90% of readers have used MEP to help make purchasing decisions.

26,979 total print and digital monthly readership.

Available in print, online and as an app.
MEP Middle East is a monthly magazine that delivers news, data, analysis and strategic insights for the region’s mechanical, electrical and plumbing contractors, as well as those specifying the MEP components needed for new developments. The publication is designed to enhance readers’ knowledge and provide them with the insights they require to make effective purchasing decisions, plan successful MEP applications and execute perfect projects.

Beyond providing the latest news and views from the industry in the region, every month the magazine looks at MEP engineering in action with a visit to an ongoing or completed MEP project. Through interviews with project teams, MEP contractors and consultants, the magazine gives an in-depth insight into the challenges and achievements of some of the region’s most high-profile projects.

The magazine’s interview slots regularly host MEP contracting’s biggest movers and shakers, asking them the questions that matter and taking readers inside the minds of those leading the industry’s most influential firms. Those at the helm of industry bodies and relevant governmental authorities also feature, allowing the industry access to the thinking of those shaping the future of MEP in the Middle East.

With its feature slots, the magazine discusses the latest MEP technology and design, trends, market developments and operational advances. To this end, MEP Middle East engages with contractors, consultants, and suppliers on these subjects each month and combines their views to give a clear picture of where the industry is and where it is going.

Taken together, the sum of MEP Middle East’s parts makes it the most comprehensive and thorough publication of its kind. It is unrivalled in its access and coverage of the industry and is an essential guide for its business leaders and key decision-makers. As such, the magazine is not only an excellent resource for readers but an effective marketing solution for suppliers and service providers.

**Print Advertising**

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**Print Benefits**

Advertising in MEP Middle East offers numerous advantages:

**Credibility**

MEP Middle East has been serving the region’s construction sector for over eight highly successful years through its monthly print offering and its highly coveted annual awards, ensuring a loyal and engaged audience.

**Targeted Audience**

MEP Middle East’s subscribers and database are reviewed twice a year by independent, third party auditors from the BPA, ensuring the magazine reaches its target audience.

**Purchasing Power**

MEP Middle East’s readers are decision makers and purchasing influencers, which is why 90% of them have used the magazine’s editorial and advertising content to make purchasing decisions.

**Measurable Results**

From decision makers met through to business cards collected, or the click-throughs generated by digital campaigns, MEP Middle East allows advertisers to measure the return on investment they receive.

**Branding**

Print advertising and sponsorship are proven to solidify a firm’s brand identity. Each month, and at its annual awards and conference, MEP Middle East provides opportunities for its commercial partners to increase their brand recognition.
What is happening across the MEP and wider construction industry in the GCC and further afield.

Leading industry experts give their own personal thoughts on the topics making the headlines.

Looking behind the big stories and setting out what they mean to people, countries, economies and businesses.

Taking to those who matter and obtaining the exclusive first-hand accounts of projects and people that set the industry agenda.

Taking a tour of the region’s most interesting MEP projects, and finding out the story behind their design and installation.

The issues, trends and problems affecting the work of MEP contractors and consultants.

The latest developments in MEP technology and equipment, and expert advice on how to make the most of them.

The people and the projects, the equipment and the techniques driving the MEP sector today.

Market intelligence for MEP contractors on upcoming projects around the region.

A personal view on one of the topics of the moment from a guest columnist.
# MEP Editorial Calendar 2015

