

- power generation
- road
- construction machinery
- building

MEDIA INFO 2006

معلومات المجلة ٢٠٠٦

Lifting Equipment

H V A C

Trenchless Technology

Steel
Fire protection
Landfill

Drilling & Tunneling

Lighting Equipment

Earthmoving Machinery

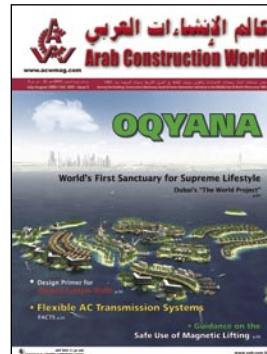
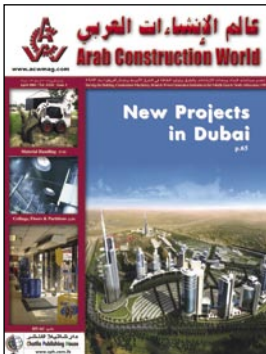
Marble & Granite

Coatings & Paints

Power

Concrete Equipment

Generation



MENA Construction Market

MENA Construction Boom: Restructuring the Region

Fiscal year 2005 was one of major investments and important new initiatives for the Middle East and North Africa. Development rate was frequent in all sectors giving a promising view of the future for many years to come. Nevertheless, the oil prices increase (crude oil was trading at USD 69.2 at the time of writing this report) was the major factor shaping the overall situation. Whether in the commercial, industrial, banking, stock or construction sectors, investors have been attracted to recruit immense amounts of money, significantly manifested in the huge projects being accomplished. On the official level, various governments in the region are genuinely utilizing these gains through investing in the local market, developing the infrastructure and supporting the growth of export-oriented manufacturing companies.

To begin with, major investments were made in the North African region during 2005. The focus of the investments was on financial sector (including micro and small business and housing); manufacturing (with emphasis on the building materials sector); and oil and gas. Rounding out the sectors' range were investments in the infrastructure and information technology. These investments covered **Egypt, Algeria, and Tunisia**. To speak of **Libya**, the country rose as one of the most promising markets; at the beginning of 2005 a 43 per cent revenue growth was anticipated as it looks to capitalize on major new business opportunities.

The **Gulf States** represent one of the most important markets in the world today for construction and engineering companies. All countries in the GCC region, especially Saudi Arabia and the United Arab Emirates, have been witnesses to the mega-projects in the infrastructure sector that required both private as well as foreign investments. In 2004, imports into the Gulf region rose by 15%-20% on average, thus reflecting bullish business confidence and higher private spending.

Construction sector investments in **Saudi Arabia** were the largest among other countries in MENA. The simulative 2005 budget announced on the back of the robust oil prices has provided a fillip to the sector which has already seen strong growth in the past year with huge real estate and industrial projects. The Kingdom recorded a 2004 budget surplus of SR 98 billion (USD 26.1 billion) for 2004 and set a balanced budget for 2005 fiscal with revenues and expenditures projected at SR 280 billion (USD 74.6 billion). The 2005 fiscal budget has doubled the spending on new projects in Saudi Arabia, with allocations set at SR 75.5 billion (USD 20.1322 billion).

Over the last 20 years, **Dubai** and **Abu Dhabi**, the two largest emirates among the seven which comprise the UAE, have been propelled in path of rapid economic expansion on an impressive scale. Developments in the infrastructure, energy, real estates, and IT sectors make the UAE in particular a prime market for international contractors wishing to do business within the Middle East.



The growth is fully supported by the UAE government, whose commitment is pioneering in the Middle East, and is seen by many as a best practice model for many other governments in the region.

In the **Levant**, the development of public transport and real estate projects took the big share. To speak of **Lebanon**, the total value of works completed in the roads and highways sector, covering all Lebanese regions, was about USD\$ One Billion with another One Billion remains allocated for this sector. The roads (international, main and local roads) rehabilitation and development plan is to be implemented over the period of ten years, being partially funded by the World Bank. Moreover, the property sector has been fuelled with the increasing oil prices. In this respect, the biggest share of foreign investments in Jordan went to the property sector, which has recorded a noticeable growth of 20%. While in Lebanon, where the property sector has always been important, a mixture of local, expatriate and Gulf Arab funds has been fuelling the sector and among the currently undertakes program, we mention the USD 3.6 billion multi-year project of the Council for Development and Reconstruction.

