

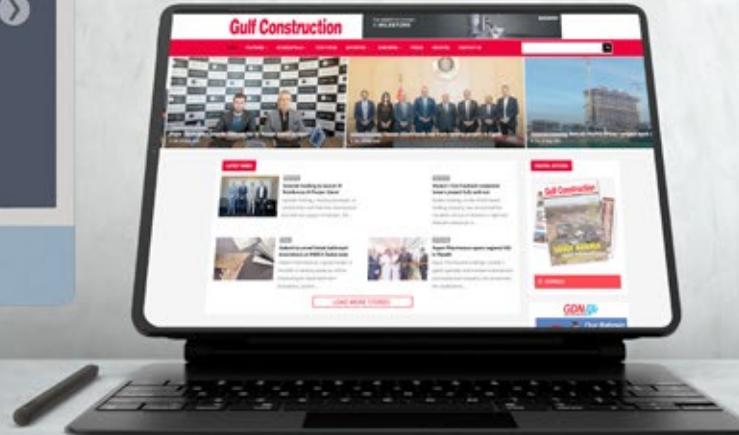
# Gulf Construction

[www.gc-worldwide.com](http://www.gc-worldwide.com)

Linked to



A component of



**Regional Coverage/Global Reach**

# A New Digital Standard in Construction Media

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Our reimagined platform transforms how readers engage with construction content. With a seamless blend of video, audio, and interactive features, the new Gulf Construction doesn't just describe products and projects—it brings them to life.

Whether it's a building material being tested, a piece of equipment in action, or a project site walkthrough, editorial and advertising content now features rich multimedia storytelling that offers depth, clarity, and real-world context.

**Advertisers** now have the power to showcase their products in action - being manufactured, installed, or deployed - through high-impact video presentations that elevate engagement and generate stronger market interest.

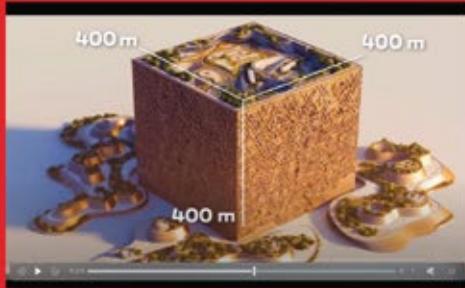
**This is not just advertising; it's a total product experience.**



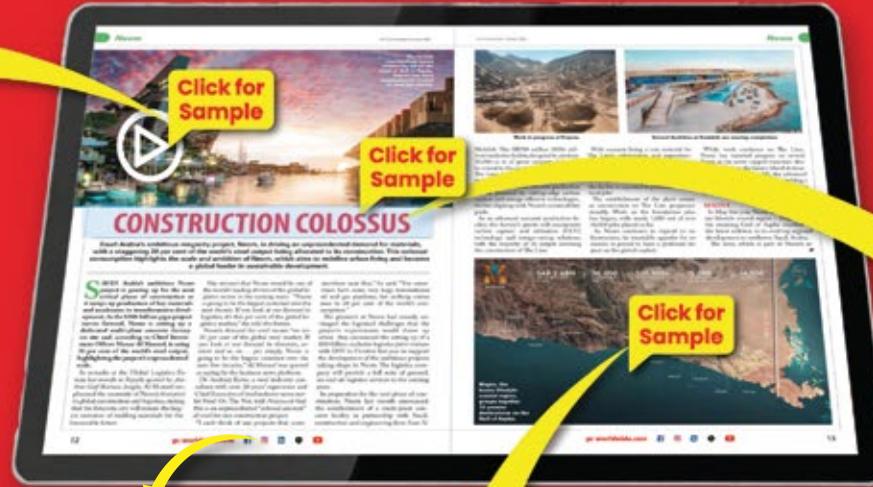
# Read, Listen, Watch and Follow



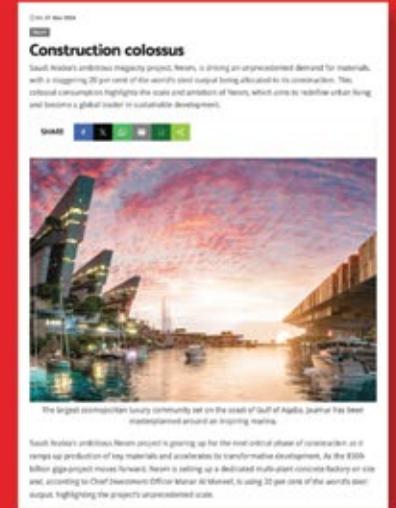
Pop-up videos featuring the latest news and intriguing stories, all with fully customisable user controls



Adverts and Editorials are now more interactive than ever!. They seamlessly transition into videos, giving users full control over volume, playback (forward/backward), pause, and fullscreen options



Click on a headline to view the story in a more reader-friendly format, complete with images



Click for Social Media links



Multiple images from news articles are now showcased in a rotating carousel, complete with forward and backward controls for easy navigation



When an article features an 'ear' icon, you can choose to have it read aloud to you

# Gulf Construction: Goes Fully Digital: A Bold New Era begins

For over 45 years, Gulf Construction has set the benchmark for authoritative, in-depth coverage of the GCC's building and construction sector.

