construction HQ

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www.constructionhq.world

Media Info 2021

Building Better World Since 1983

constructionHQ | A Leading and Trusted Industry Platform!

Hello and welcome,

For more than 37 years constructionHQ, previously known as Arab Construction World, has been serving the Building, Machinery, Road & Power Generation sectors, 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.

By providing an unrivalled resource for industry professionals, constructionHQ has evolved from a B2B print magazine to become an integrated and innovative platform composed of multi-media channels available in print, digital & online formats, hence providing °360 exposure to subscribers and clients in the construction industry.

constructionHQ Media Channels

MAGAZINE

Each issue of constructionHQ takes an in-depth and investigative look into special topics and issues impacting the construction industry. The magazine is published monthly in print and digital formats and is available online of constructionHQ's website, it provides news, analysis, concepts and trends, product reviews & interviews with leading players in the construction industry.

• WEBSITE

www.constructionhq.world delivers industry news as it breaks, keeping our audience informed and up-to-date. It is your one-stop portal for construction sector news. Visit www.constructionhq.world and subscribe to our monthly magazine and newsletters to keep ahead on the latest news in the construction sector.

NEWSLETTERS

Gain momentum via promoting your content in our email newsletters. Our useful & effective newsletters engage customers with your company and gets them to pay attention to your brand and advertisement, and helps build loyalty to your company.

SOCIAL

An engaged niche community across Facebook, LinkedIn and Twitter. We provide your company with the opportunity of posting its products or services on constructionHQ's social media channels.

• EVENTS

constructionHQ also enjoys a close decades-old partnership with leading & major construction-related event organizers worldwide where it holds the status of official, regional or supporting media-brand. In select industry events bonus copies of constructionHQ's magazine are distributed to exhibitors, visitors and conference attendees and a specific targeted newsletter is sent on a daily basis to event participants and attendees.

Major construction companies & manufacturers have long trusted constructionHQ as their promotional platform of choice to have maximum exposure for their products & services and to help increase their market share. We hope to welcome you & your company onboard as a valued and trusted partner and look forward to hear from you soon.

Mohamad Rabih Chatila Editor-in-Chief info@constructionhg.world

Best wishes,

Clients

Below are some of the leading companies who trusted constructionHQ (previously Arab Construction World) to gain market share and increase their products' exposure in the MENA region.

ChemGrout

ChemGrout, Inc. USA

EBAWE

Progress Group Germany

Dieci

DIECI SRL Italy



TEREX. Terex Equipment Limited

> UK VOLVO

AB Volvo Penta Sweden

Sennebogen Maschinenfabrik GmbH Germany



Mondi Austria GRACO Graco BVBA Belgium

Manitowoc Crane Group Ltd UK

PL<u>{</u>TFORM

Platform Basket SRL Italy



Condor Group SPA Italy MB SpA Italy

Liebherr Holding Germany

LIEBHERR



Doosan - Bobcat UAE

W WIRTGEN GROUP

Wirtgen Group Germany



Ammann NME FZE UAF

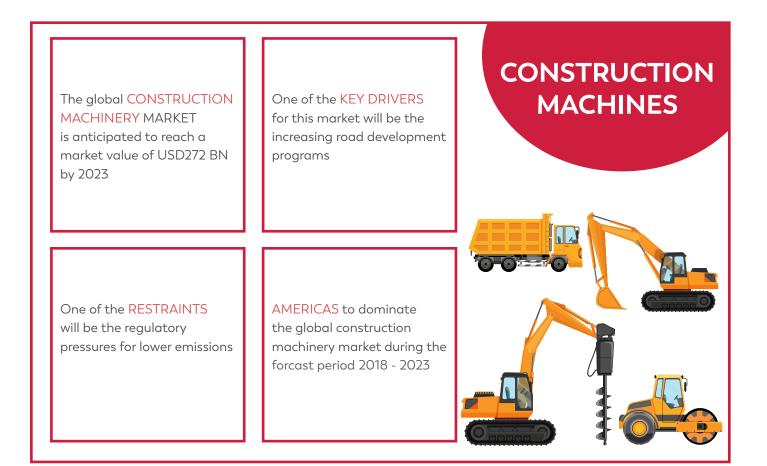
Schneider

Schneider Electric East Mediterranean Sal Lebanon



Kohler UAE

The Construction Industry



The GLOBAL CEMENT market size is expected to register a CAGR of 7.8 percent from 2017 to 2025