Obviously, the MENA region, while enjoying a construction boom, is in front of a critical stage that needs precise planning, wise management, and up-to-date approaches that enable the private and public sectors to seize all opportunities, follow the stemming and fading trends, and attain maximum profits. At this stage, to say that tough decisions have to be made by the governments and effectiveness of the trade and commercial legislative bodies must be increased to enable those generating economic legislations that meet the requirements of the developing market, is but an understatement.

Sources: Global Investment House, Arab British Business, Lebanese Council for Development & Reconstruction (CDR), International Finance Corporation (World Bank Group), ACW's Archive 2005

Arab Construction World (ACW)

Arab Construction World (ACW) magazine, published since 1983 by **Chatila Publishing House (CPH)**, is established as the world's gateway to the Middle East and North Africa (MENA) construction-related industries.

Every issue of **ACW** magazine is kicked off with an Opening Letter comprising timely commentaries and viewpoints from the Editor-in-chief. An Open Forum provides ACW readers with a space to exchange ideas, opinions, and suggestions. Issue contents feature a mix of technical articles on current practices and advancements, case studies and specific technologies such as Power Generation, Safety and Security Systems, Automation and Instrumentation and Electrical and Mechanical Services. ACW has also been giving in-depth Industry Spotlights on newsworthy market trends, major projects as well as products that are new to the industry, redesigned to offer innovative solutions for the different sectors of the Building, Construction Machinery, Road Building & Power Generation industries. Every issue also provides a topical look at several Country / Region Reports including industry status and construction projects being implemented in it, allowing companies to make smart investments in the right place at the right time. Highlights on recent Industry Publications, Interviews with decisionmakers and specialized professionals, Corporate Happenings and Products and Services are presented with accurate and up-to-date information that meets our professional standards and attract high-quality readership. Every issue is as well an at-a-glance resource for important Coming Events and those which have already occurred.



Must-Read Articles & News

The purpose of **ACW** magazine is to assist in the dissemination of technical information, case studies, equipment and product development. Since 1983, the publication has been also giving an in-depth look at newsworthy acquisitions, major projects, market trends as well as products that are new to the industry, redesigned to offer innovative solutions for the different sectors of the construction industry

An Elite Audience of Construction Industry Decision Makers

ACW is circulated to the desktops of leading decisionmakers working in over 9570 firms engaged in the construction industry throughout the Middle East & North Africa, and is published on a monthly basis in a bilingual format (English-Arabic). On an average of 3 readers for every copy, we can say that more than 28710 individuals are reading every issue of **ACW** magazine.

Online Presence and Availability

The newly revamped **ACWmag.com** offers authoritative insights to the construction industry through a mix of industrial news and trends, innovative technologies, country reports, material focuses, and event related to the building, construction equipment, road and power generation industries. Log on to **ACWmag.com** and delve into the world of construction where current and archived issues of the **Arab construction World (ACW)** magazine are available in two formats (web and e-book) for your review.

Formula of Success

The success of **Arab construction World (ACW)** magazine stems from a simple concept built on reliability, novelty, hard work, quality, dedication and commitment. An assiduous and rigorous Honorary Editorial Consultants (HEC) team and a strong marketing network are behind our success. Specialization, professionalism, extensive circulation and bilingualism make **ACW** magazine the ultimate reference for the Middle East & North African (MENA) business and professional community involved in the Building, Construction Machinery, Road & Power Generation industries.

Other CPH Products

In a quest to fulfill its slogan, "**Helping Advance the Middle East and North Africa**", **Chatila Publishing House (CPH)** presents to its readers three other magazines tackling three industries, namely water, food, and health. **Arab Water World (AWW)** magazine is the sole Water, Wastewater, Irrigation, Desalination, & Energy magazine in this region while **Middle East Food (MEF)** magazine is the leading Food, Beverage, and Packaging related industries magazine in the MENA region. In addition, the **Arab Health (AH)** will be re-launched in the 2nd quarter of 2006. Other CPH products incorporate four directories (next edition to be published during the 3rd Quarter 2006), each listing more than 15,000 export/import minded firms in seventy five different countries working in the industries related to water, construction, food and health in several geographical regions; two portals, www.menainfo.com and www.menaconstruction.com, which will be launched during 2006; and a series of services dedicated to decision-makers, professionals, and experts working in the above-mentioned fields divided into four categories: Agents and Distributors, Industry Links, Project Monitor and Coming Events.



