

construction HQ

Media Info 2018

About construction HQ

A Solid Foundation for the Construction Community Since 1983!

For more than three decades **Arab Construction World (ACW)** has been serving the Building, Machinery, Road & Power Generation sectors in the MENA region & beyond, striving to provide a central platform to its readers, subscribers & clients through which cutting-edge high-quality news, information and data pertaining to construction industry is presented.

headquarters (HQ) *Collins Dictionary*
plural noun [with sing. or pl. v.]

1. the main office, or center of operations and control, of anyone in command.
2. the main office or center of control in any organization

Starting January 2018 issue, in order to reflect better our magazine's mission as well as its global reach which is not limited to the Arab / MENA region, its name will change to "**constructionHQ**".

constructionHQ will continue to be the focal point where industry professionals meet their needs. constructionHQ will be published monthly and will provide news, analysis, concepts and trends, product reviews & interviews with leading players in the construction industry bringing its readers in-depth insights and information. As the leading B2B construction magazine, constructionHQ is the vital link between international manufacturers, producers, exporters & agents / resellers in the B2B industry and is your ideal partner whether you wish to gain accurate and up-to-date insight on the construction industry or whether you wish to gain maximum exposure to your company's products and services.

Major construction companies & manufacturers trust constructionHQ as their promotional platform of choice to have maximum exposure for their products & services and increase their market share. constructionHQ also enjoys a close partnership with leading construction-related event organizers worldwide where it holds the status of official, regional or supporting magazine in major events where bonus copies are distributed to exhibitors, visitors and conference attendees.

Content

Associate your company or product with constructionHQ, the construction industry's pioneering & leading media brand. Contact us today to get things started!

Reports

In-depth construction reports

Business

Feature articles including interviews with key players

News

The latest regional & international news about construction projects

In the Market

Cutting-edge trends on building & construction products

Shaping Online News

The constructionHQ website provides online insight for e-readers into the construction industry through a combination of industrial news and trends, innovative technologies, country reports, and event news related to the Building Equipment, & Power Generation sectors. constructionHQ website is going to be part of an industry portal www.industryhq.com which will be launched in January 2018. Log on to www.constructionhq.world and delve into the world of construction where current and archived issues of constructionHQ magazine are available for free to registered users in three formats (html, flash and pdf e-book) at your whim.

Testimonials

Carloalberto Molesini
Marketing Manager |
Platform Basket SRL

The aim of the Italian company **Platform Basket** is to create access work platforms that stand out for their reliability, safety, performances, quality and simplicity. The Platform Basket products are in continuing development, in order to be avant-garde. ACW is a very important partner for Platform Basket in order to increase the target reach of the company across the MENA region.

Miranda Houbrechts
Content & Advertising
Lead | Graco EMEA

For **Graco**, a world leader in fluid handling systems and components, Arab Construction World magazine is an indispensable partner in the Middle East, which promotes our products in the construction market. Graco serves the construction industry with a wide range of equipment for abrasive blasting and protective coating spraying. I'm very happy to work with the account team and very pleased with the advice they give me.

Yvette Leeftang
Marketing Specialist |
Hypertherm Europe BV

Hypertherm designs and manufactures advanced cutting systems for use in a variety of industries including construction. We carefully selected Arab Construction World (ACW) for our media efforts as this is the leading publication in the MENA region related to the construction industry. In addition, ACW provides us with key information about general construction and relevant exhibitions in the region.

Mr. Ciro Correggi
CEO | DIECI SRL

DIECI s.r.l. has been designing and manufacturing telehandlers since 1982. DIECI production is divided into 5 main categories: telehandlers (with xed and rotating boom), truck mixers, dumpers and special purpose machines, wheel loaders with telescopic boom. Dieci, present in the whole planet with its branches and its dealers, is fully satisfied about its collaboration with Arab Construction World, that allowed to consolidate and expand its presence on the Middle Eastern market."

Clients

Below are some of the leading companies who trusted ACW to gain market share and increase their products' exposure in the MENA region.

