2022 MEDIA INFORMATION

www.gulfindustryonline.com
The diversification of industrial sector in the GCC is a key driver of the region’s economies. This economic diversification away from a reliance on oil-based economies is powering the manufacturing needs of the GCC market. The GCC today are aggressively moving towards exporting a wide range of products to international markets.

Gulf Industry Media Platform is available as a monthly print version and a 24/7 online portal at www.gulfindustryonline.com. This combination of the website and monthly print is supplemented by daily newsletters and social media, as a one-stop source of information on the region’s path to economic diversification through greater industrialisation.

The elements of industrial development covered by Gulf Industry provide crucial market information for suppliers of the needs of industrial development. These requirements range from electricity and power generation, communications and IT, logistics, environmental technology, water, machinery and equipment and building materials. Gulf Industry media gives an in-depth understanding of the requirements of the GCC’s industrial development across an increasingly diverse industrial base while covering the downstream aluminium and petrochemicals sectors is focusing on the increasing IT, manufacturing, agribusiness, food and beverages and the latest innovative industrial segments.

Gulf Industry provides monthly detailed listings of contracts and tenders giving readers an unparalleled insight into the commercial opportunities available in the region’s industrial sector.

SAVE THE DATE!

Gulf Industry 2022 Event Participation

Support your presence at the GCC’s leading events for Industry, Manufacturing and Energy sectors. Be part of the Gulf Industry magazine a media partner for:

- LEAP, Feb 1 - 3, Riyadh
- Middle East Energy (MEE) – Dubai, Mar 7 - 9, Dubai
- GDA Conference*, May 31 - Jun 2, Bahrain
- Saudi Transport & Logistics Services**, TBD, Riyadh

* Dates as announced at time of going to press. **Dates to be announced

Please check our online calendar for regular updates on special features and calendar of events.
CIRCULATION AND READERSHIP
Print: 5,000 copies per month

Readership Profile
Senior Management Executives
Business Owners
Industrialists
Entrepreneurs
Industry Trade Professionals
Middle Management Executives
Distributors and Traders of Industrial Products
Government Agencies
Chambers of Commerce
Trade Associations

Online: 284,543 page views per year
1,392,000 Digital e-newsletter readers per year

Online Readership by Country

Online Readership by Age Group
Gulf Industry provides monthly detailed listings of contracts and tenders giving readers an unparalleled insight into across an increasingly diverse industrial base while covering the downstream aluminium and petrochemicals media gives an in-depth understanding of the requirements of the GCC's industrial development.

Gulf Industry communications and IT, logistics, environmental technology, water, machinery and equipment and building materials.

www.gulfindustryonline.com
Gulf Industry is focusing on the increasing, IT, manufacturing, agribusiness, food and beverages and the latest innovative across an increasingly diverse industrial base while covering the downstream aluminium and petrochemicals communications and IT, logistics, environmental technology, water, machinery and equipment and building materials.

The diversification of industrial sector in the GCC is powering the manufacturing needs of the GCC market. This is considered essential building blocks for industrial growth and development such as:

- Compressors
- Air Filters
- Gaskets
- Sealing Solutions (Seals)
- Paints and Coatings
- Pumps
- Calibrators
- Transport
- Testers
- Turbines
- Pipes
- Valves & Actuators
- Tooling
- Rubber
- Welding Equipment
- Shipping
- Security
- Servers
- Industrial Internet of Things (IIOT)
- Connectivity
- Software Solutions
- Digitalization
- Big Data

GULF INDUSTRY ESSENTIALS

The Gulf Industry Media platform will regularly carry content on products and services considered essential building blocks for industrial growth and development such as:

- INDUSTRY ESSENTIALS: Valves, Pumps & Compressors
- INDUSTRY ESSENTIALS: Material Handling
- INDUSTRY ESSENTIALS: Petrochemicals
- INDUSTRY ESSENTIALS: Corrosion Protection
- INDUSTRY ESSENTIALS: Renewable Energy
- INDUSTRY ESSENTIALS: Block Chain Technology
- INDUSTRY ESSENTIALS: Packaging
- INDUSTRY ESSENTIALS: Calibration Equipment and Services
- INDUSTRY ESSENTIALS: Solar Power
- INDUSTRY ESSENTIALS: Plastics
- INDUSTRIAL SECTOR FEATURE: Industrial Metals
- INDUSTRIAL SECTOR FEATURE: Textiles
- INDUSTRIAL SECTOR FEATURE: Plastics
- INDUSTRY INNOVATIONS: Augmented Reality