Editor-in-Chief

Graduated with a Bachelor degree in Architecture in 2002 from the American University of Beirut (AUB), **Mohamad Rabih Chatila** has been working in the publishing sector since 1998.

He joined **Chatila Publishing House (CPH)** in 2002 when he was appointed as a General Manager to CPH and Editor-in-Chief of **the Arab Construction World (ACW)** magazine.

If you like to contact him, you can send an e-mail message to mr.chatila@cph.com.lb

Arab Construction World (ACW)

	January	February	March	April	May	June
Building Material Focus	Marble & Granite	Construction Chemicals	Steel	Concrete	Sealants & Adhesives	Ceramics
Features	Electrical & Mechanical Equipment & Services	Coatings & Paints	Automation & Instrumentation	Foundation, Ground & Piling	Power Generation	Quarrying & Demolition
Industry Spotlights	* Doors, Gates & Windows * HVAC Technology * Material Handling & Transport	* Corrosion Protection * Landfill & Waste Management * Thermal Proofing & Insulation	* Lifting Equipment (Cranes, Hoists, Escalators & Lifts) * Pipes * Trenchless Technology	* Concrete Pumps * Earthmoving Machinery * Road & Bridge Building	* Architectural Components * Lighting Accessories & Services * Interior Design	* Geotextiles & Geomembranes * Floors & Partitions * Tiling Equipment & Services
Industry Contacts*	Marble & Granite	Coatings & Paints	Lifting Equipment	Foundation, Ground & Piling	Power Generation	Quarrying & Demolition
Country / Regional Reports	* France * India * U.A.E	* Saudi Arabia * U.S.A * Canada	* Benelux (Belgium, Netherlands, Luxembourg) * Bahrain	* Germany * Levant (Lebanon, Jordan, Syria) * Turkey	* Italy * Morocco * Tunisia	* Egypt * Scandinavia (Denmark, Norway & Sweden)
Bonus Distribution**	* Interclima 2006 - France * Middle East Industrial Show 2006 - UAE * Middle East Electricity 2006 - UAE	* ARABAL 2006 - Bahrain * Buildex 2006 - Saudi Arabia * Mostra Convegno Expocomfort 2006 - Italy * Saudi Building & Interiors 2006 - Saudi Arabia	* Expo Build 2006 - China * Glass Processing & Glazing 2006 - India * 1st Rodex - Qatar	* UNICERA - Turkey * Light + Building 2006 - Germany * Konya 2006 - Turkey * Interiors & Buildex 2006 - Syria * Rebuild Iraq 2006 - Jordan	* Xylexpo / Sasmil - Italy * ISH 2006 - Germany * Turkey Build 2006 - Turkey * Sima building Expo & Industrial Expo 2006 - Syria	* Interbuild Egypt 2006 Egypt * Project Lebanon 2006 - Lebanon
Closing Date	December 5 th , 2005	January 5 th , 2006	February 5 th , 2006	March 5 th , 2006	April 5 th , 2006	May 5 th , 2006
Material Due	December 10 th , 2005	January 10 th , 2006	February 10 th , 2006	March 10 th , 2006	April 10 th , 2006	May 10 th , 2006
Publishing Date ***	December 25 th , 2005	January 25 th , 2006	February 25 th , 2006	March 25 th , 2006	April 25 th , 2006	May 25 th , 2006

* Supplement where leading construction- to ACW readers.