DIECI

DIECI SRL
Italy

SENBOGEN

Sennebogen Maschinenfabrik GmbH
Germany

PLATFORM

Platform Basket SRL
Italy

PD

Pile Dynamics, Inc.
USA

Manitowoc

Manitowoc Crane Group Ltd
UK

LIEBHERR

Liebherr Werk Biberach GmbH
(Liebherr Holding) Germany

AMMANN

Ammann NME FZE
UAE

KOHLER

Kohler
UAE

PRAMAC

PRAMAC
UAE

mondi

Mondi
Austria

CONDOR

Condor Group SPA
Italy

W WIRTGEN GROUP

Wirtgen Group
Germany

Construction Industry

MENA

01

Driven by the likes of Qatar, the UAE, Oman and Egypt, the MENA region is the fastest growing construction market globally over 2017, according to a research by BMI.

02

With oil prices set to tick upwards, clearer spending priorities prevailing in a lower oil price environment and major events drawing closer, BMI is forecasting that growth in the MENA region will accelerate to 6% y-o-y in real terms in 2017, versus 5.3% in 2016.

03

According to MEED Projects, the total value of projects either in the planning stage or in the delivery stage across the GCC is USD2.7Tn, with Saudi Arabia leading the way with USD1.1Tn of projects, followed by the United Arab Emirates with USD830Bn and the remaining total spread across Kuwait, Bahrain, & Qatar.

04

There are positive macro-economic drivers for construction that include population growth, diversified economic growth, a growing younger labor force, and localized drivers such as Vision 2030 and Expo 2020. In addition to a strong tourism drive for a number of governments across the region.

05

The recent OPEC agreement to cut oil production appears to have further stabilized prices. Moreover, the GCC infrastructure market is expected to undergo positive growth over the next few years as the GCC region prepares to host global events such as Dubai Expo – 2020 and FIFA – 2022, according to BNC.

Global

01

The global construction industry steadied in 2016, standing at 2.4%, but there will be an improvement in the next five years, with growth averaging 2.8%, according to a new report by Timetric's Construction Intelligence.

02

Asia-Pacific will continue to account for the largest share, given that it includes the large markets of China, Japan and India. The emerging markets of Southeast Asia, notably the Philippines, Malaysia and Indonesia, will invest heavily in new infrastructure projects, supported by private investment.

03

The US construction industry is set to continue to post solid growth, supported by the residential sector. Reflecting the extent of the downturn, the industry will just be returning to pre-crisis highs by 2021. Canada's construction industry has been sluggish, and it will prove difficult to generate fast growth.

04

By 2021 the value of construction output in Western Europe will stand at USD2.15 trillion. Eastern European will be relatively weak. This primarily reflects the troubled state of the Russian economy, weak commodity prices, and political & economic uncertainties.

05

Construction activity in Brazil has been weak in recent years, following a sustained recession which resulted in a deteriorating business environment, weak investor confidence and reduction in construction activity.

“ Editorial Program 2018 ”

Issue	January	February	March	April	May	June
Plant Machinery & Vehicles	Excavators	Backhoe Loaders	Cranes & Forklifts	Skid Steer Loaders	Dump Trucks	Pavers & Rollers
Building Blocks	Raw Materials & Finishes	Coatings & Insulation	Concrete & Additives	Glass & Aluminum	HVAC	Drones & Survey Equipment
Sector Award "Top Players"	Personality/ Company Profile (PCP)	PCP / Project Focus	PCP / Project Focus	PCP / Project Focus	Landscaping / Exteriors	Interiors
Project Profile	Residential	Commercial	Industrial	Government	Educational	Sports
BIM	BIM Software Providers	BIM for Architects	BIM for General Contractors	BIM & Conflict Detection	BIM & Quantity Surveying	BIM & The Cloud
Security & Fire Protection	Detection	Factories	Systems	Security Access	Prevention	Security Project
Country Reports	Kuwait	UAE	Germany	Saudi Arabia	Turkey	Lebanon
Product Focus	Compressors, Generators & Engines	Escalators & Elevators	Solar Energy	Crushers, Demolition Equipment & Screens	Safety Gears	Trenchless Technology
Architectural Finishes & Designs	Living Room	Kitchen	Storage Ideas/ Innovations	Bathroom	Lighting	Paints & Coatings
Top 5 lists MENA	Top 5 Tower Projects	Top 5 3D Printed Designs	Top 5 PM Makers	Top 5 Building Facades	Top 5 Construction Companies	Top 5 Hotel Projects
Bonus Distribution*		The Big 5 Heavy 2018 - UAE	The Big 5 Heavy 2018 - UAE	-Project Lebanon 2018 - Lebanon -Turkey Build 2018 - Turkey	-Project Lebanon 2018 - Lebanon -Turkey Build 2018 - Turkey	
Editorial Due	December 18, 2017	January 19, 2018	February 19, 2018	March 19, 2018	April 18, 2018	May 18, 2018
Advertising Due	December 20, 2017	January 22, 2018	February 21, 2018	March 21, 2018	April 20, 2018	May 21, 2018
Publishing Date**	December 29, 2017	January 31, 2018	February 28, 2018	March 30, 2018	April 30, 2018	May 31, 2018

