



facilities
management

MIDDLE EAST

MEDIA INFORMATION 2010



Facilities Management Middle East is the leading monthly title for FM and strata professionals, FM service providers, building owners and developers.

The FM sector is facing a challenging period. Global economics, the environment, health and safety and the push for standardised building regulations are all forcing it to evolve in a region that has, until recently, enjoyed a free reign.

Furthermore, the introduction of Dubai's strata law will continue to impact facilities managers locally and further afield as other Emirates and Middle Eastern regions consider implementation.

The above will regulate and restructure the market. *Facilities Management Middle East* will continue to be at the forefront, educating and informing its readership of developments.

Within facilities management both hard, soft and community services are integral disciplines. To this end, topics covered by the publication include: regional news and analysis, opinion pieces, features, case studies, industry profiles and interviews, legal updates, tenders, products and services.

FACILITIES MANAGEMENT MIDDLE EAST READERSHIP SURVEY**

READERSHIP

19,737 readers every month.
Pass along readership of 3.3 a copy

34 % of readers have their copy of *Facilities Management Middle East* read by five or more people every month

EDITORIAL

91 % of readers consider the editorial contents to be good or better than other publications in the FM industry

86 % of readers consider *Facilities Management Middle East* to be superior than other publications in the FM industry

*(Source: ITP Business Readership Survey January 2010)



FM AWARDS

To celebrate excellence in the FM industry, *Facilities Management Middle East* is proud to host its third FM Awards ceremony on 19th May 2010. The awards will showcase industry best practice and highlight exceptional performance and achievement.

For more information please contact:
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For sponsorship opportunities please contact:
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Visit www.itp.net/events/fmawards/

ONLINE OPPORTUNITIES

eMarketing is becoming an increasingly important marketing tool as corporate entities and end users embrace the digital world. The *Facilities Management Middle East* eNewsletter enables you to reach senior FM decision makers twice a month, as readers from around the region log on to read the latest industry insights.

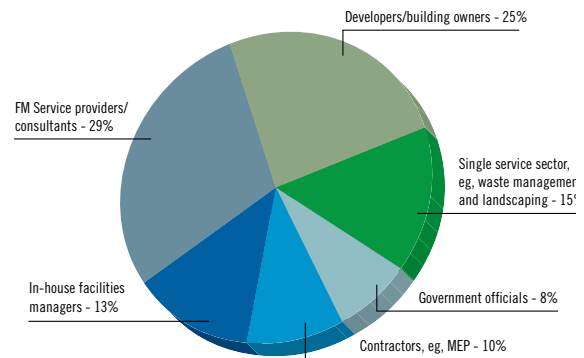
Advertising online, as well as in the print version of *Facilities Management Middle East*, means your products and services will be seen by more of your potential and existing customers giving you the opportunity to grow your business.



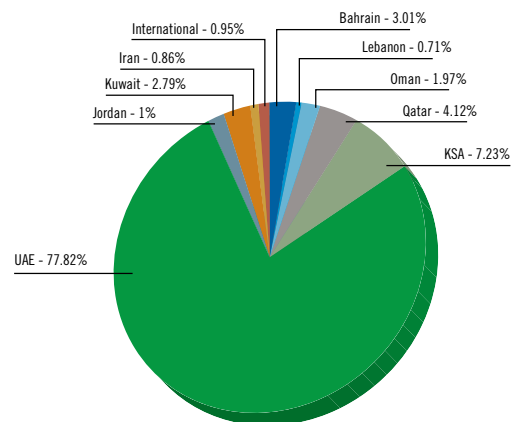
READERSHIP

19,737 copies of *Facilities Management Middle East* are read each month. An overview of the readership can be seen below:

READERSHIP: BY INDUSTRY



READERSHIP: BY GEOGRAPHY



READERSHIP: BY JOB TITLE

Architect	Contracts manager	manager
Asset manager	Director	Human resources manager
Business development manager	Engineer	manager
CEO	Estates manager	Interior designer
Construction manager	Facilities manager	IT manager
Consultant	General manager	Maintenance manager
	Health & safety	MEP manager

RATE CARD

* price will increase with the weight over 4 grams.

POSITION	SINGLE ISSUE PRICE IN AED	6 SERIES PRICE IN AED (price per insertion)	12 SERIES PRICE IN AED (price per insertion)
Double Page Spread	AED 28,270	AED 25,440	AED 24,030
Full Page	AED 18,150	AED 16,335	AED 15,430
Half Page	AED 14,135	AED 12,720	AED 12,015
Back Cover	AED 32,450	AED 29,205	AED 27,580
Inside front Cover	AED 24,200	AED 21,780	AED 20,570
Inside Back Cover	AED 20,240	AED 18,215	AED 17,205
Full Page Advertorial	AED 28,270	AED 25,440	AED 24,030
Belly Band	AED 24,200	AED 21,780	AED 20,570
Cover Mount*	AED 34,100	AED 30,690	AED 28,985
Inserts*	AED 22,200	AED 22,200	AED 22,200

SPECIFICATION	Trim Size W x H (mm)	Bleed Size W x H (mm)	Type Size W x H (mm)
Double Page Spread	410 x 275	420 x 285	395 x 260
Full Page	205 x 275	215 x 285	190 x 260
Half Page Horizontal	175 x 117	N/A	N/A
Half Page Vertical	86 x 233	N/A	N/A
Back Cover	205 x 275	215 x 285	190 x 260
Inside Front Cover	205 x 275	215 x 285	190 x 260
Inside Back Cover	205 x 275	215 x 285	190 x 260
Full Page Advertorial	205 x 275	215 x 285	190 x 260
Belly Band	Specifications on application	Specifications on application	Specifications on application
Cover Mounts	Specifications on application	Specifications on application	Specifications on application
Inserts	Specifications on application	Specifications on application	Specifications on application

eNEWSLETTER (bi-monthly)

NAME	FORMAT	DIMENSIONS	FILE SIZE	SINGLE ISSUE PRICE (price per insertion)	6 SERIES PRICE (price per insertion)	12 SERIES PRICE (price per insertion)	24 SERIES PRICE (price per insertion)
Sponsorship Banner	GIF, JPEG	645px X 200px	50 KB	AED 13,000	AED 12,000	AED 11,000	AED 10,000
Marquee Banner	GIF, JPEG	340px X 60px	20 KB	AED 7,500	AED 7,000	AED 6,500	AED 5,500
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Square Button	GIF, JPEG	340px X 60px	20 KB	AED 4,500	AED 4,000	AED 3,750	AED 3,500

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