** Ten

***Indicates when the issue would be avail

البرنامج التحريري ٢٠٠٦

كانون الأول (ديسمبر)	تشرين الثاني (نوفمبر)	تشرين الأول (أكتوبر)	أيلول (سبتمبر)	آب (أغسطس)	تموز (يوليو)
الأسفلت	البلاستيك	الصلب	الخرسانة	الألومنيوم والزجاج	الخشب
شبكات الصرف الصحي والمجاري	أنظمة الدخول (السقالات وغيرها)	معدات المطابخ وتجهيزاتها	أنظمة الأمان والسلامة	حفر الأنفاق والتنقيب	تقنيات المسح ووضع الخرسانة
- الحماية من الحرائق - إنشاء الطرق والجسور - عزل المياه	- الأرضيات والقواطع - البنى المعدة للتركيب - معدات الحفر	- معدات الحمامات - الأبواب والبوابات والنوافذ - الأدوات الصحية وتوابعها	- تقنيات الحفر من دون شق - مكافحة التآكل - توليد الطاقة	- الأسقف - الطلاء والتكسية - معدات الرفع	- المعدات والخدمات الكهربائية والميكانيكية - تقنيات التكييف والتبريد - معالجة المواد ونقلها
معدات إنشاء الطرق	معدات الحفر	الأدوات الصحية وتوابعها	معدات الخرسانة	الألومنيوم والزجاج	تقنيات التكييف والتبريد
- اليابان - ألمانيا - الإمارات العربية المتحدة	- قطر - الشرق الأقصى (الصين وكوريا وتايلندا)	- المملكة العربية السعودية - إيطاليا - إيران	- ليبيا - جنوب أفريقيا - سويسرا - النمسا	- العراق - الكويت - إسبانيا	- عمان - قطر - المملكة المتحدة
- معرض البناء السوداني ٢٠٠٦ - السودان - سيتي سكاي ٢٠٠٦ - الإمارات العربية المتحدة	- يوما الصين ٢٠٠٦ - الصين	- ويتيكس ٢٠٠٦ - المملكة العربية السعودية - معرض البناء السعودي ٢٠٠٦ - المملكة العربية السعودية	- معارض الخمسة الكبرى ٢٠٠٦ - لبنان	- ILE الصين ٢٠٠٦ - الصين - بكون الهند ٢٠٠٦ - الهند	- مشروع قطر ٢٠٠٦ - قطر - معرض الأرضيات الأوروبي الآسيوي ٢٠٠٦ - تركيا
٥ تشرين الثاني (نوفمبر) ٢٠٠٦	٥ تشرين الأول (نوفمبر) ٢٠٠٦	٥ أيلول (سبتمبر) ٢٠٠٦	٥ آب (أغسطس) ٢٠٠٦	٥ تموز (يوليو) ٢٠٠٦	٥ حزيران (يونيو) ٢٠٠٦
١٠ تشرين الثاني (نوفمبر) ٢٠٠٦	١٠ تشرين الأول (نوفمبر) ٢٠٠٦	١٠ أيلول (سبتمبر) ٢٠٠٦	١٠ آب (أغسطس) ٢٠٠٦	١٠ تموز (يوليو) ٢٠٠٦	١٠ حزيران (يونيو) ٢٠٠٦
٢٥ تشرين الثاني (نوفمبر) ٢٠٠٦	٢٥ تشرين الأول (نوفمبر) ٢٠٠٦	٢٥ أيلول (سبتمبر) ٢٠٠٦	٢٥ آب (أغسطس) ٢٠٠٦	٢٥ تموز (يوليو) ٢٠٠٦	٢٥ حزيران (يونيو) ٢٠٠٦

نشتر مقالاتكم في مجلة عالم الإنشاءات العربي. يرجى إرسالها إلى قسم التحرير في المحلة على العنوان التالي: editorial@acwmag.com

Editorial Program 2006

editorial 2006

July	August	September	October	November	December
Wood	Aluminum & Glass	Concrete	Steel	Plastics	Asphalt
Surveying, Leveling & Mapping	Mining, Drilling & Tunneling	Safety & Security Systems	Kitchen Accessories & Fittings	Access Systems (Scaffolding & Formworks)	Drainage & Sewerage
* Electrical & Mechanical Equipment & Services * HVAC Technology * Material Handling & Transport	* Ceilings * Paints & Coatings * Lifting Equipment	* Trenchless Technology * Corrosion Protection * Power Generation	* Bathroom Accessories * Doors, Gates & Windows * Sanitary Ware & Accessories	* Floors & Partitions * Prefabricated Structures * Earthmoving Machinery	* Fire Protection * Road & Bridge Building * Water Proofing
HVAC Technology	Aluminum & Glass	Concrete Equipment	Sanitary Ware & Accessories	Earthmoving Machinery	Road Machinery
* Oman * Qatar * U.K.	* Iraq * Kuwait * Spain	* Libya * South Africa * Switzerland * Austria	* Saudi Arabia * Italy * Iran	* Qatar * Far East (China, Korea, and Thailand)	* Japan * Germany * U.A.E
* Project Qatar 2006 - Qatar * EurAsia Floor Fair 2006 - Turkey	* ILE China 2006 - China * Baucon India 2006 - India	* BIG5 Show 2006 - Dubai	* WEPTX 2006 - Saudi Arabia * Saudi Build 2006 - Saudi Arabia	* Bauma China 2006 - China	* Sudan Build 2006 - Sudan * Cityscape 2006 - UAE
June 5 th , 2006	July 5 th , 2006	August 5 th , 2006	September 5 th , 2006	October 5 th , 2006	November 5 th , 2006
June 10 th , 2006	July 10 th , 2006	August 10 th , 2006	September 10 th , 2006	October 10 th , 2006	November 10 th , 2006
June 25 th , 2006	July 25 th , 2006	August 25 th , 2006	September 25 th , 2006	October 25 th , 2006	November 25 th , 2006

