

Your window to the Gulf's industrial sector

GULF Industry

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2018 Media Information

www.gulfindustryonline.com

GULF INDUSTRY 2018 MEDIA INFORMATION

The Gulf's industrial sector is today a key driver of the region's economies, powering the manufacturing needs of the GCC market as well as exporting a wide range of products to international markets.

The **Gulf Industry** media platform (website, print and daily newsletters) is an unique source of information on the region's path to economic diversification through industrialisation. **Gulf Industry Magazine**, with a history of 26 years, is the companion of the region's industrial sector, providing the vital information needs of the market. **Gulf Industry** is available in both printed version and online edition through www.gulfindustryonline.com whose readers receive updates through a daily newsletter.

Gulf Industry provides the most comprehensive round-up of news on development of industries and industrial strategies in the GCC, supplemented by interviews, features and analysis, through its monthly print edition and website. Monthly detailed listings of contracts and tenders give readers an unparalleled insight into the commercial opportunities available in the region's industrial sector.

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 covering the downstream aluminium and petrochemicals sectors, manufacturing, agribusiness, food and beverages and the latest innovative industrial segments.

Gulf Industry Event Participation

Gulf Industry will be distributed at the GCC's leading events. Increase your company's presence at the GCC's events for the Industry, Manufacturing and Energy sectors:

- **Steelfab**, 15-18 January 2018, Sharjah, UAE
The premier event for the metal working, metal manufacturing and steel fabrication industry
- **Gulf Industry Fair** 6-8 February 2018, Bahrain
The showcase for industrialisation in the GCC
- **The Big 5 Saudi**, 5-8 March 2018, Jeddah, KSA
The industry-leading Big 5 brand in Saudi Arabia
- **Middle East Electricity** 6-8 March 2018, Dubai, UAE
The region's leading international event for the power industry
- **Middle East Geosciences (GEO)** 6-8 March 2018, Bahrain
The premier showcase of oil & gas exploration technology and services in the Middle East
- **Big 5 Heavy**, 26-28 March 2018, Dubai, UAE
Dedicated to the heavy construction industry
- **Oman Oil and Gas Exhibition and Conference (OGWA)** 26-28 March 2018, Oman
Oman's biennial international oil and gas event
- **Middle East Refining and Petrochemicals Exhibition and Conference (Middle East Petrotech)** 7-10 October 2018, Bahrain
The Middle East's only specialised platform dedicated to suppliers and manufacturers of downstream & refining technology, hardware and services
- **Saudi Build**, 22-25 October 2018, Riyadh, Saudi Arabia (KSA)
The construction, technology and building materials expo for Saudi Arabia
- **The Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC)*** 2018, Abu Dhabi
The world's most influential event for the oil and gas industry

*Dates to be announced



CIRCULATION AND READERSHIP

Print: 6,400 Print Distribution 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

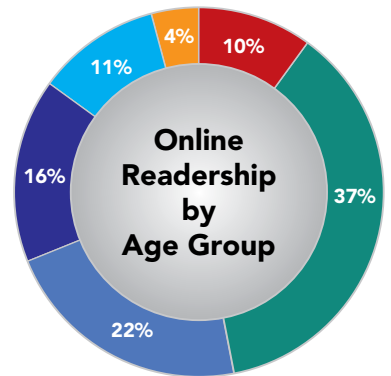
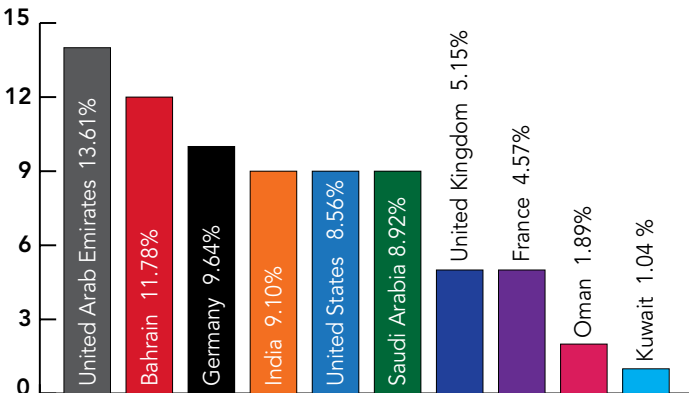


