

ARCHITECT

MIDDLE EAST

MEDIA INFORMATION 2010



*Copper clad
panels to hide
balconies*

*sky garden
terrace*



OVERVIEW

Middle East Architect is a monthly magazine that delivers news, data, analysis and strategic insights for architects, engineers, contractors and developers operating in the GCC. The region's architecture market is booming in places as new infrastructure, tourism and cultural projects continue to be announced.

Despite a slowdown in many of the world's building markets, the property and real estate sectors throughout the Middle East continue to report consistent, measured and realistic growth.

While such growth provides opportunities for all, only those suppliers, architects, engineers and developers that are keyed into the latest market events can put themselves in a position to succeed.

For readers, *Middle East Architect* is committed to editorial integrity and commercial success by keeping its readers informed and helping them grow their businesses. For advertisers, *Middle East Architect* provides a direct line of communication to senior decision makers who are well positioned to help them become the product suppliers and service providers of choice.



ABOUT ITP BUSINESS & CONSTRUCTION

ITP Business publishes more trade magazines for the construction industry than any other company in the Middle East. As one of the region's fastest growing sectors, ITP Business' publications cover the full spectrum of the construction sector, from the design to the build to the fit-out and finally the management of finished residential and commercial buildings.

Currently, the ITP Business construction & design portfolios include Construction Week, MEP Middle East, Plant Machinery & Vehicles (PMV), Commercial Interior Design (CID), Facilities Management Middle East (FMME) and Middle East Architect (MEA). ITP Business also delivers a number of associated awards ceremonies, industry networking conferences, trade show publications and discussion forums for the industry.

ARCHITECT

Construction Week

Facilities Management

Interior design

DEMOGRAPHICS & FEEDBACK

READERSHIP BY JOB TITLE:

✓ **Senior Management:**
e.g. CEO's, Managing Directors, Operational Directors, Owners, Partners, Finance Directors and Heads of Departments

✓ **Architects**

✓ **Consultants**

✓ **Developers**

✓ **Engineers**

✓ **Facilities Managers**

✓ **Government Officials**

✓ **Graduates**

✓ **Interior Designers**

✓ **Planners**

✓ **Project Managers**



Circulation 6,114 (BPA Circulation Statement Jan – June 2009)
Readership 20,788 (ITP Business Readership Survey June 2009)

ON THE 2009 MIDDLE EAST ARCHITECT AWARDS

"It's great to have such recognition of the impressive firms and projects in this part of the world. I think it's unprecedented and one of its kind in the region. It's a great initiative, I hope the momentum keeps coming, and more and more nominations come through [next year]."

Omar Chaikhouni

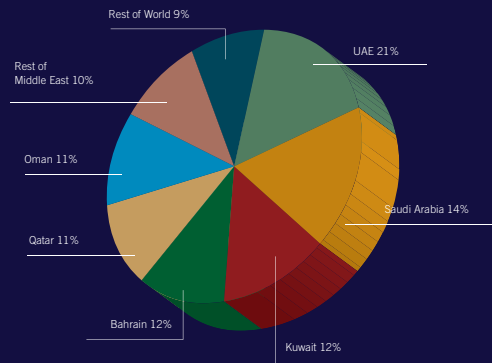
Museum of Islamic Art, Doha

"The range of winners is great to see. When we were making our decisions, we didn't consciously try to create such a diverse range, it just happened that way. It's really a testament to the strength of the industry as a whole."

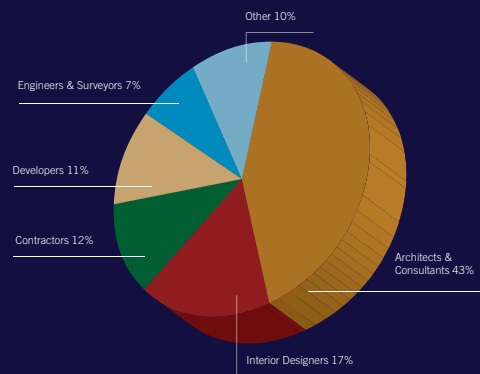
Jeff Willis

Arup

READERSHIP BY GEOGRAPHY



READERSHIP BY SECTOR



"As an engineer, to receive an architectural award is impressive. We work very closely with our architects in house and to get recognition of that as engineers is great. It's an honour to receive this award, a rare honour and much appreciated."