Business Corner

Consumer Corner

Dates

Issue	July	August	September	October	November	December
Plant Machinery & Vehicles	Used PMV Markets & Auctions	PMV	Tractors	Tunnel Borings	Trucks & Haulers	Lifting Equipment
Building Blocks	Access Control	Lighting & Electrical Systems	Metal & Steel	Electric Power Tools	Safety In Construction	Elevators & Escalators
Project Profile	Hospitality	PCP / Project Focus	PCP / Project Focus	PCP / Project Focus	PCP / Project Focus	PCP / Project Focus
BIM	BIM and IoT	BIM Softwares	BIM & 3D Printing	BIM for MEP	BIM in Infrastructure	BIM Best Practices
Security & Fire Protection	Automation	Security Equipment	Access Control	IoT	Fire Protection Equipment	Fire Extinguishers
Country Reports	Oman	•Qatar •Germany •India	•Bahrain •UK •Japan	•Saudi Arabia •Italy •USA	•UAE •Scandinavia •Taiwan	•Iran •France •China
Product Focus	Pipes, Valves & Controls	Formworks & Scaffoldings	Waterproofing	Geomembranes & Geotextiles	Surveying & Leveling Instruments	Prefabricated & Modular Structures
Architectural Finishes & Designs	Recreational Areas	Landscaping	Dining Room	Office Design	Flooring	Bedroom
Bonus Distribution*			WETEX 2018 UAE	-The Big 5 Show 2018 - UAE -WETEX 2018 UAE	The Big 5 Show 2018 - UAE	
Editorial Due	June 18, 2018	July 18, 2018	August 17, 2018	September 19, 2018	October 17, 2018	November 19, 2018
Advertising Due	June 20, 2018	July 20, 2018	August 20, 2018	September 21, 2018	October 19, 2018	November 21, 2018
Publishing Date**	June 29, 2018	July 31, 2018	August 31, 2018	September 28, 2018	October 31, 2018	November 30, 2018

Business Corner

Consumer Corner

Dates

* Tentative list of events at which constructionHQ will have bonus distribution of its issues - liable to changes.
 ** Indicates when the issue would be available from the printing press for circulation and distribution. Allow 2 to 3 weeks period for the issue to reach you by post.

Advertising Benefits & Options

Print Options

- **Display Advertising:** constructionHQ offers advertisements in an extended range of sizes and placements with full-color or mono display spots.
- **Classified Advertising:** The Buyers' Guide is dedicated to companies planning to test the market with a limited budget.
- **Advertorials:** This option has double use; to get story to constructionHQ's readers and to maximize the company's exposure by placing its full contact details.
- **Fixed Inserts:** A popular and effective form of advertising as it makes your advert stand out from the rest!
- **Company Profile or Interview:** This offers comprehensive coverage of your company's history and products, including an interview with a chosen executive.

Readership Summary

81% of readers are decision makers or influence purchasing decisions.