- | | |
|---------------------|--------------------|
| Chemical Industries | Heavy Industries |
| Power Generation | Shipping |
| ICT | Logistics |
| Water | Warehousing |
| Industrial Metals | Fire Protection |
| Building Materials | Safety & Security |
| MEP & HVAC | Industrial Free Zo |
| Steel | Industrial Cities |

Online: 692,000 Page views per year

1,201,992 Digital e-newsletter readers per year

Online Readership by Country



- | | |
|-------------|--------------|
| 18-24 - 10% | 45-54 - 16% |
| 25-34 - 37% | 55-64 - 11% |
| 35-44 - 22% | Over 65 - 4% |

2018 EDITORIAL CALENDAR – MONTHLY SPECIAL FEATURES

JANUARY

- Country Focus: **Bahrain**
- Industrial Sector Review: **Food Processing**
- Industry Innovations: **Manufacturing Technology**
- Industrial Sector Review: **Aluminium**
- Industry Services: **Logistics**
- Industry Essentials: **Warehousing**
- Industry Events: **Steelfab, Sharjah, UAE**

FEBRUARY

- Country Focus: **Saudi Arabia**
- Industrial Sector Review: **Glass**
- Industrial Sector Review: **Steel Products**
- Industry Essentials: **Industrial Fabrication**
- Industry Essentials: **Turbines**
- Industry Innovations: **Industrial Internet of Things**
- Industry Events: **Gulf Industry Fair, Bahrain**

MARCH

- Country Focus: **UAE (Ras Al Khaimah)**
- Industrial Sector Review: **Paints & Coatings**
- Industry Innovations: **3D Printing**
- Industry Essentials: **Fire Prevention & Safety**
- Industry Essentials: **Rubber**
- Industrial Sector Review: **Power Generation**
- Investment Area Focus: **King Abdullah Economic City (KAEC) (Saudi Arabia)**
- Industry Events: **The Big 5 Saudi, Jeddah, KSA**
- Industry Events: **Middle East Electricity, Dubai, UAE**
- Industry Events: **Middle East Geosciences (GEO), Bahrain**
- Industry Events: **Big 5 Heavy, Dubai, UAE**
- Industry Events: **Oman Oil and Gas Exhibition and Conference (OGWA), Oman**



APRIL

- Country Focus: **Kuwait**
- Industry Innovations: **Pollution Control**
- Industrial Area Report: **Khalifa Industrial Zone (KIZAD) (Abu Dhabi UAE)**
- Industrial Sector Review: **Pharmaceuticals & Healthcare**
- Industrial Sector Review: **Pipes & Pipelines**

MAY

- Country Focus: **Saudi Arabia (Eastern Province)**
- Industry Innovations: **Water & Wastewater**
- Industrial Sector Review: **Petrochemicals**
- Industry Essentials: **Measuring & Testing Equipment**
- Industry Essentials: **Electrical & Lighting Products**
- Industrial Sector Review: **Packaging**



JUNE

- Country Focus: **Saudi Arabia (Riyadh)**
- Industrial Sector Review: **Steel**
- Industrial Sector Review: **Maritime Industries**
- Industrial Area Report: **Sohar Port & Freezone (OMAN)**
- Industry Innovations: **Pressure Vessels, Heat Exchangers & Tanks**
- Industry Essentials: **Adhesives & Sealants**



JULY

- Country Focus: **Saudi Arabia (Jeddah)**
- Industrial Sector Review: **Aviation**
- Industry Essentials: **Machines & Tools**
- Industrial Area Report: **Sharjah Free Zones (UAE)**
- Industry Innovations: **Chemicals**

AUGUST

- Country Focus: **Iraq**
- Country Focus: **UAE**
- Industry Essentials: **Cranes & Hoists**
- Industrial Giants: **SABIC**
- Industry Essentials: **Wires & Cables**
- Industry Innovations: **Radio Frequency Identification Technology (RFID)**
- Industrial Sector Review: **Plastics**
- Industrial Sector Review: **Textiles**

SEPTEMBER

- Country Focus: **UAE (Abu Dhabi Industries)**
- Industry Services: **Logistics**
- Industry Essentials: **Vehicles & Transportation**
- Industry Essentials: **Fire Protection & Safety**
- Industrial Sector Review: **Aluminium**
- Industry Innovations: **Automation & Robotics**