if you are interested in publishing your editorial material in ACW, please send an email to ACW's editorial department at editorial@acwmag.com

عالم الإنشاءات العربي

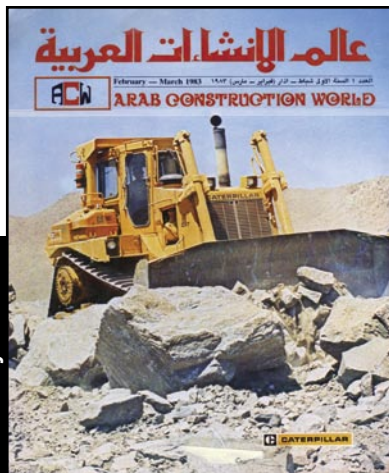
البرنامج التحريري ٢٠٠٦

هزيران (يونيو)	أيار (مايو)	نيسان (أبريل)	آذار (مارس)	شباط (فبراير)	كانون الثاني (يناير)	مواد البناء
الخزف	المواد المانعة للتسرب والمواسق	الخرسانة	الصلب	المواد الكيميائية المستخدمة في الإنشاءات	الرخام والغرانيت	
مقالع الحجارة والهدم	توليد الطاقة	الأساسيات والأرضيات والركائز	الأنظمة والآلات	الطلاء والتكسية	المعدات والخدمات الكهربائية والميكانيكية	مواضيع خاصة
الأنسجة والأغشية الأرضية - الأرضيات والقواطع - معدات وخدمات التبليط	الأساسيات الهندسية - الإضاءة (تتابعها وخدماتها) - الهندسة الداخلية	مضخات الخرسانة - آلات الحفر - إنشاء الطرق والجسور	معدات الرفع - الأنابيب - تكنولوجيا الحفر من دون شق	مكافحة التآكل - ردم النفايات ومعالجتها - مواد العزل والنش	الأبواب والبوابات والنوافذ - تقنيات التكييف والتبريد - معالجة المواد ونقلها	أخبار صناعية
مقالع الحجارة والهدم	توليد الطاقة	الأساسيات والأرضيات والركائز	معدات الرفع	الطلاء والتكسية	الرخام والغرانيت	مرجع الصناعات الإنسانية
مصر - إسكندنافيا (الدانمارك والنرويج والسويد)	إيطاليا - المغرب - تونس	ألمانيا - دول المشرق العربي (لبنان والأردن وسوريا) - تركيا	البحرين - البنيلوكس (بلجيكا وهولندا و لوكسمبورغ)	المملكة العربية السعودية - الولايات المتحدة الأمريكية - كندا	فرنسا - الهند - الإمارات العربية المتحدة	تقارير البلدان / المناطق
إنتربيلد مصر ٢٠٠٦ - مصر - مشروع لبنان ٢٠٠٦ - لبنان	إكزليكسبو / ساسمبل - إيطاليا - ISH ٢٠٠٦ - ألمانيا - معرض البناء التركي ٢٠٠٦ - تركيا - معرض سيما للصناعة والبناء ٢٠٠٦ - تركيا	يونيسيرا - تركيا - الإضاءة والبناء ٢٠٠٦ - ألمانيا - كونيا ٢٠٠٦ - تركيا - بيتون ٢٠٠٦ - تركيا - الديكور وبيلدكس ٢٠٠٦ - عمان - إعادة إعمار العراق ٢٠٠٦ - الأردن	أكسبو بيلد ٢٠٠٦ - الصين - معالجة وتلميع الزجاج ٢٠٠٦ - الهند - رودكس الأول - قطر	أرباب ٢٠٠٦ - البحرين - بيلدكس ٢٠٠٦ - المملكة العربية السعودية - موسيرا كونفيغنو إكسبو كومفورت ٢٠٠٦ - إيطاليا - معرض البناء والهندسة الداخلية السعودي ٢٠٠٦ - المملكة العربية السعودية	إنتركليما ٢٠٠٦ - فرنسا - المعرض الصناعي للشرق الأوسط ٢٠٠٦ - الإمارات العربية المتحدة - كهرباء وإتارة الشرق الأوسط ٢٠٠٦ - الإمارات العربية المتحدة	توزيع نسخ إخبارية
٥ أيار (مايو) ٢٠٠٦	٥ نيسان (أبريل) ٢٠٠٦	٥ آذار (مارس) ٢٠٠٦	٥ شباط (فبراير) ٢٠٠٦	٥ كانون الثاني (يناير) ٢٠٠٦	٥ كانون الأول (ديسمبر) ٢٠٠٥	تاريخ توقف إستلام أوامر النشر
١٠ أيار (مايو) ٢٠٠٦	١٠ نيسان (أبريل) ٢٠٠٦	١٠ آذار (مارس) ٢٠٠٦	١٠ شباط (فبراير) ٢٠٠٦	١٠ كانون الثاني (يناير) ٢٠٠٦	١٠ كانون الأول (ديسمبر) ٢٠٠٥	تاريخ توقف إستلام المواد
٢٥ أيار (مايو) ٢٠٠٦	٢٥ نيسان (أبريل) ٢٠٠٦	٢٥ آذار (مارس) ٢٠٠٦	٢٥ شباط (فبراير) ٢٠٠٦	٢٥ كانون الثاني (يناير) ٢٠٠٦	٢٥ كانون الأول (ديسمبر) ٢٠٠٥	تاريخ النشر