15739 Print Readership (Multiplier 3.17)

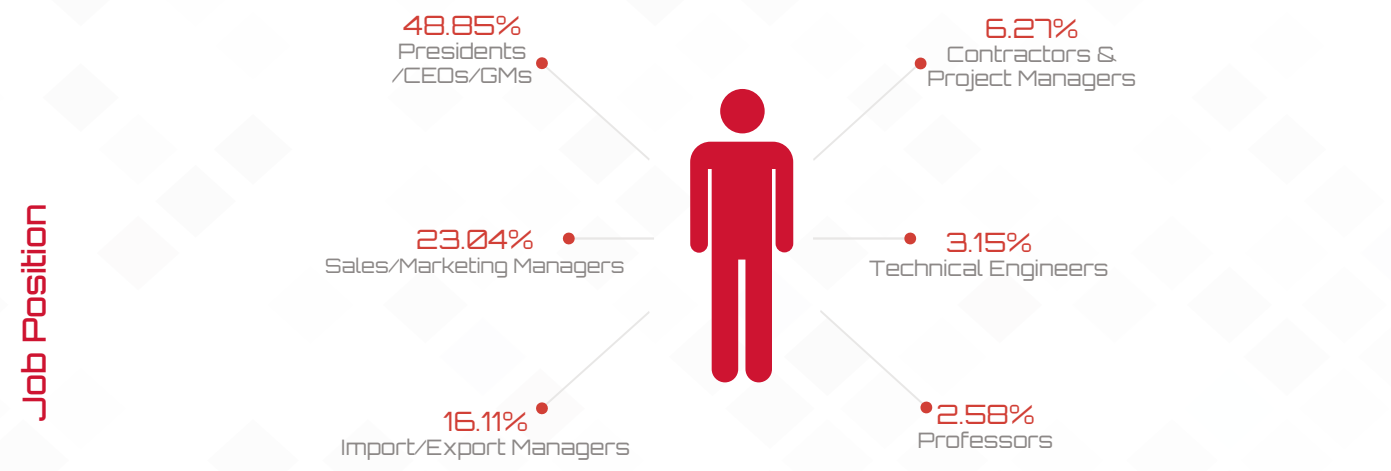
