

# MEDIA KIT 2021

CONSTRUCTION  
BUSINESS NEWS MIDDLE EAST



[CBNME.COM](http://CBNME.COM)



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[CONSTRUCTION BUSINESS NEWS ME](https://www.linkedin.com/company/construction-business-news-me)



## OVERVIEW

Packed with news, views, features, interviews, site visits and expert analysis, Construction Business News Middle East is the definitive guide to the regional construction sector for professionals and decision makers. An original title by BNC Publishing, this monthly magazine is dedicated to serving the Middle East and North Africa (MENA) with a strong focus on the core market of the Gulf Cooperation Council (GCC). Through exclusive content, Construction Business News ME covers the companies, technology, projects, and people at the heart of the latest developments in the industry. The magazine is supported by the digital platform, CBNME.com, with twice weekly newsletters and accompanying social media channels. Despite the challenges currently facing the market, billions of dollars are expected to be invested in construction projects in the next five years, thanks to mega events such as Expo 2020 Dubai. And with governments determined to continue diversifying their economies and to plough funds into essential nation building infrastructure, there are plenty of opportunities out there for innovative and market leading companies in this sector.

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





12,350

Standard\* print run

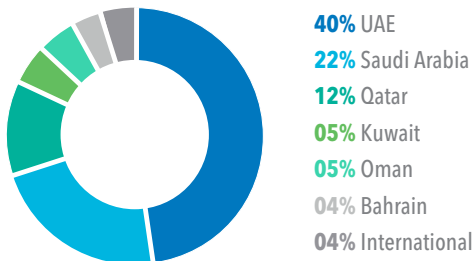
30,750

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

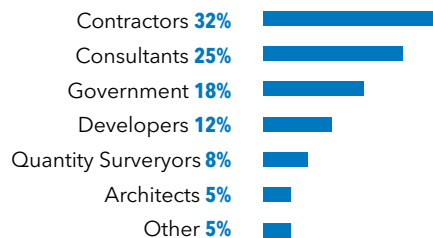
\*number of copies printed may increase for months where the magazine will be distributed at events.

## CBNME READERSHIP

### BY COUNTRY



### 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

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.

# EDITORIAL CALENDAR

Issue Date	     					
	January	February	March	April	May	June
SPECIAL REPORT	Women in Construction	Suppliers & Manufacturers	Top Developers	Top 5 Leading Companies in Formwork	Top Consultants	MEP Contractors
SECTOR FOCUS	Fire Safety	Facilities Management	Concrete	MEP	Drones	Landscaping
MACHINERY	Korean Manufacturers	Auction Reviews	Generator / Portable Power	Chinese Manufacturers	Cement Mixers & Pumps	Excavators
		Crushers / Breakers	International Pumps	Cranes		Compressors
VEHICLES			Commercial Vehicles			
FM	Drainage and Water Management	Women in FM	HSE	Technology & Innovation	Innovation in FM Awards 2021 Coverage	Education & Development Initiatives
EVENTS			Construction Innovation Awards KSA	Innovation in FM Awards 2020		

Issue Date	     					
	July	August	September	October	November	December
SPECIAL REPORT	Power 60	Concrete	Top Saudi Contractors	Software Companies in Construction	Top Contractors	
SECTOR FOCUS		Top Saudi Real Estate Companies	Cladding and Facades	Personal Safety Equipment		Lighting
MACHINERY	Wheel Loaders	Tower Cranes	German Machinery	Backloaders	Used Machines	Japanese Manufacturers
		Telehandlers	AWP Report	Mini Excavators		Graders
VEHICLES	Telematics			Heavy Truck & Haulage		Fleet Management
FM	Fire & Safety	Property Management	FM Powerlist	FM Expo Review	Theme Park Management	2021 Year in Review
EVENTS				Construction Innovation Awards Dubai		

# EVENTS

## ROUND TABLES

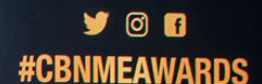
The Middle East construction landscape is in the midst of a period of rapid change. From the burning issue of fire safety to the challenges facing Saudi Arabia to the adoption of PPP across the region, there are a number of hot topics confronting the industry. Construction Business News ME runs a series 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.





# 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.

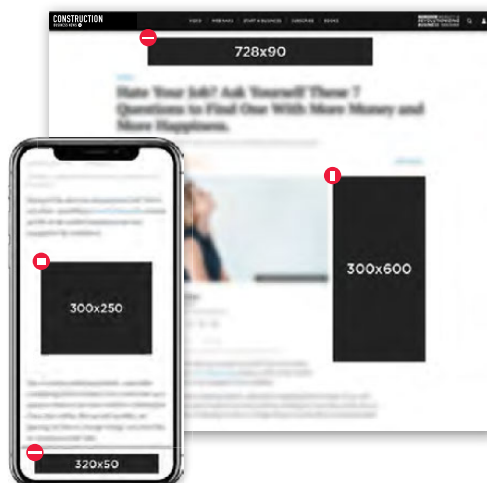


## ADVERTISING RATES (WEB)

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 250p	Dedicated microsite housed within hotelnewsme.com	As per campaign requirements
Surveys 220 x 550px, 728 x 90px, 300 x 250px	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

## 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				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
Outside back Cover	\$7,940	AED 29,156	\$7,345	AED 26,970	\$6,828	AED 25,074	\$6,350	AED 23,317
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

# 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



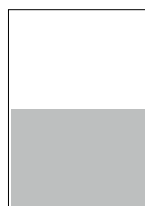
## ADVERT SIZES



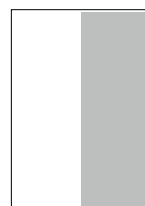
**SPREAD**



**FULL PAGE**



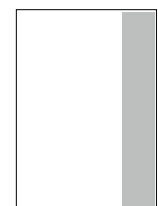
**1/2 PAGE**



**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.

## COLOUR

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

## FOR EDITORIAL ENQUIRIES

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