× ملحق حيث بإمكان الشركات الرائدة في قطاع الإنشاءات نشر مراجعتها بهدف تقديم منتجاتها وموزعيها في الشرق الأوسط وشمال أفريقيا الى قراء عالم الإنشاءات العربي
××× قائمة قابلة للتعديل بالمعارض التي سيوزع خلالها نسخ من مجلة عالم الإنشاءات العربي
××× تبين تاريخ صدور المجلة من المطبعة - يجب توقع من أسبوعين إلى ثلاثة أسابيع تأخير لإستلام المجلة بالبريد

Advertising Benefits

Introduction



February - March 1983 / Issue 1

Since its inception in 1983, **Arab Construction World (ACW)** has been the

“Voice of the Building Material, Construction Equipment, Road and Power Generation industry”

in serving decisionmakers and key buyers in more than 9,570 firms in the **Middle East & North Africa (MENA)** region.

ACW provides pioneering marketing and advertising solutions to support an advertiser's specific brand objectives. Advertisers can satisfy their needs in **ACW** through the customized programs. Sponsorship positions, editorial placements, big event promotions, insertion strategies and pricing programs are all available. We invite you to put your concepts and ideas into the hands of our creative marketing specialists, who will help customize a program to achieve your goals and maximize your Return On Investment (ROI).

For more details on our circulation, check the details on the following pages

Our Philosophy



- To provide nothing less than the highest quality service for discerning clients. It is a value we choose to differentiate our services from those of others.
- To offer our clients a wide range of opportunities that are tightly matched to their needs.
- To have a long-term business horizon, and believe in steady growth by building relationships based on trust and recommendation.
- We believe all this can be done by a synergy of commitment, experience and innovation.

ACW magazine is the premier and most trusted, specialized business publication in the **MENA** region.

- We circulate to over 9,570 private and public sector firms.
- Our readers are local, national and international, and offer you a broad range of opportunities.
- We have helped thousands of clients penetrate the lucrative MENA construction market.
- Bonus copies of ACW magazine are distributed in major events taking place in the MENA region, enabling our clients to reach a wider market.

Don't Take our word for it!

Check testimonials opposite & on the outside cover of the Media Info.

If you are interested in advertising in ACW, please do not hesitate to contact us:
Tel: +961 (01) 748333 - Fax: +961 (01) 352419 ; e-mail: marketing@acwmag.com

Reasons To Advertise

“ The construction magazine “**Arab Construction World**” has shown a great breadth of vision in the range of its coverage of international construction activities.