SEPTEMBER
- REGION FOCUS: Eastern Province of Saudi Arabia
- INDUSTRY SERVICES: Logistics
- INDUSTRY ESSENTIALS: Fire Protection & Safety
- INDUSTRIAL SECTOR FEATURE: Aluminium
- INDUSTRIAL SECTOR FEATURE: Building Materials
- INDUSTRY INNOVATIONS: Automation & Robotics

OCTOBER
- COUNTRY FOCUS: UAE (Abu Dhabi Industries)
- INDUSTRIAL SECTOR FEATURE: Steel
- INDUSTRY INNOVATIONS: Environmental Technologies
- INDUSTRY INNOVATIONS: Industry 4.0
- INDUSTRY INNOVATIONS: Radio Frequency Identification Technology (RFID)

NOVEMBER
- INDUSTRIAL FOCUS: Environment - Going Green
- INDUSTRY INNOVATIONS: Water & Wastewater
- INDUSTRIAL AREA REPORT: Jubel Ali Free Zone (UAE)
- INDUSTRY ESSENTIALS: Solar Power
- INDUSTRY ESSENTIALS: Plastics
- INDUSTRIAL SECTOR FEATURE: Industrial Metals

DECEMBER
- COUNTRY FOCUS: Oman
- INDUSTRIAL AREA REPORT: Jubel & Yanbu (Saudi Arabia)
- INDUSTRIAL SECTOR FEATURE: Petrochemicals
- INDUSTRY ESSENTIALS: Corrosion Protection
- INDUSTRIAL SECTOR FEATURE: Renewable Energy
- INDUSTRY INNOVATIONS: Block Chain Technology
- INDUSTRIAL SECTOR FEATURE: Packaging
- INDUSTRY ESSENTIALS: Calibration Equipment and Services

www.gulfindustryonline.com
Print Rates and Specifications

Advertising Size

<table>
<thead>
<tr>
<th>Gatefold</th>
<th>US$*</th>
<th>BD*</th>
<th>SR*</th>
<th>KD*</th>
<th>Dhs*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10,000</td>
<td>3,770</td>
<td>37,700</td>
<td>2,793</td>
<td>36,673</td>
</tr>
<tr>
<td>Back Cover / DPS</td>
<td>6,101</td>
<td>2,300</td>
<td>23,000</td>
<td>1,704</td>
<td>22,374</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>5,570</td>
<td>2,100</td>
<td>21,000</td>
<td>1,556</td>
<td>20,428</td>
</tr>
<tr>
<td>Inside Page</td>
<td>4,098</td>
<td>1,545</td>
<td>15,450</td>
<td>1,144</td>
<td>15,029</td>
</tr>
<tr>
<td>Half Page</td>
<td>2,931</td>
<td>1,105</td>
<td>11,050</td>
<td>819</td>
<td>10,749</td>
</tr>
</tbody>
</table>

Volume discounts for series bookings:
1 - 3 insertions: NIL
4 - 6 insertions: 5%
7 - 9 insertions: 10%
10 - 12 insertions: 15%
4-Page Profile**: 9,260 3,500 35,000 2,725 34,000
8-Page Profile**: 16,930 6,400 64,000 5,000 62,150

* All prices exclude VAT
** Plus 2,000 reprints of the profile delivered to your company free of charge.

Requested Position: Additional Plus 15% of space cost
Inserts: By Arrangement
Agency Commission: 15%
Deadlines: Artwork / Editorial 30 days prior to publication
Cancellation: 30 days prior to publication

Supply digital artworks in Adobe Acrobat PDF high resolution, CMYK with font converted to outline and all file information to be outside of the crop marks.

Online Products

<table>
<thead>
<tr>
<th>Duration</th>
<th>US$</th>
<th>BD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 week</td>
<td>335</td>
<td>125</td>
</tr>
<tr>
<td>2 weeks</td>
<td>1,100</td>
<td>450</td>
</tr>
</tbody>
</table>
| 1 post on Facebook + Twitter + LinkedIn each week
(Plus 1 online news article if booked for 3 weeks or more (subject to editorial approval))

Online Video Promotion 2 weeks
[Hosted on home page with promotion through social media and online marketing and archived for 12 months on Video page]

TechTalk (Technical Articles) per month (2 Articles) 1,700 650
Technical content on products and services.
A description of the content on homepage with link to the article. Promotion on e-newsletters and social media.
TechTalk allows companies to post up to 2 (two) articles per month. Hosted under the TechTalk Section for 12 months

Email Marketing Campaign
2,700 1,000
Per e-mail campaign delivered. Campaign is one email to selected database
**DAILY NEWSLETTER PRODUCTS & PRICING**

