

WHERE THE CONSTRUCTION INDUSTRY COMES TOGETHER

**Construction Week**  
MIDDLE EAST  
MEDIA PACK 2022

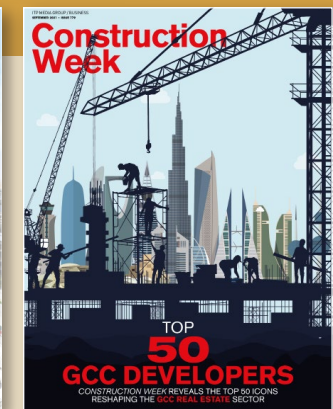
# WORD FROM THE EDITOR

Construction builds up economies worldwide, accounting for a significant portion of the GDP and GNP of most nations. The value of the construction sector is tied not only to its size, but also to its position as a driver of economic growth. Supporting the sector through thorough and efficient reporting, Construction Week Middle East has become the leading voice in the industry over the past 18 years. Industry leaders and professionals turn to us for exclusive and thought-provoking insights onsite, and this has only heightened our responsibility to tell the stories that matter to the construction sector.

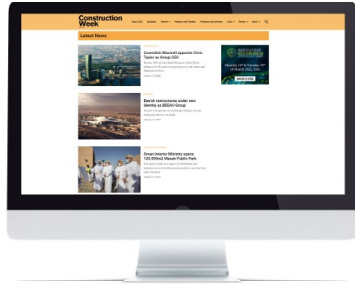
From C-suite executives to project managers, civil and mechanical engineers to architects and designers, surveyors to legal experts, *Construction Week Middle East* has a strong readership base that looks to gain unparalleled access to industry outlook articles, comments from key decision-makers, as well as opinions from analysts. With more than 10 million annual page views, our online presence is further amplified by our extensive social media reach and our multimedia content spanning platforms. Our print and digital products cover emerging trends, contract and project updates, and product innovation.

Delivering exclusive multimedia content that matters to the region, *Construction Week Middle East* has become the premier source of information for the Middle East's government and private-sector construction supply chains.

**Ranju Warriar**  
Editor in Chief



# DIGITAL



## WEBSITE

ConstructionWeekOnline.com is the resource-of-choice for contractors, consultants, developers, and suppliers. The website attracts readers from across the globe, with a wide array of stories ranging from breaking news, project updates, contract wins, tender awards, our annual rankings, and the digital edition of the monthly magazine.

It is the digital home for our content, and where the latest construction and engineering news is published first.

[ConstructionWeekOnline.com](http://ConstructionWeekOnline.com)

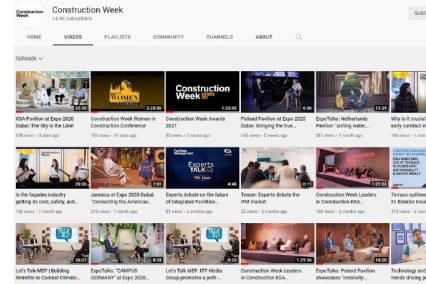
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## NEWSLETTERS

Our daily e-newsletter brings the latest news, insight, and analysis directly to your inbox, so you can keep up to date wherever you might be.

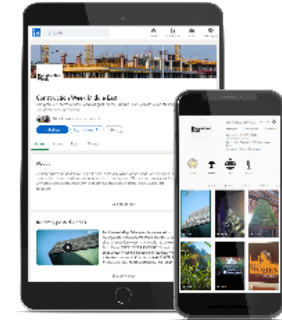
Read by industry stakeholders across the globe, the *Construction Week Middle East* newsletter helps set the daily agenda for business leaders, who rely upon our reporting to make key decisions. You can subscribe to the newsletter through our website to be the first in the know.



## MULTIMEDIA

*Construction Week Middle East's* YouTube channel is home to some of the most engaging interview with industry leaders. It hosts Expert Interviews, Behind The Mic, InSite and Icons Deconstructed.

Construction Week Viewpoint – our podcast series – answers your questions on all topics impacting the region's construction market – from site tech and productivity, to early involvement and health & safety.



## SOCIAL MEDIA

*Construction Week Middle East* has an extensive social media presence, reaching a wide audience through LinkedIn, Twitter, Instagram, and Facebook to provide regular updates with the latest news, interviews, and analysis where you are.

The ConstructionWeekOnline.com – Professional Network on LinkedIn is a select group which allows construction professionals to network, discuss news, and make connections.