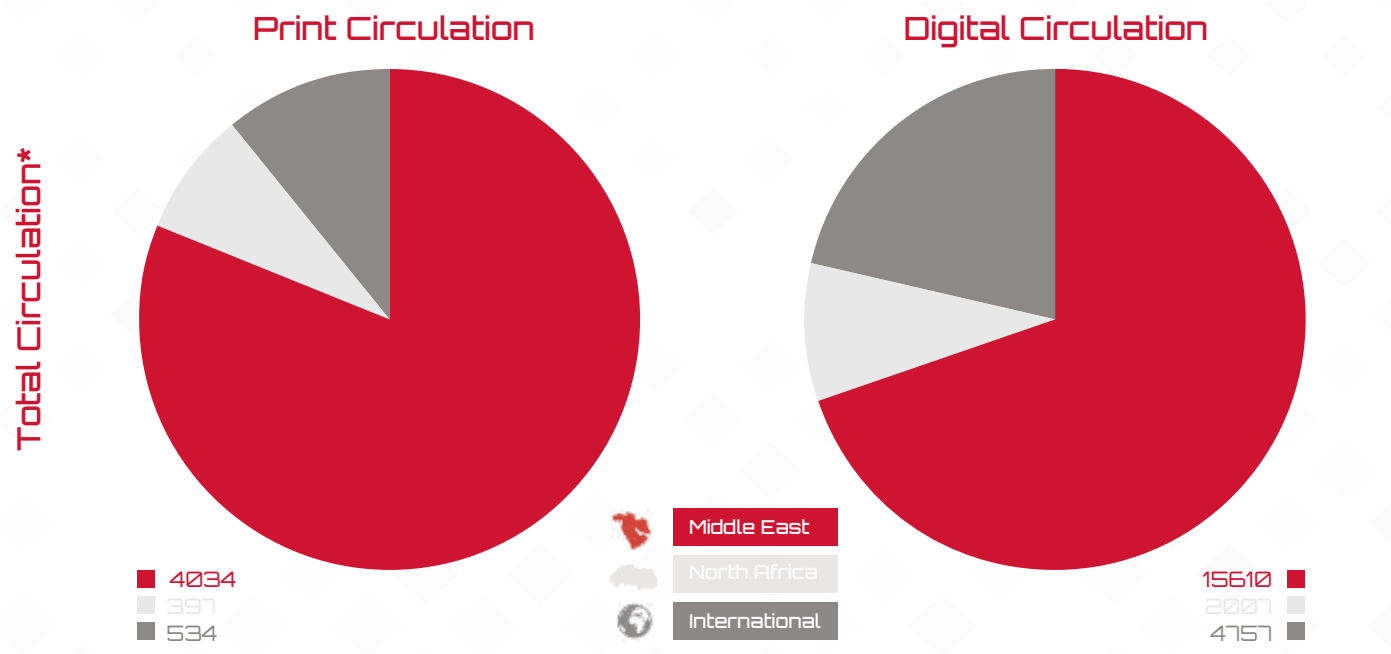
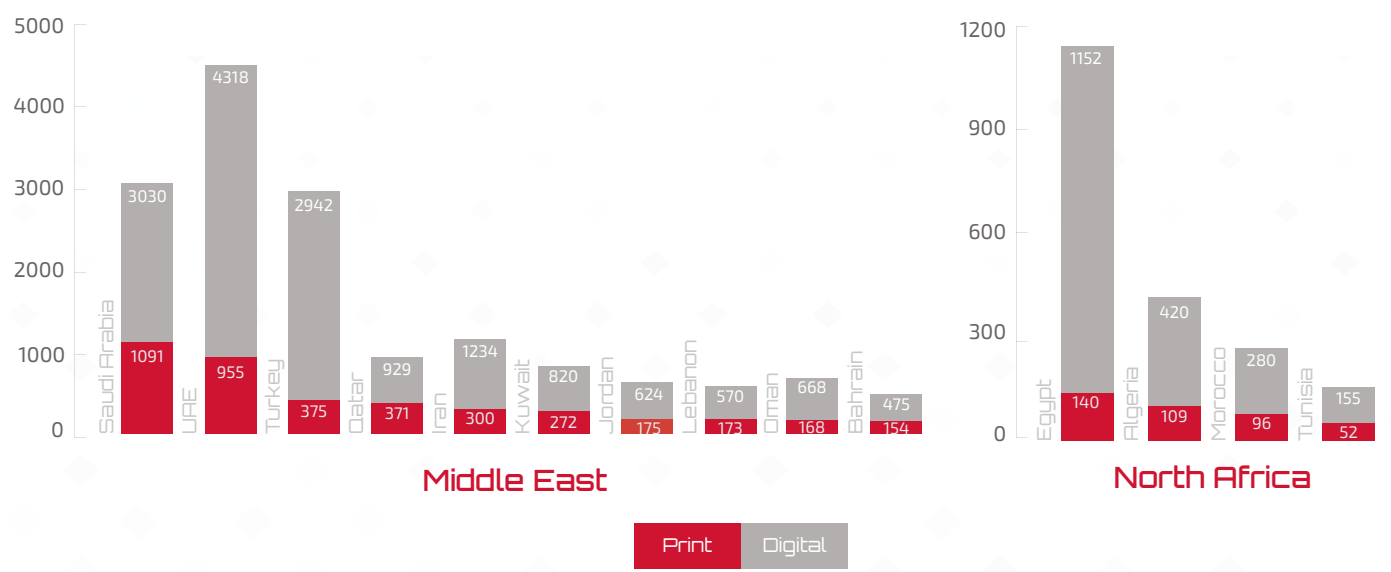
17409 Digital Circulation