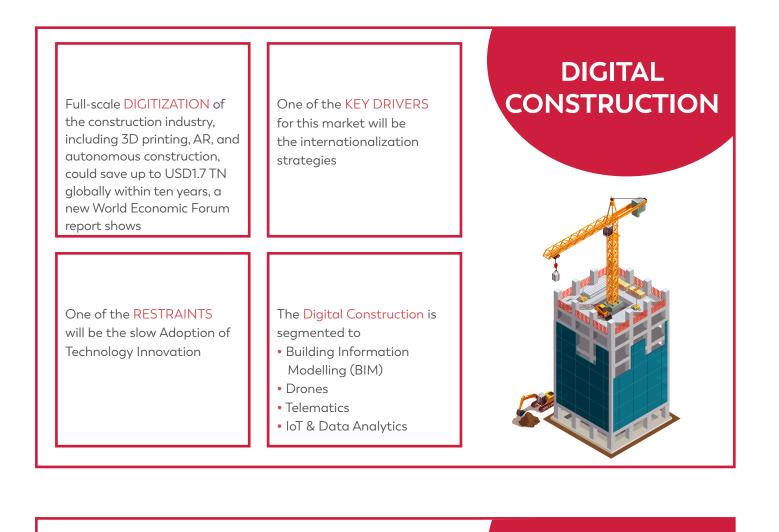
One of the key TRENDS escalating market growth will be the increasing investments in the infrastructure sector One of the KEY DRIVERS for this market will be the growing requirement for the construction of institutional buildings for education and healthcare sectors

Asia Pacific to dominate the global growth engine for the construction sector

THE CEMENT MARKET



The Construction Industry



The SECURITY & FIRE PROTECTION market is expected to grow from USD93.46BN by 2022, at a CAGR of 9.7 percent between 2017 and 2022

One of the **RESTRAINTS** will be the costs of fire protection systems

One of the KEY DRIVERS for this market will be the increasing spending on fire protection equipment by a number of enterprises and SMEs

North America to dominate the security & fire protection market during the forcast period 2018 - 2023



Editorial Program 2021

lssue	January	February	March	April	Μαγ	June
Construction Machines & Vehicles	Excavators	Dozers	Cranes & Hoists	Compactors, Rollers & Loaders	Road & Bridge Machinery	Crushers
Building Equipment & Products	Stones & Aggregates	Wood	Facades & Claddings	Architectural Finishes	Paints & Coatings	Doors & Windows
Cover Story	Company Profile / Project Focus / Case Study	Plumbing Systems	Company Profile / Project Focus / Case Study	Safety in Construction	Company Profile / Project Focus / Case Study	Waterproofing
Digital constuction	Surveying	Smart Energy	Smart Cities	Geo Spatial	Industry 4.0	loT
Security & Fire Protection	Fire-Resistant Paints	Safety Devices	Access Control	Facilities Protection	Residential Fire Systems	Security Alarms & Detectors
Product Focus	Engines, Generators & Compressors	Prefabricated Buildings	Elevators & Escalators	Glass & Aluminum	Hydraulic Systems	Engines, Generators & Compressors
Country Reports	- Australia - Brazil - Kuwait	- Qatar - Holland - South Korea	- North Africa - Scandinavia - Far East	- UAE - France- - India	- Lebanon - Italy - UAE	- Turkey - Russia - Canada
Events Bonus Distribution			"To be annour	nced per issue"		
Editorial Due	December 25, 2020	January 25, 2021	February 22, 2021	March 24, 2021	April 22, 2021	May 25, 2021
Advertising Due	December 28, 2020	January 28, 2021	February 25, 2021	March 26, 2021	April 26, 2021	May 27, 2021
Publishing Date*	December 30, 2020	January 30, 2021	February 27, 2021	March 30, 2021	April 30, 2021	May 31, 2021