Now, this trusted industry voice has evolved into a cutting-edge digital multimedia platform - one that is informative and immersive.



Scan or click on  
QR code to visit  
GC interactive pdf



# Global Distribution & Reach

**Gulf Construction's Digital edition** incorporates multimedia facilities to allow for either multiple imagery or video presentations embedded within any booked advertisement.

The rates also include banner advertising on the Gulf Construction and Trade Arabia websites as well as on the daily newsletters published within the specific month.

Email distribution to 50,000 industry professionals throughout the world who have a serious interest in the GCC region with over 67,000 users on the websites each month.



## **50,000 Email distribution**

Email distribution to 50,000 industry professionals throughout the world who have a serious interest in the GCC region.



## **67,000 users**

Over 67,000 users on GC & Trade Arabia each month.

# Truly Global. Deeply Local.

**Our transformation also comes with expanded reach.**

This unmatched distribution ensures that your message reaches decision-makers, specifiers, contractors, and construction professionals from the heart of the Gulf to key global markets. It's a platform that combines local depth with global visibility, making Gulf Construction the ideal choice for brands aiming to make an impact at scale.

**Welcome to the new Gulf Construction: immersive, interactive, and international**



REACH

# Readership



**Annual Users 808K**

**Gulf Construction**

**417K+**  
Page views

**262K+**  
Users



[www.gc-worldwide.com](http://www.gc-worldwide.com)



**1 M+**  
Page views

**550K+**  
Users



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

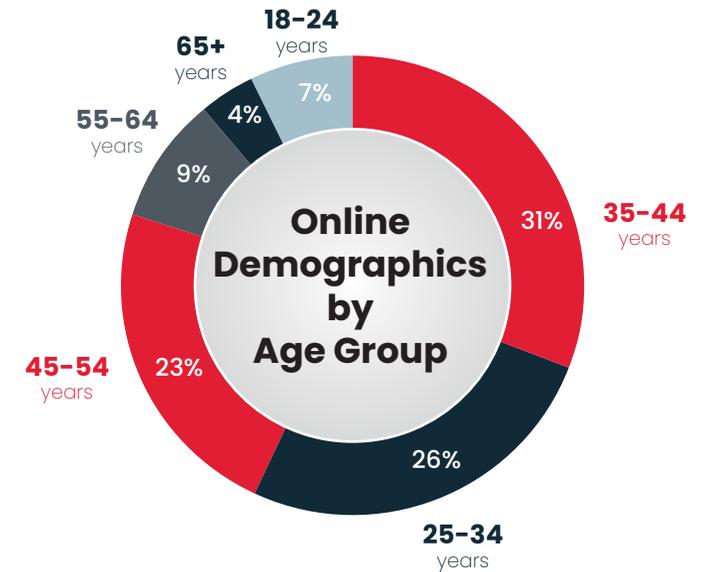
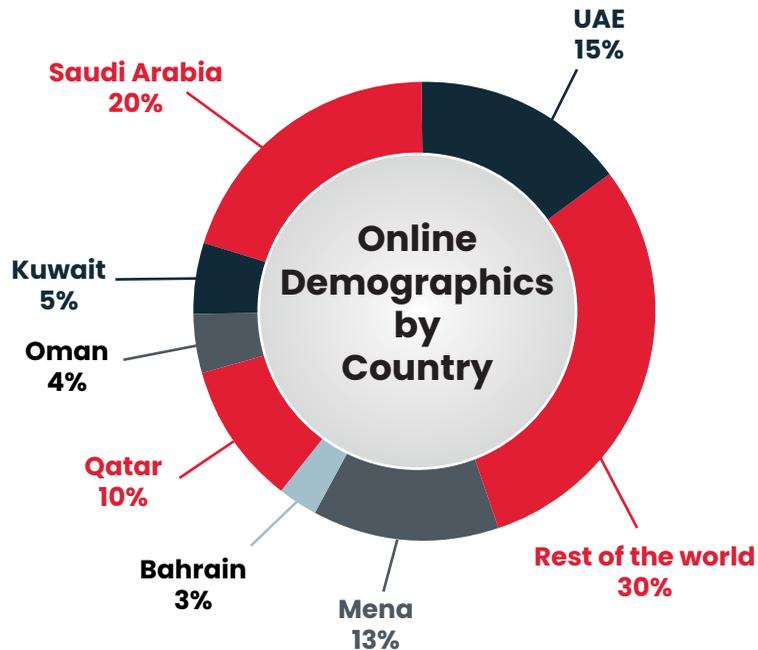
## Reader Profile