The magazine provides an excellent overview of construction in one of the most important economic regions of the world,

and conveys the achievements and capabilities of modern construction technology with technical competence. We congratulate “**Arab Construction World**” on their success and wish the magazine well for the future. ”



Professor Thomas Bauer
Chairman of the
BAUER Group

Advertising Options

Print Options



• **Display Advertising:** We offer the choice of either full-color or mono display spots (with no additional loading for color), in a range of sizes and placements. Our policy of allocating no more than 35 percent of available space to advertising material ensures that your advertisements will not only be noticed, but also really stand out! Research has showed that the application of color to a display ad boosts the ad's visibility.

• **Classified Advertising:** The Buyer's Guide (BG) is a regular classified advertising section that appears in every issue of **ACW**. This service offers high visibility at a nominal cost. Your classified ad is a 9 cm width X 6 cm height (3 5/8" x 2 3/8") that includes your company logo, product photo, and a short message with your contact details.

• **Advertorials:** These are the ultimate way to getting your story across. It is editorial that is tailored to promoting your business including your full contact details.

• **Fixed Inserts:** Distributed either MENA-wide or to specified countries, fixed inserts are popular and effective form of advertising as they make your ad stand out from the rest!

• **Direct Mail List Rentals:** You can promote your equipment, products and services to a vast database of decisionmakers through our expertise. **ACW** will commit to forwarding your message to our subscribers by email, fax or regular mail.

• **Company Profile:** This form of advertising offers comprehensive coverage of your company's history and products.

Online Options

Online advertising has become necessary to any marketing campaign. For guaranteed effective communication, we will place your banner with a link to your company or email address on the **ACW's** website. Your online advertising options are:

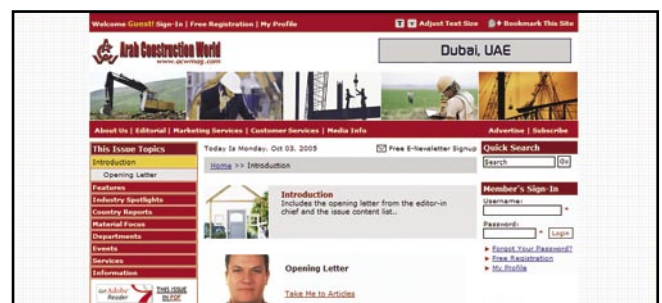
Top Banner

Width x Height: 468 X 60 pixels
Max size (Kb): 20
Types: GIF, JPEG &/or animated GIF

Right Side Banner

Width x Height: 120 X 60 pixels
Max Size (Kb): 15
Types: GIF, JPEG &/or animated GIF
regarding this offer

If you place your full page or more ads in ACW magazine, your banner would be placed for free on ACW's website. Email us at marketing@acwmag.com to find out more regarding this offer



Advertising Rates & Specifications

Display Ads		Full Color (4C)									
Frequency	Once		Three Times		Six Times		Nine Times		Twelve Times		
Currency	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro	
Spread	4900	4020	4650	3810	4285	3515	3800	3115	3250	2665	
2nd Cover	2900	2380	2750	2290	2540	2085	2250	1845	1900	1555	
3rd Cover	2900	2380	2750	2290	2540	2085	2250	1845	1900	1555	
4th Cover	3200	2625	3040	2490	2800	2295	2480	2010	2100	1720	
Full Page	2500	2050	2375	1945	2190	1795	1940	1590	1650	1350	
2/3 Page	2100	1720	1995	1635	1850	1540	1650	1375	1400	1145	
1/2 Page	1700	1395	1615	1325	1490	1220	1320	1080	1100	900	
1/3 Page	1500	1230	1425	1170	1310	1075	1160	950	1000	820	
1/4 Page	1200	985	1140	935	1050	860	930	765	800	655	

Display Ads		Black & White (B&W)									
Frequency	Once		Three Times		Six Times		Nine Times		Twelve Times		
Currency	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro	US \$	Euro	
Full Page	2000	1640	1900	1560	1750	1435	1550	1270	1300	1065	
2/3 Page	1600	1310	1500	1230	1400	1150	1240	1015	1000	820	
1/2 Page	1200	985	1150	940	1050	860	950	780	800	655	
1/3 Page	950	780	900	740	850	700	750	615	650	530	
1/4 Page	750	615	710	575	650	530	600	490	500	410	
Black & White (Extra Color)			<ul style="list-style-type: none"> • 1 Publisher's Standard color & Black Ad: • 1 Matched color & Black Ad • 2 Matched colors & Black Ad 				US\$ 150 (Euro 125) US\$ 250 (Euro 210) US\$ 350 (Euro 290)				

