

construction HQ

Serving the building materials, construction machinery, infrastructure & road, and CAD sectors | Since 1983

Industry Platform

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| <p>Brief</p> <p>constructionHQ has <u>evolved</u> since 1983 from a B2B magazine (previously known as <i>Arab Construction World</i>) to a full-fledged construction industry platform composed of multi-media channels (magazine, website, services, events, reports, newsletters, social & email) <u>available</u> to a large, specialized & worldwide audience.</p> <p>The platform <u>actively participates</u> at leading construction industry events (exhibitions, tradeshow & conferences), worldwide, and distributes / circulates its media (physically &/or digitally) to event's visitors, speakers, and exhibitors - which provides additional high-level exposure to promotional partners.</p> | <p>Media Kit 2024 Everything about constructionHQ ~ Here!</p> | <p>Holistic Promotional Packages (HPP) From Bronze to Platinum Package ~ One GPO To Rule Them All!</p> | <p>Promotional Services & Rates (PSR) Whatever You Need ~ Volume Discounts Included!</p> |
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Media Channels Index *MCI

| Channel | Reference | Description | Hyperlink / Sample |
|---|-----------|--|--|
| Magazine* <small>*Print & Dgital / Online Formats</small> | MA | <p>Issues are published monthly and are distributed to a global professional audience involved in the construction industry. Available in both Print & Digital (online) formats to ensure maximum exposure is achieved.</p> <p><i>Traditional yet solid and reliable 'in-your-hands' exposure via magazine advertising providing highly impactful and rewarding results to promotional partners!</i></p> | http://www.constructionhq.world/issues/ |
| Website | WE | <p>An online channel that is frequently updated and is a reference & trusted website for all things construction! Visited & used daily by a large audience of industry professionals and decision-makers.</p> <p><i>An excellent medium which can be used by partners to promote their products & services through a wide variety of banners meeting all business needs and budgets, whether big or small!</i></p> | http://www.constructionhq.world/ |
| Services | SE | <p>A myriad of professional business services offered to a large array of construction industry professionals - starting from individual to material supplier to manufacturer to importer and agent and not ending with event organizer - to help them achieve their business goals and objectives!</p> <p><i>Partners can highlight their services assuring they are exposed to a large audience who will definitely seek them out!</i></p> | <ul style="list-style-type: none"> Business Links Career Center Coming Events Financial Hub Project Monitor |
| Events | EV | <p>constructionHQ - since decades - has enjoyed a symbiotic relationship with major and leading event organizers, worldwide, regarding construction-related events. The platform usually acts as co-organizer or as official media partner and enjoys unprecedented access to all event attendees (exhibitors, visitors, speakers and other participants)!</p> <p><i>Partners who place their promotional material in event-related media are provided with additional high-level exposure.</i></p> | <p>Listing of Events available in Media Kit / Editorial Calendar. Updated listing can be submitted upon request.</p> |
| Reports | RE | <p>Immerse yourself in the world of innovation through hands-on exposure to our Product or Technology Demos. Discover the most recent progressions, delve into state-of-the-art solutions, and envision the future of the construction industry through engaging demonstrations crafted to both inspire and enlighten.</p> <p><i>Whether making strategic decisions or embracing technological breakthroughs, our varied Reports options provide you with the tools to confidently navigate the intricacies of the construction industry or to strategically place yourself / your brand as a market thought leader!</i></p> | http://www.constructionhq.world/ |
| Newsletters | NL | <p>General construction-industry newsletter sent monthly to our audience which consists of leading and recognized decision-makers, worldwide. Specialized (by industry sector) newsletters whereby subscribers can select frequency of receiving (weekly, bi-weekly or monthly) shall be available soon!</p> <p><i>This is a highly targeted / segmented medium which provides promotional partners with right exposure they seek at minimal budget.</i></p> | <p>Sample(s) submitted upon request.</p> |
| Social | SO | <p>Our front-row offering to our audience showcasing important & curated - construction industry related - content of benefit and value to them. Posting is made several times a day and is subject to increase, based on content validity & availability.</p> <p><i>Promotional partners can post their company news and products / services on these channels for more value-added exposure.</i></p> |  |
| Email | EM | <p>Targeted mass-email campaigns to a specialized and accredited audience involved in the construction industry, of direct relevance & importance to your company and its products/services. Special customized filtering can be applied to target the exact target audience which you seek!</p> <p><i>Another highly targeted / segmented medium which provides promotional partners with specific exposure they seek at low budget to deliver their exact message to their "selected audience"!</i></p> | <p>Sample(s) submitted upon request.</p> |