

PMV

MIDDLE EAST

PLANT • MACHINERY • VEHICLES



MEDIA INFORMATION



Plant, Machinery, Vehicles Middle East (PMV) is a leading source of industry knowledge, information and ideas for industry professionals across the region.

PMV is delivered to 6,500 senior decision makers and influencers across the Middle East each month.

PMV interprets and analyses market and industry trends for plant, machinery and vehicles. Decision makers facing the task of procuring and maintaining equipment need this information to get through the array of products and services on the market. *PMV* covers all aspects of the industry from manufacture and maintenance, to sales and supply.

Interviews and features in *PMV* tackle industry issues, introduce products and discuss services.

With key industry news from the local market and highlights from the international scene, *PMV* will keep readers up to date with the latest happenings, project announcements and contract wins and offer readers the opportunity to get to grips with the industry trends.

Whether your job is to purchase machinery, manage a fleet of vehicles or keep a construction site running with all the essential equipment, *PMV* will help you keep your finger on the pulse of the industry.

PMV is part of the *Construction Week* stable of titles published by ITP Business, the largest business, technology and construction trade publisher in the Middle East.

Sections included in *PMV Middle East* are:

- Regional news**
- International news**
- Editorial comments**
- Interviews**
- Product reviews**
- Used machinery**
- Project updates**
- Case studies**
- Forums**
- Tenders**
- Pre & Post show reports**



ABOUT ITP BUSINESS

ITP Business publishes more trade magazines for the construction industry than any other company in the Middle East. As the publisher for one of the region's fastest growing sectors, ITP Business's 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 portfolio includes *Construction Week*, *MEP Middle East*, *Commercial Interior Design*, *Facilities Management Middle East* and *Middle East Architect*. ITP Business also delivers a number of associated award ceremonies, events, and trade show publications.

ONLINE OPPORTUNITIES

eMarketing is becoming an increasingly important marketing tool as corporate entities and end users embrace the digital world.

The *Plant, Machinery, Vehicles Middle East* eNewsletter enables you to reach senior decision makers and industry influencers 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 *PM-Middle East*, means your products or services will be seen by more of your potential and existing customers, thus giving you the opportunity to grow your business.

PMV MIDDLE EAST READERSHIP SURVEY**

READERSHIP*

88% of subscribers have their copy read by two people or more.

EDITORIAL*

96% of readers consider *PMV Middle East's* editorial to be good or better than other publications that focus on the PMV and heavy machinery industry in the region.

COMPETITIVE ADVANTAGE*

87% of readers consider *PMV Middle East* to be a superior or better publication than others in the same industry within the region.

PURCHASING DECISIONS*

91% of readers have at some point used *PMV Middle East* to make purchasing decisions based on its editorial and advertising content.

ONLINE USAGE*

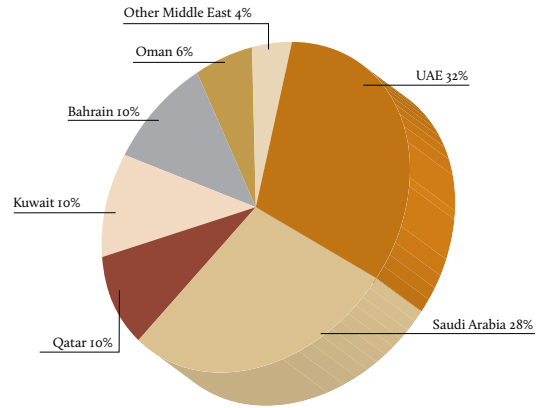
81% of our readers have read *PMV Middle East* in print as well as on the *PMV Middle East* website.

*(Source: ITP Business Readership Survey January 2010)

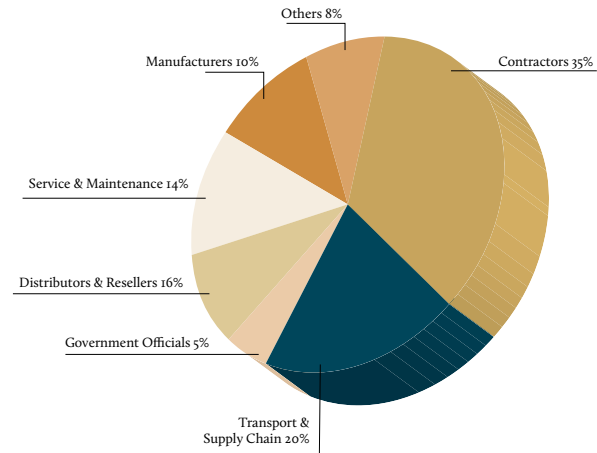


PMV Middle East has a circulation of **5,000** copies per month with a readership of **17,445*** copies per month.

READERSHIP BY GEOGRAPHY:



READERSHIP BY INDUS-



READERSHIP BY JOB TITLE:

- **Senior Management:** e.g Managing Directors, Deputy MD's, Finance Directors, Operational Directors, Owners, Partners and Heads of Departments
- **Project Managers**
- **Site Managers**
- **Engineers**
- **Fleet Managers**
- **Operational Managers**
- **Procurement Managers**
- **Supervisors/Foreman**

RATE CARD

POSITION	SINGLE ISSUE PRICE	SIX SERIES PRICE (price per insertion)	TWELVE SERIES PRICE (price per insertion)
Double Page Spread	AED 25,704	AED 22,032	AED 18,360
Full Page	AED 16,524	AED 14,688	AED 11,016
Half Page	AED 12,852	AED 9,180	AED 5,508
Inside Front Cover	AED 22,032	AED 18,360	AED 14,688
Outside Back Cover	AED 29,376	AED 25,704	AED 22,032
Inside Back Cover	AED 18,360	AED 14,688	AED 11,016
Full Page Advertorial	AED 29,376	AED 25,704	AED 22,032
Belly Band	AED 20,196	AED 16,524	AED 12,852
Cover Mounts	AED 31,028	AED 28,788	AED 25,116
Inserts	AED 20,196	AED 20,196	AED 20,196
Special positions: + 10%	1st half: + 15%	Page 5 surcharge: + 20%	Page 3 surcharge: + 25%

ONLINE	PER THOUSAND	MINIMUM ORDER
eMail Blasts PMV database	AED 1,360	AED 33,720

	POSITION	PER MONTH
PMV eNewsletter	Top banner / Sponsorship Banner Advertising	AED 11,019 for 2 issues
	Vertical Box Advertising	AED 7,346 for 2 issues

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	200 x 265	210 x 275	190 x 255
Half Page	176 x 114	N/A	N/A
Quarter Page Strip	176 x 57	N/A	N/A
Full Page Advertorial	200 x 265	210 x 275	190 x 255
Belly Band	Specifications on application	Specifications on application	Specifications on application
Cover Mounts	Specifications on application	Specifications on application	Specifications on application

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