33148 Total Brand Readership

Digital Options

- **Web Banners:** For ultimate exposure, place your hyperlinked web banner to your company's website, landing page or e-mail address on constructionHQ's website via a Leaderboard Banner, MPU Banner, Half Page Banner, and/or a Billboard Banner.
- **Newsletters:** The monthly Newsletter contains several dedicated advertising spots, providing commercial partners with a cost effective and highly credible route into the inbox of construction professionals globally.
- **Email Shots:** We know how important it is that your email looks and reads right before you send it out to your existing and potential industry professionals. That's why our direct e-mail shots offer this opportunity using a vast user database.
- **Coming Events:** The Coming Events service offers a comprehensive listing of construction events, conferences seminars, and workshops.
- **Buyers' Guide:** It is a service that offers high exposure at a nominal cost. The classified ad is 360 x 300 px, including company logo, product photo, and a brief message with contact details.
- **Business Directories:** The Business Directories service puts you in contact with construction-related suppliers, manufacturers, purchasers, sellers, re-sellers and high level professional employees who visit our website regularly.

Circulation



*As a first step towards BPA accreditation, we refined the quality of our circulation in comparison to previous years' figures.

Rates (Print & Digital)

Display Advertising - 4 Color & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Gatefold	7,570	7,190	6,810	6,435
Spread	5,400	5,130	4,860	4,590
1/2 Page Spread	3,350	3,180	3,015	2,845
2 nd Cover (IFC)	3,300	3,135	2,970	2,800
3 rd Cover (IBC)	3,000	2,850	2,700	2,550
4 th Cover (OBC)	3,500	3,325	3,150	2,975
Full Page	2,750	2,610	2,475	2,335
2/3 Page	2,100	1,995	1,890	1,785
1/2 Page	1,750	1,660	1,575	1,485
1/3 Page	1,400	1,330	1,260	1,190
1/4 Page	1,150	1,090	1,035	975

Advertorials & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	2,000	1,800	1,700	1,600
2/3 Page	1,450	1,300	1,230	1,150
1/2 Page	1,200	1,080	1,020	960
1/3 Page	900	810	765	720
1/4 Page	700	630	595	550

Classified (Buyer's Guide) Ads & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	450	400	365	325
Twelve Times Prepaid				2,925

Specs (Print)

Space	Dimensions	(WxH)mm
Full Page	Trim Size	200 x 270
Double Page	Print Size	400 x 270
Vertical 2/3 Page	Print Size	118 x 241
Vertical 1/2 Page	Print Size	87x 241
Horizontal 1/2 Page	Print Size	180 x 118
Horizontal 1/2 page (Spread)	Print Size	400 x 118
Island 1/2 Page	Print Size	118 x 186
Vertical 1/3 Page	Print Size	65 x 241
Horizontal 1/3 Page	Print Size	180x 80
Vertical 1/4 Page	Print Size	87 x 118
Horizontal 1/4 Page	Print Size	180 x 60

*Bleed Ads must be sent with 4 mm added on each side of the ad

Rates (Digital)

Digital Display Advertising | 4 Color & Rates in US\$

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Double Page Spread	3,365	3,195	3,030	2,860
1/2 Page Spread	2,300	2,185	2,070	1,955
2 nd Cover (IFC)	1,990	1,890	1,790	1,690
3 rd Cover (IBC)	1,850	1,760	1,665	1,570
4 th Cover (OBC)	2,200	2,090	1,980	1,870
Full Page	1,715	1,630	1,545	1,460
2/3 Page	1,440	1,365	1,295	1,225
1/2 Page	1,165	1,105	1,045	990
1/3 Page	950	900	855	805
1/4 Page	800	760	720	680

Advertorials | Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	1,375	1,305	1,235	1,165
2/3 Page	1,100	1,045	990	935
1/2 Page	825	785	745	700
1/3 Page	655	625	590	555
1/4 Page	515	490	460	435

Classified (Buyer's Guide) Ads & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	310	295	280	260
Twelve Times Prepaid				2,960

Specs (Digital)

Space	(WxH)px	Format
Full Page	2362 x 3189	JPG, PNG, PDF
Double Page Spread	4724 x 3189	JPG, PNG, PDF
Vertical 2/3 Page	1394 x 2846	JPG, PNG, PDF
Vertical 1/2 Page	1028 x 2846	JPG, PNG, PDF
Horizontal 1/2 Page	2126 x 1394	JPG, PNG, PDF
Horizontal 1/2 page Spread	4724 x 1394	JPG, PNG, PDF
Island 1/2 Page	1394 x 2197	JPG, PNG, PDF
Vertical 1/3 Page	768 x 2846	JPG, PNG, PDF
Horizontal 1/3 Page	2126 x 945	JPG, PNG, PDF
Vertical 1/4 Page	1028 x 1394	JPG, PNG, PDF
Horizontal 1/4 Page	2126 x 709	JPG, PNG, PDF

Web Banners & Rates (US\$)

Banner	Format	Dimensions	Size	Rate (USD)	Duration
Leaderboard	GIF, JPEG, or Animated GIF	728 x 90 Pixels	50 KBs	550	1 Month
				495	3 Month
				470	6 Month
				440	12 Month
MPU	GIF, JPEG, or Animated GIF	300 x 250 Pixels	50 KBs	650	1 Month
				585	3 Month
				550	6 Month
				520	12 Month
Half Page	GIF, JPEG, or Animated GIF	300 x 600 Pixels	50 KBs	1000	1 Month
				900	3 Month
				850	6 Month
				800	12 Month
Billboard	GIF, JPEG, or Animated GIF	970 x 250 Pixels	50 KBs	1500	1 Month
				1350	3 Month
				1275	6 Month
				1200	12 Month

Email Shots & Rates (US\$)

Format	Dimensions	File Size	Rate (US\$)
HTML	900 Pixels in Width	100 KBs	350/CPM

Online Buyer's Guide Ads & Rates (US\$)

Duration	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Online Directory Listing	300	275	250	225
Twelve Times Prepaid				2,400

Online Coming Events Listing & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Online Directory Listing	250	225	200	175
Twelve Times Prepaid				1,900