# PRINT

ITP MEDIA GROUP / BUSINESS  
JUNE 2021 / \$6.95

## Construction Week

# POWER 100

MEET THE TOP 100 SUPERHEROES OF 2021

Our monthly magazine features exclusive columns from the industry leaders, expert analysis, industry event coverage, industry-leading rankings, news analysis, site visits, features, and in-depth reporting on the region's construction and engineering sector.

### SMART CITY

#### SMART CITY INFRASTRUCTURE

With a focus on sustainable urban development, the concept of smart cities is becoming an increasingly important part of the city planning process.

**Infrastructure** is the backbone of any smart city. It includes the physical and digital infrastructure that enables a city to function efficiently and sustainably. This includes things like roads, bridges, water supply, power, and communication networks.

**Smart City Infrastructure** is the use of digital technology to improve the efficiency and sustainability of a city's infrastructure. This includes things like smart grids, smart buildings, and smart transportation systems.

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## Exclusive columns

### LEGACY

#### DUBAI CREEK GOLF CLUBHOUSE: LEGACY & NOSTALGIA UNMATCHED

The Dubai Creek Golf & Yacht Club is a landmark project that has shaped the skyline of Dubai. It is a testament to the city's growth and ambition. The clubhouse is a masterpiece of architecture, blending modern design with traditional elements. It is a place where history meets the future.

**THE CONSTRUCTION OF THE SALES ON GOLF CLUBHOUSE**

The construction of the clubhouse was a complex task. It involved a lot of planning and coordination. The team had to overcome many challenges, but they were determined to get the job done. The result is a beautiful building that is a true legacy of Dubai.

**ERECT THE ELEMENTS WHICH BECAME INCREASINGLY LONGER GOING UP**

The construction of the clubhouse was a long and arduous process. It took many months to complete. The team had to work hard every day to make sure that everything was done right. The result is a building that is a true masterpiece.

## Features

### Construction Week

# TOP 50 GCC DEVELOPERS

Construction Week 2021 is the premier event for the GCC construction industry. It brings together industry leaders, innovators, and visionaries to discuss the future of the sector. The event features a variety of activities, including keynote speeches, panel discussions, and networking opportunities.

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## Industry-leading rankings

### THE INDUSTRY RECONVENES: PRECAUTIONARY MEASURES INTACT

Even in the current climate, Construction Week 2021 offers a unique opportunity for industry leaders to connect and collaborate. The event is a must-attend for anyone who wants to stay ahead of the curve.

**25 Years of EarthCam Innovation**

For the ultimate in 360-degree documentation, EarthCam has been a leader in the industry for over 25 years. Their innovative technology has revolutionized the way we capture and share construction data. EarthCam is proud to celebrate this milestone and look forward to the next 25 years of innovation.

## Industry event coverage

# EVENTS



## Construction Week Awards

Every year the Construction Week Awards honours the individuals and businesses who have excelled over the past 12 months from the Middle East's construction industry. The event is a meeting point for the industry, bringing together business leaders from all construction verticals to network and recognise excellence.

In 2021, the awards for the first time recognised achievements in 22

categories introducing new categories, namely Fit-out Contractor of the Year, Modular Contractor of the Year, Fire Consultant of the Year, as well as Client Excellence Award.

With a legacy of 17 years, the Construction Week Awards has grown stronger as the publication has intensified the judging process. It has become an indicator of the sector's underlying strength.

## Women in Construction Summit

The Women in Construction Conference was launched in 2021 to address the movements taking place to push equality, diversity and inclusion (EDI) across the board and on sites. It also reflects on the industry's drive towards realigning work place policies to create equal opportunities.

The conference was hosted in partnership with UN Women discussing topics including generating better opportunities for graduates to retaining and recruiting talent based on skillset and creating roles models by promoting women to managerial roles.



### NEW IN 2022

## Dispute Resolution KSA

*Construction Week Middle East* is hosting the first ever Dispute Resolution Question Time KSA Summit to gather legal experts actively involved in the Kingdom's construction sector to answer key questions about claims, arbitration and construction disputes.

## Leaders in Construction

*Construction Week Middle East* organises and hosts country-specific editions of the Leaders in Construction Summit to gather professionals and industry experts to network and discuss topics over several panel discussions during a one-day event.

Having begun with our Leaders in Construction UAE Summit, the event has expanded into Saudi Arabia, Egypt, Qatar, with potential expansion in Kenya.



