COM	-
NEWSLETTER SPONSORSHIP	-	-	-	\$3,500 PER NEWSLETTER
LEADER BOARD ON NEWSLETTER	-	-	-	\$2,500 PER NEWSLETTER
VERTICAL RECTANGLE (WHITESPACE BANNER) ON NEWSLETTER	-	-	-	\$2,350 PER NEWSLETTER

ADVERT SIZES (PRINT)



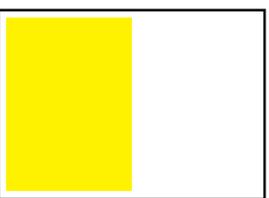
DOUBLE PAGE SPREAD

Trim size: 406 x 273mm
Bleed size: 416 x 283mm



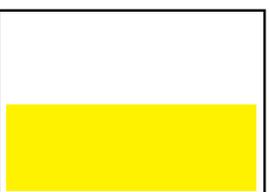
FULL PAGE

Trim size: 203 x 273mm
Bleed size: 213 x 283mm



1/2 PAGE

Trim size: 169 x 116mm



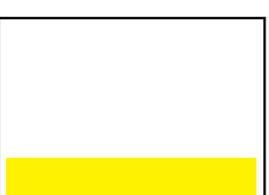
1/2 PAGE

Trim size: 83 x 228mm



1/4 PAGE

Trim size: 169 x 59mm



1/4 PAGE

Trim size: 40 x 228mm

**All sizes are (Width X Height) in millimetres.*

FORMAT (PRINT)

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.

COLOUR

CMYK Colour must be used throughout. RGB and spot (eg Pantone) colours will be converted to CMYK colour-space. Colourspace conversion will change the appear-

ance 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.



ADVERT RATES (PRINT)

PLACEMENT	1X INSERT		4X INSERT		8X INSERT		12X INSERT	
	(USD)	(AED)	(USD)	(AED)	(USD)	(AED)	(USD)	(AED)
INSIDE FRONT COVER	\$7,760	AED 28,494	\$7,178	AED 26,358	\$6,673	AED 24,503	\$6,208	AED 22,796
1ST RIGHT-HAND PAGE	\$7,760	AED 28,494	\$7,178	AED 26,358	\$6,673	AED 24,503	\$6,208	AED 22,796
INSIDE BACK COVER	\$7,200	AED 26,438	\$6,600	AED 24,455	\$6,192	AED 22,737	\$5,760	AED 21,150
DOUBLE PAGE SPREAD	\$10,611	AED 38,964	\$9,815	AED 36,041	\$9,285	AED 34,095	\$8,489	AED 31,171
FULL PAGE	\$5,895	AED 21,646	\$5,453	AED 20,023	\$5,158	AED 18,941	\$4,716	AED 17,317
HALF PAGE	\$3,240	AED 11,897	\$2,997	AED 11,005	\$2,835	AED 10,410	\$2,592	AED 9,518
QUARTER PAGE	\$1,780	AED 6,536	\$1,647	AED 6,049	\$1,558	AED 5,719	\$1,424	AED 5,229

CONTACT

FOR ADVERTISING ENQUIRIES, PLEASE CONTACT:

JO D' COSTA

GROUP PUBLISHING DIRECTOR
MOBILE: +971 50 440 2706
DIRECT: +971 4 4200105
JO@BNC PUBLISHING.NET

VISHVANATH SHETTY

SALES MANAGER
MOBILE: +971 52 119 3077
DIRECT: +971 4 4200506
VISH@BNC PUBLISHING.NET

FOR EDITORIAL ENQUIRIES, PLEASE CONTACT:

KASUN ILLANKOON

DEPUTY EDITOR
DIRECT: +971 4 4200506
KASUN@BNC PUBLISHING.NET