- Civil Engineering Contractors.
- Sub-Contractors.
- Specifying Consultants.
- Interior Designers.
- Architects and Surveyors.
- Government Departments and Public Works Authorities.
- Importers / Distributors of Plant and Equipment, Building Materials.
- Construction Professionals.
- Manufacturers

## Continued Readership

**Gulf Construction** attracts an online readership of an average of 22,000\* visitors per month. The magazine's online presence takes news, product information and our advertisers' messages to a wider audience of construction professionals, all of whom have a serious interest in the region's building and construction sector.

\*Source: Google Analytics





The inclusion of the Arabian Business Community (ABC), the region's fastest growing interactive business resource will also enable companies to promote themselves across a multitude of sub-sectors of the market, ensuring top-of-mind positioning in hundreds of business referrals - a total of over 11 million in a year.



Scan QR  
code or visit  
[abc-gcc.net](http://abc-gcc.net)



# Construction Categories

3.1 M+ VISITS

377 K+ USERS

Cellings, Floors & Partitioning  
Operations & Maintenance - Construction

**Aluminium**

Construction Vehicles

Cement Industry

Wrought Iron & Ironmongery

Chemicals & Allied Products - Construction

Landscaping & Pools

Electrical Materials

Lighting

Building Materials

Scaffolding & Formwork

Pumps, Valves, Pipes, Compressors

**Steel**

Trade Exhibitions

Insulation

Dredging & Excavation

Trading - Construction

Ready Mix

Cladding & Facades

Roofing

Drainage & Sewerage

Lifts & Escalators

Bricks & Blocks

Heavy Construction Equipment

Fabrication, Welding & Fencing Works

Glass & Mirrors

Water Proofing

Equipment & Machinery Rental - Construction

Timber & Plywood

Cranes & Lifting Equipment

**Cables**

Corrosion Technology

Construction & Civil Engineering

Precast

Mechanical Engineering

HVAC - Heating, Ventilation & Air Conditioning

Doors & Windows

Fixings

Paints & Coatings

Adhesives & Sealants

Electrical Engineering

**Ceramics & Tiles**

Marble, Granite & Decorative Stones

Power Generation Transmission & Distribution - Construction

Construction-Architects-Architectural-Consultants

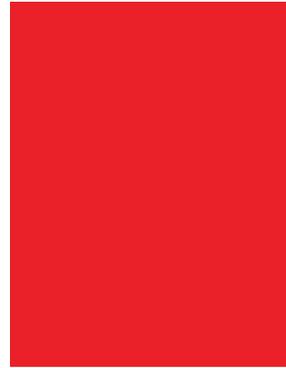
# GC Media Programmes

	Sponsorship	Partnership	Associate
<b>Media Sponsors</b>	Limited Number of Companies	Limited Number of Companies	Limited Number of Companies
<b>Masthead Logo</b>	Website and Social Media + Newsletters	—	—
<b>Adverts</b>	5 Full Pages (per month)	3 Full Pages Adverts (per month)	2 Full Pages Adverts (per month)
<b>Editorial</b>	Across all of Hilal Media Platforms	Across all of Hilal Media Platforms	Gulf Construction Media Platform
<b>Social Media Post</b>	1 Daily	3 Weekly	1 Weekly
<b>Dedicated Editorial Executive</b>	✓	—	—
<b>Videography/Photography</b>	Monthly	Quarterly	2 per Annum
<b>EDMs</b>	Weekly	Monthly	Quarterly
<b>Creative Services</b> (copy generation)	✓	✓	—
<b>ABC Premium Listings</b>	Unlimited Premium Listings	6 Premium Listings	3 Premium Listings
<b>Price per Annum</b>	<b>US\$ 80,000</b>	<b>US\$ 64,000</b>	<b>US\$ 32,000</b>

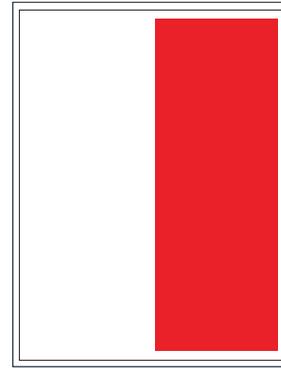
# Multimedia Digital Rates and Specifications



