

GULF

INDUSTRY

www.gulfindustryonline.com

2012

Media Information



GI RATES AND DATA

Advertising Size	US\$	BD/OR	SR	KD	Dhs/QR
Gatefold	10,000	3,770	37,700	2,793	36,673
Back Cover	6,101	2,300	23,000	1,704	22,374
Inside Cover	5,570	2,100	21,000	1,556	20,428
Inside Page	4,098	1,545	15,450	1,144	15,029
Half Page	2,931	1,105	11,050	819	10,749

Above rates are inclusive of Internet advertising on gulfindustryonline.com and Showroom advertising on TradeArabia.com

Volume discounts for series bookings:

1 - 3 insertions	NIL
4 - 6 insertions	5% discount
7 - 9 insertions	10% discount
10 - 12 insertions	15% discount

Company profile	US\$	BD/OR	SR	KD	Dhs/QR
(Special Offer)					
4 Page Colour	9,260	3,500	35,000	2,725	34,000
8 Page Colour	16,930	6,400	64,000	5,000	62,150

Plus 2,000 reprints of the profile delivered to your company free of charge.

Requested Position	Plus 15% of space cost
Bleed	Plus 15% of space cost
Inserts	By arrangement
Copy Date	To reach publisher's office 30 days prior to cover date
Cancellation Date	30 days prior to cover date

Banner Advertising Specifications

Home page/ROP Banner Ads	Size 468 pixels wide x 60 pixels deep (up to 34 kb)
Features Pages Banner Ads	Size 156 pixels wide x 200 pixels deep (up to 34 kb)
Resolution	72 dpi (dots per inch)
Format	gif, jpeg or flash (swf) with source files (fla)

Ad Sizes	HT/WT
Full Page (trim)	282 x 210 mm
Full Page (type area)	245 x 185 mm
Half Page Square	185 x 120 mm
Half Page Horizontal	120 x 185 mm
Half Page Vertical	245 x 90 mm
Bleed	Allow 5 mm on all sides of trimsize

Please supply digital artwork with layout files on Adobe InDesign. Logos and fonts to be supplied; pictures in Adobe Photoshop - non-compressed - (high resolution 300 dpi, CMYK) not to be embedded but supplied separately. Illustrator EPS (text converted to outline) and PDF high resolution files are also accepted.

Online Showrooms:

Gulf Industry offers your company the opportunity to locate your online showroom on www.tradearabia.com

The showrooms are tied to all news and information related to your company's field of activities which appears on www.tradearabia.com

Showroom entails:

- Integrated web page linked to www.tradearabia.com
- Maximum 10 product listings
- Full links to company websites

Cost: US\$ 1,500 per quarter or US\$ 5,000 per annum.

For full details on online advertising options, sponsorship opportunities and rates, contact the Online Media Manager.

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A component of www.tradearabia.com



Al Hilal Group



GI EDITORIAL CALENDAR 2012

JANUARY

Bahrain Review: The kingdom is confident it can capitalise on its infrastructure for industrial and logistics growth.

Renewable Energy: The world's governments and businesses are taking increasing note of greener and easily available alternatives to traditional fuels.

Logistics and Warehousing: As industrial activity expands the need to develop and modernise logistics and warehousing becomes inevitable.

Paints and Coatings: Research has brought in more innovative paint products that both beautify and protect the objects they coat.

Power Generation: Equipment, energy resources and technologies come to the fore as authorities strive to meet electricity targets.

Welding and Welding Machines: The sector is becoming increasingly sophisticated as new ways are explored to streamline engineering operations.

Steelfab: A comprehensive fabrication show that demonstrates how material can be transformed to serve customised needs.

Intersec: A security event eagerly awaited by governments, companies and the public.

Chemicals and Plastics: A dynamic field that's forever delivering amazing new products for diverse applications.

Gulf Industry Fair: A comprehensive and premier industrial event that puts the spotlight on the Northern Gulf, one of the world's richest regions.

Sharjah Industries: One of the UAE's oldest hubs is spotlighted.

FEBRUARY

Saudi Review: The Middle East's biggest economy is overseeing intense development across many sectors.

Gulf Industry Fair: Another preview as organisers set the stage for the event.

Dubai Ports World: A conglomerate that has ports management expertise and operates across the world.

Cement Industry: A look at one of the traditional building materials.

Packaging and Processing: The industry is engaged with issues of presentation and preservation.

Metal Industries: The Gulf region has made strides in aluminium and steel.