* 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

Editorial Program 2021

lssue	July	August	September	October	November	December
Construction Machines & Vehicles	Tunnel Mining Machines	Loaders	Scaffoldings	Lifting Equipment	Cruchers	Earth-Moving Equipment
Building Equipment & Products	Metals	Marble & Granite	Bricks	Glass & Aluminum	Admixtures	Adhesives & Sealants
Cover Story	Company Profile / Project Focus / Case Study	HVAC Systems	Company Profile / Project Focus / Case Study	Proptech	Company Profile / Project Focus / Case Study	Company Profile / Project Focus / Case Study
Digital constuction	3D Printing	Smart Building	Geo Spatial	ВІМ	GIS Mapping & Data Capture	Drones & UAVs
Security & Fire Protection	Fire Resistant Glass	Safety & Security Systems	Fire Detectors	Fire Sprinklers	Special Doors	Security Locks
Product Focus	Electrical Systems	Cables & Electrical Fittings	Paints & Coatings	Pipes, Valves & Controls	Lights and Lighting	Electrical Systems
Country Reports	- Oman - UK - Malaysia	- Saudi Arabia - USA - Italy	- Kuwait - Egypt - Germany	- Saudi Arabia - Germany - China	- UAE - France - India	- Jordan - Benelux - Georgia
Events Bonus Distribution			"To be annour	nced per issue"		
Editorial Due	June 22, 2021	July 23, 2021	August 24, 2021	September 23, 2021	October 23, 2021	November 24, 2021
Advertising Due	June 25, 2021	July 26, 2021	August 27, 2021	September 28, 2021	October 26, 2021	November 26, 2021
Publishing Date*	June 30, 2021	July 30, 2021	August 31, 2021	September 30, 2021	October 29, 2021	November 30, 2021

* 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

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

80%	17,593	24,077	41,670
of readers are decision	Print Readership	Digital Circulation	Total Brand Readership
makers or influence	(Multiplier3.17)		
purchasing decisions.			

Digital Options

• e-Newsletters:

- Promoted Content: Content included in the e-Newsletter along with image, with a read more link which would take recipient to the constructionHQ's website for the remainder of the content. The content shall remain on our website and would be accessible not only during the e-Newsletter sending date.
- Banner, Content, & Background: Hyperlinked Banner size 180 x 138 Px (WxH) Text to go beside the banner is 40 words with read more option as the content will be on our website and accessible at all times. Background color code to be provided by client based on Hex Color Code.
- Banner Advertising: Hyperlinked Banner size 728 x 90 Px (WxH)
- Sponsorship: By considering this option, the entire e-Newsletter is reserved for your company and thus no other promotional items (no Banners or Promoted Content can be included in said e-Newsletter since all its sections would contain promotional items / material related to your company. This is extremely high exposure since your company would benefit from all the possible exposure options and would have a solo e-Newsletter dedicated to your products/services.
- 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.
- 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.

Circulation

North America

Total

Far East

South Korea

USA

Canada

China

Japan

Taiwan

Malaysia

Rest of Far East

Total

Middle East	Print	Digital
Saudi Arabia	1,190	3,083
UAE	1,058	4,393
Turkey	415	2,994
Qatar	393	945
Iran	327	1,256
Kuwait	285	834
Oman	180	680
Jordan	174	635
Lebanon	223	580
Bahrain	146	484
Total	4,391	15,884

Print

161

50

211

Print 36

21

19

11

5

5

97

Digital

1,214

640

1,854

Digital

300

175

157

92

43

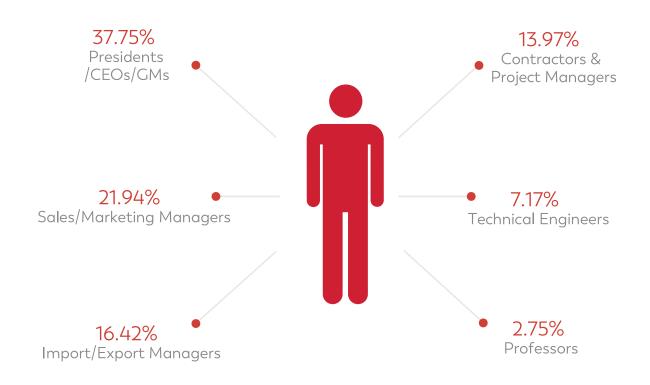
41

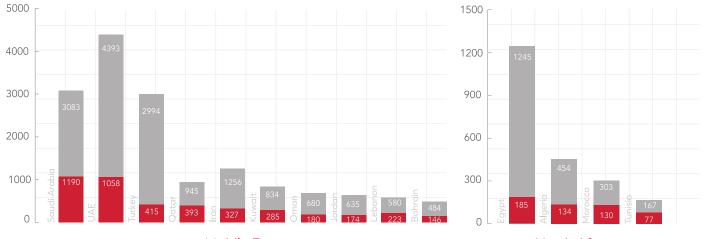
808

North Africa	Print	Digital
Egypt	185	1,245
Algeria	134	454
Morocco	130	303
Tunisia	77	167
Total	526	2,169

