

# THE BIG PROJECT



MAKE THE CONNECTION...  
from local to global, global to local



# THE BIG PROJECT

## Your one-stop guide to construction developments in the region...

*The Big Project* is the Middle East's leading monthly B2B magazine for the construction industry.

As a platform for bringing together a network of experts including clients, developers, contractors, architects, consultants and suppliers, to identify trends, opportunities and challenges — the publication is, today, the voice of the industry and an essential point of reference for those in it.

In each issue, the publication features the big names in the market to find out the latest project news and updates.

Readers of *The Big Project* are the most clued up on new Middle East tenders and delayed or cancelled developments, as well as a wide spectrum of issues that affect day-to-day business — from safety and sustainability to construction law, contracts and engineering methods.

Furthermore, the magazine forecasts opportunities and provides expert industry analysis, exclusive interviews and statistics.

**PROJECTED READERSHIP**  
**40,880** readers per month

## WHY THE BIG PROJECT

- Read by key decision makers in the region's industry
- Circulated throughout the Middle East
- An influential publication that sets the news agenda
- Taps into international and local markets that matter
- Speaks directly to and interacts with your key target market
- A monthly one-stop guide to news, analysis, trends, products and events
- Kept by readers for reference due to quality editorial
- Recognised and respected industry wide

## READER PROFILE

### By job title

CEOs, managing directors, deputy managing directors, finance directors, operational directors, owners, partners, procurement managers, general managers, department heads, project managers, site managers, engineers, planners, architects, consultants and FM consultants, among others

**Speaking** directly to  
**your target market**



[www.thebigprojectme.com](http://www.thebigprojectme.com)



PRINT RUN 11,680 copies



READERSHIP BY COUNTRY

UAE 65%    Qatar 7%    Kuwait 4%  
KSA 20%    Bahrain 4%

- |                  |              |
|------------------|--------------|
| Consultants      | Developers   |
| Contractors      | PMV, MEP, FM |
| Architects       | Suppliers    |
| Purchasers       | C-level      |
| Buyers           | End Users    |
| Fleet Operators  | Designers    |
| Project Managers | Government   |
| Procurement      | Technicians  |
| Engineers        | Other        |

## E-NEWSLETTER / EDM

Deliver your message direct to the inboxes of industry's key decision makers with *The Big Project's* regular e-newsletter.

With a database of more than 80,000 big construction names, it's no secret that senior management from the building, architecture and engineering companies rely on *The Big Project's* e-news blast for the latest industry news, trends and the exclusive heads up on projects.

Make sure your message gets across by sponsoring e-banners, associating your company with the respected *The Big Project* brand and tapping into its extensive database.

No matter which story clients click on, the banners will remain on the page, advertising your company loud and clear online.

Further sponsorship opportunities are available through *The Big Project* website, generating a tangible return on your investment.

Beat your competitors in the race to take your company online with thebigprojectme.com





As an early entrant in the regional IT publishing scene, CPI has — for the past two decades — built itself around an innovative culture based on generating cutting-edge ideas. It has partnered with leading global players such as IDG for its IT titles, Northern & Shell (OK!) and BBC Worldwide (BBC Good Food) while also developing its own trade magazines for the banking, industrial and construction sectors.

## CONTACT US

### Editorial

Melanie Mingas  
Editor  
Email: melanie@cpidubai.com  
Tel: +971 (0)4 440 9117

### Sales & Marketing

Liam Williams  
Associate publisher  
Email: liam@cpidubai.com  
Tel: +971 (0)4 440 9158

Alex Bendious  
Sales director  
Email: alex@cpidubai.com  
Tel: +971 (0)4 440 9151  
GSM: +971 (0)50 458 9204

Scott Woodall  
Senior Sales Director  
Email: scottwoodall@cpidubai.com  
Tel: +971 (0)4 440 9144  
GSM: +971 (0)50 557 3677

### Production

James Tharian  
Production Manager  
Email: james@cpidubai.com  
Tel: +971 (0) 56 698 9942

### Circulation & Distribution

Rajeesh Melath  
Subscription Manager  
Email: rajeesh@cpidubai.com  
Tel: +971 (0) 55 938 3094

### Head Office

PO Box 13700, Dubai, UAE  
Tel: +971 (0) 4 440 9100  
Fax: +971 (0) 4 429 3654  
Web: www.thebigprojectme.com

# ADVERTISING RATES

POSITION	SINGLE ISSUE PRICE (US\$)	THREE SERIES PRICE (US\$)	SIX SERIES PRICE (US\$)	TWELVE SERIES PRICE (US\$)
Double Page Spread	16,500	14,450	13,050	—
Full Page	7,900	6,715	5,925	4,345
Half Page	5,950	4,950	3,950	—
Section Sponsorship	12,250	11,000	10,000	—

For any three-series bookings receive free online directory advertising for a year

## Special Positions

POSITION	SINGLE ISSUE PRICE (US\$)	THREE SERIES PRICE (US\$)	SIX SERIES PRICE (US\$)
Inside Front Cover	14,350	11,550	11,550
Inside Back Cover	12,850	11,850	10,550
Outside Back Cover	17,850	15,250	13,995
Full Page Advertorial	+30%	N/A	N/A
Belly Band	9,790	8,700	7,950
Cover Mount	Price on application	N/A	N/A
Inside Front/Back Cover Gatefold	Price on application	N/A	N/A
Inserts	5,520 up to 4 grams 4 grams+ price on application	N/A	N/A
Guaranteed Position	+ 10%	N/A	N/A

## Technical Specifications

SPECIFICATION	TRIM SIZE W X H (mm)	BLEED SIZE W X H (mm)	TYPE SIZE W X H (mm)
Double Page Spread	414 x 270	420 x 276	450 x 295
Full Page	207 x 270	213 x 276	210 x 295
Half Page Horizontal	207 x 135	N/A	N/A
Half Page Vertical	103.5 x 270	N/A	N/A
Cover Mount	Specifications on application	Specifications on application	Specifications on application
Belly Band	414 x 50	420 x 56	N/A

## eNewsletter

TYPE	FORMAT	DIMENSIONS	FILE SIZE	RATE (US\$)
Leader Board Banner	GIF, JPEG	728 X 90px	50KB	3,000 per month
MPU Banner	GIF, JPEG	336 X 280px	50KB	2,000 per month
Bottom Banner	GIF, JPEG	728 X 90px	50KB	2,000 per month

## Dedicated eMarketing

TYPE	FORMAT	DIMENSIONS	FILE SIZE	RATE (US\$)
E-mail Shots	GIF, JPEG, HTML, Text	Width can be reduced or increased (up to 640px)	100KB	300 CPM

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