# EDITORIAL CALENDAR 2022

| MONTH     | EDITORIAL FOCUS                        | LANDMARK SECTIONS                 | COUNTRY FOCUS        | EVENTS/SPECIAL COVERAGE                        |
|-----------|----------------------------------------|-----------------------------------|----------------------|------------------------------------------------|
| JANUARY   | Business expansion                     | Saudi F1                          | GCC                  | Construction Week Awards                       |
| FEBRUARY  | Construction focus – Dubai budget      | Contractual Obligations           | UAE                  | SteelFab 2022 Conference                       |
| MARCH     | Equality, Diversity, & Inclusion (EDI) | Top 20 Egypt Developers           | GCC                  | Dispute Resolution Question Time Dubai         |
| APRIL     | Sustainability – ESG                   | Top 50 KSA Construction Firms     | Saudi Arabia         | FPF, KSA Infrastructure Summit                 |
| MAY       | Cost Consulting                        | Scaffolding                       | GCC                  | –                                              |
| JUNE      | H1 2022 – review                       | Power 100 list                    | GCC                  | Dispute Resolution Question Time KSA           |
| JULY      | KSA Gigaprojects                       | Knowledge Partner – KSA Economy   | Saudi Arabia         | –                                              |
| AUGUST    | Smart Cities – Urban Planning          | EPC Contracts                     | GCC                  | Leaders in Construction Egypt, Leaders Kenya   |
| SEPTEMBER | Real Estate                            | Top 50 GCC Developers List        | GCC                  | –                                              |
| OCTOBER   | Infrastructure Development             | Knowledge Partner – Egypt Economy | GCC, Egypt           | Leaders UAE, Leaders KSA,                      |
| NOVEMBER  | FIFA World Cup 2022                    | Supply chain analysis             | Qatar, Egypt, Kuwait | Leaders Qatar, Leaders Kuwait, CW Egypt Awards |
| DECEMBER  | Year in review 2022                    | Utility projects                  | GCC                  | CW KSA Awards, CW Qatar Awards                 |

[ConstructionWeekOnline.com](https://www.constructionweekonline.com)

[ConstructionWeekSaudi.com](https://www.constructionweeksaudi.com)

Editorial contact

**Ranju Warriar**

**EDITOR IN CHIEF**

Tel: +971 4 444 3385

Email: [ranju.warrier@itp.com](mailto:ranju.warrier@itp.com)

# EVENT CALENDAR 2022

| MONTH     | EVENTS                                 | DATE         |
|-----------|----------------------------------------|--------------|
| JANUARY   | -                                      | -            |
| FEBRUARY  | Dispute Resolution Question Time Dubai | 22 FEBRUARY  |
| MARCH     | KSA Infrastructure Summit              | 29 MARCH     |
| APRIL     | -                                      | -            |
| MAY       | Dispute Resolution Question Time KSA   | 18 MAY       |
| JUNE      | -                                      | -            |
| JULY      | -                                      | -            |
| AUGUST    | -                                      | -            |
| SEPTEMBER | Leaders in Construction UAE Summit     | 14 SEPTEMBER |
|           | Dispute Resolution Question Time UAE   | 14 SEPTEMBER |
|           | Leaders in Construction KSA Summit     | 28 SEPTEMBER |
| OCTOBER   | Leaders in Construction Egypt Summit   | 04 OCTOBER   |
|           | CW Egypt Awards                        | 04 OCTOBER   |
|           | Women in Construction Summit           | 12 OCTOBER   |
| NOVEMBER  | CW KSA Awards                          | 09 NOVEMBER  |
|           | CW Awards 2022                         | 24 NOVEMBER  |
| DECEMBER  | -                                      | -            |