**Daily Newsletter Leaderboard**
- 728 x 90 pxl – Header
- US$ 800, BD 300 per week

**Daily Newsletter Space Banner**
- 220 x 550 pxl
- US$ 465, BD 175 per week

**Daily Newsletter Leaderboard**
- 728 x 90 pxl – Footer
- US$ 600, BD 227 per week

**Pop-Up**
- 640 x 480 pxl
- US$ 1,600, BD 600 per week

**Page Peel (Exclusive Position)**
- 700 x 700 pxl (large image)
- 100 x 100 pxl (small image)
- US$ 1,060, BD 400 per week

**Leaderboard (Home Page)**
- 728 x 90 pxl
- US$ 762, BD 287 per week

**Leaderboard (Inside Pages)**
- 728 x 90 pxl
- US$ 900, BD 340 per week

**MPU/MREC**
- 300 x 250 pxl
- US$ 685, BD 250 per week

**Skyscraper**
- 160 x 600 pxl
- US$ 795, BD 300 per week

**Space Banner**
- 220 x 550 pxl
- US$ 520, BD 200 per week

**Divisional Banner**
- 728 x 90 pxl
- US$ 465, BD 175 per week

**Electronic Media Platform**
- 728 x 90 pxl
- 51% India
- 40% France
- 20% Norway
- 15% Germany
- 9% China
- 7% UAE
- 4% Italy
- 3% Saudi Arabia
- 2% France
- 1% Germany
- 1% Denmark
- 1% Spain

Al Hilal Publishing & Marketing Group
PO Box 1100, Manama, Kingdom of Bahrain.
Tel: +973 1729 3131, Fax: +973 1729 3400, E: hilalad@tradearabia.net
Just look at what the Gulf Industry Media Platform has to offer you each month!

Online visitors (website, apps)

Linked into ABC Online, 11 editions across 6 Countries in the GCC

Electronic daily newsletters per month

Regional & International Offices

**DUBAI – UAE**
Hilal Al Khaleej Advertising
Tel: +97155 419 3843
E: hilalad@tradearabia.net

**AL KHOBAR – SAUDI ARABIA**
Al Hilal Group
Tel: +966 13 867 2738 / 867 2746
Fax: +966 13 896 2960
E: hilalad@tradearabia.net

**RIYADH – SAUDI ARABIA**
Al Hilal Group
Tel: +966 11 292 4970 / 292 4971
Fax: +966 11 292 4955
E: hilalad@tradearabia.net

**UNITED KINGDOM**
Crescent Publishing Ltd
Tel: +44 208 943 3630
Fax: +44 208 943 3701
E: post@crescentpublishing.co.uk

**GERMANY**
Auslandswerbung Stelmaszyk
Tel: +49 7141 60041
Fax: +49 7141 60042
E: info@auslandswerbung-stelmaszyk.de

**ITALY**
Ediconsult Internazionale
Tel: +39 2 4771 0036
Fax: +39 2 4771 1365
E: milano@ediconsult.com

**TURKEY**
Tij Anjas Dis Tanitim Ltd. Sti
Tel: +90 212 257 7666
Fax: +90 212 287 0099
E: titajans@titajans.com

---

### Print Rates and Specifications

<table>
<thead>
<tr>
<th>Product</th>
<th>8-Page Profile</th>
<th>4-Page Profile</th>
<th>Half Page</th>
<th>Inside Page</th>
<th>Gatefold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>16,930</td>
<td>9,260</td>
<td>2,931</td>
<td>4,098</td>
<td>10,000</td>
</tr>
<tr>
<td>VAT Excluded</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Cancellation Deadlines
- 30 days prior to publication
- Artwork / Editorial 30 days prior to publication

### Agency Commission
- 10 - 12 insertions: 15%
- 4 - 6 insertions: 5%
- 1 - 3 insertions: NIL

### Volume Discounts for Series Bookings
- Half Page: Additional Plus 15% of space cost
- Inside Page: Additional Plus 15% of space cost

### Advertising Size
- **420mm x 282mm**
- **210mm x 282mm**
- **120mm x 185mm**

### Online Video Promotion
- 2 weeks (Plus 1 online news article if booked for 3 weeks or more (subject to editorial approval))
- 1 post on Facebook + Twitter + Linkedin each week

### TechTalk (Technical Articles)
- Per month (2 Articles)
- Hosted on home page with promotion through social media and online marketing and archived for 12 months

### Email Marketing Campaign
- 2,700 per email campaign delivered (Campaign is one email to selected database)

---

For full details on print and online advertising options, sponsorship opportunities and rates, please contact:

www.gulfindustryonline.com
Al Hilal Publishing & Marketing Group P.O. Box 1100, Manama, Kingdom of Bahrain.
Tel: +973 1729 3131, Fax: +973 1729 3400, E: hilalad@tradearabia.net