

media information 2012

BUILDGREEN MAGAZINE

bgreen



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

BIG PROJECT

bgreen

**MESA
WHAT**
CONSTRUCTION

HO
CONSTRUCTION



bgreen

NECESSITY, NOT ACCESSORY

BGreen Magazine is the first and leading business to business magazine of its kind in the Middle East to exclusively cover issues relating to sustainability and environmentalism within the business arena.

Focusing on five key industry sectors (energy and water, construction, IT and technology, eco-leisure and green business) the magazine brings readers the latest news, analysis and opinion from the ever-growing sustainability arena.

BGreen is a monthly publication from CPI, one of the Middle East's fastest growing publishing houses.

AVERAGE PRINT RUN

21,205 copies per month

TESTIMONIAL

"ONE OF THE BIGGEST CHALLENGES IN THE FIELD OF SUSTAINABILITY IS A LACK OF UNDERSTANDING AND AWARENESS IN THE WIDER INDUSTRY OF WHAT IS POSSIBLE AND, EVEN, WHAT HAS ALREADY BEEN ACHIEVED. THE BGREEN MAGAZINE HAS BECOME AN IMPORTANT PLATFORM TO HELP FILL THAT GAP FOR THE ARCHITECTURE, ENGINEERING AND CONSTRUCTION COMMUNITY BY PROVIDING INTERESTING, ENGAGING, INFORMATIVE, WELL-WRITTEN AND WELL-ILLUSTRATED ARTICLES ABOUT SUSTAINABILITY RIGHT HERE IN THE REGION."

**MSC MBA FCIPS MITL
MANAGER – SUPPLY CHAIN CONSULTANCY**

Richard Reynolds

PROFILE OF READERSHIP

BGreen has an ever-expanding subscription base and will always be present at relevant exhibitions and summits across the region through agreed media partnerships. Subscription to the magazine is by request and BGreen is currently in the process of applying for an audit.

READERSHIP INCLUDES

- **CIO's** and IT managers
- **Consultants and individuals** with a strong interest and influence in environmental issues
- **Contractors** and developers
- **Engineers**
- **Interior and landscape designers** - Sustainable
- **Investors** - Ethical and sustainable
- **Marketing managers and event organisers**
- **Members** of national green building councils and environmental groups
- **Manufacturers**
- **Procurement** managers
- **Senior decision makers** at tourism authorities and tourism development agencies
- **Senior executives** and key decision makers of businesses that have adopted or are adopting sustainability programmes and CSR initiatives
- **Senior faculties** in universities and other educational institutes
- **Senior officials** in ministries, municipalities and NGOs across the region
- **Specifiers**
- **Supply Chain** managers
- **Sustainability** heads and experts
- **The top** architect firms in the Middle East

BGREEN HAS BEEN ENDORSED BY:





BGREEN PROVIDED THE INFORMATION WE NEEDED TO PUT TOGETHER AN E-MAIL CAMPAIGN. AS A RESULT OF OUR E-MAIL BLAST **WE GENERATED A NUMBER OF QUALITY ENQUIRIES**, WHICH WE EXPECT TO TRANSLATE INTO ACTUAL BUSINESS SALES.

Rukhsana Kausar, Partner, Liquid of Life

DISTRIBUTION PROFILE:



UAE 39% KSA 25% Other 15% Qatar 21%



Construction 22% Technology and IT 11%
Government 12% Energy and water 18%
NGOs and charities 8% Hospitality and retail 19%
Financial 10%

BGreen Magazine is printed on wood-free paper

DISTRIBUTION

As well as copies delivered to subscribers, *BGreen* can be found in various locations targeting senior decision makers. These include hotel business centres, business- and first-class lounges at airports, and in the reception lobbies of organisations committed to sustainability across the Middle East.

BGreen is also sent to key governmental departments across the GCC.

DIRECTORY

BGreen has created the Middle East's most informative sustainability directory, which will be launched live on www.buildgreen.ae in April 2011.