Europe	Print	Digital
Germany, Austria, & Switzerland	96	991
Italy	77	697
France	52	437
UK	47	486
Spain	23	236
Scandinavia	20	208
Rest of Europe	10	307
Total	325	3,362

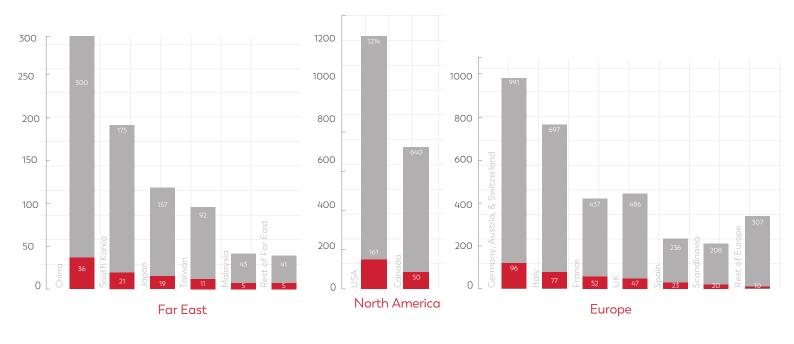
International	Print	Digital
Middle East	4,391	15,884
North Africa	526	2,169
Europe	325	3,362
North America	211	1,854
Far East	97	808
Total	5,550	24,077





Middle East

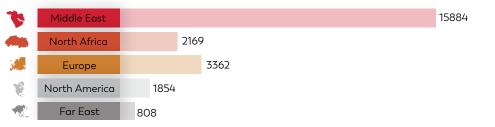
North Africa



Total Circulation

International Print Circulation Middle East 4391 North Africa 526 Europe 325 North America 211 Far East 97

International Digital Circulation



Print Advertising Rates

Advertising Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Gatefold	7,950	7,550	7,150	6,760
Double Page	5,670	5,390	5,100	4,820
1/2 Page Spread	3,520	3,340	3,165	2,990
2 nd Cover (IFC)	3,465	3,290	3,120	2,940
3 rd Cover (IBC)	3,150	2,990	2,835	2,680
4 th Cover (OBC)	3,675	3,490	3,310	3,125
Full Page	2,890	2,740	2,600	2,450
2/3 Page	2,205	2,095	1,985	1,875
1/2 Page	1,840	1,745	1,655	1,560
1/3 Page	1,470	1,395	1,325	1,250
1/4 Page	1,210	1,145	1,090	1,025

Advertorial Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Full Page	2,100	1,890	1,785	1,680
2/3 Page	1,525	1,365	1,290	1,210
1/2 Page	1,260	1,135	1,070	1,010
1/3 Page	945	850	805	755
1/4 Page	735	660	625	580

Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	475	420	385	340
12 Times Prepaid				3.070

Print Advertising Dimensions

Space	Dimensions	(WxH)mm
Full Page	Trim Size	200 x 280
Double Page	Print Size	400 x 280
Vertical 2/3 Page	Print Size	108 x 242
Vertical 1/2 Page	Print Size	80 x 242
Horizontal 1/2 Page	Print Size	164 x 120
Horizontal 1/2 page (Spread)	Print Size	200 x 130
Island 1/2 Page	Print Size	108 x 188
Vertical 1/3 Page	Print Size	99 x 165
Horizontal 1/3 Page	Print Size	165 x 99
Vertical 1/4 Page	Print Size	80 x 100
Horizontal 1/4 Page	Print Size	164 x 60
*Bleed Ads must be sent with 10 mm adde	d on each side of the ad	

"Print advertisers will have their ad published in the digital issue as well at no additional cost. Clients may also opt for the digital only advertising where the ads appear in the digital issue and not the print; this is in order to cater for all budgets and ensure best exposure to all ads"