Bruce Maney

Atkins

"I think it's a very good award for architecture. The reward is a good sign that we are going the right way in restoring the history of Dubai. It's nice when companies are pushed to bring something great to the region."

Rashad M. Bukhas, Chairman

Dubai Architectural Heritage Society

FEATURES LIST 2010

January

- Architectural software
- Architectural lighting
- UAE project showcase

February

- Preservation & restoration
- Architectural lighting (part 2)
- Oman project showcase

March

- Architectural glass
- Architecture universities
- KSA project showcase

April

- Renewable construction materials
- Cityscape Abu Dhabi report
- Qatar project showcase

May

- Engineers vs. architects
- Architects & kitchens
- Egypt project showcase

June

- Bathrooms
- Architecture/engineering (infrastructure)
- Kuwait project showcase

July

- Supertall buildings
- Architectural steel
- Jordan project showcase

August

- Green cities
- Architecture/engineering (retail)
- Syria project showcase

September

- Cityscape Dubai pre-show
- Lebanon project showcase
- Architectural flooring

October

- Cityscape Dubai show report
- Architectural cladding
- Project showcase (N. Africa)

November

- Cityscape Dubai post-show
- Architectural hardware
- Big 5 show report

December

- Interior architecture & design
- Big 5 post-show
- Bahrain project showcase

RATE CARD

POSITION	TRIM SIZE (WIDTH x HEIGHT)	SINGLE ISSUE PRICE	SIX SERIES PRICE	TWELVE SERIES PRICE
First double page spread	410mm x 275mm*	AED 29,300	AED 123,000	AED 211,000
Double page spread	410mm x 275mm*	AED 25,300	AED 106,000	AED 182,000
Full page	205mm x 275mm*	AED 16,500	AED 69,300	AED 118,800
1st half right-hand page	205mm x 275mm*	AED 20,200	AED 84,840	AED 145,440
Right-hand page	205mm x 275mm*	AED 19,000	AED 79,800	AED 136,800
First half of magazine	205mm x 275mm*	AED 19,000	AED 79,800	AED 136,800
Half page vertical	85mm x 245mm	AED 11,000	AED 46,200	AED 79,200
Half page horizontal	175mm x 114mm	AED 11,000	AED 46,200	AED 79,200
Quarter page horizontal	175mm x 57mm	AED 7,300	AED 30,600	AED 52,500
Inside front cover	205mm x 275mm*	AED 23,800	AED 100,100	AED 171,300
Inside back cover	205mm x 275mm*	AED 20,200	AED 84,800	AED 145,500
Outside back cover	205mm x 275mm*	AED 33,000	AED 138,600	AED 237,600
Inserts	Specifications on application	AED 22,000 (up to four grams)	AED 92,500	AED 158,500
Gatefold	407mm x 275mm*	Price upon application	Price upon application	Price upon application
Cover mount	Specifications on application	Price upon application	Price upon application	Price upon application
Belly band	Specifications on application	Price upon application	Price upon application	Price upon application
Advertorial	Specifications on application	Price upon application	Price upon application	Price upon application

*Please add 5mm bleed

eNEWSLETTER

NAME	FORMAT	DIMENSIONS	FILE SIZE	SINGLE ISSUE (PRICE PER INSERTION)	SIX SERIES (PRICE PER INSERTION)	TWELVE SERIES (PRICE PER INSERTION)	TWENTY FOUR SERIES (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
Vertical Banner	GIF, JPEG	120px X 240px	20 KB	AED 5,500	AED 5,000	AED 4,500	AED 4,000
Square Button	GIF, JPEG	340px X 60px	20 KB	AED 4,500	AED 4,000	AED 3,750	AED 3,500

DURING OUR ADVERTISING CAMPAIGN WITHIN *MIDDLE EAST ARCHITECT* I WAS IMPRESSED WITH THE FEEDBACK WE WERE GETTING. I THINK THE MOST IMPORTANT ASPECT WAS THAT THE RESPONSES WE HAD WERE CONSISTENTLY HIGH-STANDARD. WE ONCE AGAIN SOUGHT TO FURTHER OUR BUSINESS INTERESTS THROUGH *MIDDLE EAST ARCHITECT* IN 2009. ”

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