

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.

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

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

AVERAGE PROJECTED READERSHIP: 40,880 readers per month



PRINT RUN 11,680 copies



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



■ Consultants 38% ■ Developers 8%
■ Contractors 32% ■ PMV, MEP, FM 10%
■ Architects 10% ■ Other 2%

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 Big Project's* respected 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

Speaking directly to your target market



www.thebigprojectme.com

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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 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	\$10,440
Full Page	\$7,900	*\$6,715	*\$5,925	*\$4,740
Half Page	\$5,950	*\$4,950	*\$3,950	\$3,160
Section Sponsorship	\$12,250	*\$11,000	*\$10,000	\$8,000

* 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 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

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	490 x 276	450 x 295
Full Page	207 x 270	250 x 335	177 x 240
Half Page Horizontal	207 x 135	N/A	N/A
Half Page Vertical	103 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