Cranes, Hoists and Access Equipment: A focus on what's new in the market.

MARCH

UAE Review: A feature on how the country is seeking to enhance its reputation as an industrial and business hub.

Metal Coating: Examples of efforts to maintain the integrity of metals from the ravages of wear and climate.

Technology and Breakthroughs: Remarkable new techniques are being developed to introduce more convenient, useful and cost-effective products.

Automation and Robotics: A look at technology that quickens the production pace and makes life easier.

Valves, Pumps and Compressors: Items that are essential and basic to industrial processes.

Green Industries: Increasingly a part and parcel of today's industrial life.

Gulf Industry Fair Review: After the event a look at the impact on companies and visitors.

Marine Paints: Coatings that protect cargo and leisure carriers from harmful marine conditions.

Pressure Vessels, Heat Exchangers and Tanks: Items of fabrication associated with industrial facilities.

APRIL

Kuwait Review: A focus on companies contributing to industrial diversification in the country.

Aluminium Industries: A look at a metal that the Gulf region is well-acquainted with as producer.

Human Resources and Training: The importance of developing skills to meet ever-rising standards can hardly be exaggerated.

Pre-engineered Steel Buildings: A sector where the Gulf has made much astonishing headway.

Wires and Cables: Crucial connecting items that touch our day-to-day lives.

Bahrain Logistics Companies: A look at how companies are maintaining the supply chain in the kingdom.

Railway Projects: A new sector where both investment and the stakes are high.

Chemicals & Plastics: The Gulf region has evolved as a serious player in the industry.

MAY

Saudi Eastern Province: A flourishing part of the kingdom where some of the giants of industry operate.

Instrumentation and Process Control: A review of innovations that facilitate smooth industrial operations.

UAE Ports: Infrastructure and traffic have developed at UAE terminals in line with industrial development.





Tools and Hardware: A look at new products in the trade.

Airport Show: A feature on airport projects and how they are meeting passenger and cargo demand.

Industrial Software: Advances in a field that is indispensable for the manufacturing and service sectors.

Measuring and Testing Services: A look at companies that render these services.

Heavy Industries: From turbines to shipbuilding, the sector has grown by leaps and bounds.

JUNE

Riyadh Industries: The capital area of Saudi Arabia is an industrial heavyweight in its own right.

Plastics Focus: The Gulf's advanced hydrocarbons industry has spawned in the downstream a busy plastics industry.

Adhesives and Sealants: A look at new products and processes in the industry.

Plant and Facility Equipment: A discussion on what's new and endearing in the industry.

Qatar Transport Projects: The railway system is an important new addition to the state's transport sector.

Sohar Industrial Port: A review of how the sultanate's northern business hub is shaping up.

Fire Prevention: With much investment going into factories and commercial and housing complexes, fire is an issue of concern.

Hamriyah Free Zone: An industrial enclave in Sharjah emirate that is very active.

Shipbuilding and Shiprepairs: The Gulf region has considerable experience and expertise in the field.

JULY

Jeddah Review: A look at companies in the Red Sea hub.

Ajman Free Zone: One of the emirate's business enclaves seeking to catch up with the country's more prominent free zones.

Fabrication Industries: A spotlight on companies engaged in the business.

Pipes and Pipelines: A report on pipe solutions on offer.

Petrochemical Industries: A busy sector downstream from the huge hydrocarbon resources that the Gulf is blessed with.

Wires and Cables: A report on how national and international firms are catering to demand.

Water and Wastewater: A look at companies engaged in a key area of everyday life.

Bottles and Cartons: Items that are clearly big business today.

Radio Frequency Identification: A fast-developing resource to maintain the integrity and safety of materials.

AUGUST

Qatar Review: A wealthy state that has grown big on the international stage.

Valves, Pumps and Compressors: A report on innovations and applications in the sector.

Materials Handling: A look at how new equipment is helping the supply chain and the construction industry.

Plastics and Rubber: A review of advances in the field.

Steel Review: A focus on regional steel firms and general trends relating to the metal.

Quality Assurance: A report on new regulations and how companies are striving to upgrade quality.

Measuring and Testing Services: Profiles of companies active in the business.

Cement Review: A look at the availability of the traditional building material in the region.

Machines and Tools: A view of innovations related to the sector.

Aluminium Review: An update on the industry in the region and abroad.

SEPTEMBER

Ras Al Khaimah Industries: The emirate has made strong strides in a range of industries.

Airport Systems and Aviation Technology: A look at the latest trends in the sector.