<table>
<thead>
<tr>
<th>Month</th>
<th>Contractor Focus</th>
<th>Consultant Focus</th>
<th>Conferences/Shows/Events</th>
<th>Special Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Project management</td>
<td>Supervision</td>
<td>Intersec review</td>
<td>HVAC suppliers you should know</td>
</tr>
<tr>
<td>February</td>
<td>Skills shortages and recruitment</td>
<td>HVAC design</td>
<td>Middle East Electricity preview / Arabian MEP Bahrain</td>
<td>Solar</td>
</tr>
<tr>
<td>March</td>
<td>Procurement</td>
<td>Green building codes</td>
<td>WETEX preview</td>
<td>Switchgear</td>
</tr>
<tr>
<td>April</td>
<td>Prefabrication</td>
<td>Retrofitting</td>
<td>Project Qatar preview / CHRVI Doha and Saudi Energy</td>
<td>Heat pumps</td>
</tr>
<tr>
<td>May</td>
<td>Contract disputes and payment</td>
<td>Firefighting system design</td>
<td>MEP Conference preview</td>
<td>Lighting</td>
</tr>
<tr>
<td>June</td>
<td></td>
<td>Top 25 consultants</td>
<td>MEP Conference review</td>
<td>Chillers</td>
</tr>
<tr>
<td>July</td>
<td>Subcontracting</td>
<td></td>
<td></td>
<td>Electrical suppliers you should know</td>
</tr>
<tr>
<td>August</td>
<td>Estimation</td>
<td>Design and build</td>
<td></td>
<td>BIM software</td>
</tr>
<tr>
<td>September</td>
<td>Top 25 contractors</td>
<td>Plumbing system design</td>
<td></td>
<td>Energy efficient HVAC systems</td>
</tr>
<tr>
<td>October</td>
<td>Testing and commissioning</td>
<td>Skills, training &amp; recruitment</td>
<td></td>
<td>Water tanks</td>
</tr>
<tr>
<td>November</td>
<td>Joint ventures</td>
<td>Electrical system design</td>
<td>Big 5 preview / MEP Awards preview</td>
<td>BMS</td>
</tr>
<tr>
<td>December</td>
<td>Retrofitting</td>
<td></td>
<td>MEP Awards review</td>
<td>Plumbing suppliers you should know</td>
</tr>
</tbody>
</table>

*Subject to change at editor’s discretion*

Every Issue: Comment, Case Studies, Projects in Progress, News, Views, Debate, Analysis
**Readership**
91% of subscribers have their copy read by 2 people or more.

**Editorial**
92% of MEP Middle East readers consider its editorial to be excellent, outstanding or good compared to other magazines that focus on the MEP industry.

**Purchasing decisions**
90% of our readers have at some point used MEP Middle East to make purchasing decisions based on its editorial and advertising content.

**Competitive Advantage**
89% of the readers consider MEP Middle East to be a superior or better publication than others in the same industry within the region.

*Source: ITP Business Readership Survey Sept 2014*
The MEP Middle East Awards are the premier platform for the mechanical, electrical and plumbing industry in the region. Designed to recognise the achievements of the organisations and individuals from the region’s MEP sector, the awards cycle takes place over a full eight months and culminates in a gala dinner event that attracts more than 300 industry professionals.

Now in its ninth year, the success of the awards is testament to the trust readers place in the magazine, and reinforces the strength of the MEP Middle East brand. As the awards attract significant build-up and post-event coverage, they provide an excellent promotional platform for firms looking to promote their brands, products and services to a qualified audience.

**Event Sponsorship**

**First awards held in 2007**

**122+ nominations across 15 categories**

**370+ MEP professionals attend**

**8 month PRE & POST-EVENT MARKETING CAMPAIGN FOR SPONSORS**

Offering unrivalled value and exposure for your marketing spend including editorial partnership coverage and support for your company and products.

**EVENT BENEFITS**

Sponsoring MEP’s Middle East events delivers a number of benefits, including:

**Credibility**

For the MEP Middle East Awards, a distinguished and independent judging panel assesses more than 122 award nominations before voting takes place.

**Community**

By sponsoring the MEP Middle East Awards, commercial partners are involving themselves in the MEP community, either helping it celebrate its successes or furthering knowledge sharing and best practice development.

**Targeted audience**

MEP Middle East’s events are invitation only; with invitees coming from either the magazine’s BPA audited circulation or the awards shortlist, created by the independent judging panel. This ensures only qualified professionals attend.

