



CONSTRUCTION

Machinery

MIDDLE EAST

A NEW PERSPECTIVE ON THE PMV SECTOR

MEDIA INFORMATION 2011



ABOUT THE MARKET

Despite some slowdown, the construction and heavy machinery market across the Middle East is still an important focus of manufacturers worldwide.

Why? Because even a slower market in the region still represents a major opportunity. For example, Saudi Arabia has some \$450bn worth of projects in planning or development, whilst Qatar is to spend \$100bn on infrastructure projects over the next four years.

The hunger for new machinery means the sector is constantly expanding and maturing. Further, with ever changing markets and demands on projects, construction companies and specifiers are constantly sourcing more sophisticated products to increase efficiency and reduce the bottom line.

Construction Machinery Middle East is brought to you by the team behind the Kingdom of Saudi Arabia's largest construction machinery event, the **Construction Machinery Show**. The next show takes place in Jeddah, 22-25 April 2012.

ABOUT THE MAGAZINE

Construction Machinery Middle East is a new monthly magazine that treats equipment with the value it deserves and manufacturers and the industry with a platform they can be proud of. With an equal focus on innovation as well as performance, safety as well as value for money, it talks to the PMV industry in its own language, covering **news and analysis, interviews and case studies, product and service overviews**, as well as sector specific focuses on construction machinery markets including construction, petrochemical, aviation, ports, mining/quarrying and military.

Because vendors worldwide devote large amounts of time and money driving brand equity and company image, they now have a professional platform to market their products. Prestige vehicles and plant deserve a prestige background to show them off to decision makers - that's the background and platform that **Construction Machinery Middle East** now provides. In a refreshing and professional way.

It offers an ideal platform for companies to showcase their products and services to a highly targeted audience of key industry decision makers from across the Middle East.





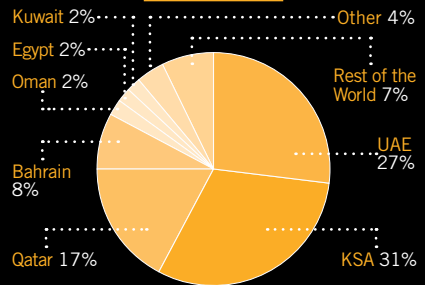
READERSHIP

9,450

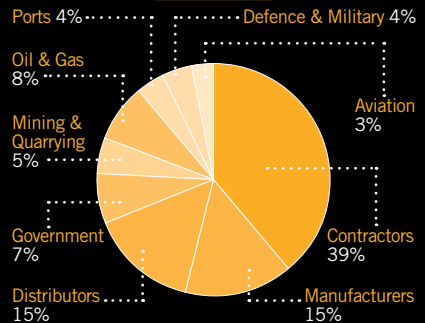
READERS OF THE
PRINT EDITION
EVERY MONTH

(Note: every print copy is
read by at least two other
construction professionals
every month)

BY COUNTRY



BY SECTOR



69,027

READERS OF THE
DIGITAL EDITION
EVERY MONTH

2011 - 2012 EDITORIAL CALENDAR

OCTOBER 2011

Backhoes
Loaders
Excavators

NOVEMBER 2011

Big 5 preview
Infrastructure
Rental
* Distributed at the Big 5 Show

DECEMBER 2011

Big 5 review
Ports
Auctions

JANUARY 2012

Static cranes
Mining
Parts and service

FEBRUARY 2012

Access platforms
Attachments
Financing

MARCH 2012

Construction Machinery
Show preview
Generators
Mobile cranes

* Distributed at the Construction Machinery Show

APRIL 2012

Construction Machinery
Show report
Compressors
Logistics

MAY 2012

Highway trucks
High-rise
Training

JUNE 2012

Excavators
Rail
Environment

JULY 2012

Forklifts
Marine
Forecasting

AUGUST 2012

Batching plants
Cement trucks
GPS systems

SEPTEMBER 2012

Used machinery
Fleet management
German manufacturers

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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 publishes across a number of market sectors: construction, industry, IT, broadcasting and consumer.

MAGAZINE ADVERTISING RATES

DISPLAY	Single Issue	Six Series	Twelve Issues
Double Page Spread IFC	\$12,000	\$10,800	\$9,000
Double Page Spread	\$10,000	\$9,000	\$7,500
Full Page	\$7,500	\$6,750	\$5,625
Outside Back Cover	\$9,500	\$8,550	\$7,125
Inside Front Cover	\$8,500	\$7,650	\$6,375
Inside Back Cover	\$8,000	\$7,200	\$6,000

CLASSIFIED	Single Issue	Six Series	Twelve Issues
Half Page	\$3,750	\$3,375	\$2,810
Qtr Page	\$2,000	\$1,800	\$1,500
Eighth Page	\$1,050	\$945	\$785

SPECIFICATIONS	Trim Size	Bleed Size	Type Size
Double Page Spread	480 X 300	490 X 310	460 X 265
Full Page	240 X 300	250 X 310	210 X 265
Half Page (horizontal)	240 X 150	250 x 155	210 x 130
Half Page (vertical)	120 x 300	125 x 310	110 x 265
Qtr Page	120 X 150	125 x 155	110 x 130
Eighth Page	120 X 75	125 x 80	110 x 75

eMARKETING	Format	File Size	Dimensions (px)	Price
Leader Board Banner	Gif, Jpeg	72 dpi, 50kb	728 x 90	\$3,000 p/m
MPU Banner	Gif, Jpeg	72 dpi, 50kb	336 x 280	\$2,000 p/m
Banner	Gif, Jpeg	72 dpi, 50kb	336 x 102	\$1,800 p/m
Email Blast	Gif, Jpeg, HTML	100kb	Width upto 640	\$300 cpm



22-25 APRIL 2012, JEDDAH, KSA

The Construction Machinery Show is the largest heavy construction machinery event in the region, with a wide variety of products on show ranging from heavy equipment to machinery and generators, as well as service providers. The 2012 show will feature both a live auction and a demonstration area, so visitors can see the full capabilities of

equipment. The event is dedicated to the construction machinery sector and provides an invaluable platform for customers in the Arab world, bringing manufacturers, distributors and buyers together.

In 2012, the Construction Machinery Show, organised by Dubai-based publishing house CPI, has a strategic partnership with well known Saudi exhibition organiser, ACE (Al-Harithy Company for Exhibitions) to host the event, in conjunction with the Saudi Building & Interiors Exhibition.

www.constructionmachineryshow.com