

# Middle East Developer

ESSENTIAL BUSINESS INSIGHTS FOR GCC REAL ESTATE DEVELOPERS

**MEDIA INFORMATION 2008**





## OVERVIEW

The Middle East is awash with commercial and residential real estate developments, and ever more are in the pipeline waiting to be announced.

With so much development taking place across the region, and homegrown developers expanding into other geographies, the need for information is greater than ever before.

ITP Business is fulfilling this need with the launch of *Middle East Developer*. The magazine is a monthly trade magazine that delivers essential business insights and analysis for GCC developers.

Through an effective combination of news, data, analysis, case studies, comment and much more, the title helps developers run their businesses more effectively so they are better positioned to take advantage of the massive

opportunities currently on offer both locally and abroad.

Covering everything from development inception through financing, planning, design, contracting, and maintenance, *Middle East Developer* helps decision makers better plan successful developments. It also provides readers with insights on what products and services to use and how to save money and the environment in the short and long term. In short, the magazine helps developers ensure their projects are not only sustainable but also hugely profitable.

For advertisers, *Middle East Developer* helps companies get their brand in front of the key decision makers responsible for changing the region's landscape, in turn helping you win larger, more profitable contracts.



## ABOUT ITP BUSINESS & CONSTRUCTION

ITP Business publishes more trade titles for the construction industry than any other company in the Middle East. As the publisher of record for one of the region's fastest growing sectors, ITP Business's publications cover the full spectrum of construction, 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 and design portfolio includes *Construction Week*, *Middle East Architect*, *MEP Middle East*, *PMV*, *Middle East*, *Commercial Interior Design*, *Commercial Outdoor Design*, *Facilities Management Middle East* and now *Middle East Developer*. ITP Business also delivers a number of associated award ceremonies, events, and directories.

**Developer**

**ARCHITECT**

**ConstructionWeek**

**PMV**

**MEP**

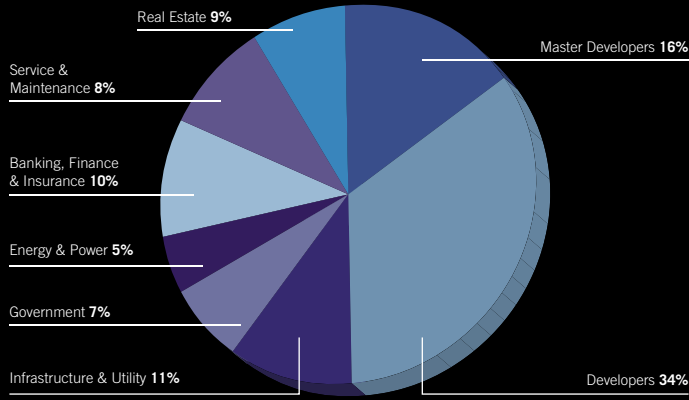
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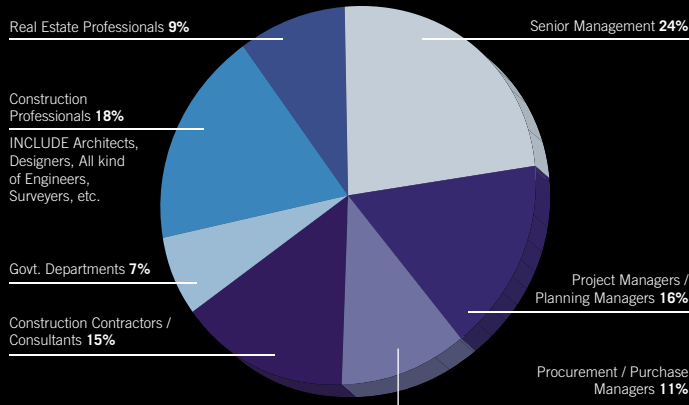
**facilities management**

7,500 copies of *Middle East Developer* are distributed throughout the GCC every month - please see the readership profile below:

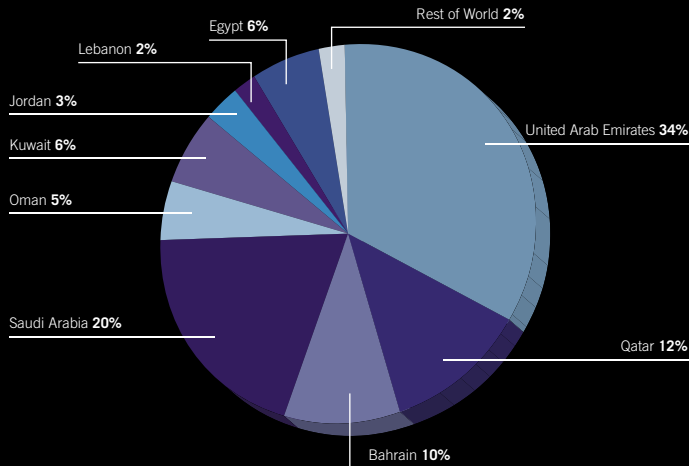
## READERSHIP BY SECTOR:



## READERSHIP BY JOB TITLE:



## READERSHIP BY GEOGRAPHY:



## ONLINE OPPORTUNITIES

ArabianBusiness.com is the region's premier resource for informed news, features, and commentary. Eighty journalists, based in the Middle East and Europe - write for the site, covering sectors as diverse as construction, banking, technology and leisure in both English and Arabic. As an online portal, we operate 24hours a day, with our 'AM' and 'PM' e-newsletters delivering the top headlines to key decision makers in the region and the world.

Whether you are a trader on the Saudi stock exchange, a property developer in Dubai, or an oil expert in Kuwait, ArabianBusiness.com is first with the news for a booming business market.

Reach our business consumer audience through online advertising, e-marketing & mobile, contact [ros@itp.com](mailto:ros@itp.com)

## RATE CARD

POSITION	TRIM SIZE W X H (MM) +10MM BLEED	SINGLE ISSUE PRICE	SIX SERIES PRICE	TWELVE SERIES PRICE
Double page spread	450 x 300	AED 25,300	AED 106,000	AED 182,000
First double page spread	450 x 300	AED 29,300	AED 123,000	AED 211,000
Full page	225 x 300	AED 16,500	AED 69,300	AED 118,800
Half page vertical	97.5 x 260	AED 11,000	AED 46,200	AED 79,200
Half page horizontal	195 x 130	AED 11,000	AED 46,200	AED 79,200
Quarter page	195 x 65	AED 7,300	AED 30,600	AED 52,500
Inside front cover	225 x 300	AED 23,800	AED 100,100	AED 171,300
Inside back cover	225 x 300	AED 20,200	AED 84,800	AED 145,500
Outside back cover	225 x 300	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	447 x 300	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

## eNEWSLETTER RATES

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

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