Digital Advertising Rates

Advertising Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Double Page	3,535	3,355	3,180	3,000
1/2 Page Spread	2,415	2,295	2,175	2,055
2 nd Cover (IFC)	2,090	1,985	1,880	1,775
3 rd Cover (IBC)	1,945	1,850	1,750	1,650
4 th Cover (OBC)	2,310	2,195	2,080	1,965
Full Page	1,800	1,710	1,620	1,535
2/3 Page	1,515	1,435	1,360	1,290
1/2 Page	1,225	1,160	1,100	1,040
1/3 Page	1,000	945	900	845
1/4 Page	840	800	755	715

Advertorial Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	1,445	1,370	1,295	1,225
2/3 Page	1,155	1,100	1,040	980
1/2 Page	865	825	785	735
1/3 Page	690	655	620	585
1/4 Page	540	515	485	455

Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	325	310	295	275
12 Times Pre-Paid				2,460

Digital Advertising Dimensions

Space	Format	(WxH)pixels
Full Page	JPG, PNG, PDF	2479 x 3508
Double Page	JPG, PNG, PDF	4958 x 3508
Vertical 2/3 Page	JPG, PNG, PDF	1371 x 3067
Vertical 1/2 Page	JPG, PNG, PDF	1029 x 3067
Horizontal 1/2 Page	JPG, PNG, PDF	2054 x 1533
Horizontal 1/2 page (Spread)	JPG, PNG, PDF	4533 x 1533
Island 1/2 Page	JPG, PNG, PDF	340 x 533
Vertical 1/3 Page	JPG, PNG, PDF	1417 x 2221
Horizontal 1/3 Page	JPG, PNG, PDF	2054 x 1021
Vertical 1/4 Page	JPG, PNG, PDF	1029 x 1533
Horizontal 1/4 Page	JPG, PNG, PDF	2054 x 767

"Digital advertisers will have their advert published in the digital edition of the issue and not in the print edition"

Digital & Online Advertising Rates

Web Banners & Rates (US\$)

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

Social Media Posting & Rates (US\$)

Frequency	1 -3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times		
Rate Per Post	100	80	60	40		
Twelve Times Prepaid	e-Newsletter P	e-Newsletter Participation & Rates (US\$)				
Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times		
Promoted Content	1,000	900	775	650		
Banner, Content, & BG Color	850	750	650	550		
Banner Advertising	600	550	500	450		
Sponsorship	5,000	4,000	3,500	3,000		
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 4 - 6 Month(s) Months		7 - 9 Months	10 - 12 Months	
Online Buyer's Guide /Month	300 275		250	225	
Twelve Times Prepaid 2,025 Online Coming Events Listing & Rates (US\$) 2,025					
Frequency	1 - 3 Month(s)	4 - 6 Months	7 - 9 Months	10 - 12 Months	
Online Coming Events /Month	250	225	200	175	

Twelve Times Prepaid

1,600



Postal Address

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

Courier Address

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Communication

Tel : +961 (01) 748333 Mobile : +961 (70) 100094 Email : info@industryhq.com

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Marketing & Sales Inquiries: marketing@constructionhq.world Content & Research Inquiries: content@constructionhq.world

Other CPH Platforms

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.

FOOD HO serves 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 39,740 of decision makers or decision influencers for their companies. For more details log on to www.foodhg.world

Dealth HQ serves the Medical, Laboratory, Pharmaceuticals & Fitness sectors. health HQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the health industry bringing its readers in-depth insights and information. Starting January 2020, health HQ will be published in print and digital formats. For more details log on to www.healthhq.world

industry **HO** serves the Construction, Energy, Food, Health, Water and other industry sectors. industryHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the industry bringing its readers in-depth insights and information. For more details log on to <u>www.industryhq.com</u>

Water HQ serves 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 40,069 of decision makers or decision influencers for their companies. For more details log on to www.waterhq.world

construction HQ

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

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

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

B Subscription Rates - (choose your preferred subscription)

	Lebanon	Arab Countries	MENA (Excluding Arab Countires)	Europe	Other Countries
One Year	\$100	\$150	\$200	\$300	\$400
Two Years	\$180	\$285	\$360	\$540	\$720
Three Years	\$240	\$360	\$480	\$720	\$960

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 : (dd/mm/yyyy)					
Choose any method below to return your order	Signature:				
Scan & E-mail to: subscriptions@industryhq.com					