Companies will be able to list their businesses for free and have the opportunity to post a dedicated 'feature' listing, which will give a company the chance to stand out from the crowd. For further information on how to add your name to the definitive 'green'

business directory, please contact the *BGreen* team.

CLASSIFIEDS

BGreen magazine will include a comprehensive consultancy and services directory in each issue of the magazine from June 2012. This section will feature recruitment, courses and training. Please speak to a member of the *BGreen* sales team to discuss rates and opportunities.

CUSTOMISED BUSINESS OPPORTUNITIES

We tailor our proposals according to our clients' needs.

Available options include:

- Print advertising and supplements
- Online marketing and advertising options, including job listings, business directory, banner adverts and web links
- Business breakfasts and lunches
- Weekly newsletters and e-blasts to 46,000 individual
- Networking sessions and events
- *BGreen* Card

TESTIMONIALS

"I LIKE READING BGREEN BECAUSE THE MAGAZINE FEATURES ARE RELEVANT, INTERESTING AND SPREAD ACROSS INDUSTRIES THAT HAVE THE BIGGEST IMPACT ON THE ENVIRONMENT. BGREENS NETWORKING EVENTS ARE SOME OF THE BEST I HAVE ATTENDED TOO, THEY ARE FUN, INFORMATIVE AND TO THE POINT. I WILL CONTINUE BEING A LOYAL READER OF BGREEN FOR MANY YEARS TO COME AND LOOK FORWARD TO SEEING THE MAGAZINE GROW. **CHIEF ESTIMATOR DUTCH FOUNDATION & CONCRETE PROCESSING CO.L.L.C**

Ashok kanjani

BGREEN IS A WONDERFUL MAGAZINE THAT PROVIDES GOOD QUALITY EDITORIAL CONTENT REFLECTING THE VISION OF THE REGION'S ONLY DEDICATED GREEN BUILDING EXHIBITION. **WE HAVE FOUND THAT THE MAGAZINE TARGETS THE RIGHT SORT OF BUYERS AND INFLUENCERS ACROSS THE REGION.**

Christopher Hudson, Managing Director, Green Building Middle East

IS A GOOD VEHICLE FOR US ALL TO BE DISCUSSING **GREEN BUILDING IDEAS, APPLICATIONS AND ACHIEVEMENTS.**

Jeff Willis, Chairman, Emirates Green Building Council

CONTACT US

Editorial
Melanie Mingas
Editor

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

Associate publisher

Liam Williams
Associate Publisher

Email: liam@cpidubai.com
Tel: +971 (0) 55 310 9256

Rhiannon Downie

Business Development Director
Email: rhiannon@cpidubai.com

Tel: +971 (0) 55 105 3779

Paul Coan

Sales Manager

Email: paulc@cpidubai.com
Tel: +971 (0) 55 443 8673

Carole McCarthy

Marketing and PR Executive
Email: carolem@cpidubai.com

Tel: +971 (0) 55 978 8605

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) 4 447 2409
Web: www.cpidubai.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.

ADVERTISING RATES

POSITION	SINGLE ISSUE	THREE SERIES	SIX SERIES	TWELVE SERIES
Double Page Spread	\$16,500	*\$14,450	*\$13,050	—
Full Page	\$7,900	*\$6,715	*\$5,925	*\$4,740
Half Page	\$5,950	*\$4,950	*\$3,950	—
Section Sponsorship	\$12,250	*\$11,000	*\$10,000	—

* PRICE PER ISSUE

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

Special Positions

POSITION	SINGLE ISSUE	THREE SERIES	SIX SERIES
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

eNewsletter

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

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

Technical Specifications

SPECIFICATION	TRIM SIZE W X H (mm)	BLEED SIZE W X H (mm)	TYPE SIZE W X H (MM)
Double Page Spread	480 x 325	490 x 335	450 x 295
Full Page	240 x 325	250 x 335	210 x 295
Half Page Horizontal	205 x 145	N/A	N/A
Half Page Vertical	95 x 290	N/A	N/A
Cover Mount	Specifications on application	Specifications on application	Specifications on application
Belly Band	Specifications on application	Specifications on application	Specifications on application