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Editorial contact

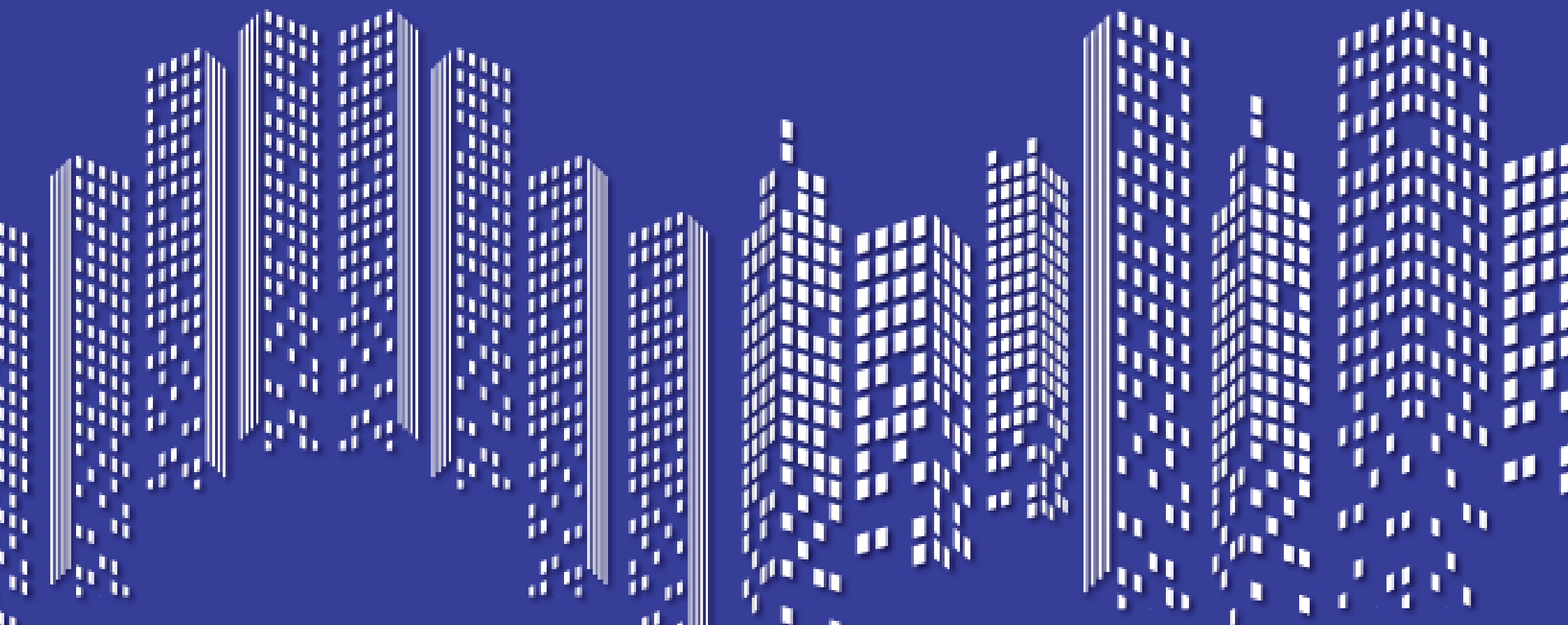
Ranju Warriar

EDITOR IN CHIEF

Tel: +971 4 444 3385

Email: ranju.warrier@itp.com

# *RATE CARD*





# RATE CARD

## DIGITAL

| ELEMENT                     | USD    |
|-----------------------------|--------|
| STANDARD UNITS DESKTOP      |        |
| Leaderboard                 | 100    |
| Vertical White Space Banner | 90     |
| MPU                         | 85     |
| EDM                         | 400    |
| E-newsletter (one week)     | 2,000  |
| Overlay                     | 120    |
| Content Marketing           | 8,000  |
| Knowledge Partnership       | 12,000 |
| Press Release               | 2,500  |
| Whitepaper                  | 15,000 |
| Podcast                     | 5,000  |
| YouTube Video               | 6,000  |
| Webinar                     | 20,000 |
| Social Media Post           | 1,500  |

## PRINT

| ELEMENT                        | USD    |
|--------------------------------|--------|
| Full Page                      | 6,000  |
| Half Page                      | 4,000  |
| Inside Front Cover             | 7,000  |
| Outside Back Cover             | 8,000  |
| Advertorial                    | 8,000  |
| Double Page Spread Advertorial | 15,000 |

## EVENTS

| EXECUTION                        | USD             |
|----------------------------------|-----------------|
| Dispute Resolution Question Time | 10,000          |
| KSA Infrastructure Summit        | 15,000          |
| Leaders in Construction Summit   | 10,000 - 30,000 |
| Construction Week Awards         | 15,000 - 40,000 |

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## Commercial contact

**Anup Nagpurkar**  
COMMERCIAL DIRECTOR

Tel: +971 4 444 3573

Email: anup.nagpurkar@itp.com

**Moutaz Gadelhak**  
SENIOR SALES MANAGER

Tel: +971 4 444 3177

Email: moutaz.gadelhak@itp.com