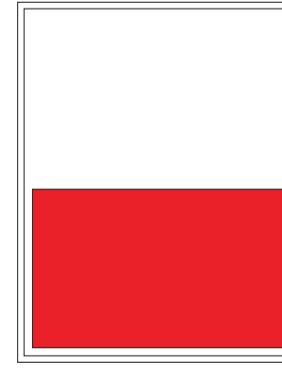
**Cover** (front & inside cover)  
28.2 x 21 cm



**Inside Pages**  
28.2 x 21 cm



**Half Page (Vertical)**  
24.5 x 9 cm



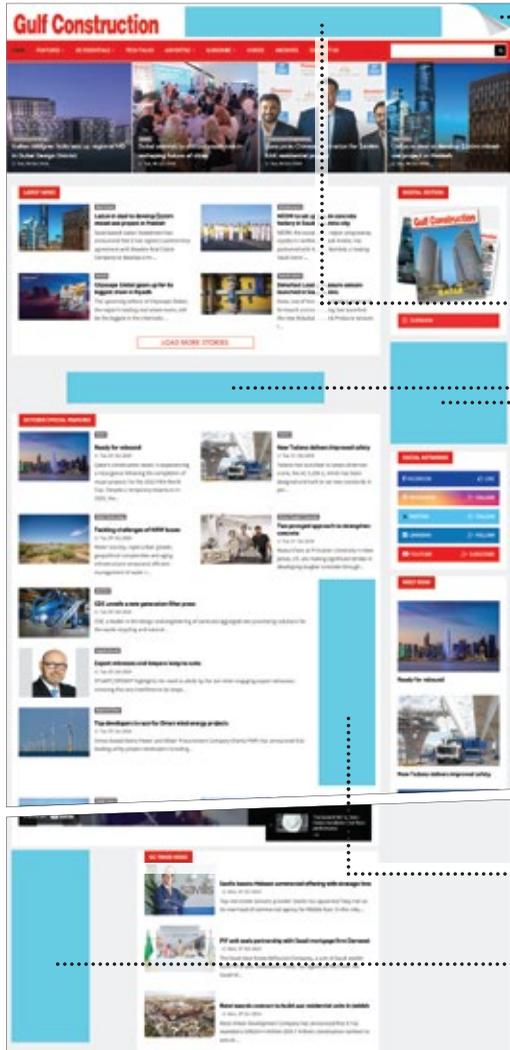
**Half Page (Horizontal)**  
18.5 x 12 cm

Advertising Size	US\$*	BD*	SR*	KD*	AED*
<b>Cover</b> (front & inside cover)	9,309	3,500	34,906	2,852	34,185
<b>Back Cover</b>	6,117	2,300	22,939	1,874	22,465
<b>Inside Cover</b>	3,191	1,200	11,968	978	11,721
<b>Inside Page</b>	2,660	1,000	9,973	815	9,767
<b>Half Page</b>	1,596	600	5,984	489	5,860

\*(Subject to VAT)

Supply digital artworks in Adobe Acrobat PDF high resolution, with font converted to outline and all file information to be outside of the crop marks.

# Website Products & Pricing



## Pop-Up

**640 x 480 pxl**  
US\$ 1,600, BD 600 per week

## Page Peel (Exclusive Position)

**700 x 700 pxl (large image)**  
**100 x 100 pxl (small image)**  
US\$ 1,060, BD 400 per week

## Leaderboard (Home Page)

**728 x 90 pxl**  
US\$ 762, BD 287 per week

## Expandable Leaderboard

**Small - closed state (728x90 px)**  
**Large - opened state (728x400 px)**  
US\$ 960, BD 362 per week

## Leaderboard (Inside Pages)

**728 x 90 pxl**  
US\$ 900, BD 340 per week

## Divisional Banner

**728 x 90 pxl**  
US\$ 465, BD 175 per week

## MPU/MREC

**300 x 250 pxl**  
US\$ 665, BD 250 per week

## Skyscraper

**160 x 600 pxl**  
US\$ 795, BD 300 per week

## Space Banner

**220 x 550 pxl**  
US\$ 530, BD 200 per week

# Daily Newsletter Products & Pricing



## Daily Newsletter Leaderboard

**728 x 90 pxl - Header**  
US\$ 800, BD 300 per week

**20K+**

**Email- Electronic Directmail  
Marketing to Dedicated Database**

## Daily Newsletter Space Banner

**220 x 550 pxl**  
US\$ 465, BD 175 per week

## Daily Newsletter Leaderboard

**728 x 90 pxl - Footer**  
US\$ 400, BD 150 per week

# 2026 Editorial Calendar

## JANUARY

- REGIONAL REPORT: Eastern Province of Saudi Arabia
- COUNTRY REPORT: Bahrain
- Industrial Construction
- Protective Coatings
- Doors and Windows
- Security and Safety
- Roofing
- EVENT: Big 5 Construct Saudi
- EVENT: ifat Saudi