OCTOBER

- Country Focus: **Saudi Arabia (Jubail & Yanbu)**
- Industrial Sector Review: **Steel**
- Industrial Sector Review: **Building Materials**
- Industry Innovations: **Environmental Technologies**
- Industry Essentials: **Valves, Pumps & Compressors**
- Industry Essentials: **Material Handling**
- Industry Events: **Middle East Petrotech, Bahrain**

NOVEMBER

- Country Focus: **Oman**
- Industrial Area Report: **Jebel Ali Free Zone (UAE)**
- Industry Essentials: **Solar Power**
- Industry Innovations: **Product R&D**
- Industry Essentials: **Plastics**
- Industrial Sector Review: **Industrial Metals**

DECEMBER

- Country Focus: **UAE (Dubai)**
- Industrial Area Report: **Jubail & Yanbu (Saudi Arabia)**
- Industrial Sector Review: **Petrochemicals**
- Industry Essentials: **Corrosion Protection**
- Industrial Sector Review: **Renewable Energy**
- Industry Innovations: **Mobile Applications for Industry**
- Industrial Sector Review: **Packaging**
- Industry Essentials: **Calibration Equipment and Services**

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:

- **Compressors**
- **Air Filters**
- **Gaskets**
- **Sealing solutions (Seals)**
- **Paints and Coatings**
- **Pumps**
- **Calibrators**
- **Transport**
- **Testers**
- **Turbines**
- **Pipes**
- **Valves & Actuators**
- **Tooling**
- **Rubber**
- **Welding Equipment**
- **Shipping**

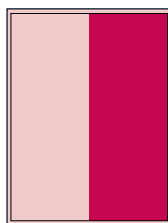
PRINT RATES AND SPECIFICATIONS



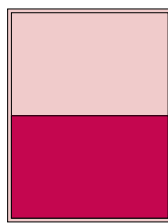
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Gatefold
Allow 5mm bleed on all sides



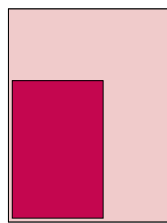
282mm x 210mm
Backcover
Inside Cover
Inside Page
Allow 5mm bleed on all sides



245mm x 90mm
Half Page (Vertical)



120mm x 185mm
Half Page (Horizontal)



185mm x 120mm
Half Page (Square)

Advertising Size	US\$*	BD*	SR*	KD*	Dhs*
Gatefold	10,000	3,770	37,700	2,793	36,673
Back Cover / DPS	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

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

Mechanical Data:

Printed	Sheet Offset
Full Page (trim)	28.2 cm x 21 cm
Full Page (type area)	24.5 cm x 18.5 cm
Bleed	Allow 5 mm on all sides for full page and double page spread

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.

Special offer for print advertisers

Online Banner Advertising	US\$ 660
Home Page Standard Banner/ROS	Dimension: 468 x 60 pixels
Format:	GIF, JPG or PNG



ONLINE RATES AND SPECIFICATIONS

Online Banner Advertising Rates (monthly)

Advertising Size	Size in pixels	US\$	BD	SR	Dhs
Leaderboard	728x90	4,098	1,545	15,450	15,029
MPU	300x250	3,713	1,400	14,000	13,619
Space Banner	220x550	3,183	1,200	12,000	11,673
Standard Banner	468x60	2,652	1,000	10,000	9,728

* Maximum File Size: 200 Kb

Daily Newsletter Banner Advertising Rates (monthly)

Advertising Size	Size in pixels	US\$	BD	SR	Dhs
Leaderboard	728x90	3,978	1,500	15,000	14,592
Space banner	220x550	2,652	1,000	10,000	9,728
Leaderboard (Footer Placement)	728x90	2,652	1,000	10,000	9,728

* Maximum File Size: 200 Kb



Up to 420,000 Impressions Served Annually

Zone	Size	Annual Impressions
Leaderboard	728x90	150,000
Space Banner	220x550	80,000
Standard Banner	468x60	40,000
MPU	300x250	150,000



Social Media Presence



Gulf Industry utilises all appropriate social media platforms as part of the publication's objective to reach professionals with a serious interest in the region's industrial sectors.



LinkedIn, Twitter and Facebook provides outlets to promote the publication and our advertisers to trade professionals in GCC and worldwide.



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