Power Generation: A feature on the sector's investments, technologies and alternative avenues.

Workboats and Yachts: A review of the manufacturing and marketing of these craft in the Gulf.

Plant and Facility Equipment: The latest trends in the industry in the Gulf and overseas.

Pollution Prevention: Technologies introduced or on the way that will keep the environment clean.

Bahrain Port: Prospects in store for the Khalifa Bin Salman Port.

OCTOBER

Oman Review: An assessment of how the sultanate is diversifying its industrial base.

Instrumentation and Process Controls: A look at new products in the field.

Technology and Breakthroughs: Interesting new products and systems that intensive modern research has thrown up.

Industrial Software: A look at innovations that quicken the manufacturing pace and cut costs.





GULF INDUSTRY

CIRCULATION

Metal Industries: A review of what's going on in the metal industry regionally and internationally.

Engineering and Consulting: How manufacturers can benefit from independent providers of expertise.

Sabic Review: The status of projects at the powerhouse and its recent achievements.

Dubai Free Zones: A look at benefits provided by a number of free zones in Dubai.

NOVEMBER

Saudi Review: An overview of the kingdom's accomplishments and profiles of individual companies.

Fabrication Industries: Profiles of companies that make tanks, pressure vessels, heat exchangers and other customised items.

UAE Ports and Airports: The country's ports and airports are amongst the busiest in the world.

Materials Handling and Warehousing: They ensure the integrity of the supply chain.

Qatar Science and Technology Park: Qatar is encouraging research and many large international firms are helping in the effort.

Human Resources and Quality Control: Behind outlined standards are people who ensure the standards are maintained.

Petrochemicals: A field in which the Gulf has made a mark.

DECEMBER

Jebel Ali Free Zone: An industrial hub of great repute and the engine of Dubai's progress.

Jubail and Yanbu Cities: The two industrial hubs are powering the Saudi economy.

Jeddah Islamic Port: The Red Sea port has been modernised and is an important channel for the flow of goods into and out of Saudi Arabia.

Abu Dhabi Industries: The oil-rich emirate of the UAE has intensified the broadening of the industrial base.

Marine Paints and Coatings: A report on companies offering these paints.

Water and Wastewater: The Gulf has made big investments in the field.

Power Generation: A look at projects in the region and some international trends.

Welding and Welding Machines: A feature on new products and their applications.

Automation and Robotics: Examples of strides made in the field.

Geographic Circulation & Online Readership

Saudi Arabia	2,407
United Arab Emirates	1,481
Kuwait	280
Bahrain.....	1,407
Qatar	319
Oman	181
International	560
Total Geographic Circulation ⁺	6,635
Online Readership* (Unique Visitors).....	32,260
Total	38,895

Readership Profile

Senior/middle management executives	2,329
Industrialists /industry trade professionals.....	2,428
Distributors/traders of industrial products	531
Government agencies related to trade & industry	106
Others.....	1,241
Total	6,635

Circulation by Industry Sectors

Chemical Industries.....	7%
Power & Water	6%
Metal, Steel & Heavy Industries.....	9%
Shipping, Logistics & Warehousing	4%
Fire Protection, Safety & Security	3%
Food Industries	2%
Industrial Free Zones, Industrial Cities	21%
Government /Trade Organisations / Diplomatic Service	7%
Other Industry Sectors	18%
Other Trade/Business Sector	23%
Total	100%

⁺ Average print run over 12 month issues

* Average Monthly Unique Visitors (January - August 2011)



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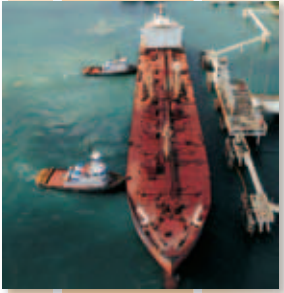
INTRODUCTION

Gulf Industry provides the region's industrial sector with a unique monthly review of everything that is of vital interest to readers - from departments covering electricity and power generation, communications and IT, environment and water to specific industry sectors such as building materials, agribusiness, food and beverages and many more.

Each month **Gulf Industry** provides the most comprehensive round up of industry news supplemented by interesting interviews, features and analysis. Key economic indicators provide hard factual information allowing for trend analysis. Monthly detailed listings of contracts and tenders give readers unparalleled insight into the opportunities available in the region's industrial sector.

The magazine's circulation throughout the region and internationally makes it a unique window into the Gulf's manufacturing sector.

Gulf Industry is available in both printed version and online edition through www.gulfindustryonline.com



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