**Branding**

The marketing lifecycle of MEP Middle East’s events, and the onsite activity surrounding both the awards and the conference, ensure sponsor branding is prominent throughout, thus allowing them to build brand recognition with attendees.
AWARDS SPONSORSHIP
A variety of award sponsorship packages are available, which include varying levels of brand exposure through and after the awards lifecycle and on-the-night executions.

PRESENTING SPONSOR
The leading awards sponsorship sees the awards referred to as being ‘in association with’ throughout the lifecycle with maximum exposure guaranteed.

PLATINUM SPONSOR
An exclusive opportunity for a maximum of two sponsors, positioning them at the top end of the awards. Includes multiple on-stage appearances on the night and significant pre-awards exposure.

GOLD SPONSOR
Up to three sponsors are able to secure gold sponsorship, positioning firms as true supporters of the industry throughout the awards build-up and on the night itself.

CATEGORY SPONSOR
This sponsorship ties a brand to a particular category that fits its primary market, such as Mechanical Project of the Year. Includes on-stage award presentation, and multiple brand exposure points.

GIFT SPONSOR
A gift sponsorship allows firms to get their products into the hands of the delegates and provide a take home reminder of their offering.

RECEPTION SPONSOR
The awards evening commences with a large social networking reception where attendees, finalists and industry experts meet to welcome guests, socialise with old friends and business colleagues, and meet new contacts. Sponsoring the reception provides a unique opportunity to promote your brand to the full audience in a relaxed and entertaining environment, while providing the perfect platform to build new business relationships.
### ADVERTISING RATES

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATION TRIM SIZE W X H (MM)</th>
<th>SINGLE INSERTION</th>
<th>6 INSERTIONS (price per insertion)</th>
<th>12 INSERTIONS (price per insertion)</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
<td>410x275</td>
<td>AED 29,966 (US$8,160)</td>
<td>AED 26,966 (US$7,344)</td>
<td>AED 25,471 (US$6,936)</td>
</tr>
<tr>
<td>Full Page</td>
<td>205x275</td>
<td>AED 19,239 (US$5,239)</td>
<td>AED 17,315 (US$4,715)</td>
<td>AED 16,355 (US$4,454)</td>
</tr>
<tr>
<td>Half Page Spread</td>
<td>390x120</td>
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<td>AED 19,307 (US$5,258)</td>
<td>AED 18,237 (US$4,966)</td>
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<tr>
<td>Half Page</td>
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<td>AED 13,483 (US$3,672)</td>
<td>AED 12,735 (US$3,468)</td>
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<td>AED 11,572 (US$3,151)</td>
<td>AED 10,929 (US$2,976)</td>
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<td>AED 15,423 (US$4,200)</td>
<td>AED 14,564 (US$3,966)</td>
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<td>390x60</td>
<td>AED 10,727 (US$2,921)</td>
<td>AED 9,656 (US$2,630)</td>
<td>AED 9,116 (US$2,482)</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>86x115</td>
<td>AED 10,727 (US$2,921)</td>
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<td>1/6 Page Strip</td>
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<td>AED 8,448 (US$2,300)</td>
<td>AED 7,377 (US$2,009)</td>
<td>AED 6,837 (US$1,861)</td>
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<tr>
<td>Inside Front Cover</td>
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<td>AED 25,652 (US$6,985)</td>
<td>AED 23,086 (US$6,287)</td>
<td>AED 21,804 (US$5,937)</td>
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<tr>
<td>Outside Back Cover</td>
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<td>AED 30,957 (US$8,430)</td>
<td>AED 29,234 (US$7,961)</td>
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<tr>
<td>Inside Back Cover</td>
<td>205x275</td>
<td>AED 21,454 (US$5,842)</td>
<td>AED 19,307 (US$5,258)</td>
<td>AED 18,237 (US$4,966)</td>
</tr>
<tr>
<td>Full Page Advertorial</td>
<td>205x275</td>
<td>AED 29,966 (US$8,160)</td>
<td>AED 26,966 (US$7,343)</td>
<td>AED 25,471 (US$6,936)</td>
</tr>
</tbody>
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**ITP BUSINESS PUBLISHING**