Online Directory Listing & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Online Directory Listing	100	80	60	40
Twelve Times Prepaid				400

www.constructionHQ.world

Postal Address

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P.O. Box: 13-5121 Chouran
Postal Code: 1102-2802
Beirut - Lebanon

Courier Address

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Email : info@constructionhq.world

Circulation, Marketing & Sales Department: marketing@constructionHQ.world

Content & Research Department : content@constructionHQ.world

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“About CPH World Media”

With more than four decades of experience in providing innovative media products and serving its sustainable vision “Helping Advance MENA & Beyond!”, CPH World Media is constantly evolving to keep its rank as an industry icon in media at the regional and international levels alike. 2018 will mark a major leap forward in the company's milestone achievements. We will launch an online industry portal “industryHQ” that covers all business and industrial news, analysis and trends. Our print & digital media products Arab Water World (AWW), Arab Construction World (ACW), Middle East Food (MEF), and MENA Health World (MHW) are aligned now under one brand (HQ): WaterHQ, ConstructionHQ, FoodHQ and HealthHQ (which will be relaunched starting January 2018).

industryHQ portal covers a broad spectrum of business news, technical articles, market research reports, analysis, trends and events spreading across multiple industry sectors. For more details log on to www.industryhq.com

waterHQ a sister publication for constructionHQ serving the Water, Wastewater, Desalination & Energy sectors. waterHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the water industry bringing its readers in-depth insights and information. The total brand readership is 34.308 of decision makers or decision influencers for their companies. For more details log on to www.waterhq.world

foodHQ a sister publication for constructionHQ serving the Food Processing, Ingredients, Packaging, and Catering sectors. foodHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the food industry bringing its readers in-depth insights and information. The total brand readership is 30.626 of decision makers or decision influencers for their companies. For more details log on to www.foodhq.world

healthHQ a sister publication for constructionHQ serving the Medical, Laboratory, Pharmaceuticals & Fitness sectors. healthHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the health industry bringing its readers in-depth insights and information. The digital edition only of the magazine will be relaunched starting January 2018. For more details log on to www.healthhq.world

constructionHQ

Subscription Form

Kindly Complete the Entry Form Below - It's as easy as ABC!

I wish to: Subscribe (fill A>C) Renew my subscription (fill A>C) Update my information (fill A)

Receive sample copy to:

- constructionHQ magazine
- waterHQ magazine
- foodHQ magazine
- Get contacted by my nearest agent to discuss my advertising needs (fill A)
- Submit my Article / Press Release / Product / news to be published in the next issue (fill A)
- Receive a specially promotional offer for advertising (fill A)

Publication of Editorial material is subject to the editor's discretion and space availability

A Entity Details - (Fields marked with a (*) should be filled. Kindly specify if not available by typing/printing N/A)

Personal Details	Name*:	Position*:
	Direct Tel: (+)-() () Ext:	Mobile: (+)-() ()
	Direct Fax: (+)-() () Ext:	Email:
Company Details	Name*:	Year Established*:
	Tel (s): (+)-() ()	Fax (es): (+)-() ()
	Business Activity / Description*:	
	Email*:	http*://
	Export Markets:	Import Markets:
	# of Employees*:	Annual Turnover:
Brands / Trademarks:		
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	City*:	State / Province*:
	Country*:	Date*:

B Subscription Rates - (choose your preferred subscription)

	Lebanon	Arab Countries, Cyprus, Iran	Africa (Excluding Arab Countries), Europe, Turkey	Other Countries
One Year	<input type="checkbox"/> \$25	<input type="checkbox"/> \$65	<input type="checkbox"/> \$95	<input type="checkbox"/> \$120
Two Years	<input type="checkbox"/> \$50	<input type="checkbox"/> \$105	<input type="checkbox"/> \$160	<input type="checkbox"/> \$210
Three Years	<input type="checkbox"/> \$75	<input type="checkbox"/> \$145	<input type="checkbox"/> \$230	<input type="checkbox"/> \$305

C Payment Methods

Cheque made payable to CPH World Media - Cheque must be drawn on any U.S. Bank

Please charge my credit card: MasterCard / Visa / AMEX

Your Credit Card Details: Type: AMEX MasterCard Visa

Number:

Card Holder Name : Card Expiry Date: / / (dd/mm/yyyy) Signature:

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