## FEBRUARY

- CITY REPORT: Riyadh
- Architectural Ironmongery
- Ceilings, Floors and Partitions
- Ceramics and Sanitary Ware
- Emerging Technologies
- Mechanical, Electrical and Plumbing (MEP)
- Roads and Bridges
- EVENT: 3rd Roads, Bridges & Tunnels KSA Forum

## MARCH

- CITY REPORT: Dubai
- German Construction Expertise
- Drainage and Sewerage
- Heavy Plant & Machinery
- Excavators
- Fire Protection
- Rebar
- The Cement Industry
- Industrial Doors and Gates
- EVENT: MosBuild

## APRIL

- COUNTRY REPORT: Kuwait
- Air-Conditioning and Refrigeration (HVACR)
- Bricks and Blocks
- Carpets and Floor Coverings
- Concrete Technology
- Connected Construction
- Energy Infrastructure
- Green Buildings
- Loaders
- EVENT: Gulf Steel Expo
- EVENT: MEE
- EVENT: Saudi Projects
- EVENT: Leap

## MAY

- COUNTRY REPORT: Saudi Arabia
- Cladding and Facades
- Geomembranes and Geotextiles
- Pumps, Valves and Compressors
- Hardwood, Softwood and Plywood
- Kitchens
- Trucks
- Digitalisation
- EVENT: Big 5 Construct Saudi

## JUNE

- COUNTRY REPORT: Oman
- Special Report: Construction Goes Green
- China's Construction Expertise
- Forklifts and Telehandlers
- Railway Construction
- Corrosion
- Lighting
- Lifts and Escalators
- EVENT: INDEX Dubai
- EVENT: Middle East Rail, Dubai
- EVENT: International Hardware Fair
- EVENT: Saudi Giga Projects
- 3D Imaging and ICT
- Marble and Granite
- Quarrying

## JULY

- Special Feature: Women in Construction
- Turkish Construction Expertise
- Air Control and Ventilation
- Airport Construction
- Dredging and Land Reclamation
- Steel
- Interiors
- Tensile Membrane Structures
- 3D Printing

## AUGUST

- REGIONAL REPORT: Abu Dhabi
- India's Construction Expertise
- Waste Water Treatment
- Cables
- Cables & Data Centres
- Landscaping
- Facilities Management, Operation and Maintenance
- Pipes
- Access Equipment

## SEPTEMBER

- SPECIAL FEATURE: #SaudiMade – Construction, Interiors, Products & Services
- CITY REPORT: Makkah and Madinah
- Compaction and Paving Equipment
- Chemicals in Construction
- Power Generation (and Generators)
- Modular Buildings
- Partitions
- EVENT: Jeddah Construct, Jeddah
- EVENT: INDEX Saudi Arabia, Riyadh
- EVENT: Saudi Event Show
- EVENT: Global Infrastructure Summit, Riyadh
- Saudi Event Show
- Leisure Facilities

## OCTOBER

- COUNTRY REPORT: Qatar
- CITY REPORT: Riyadh
- USA's Construction Expertise
- Cranes and Hoists
- Drilling and Tunnelling
- Glass and Metal
- BIM
- Precast Concrete
- Water Technology
- EVENT: FABEX

## NOVEMBER

- REGIONAL REPORT: The Northern Emirates
- CITY REPORT: NEOM – The City of the Future
- Solar Energy
- Crushers, Screens & Concrete Batching Equipment
- Hotels and Palaces
- Paints and Coatings
- Waterproofing
- EVENT: Saudi Build, Riyadh
- EVENT: Cityscape Global, Riyadh
- EVENT: Big 5 Global, Dubai

## DECEMBER

- CITY REPORT: Jeddah
- Transport and Materials Handling
- Bathrooms
- Environmental Protection
- Facades
- Insulation
- Plastics in Building Materials
- Building Management Systems
- Scaffolding & Formwork
- EVENT: Black Hat Mea, Riyadh

## Follow our social media profiles



Gulf Construction Magazine



Gulf\_const



GulfConstructionOnline



gulfconstructionmagazine



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# Gulf Construction

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Get the latest news about developments in the  
Construction & Building industry from around the GCC