Classified Ads (Buyer's Guide)		
Currency	US \$	Euro
Once	450	370
Six Times Each	375	310
Twelve Times Each	300	245
Twelve Times All Prepaid	2700	2210



Ads Material Specification

Physical Submissions should be directly submitted by post to our office or through the concerned agent (if available). Digital Material must be accompanied by an accurate Color Proof (Chromaline) and a list of all files supplied.

Electronic Submissions should adhere to the following specifications:

- Images should not be enlarged or reduced more than 10% in page layout program.
- All images must be available at 300 dpi or more.
- Document size should be created to the final trim size of the page / ad.
- We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

Supported File Type Specifications:

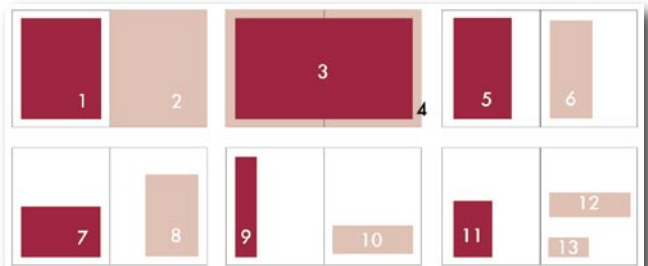
- Bitmap Image Files: TIFF, PDF, JPEG and CDR will be accepted.
- QuarkXpress 5.0 or 6.0, with relevant fonts and images.
- Adobe Indesign V 2.0, Adobe Illustrator V 9.0 and above.
(All fonts and images should be outlined and embedded)
- Corel Draw V 11.

Quality of Paper: Interior pages 70 grams LWC Paper TOP KOTE-L – Covers 150 grams 2S Coated Paper Matt.

Cancellation Policy:

Notification of cancellation must be made at least fifteen days before Publishing Date (as indicated in Editorial Program), changes or cancellations must be received in writing. Any advertiser canceling afterwards must pay the full charge for space. The publisher reserves the right to use previous material if copy is not received by Materials Due Deadline (as indicated in Editorial Program).

Digital Files are to be submitted on CD Rom, DVD, Email, or ftp (ftp web address plus username, password and file name to be supplied by email to gwd@acwmag.com).



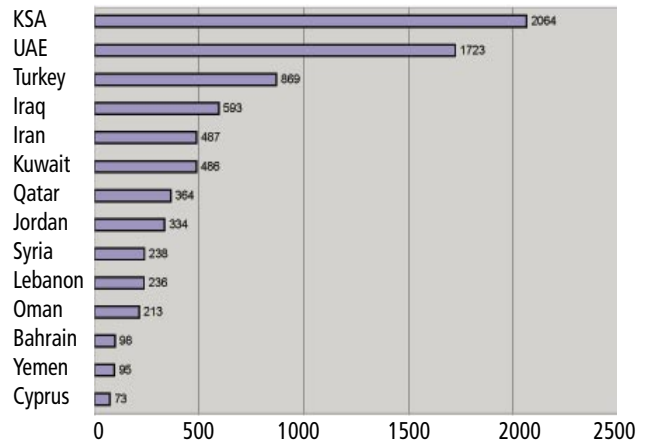
Ads Mechanical Data

Space	Dimensions (Width x Height) mm
1 Simple Page	Print Size 188 x 254
2 Bleed Page	Trim Size 215 x 285
	Original Size 220 x 290
3 Double Page	Print Size 405 x 254
4 Double Bleed Page	Trim Size 425 x 285
	Original Size 435 x 295
5 Vertical 2/3 Page	Print Size 120 x 254
6 Vertical Half Page	Print Size 88 x 254
7 Horizontal Half Page	Print Size 188 x 127
8 Island Half Page	Print Size 120 x 184
9 Vertical 1/3 Page	Print Size 57 x 254
10 Horizontal 1/3 Page	Print Size 188 x 88
11 Vertical 1/4 Page	Print Size 88 x 127
12 Horizontal 1/4 Page	Print Size 188 x 60
13 Classified Ads	Print Size 90 x 60

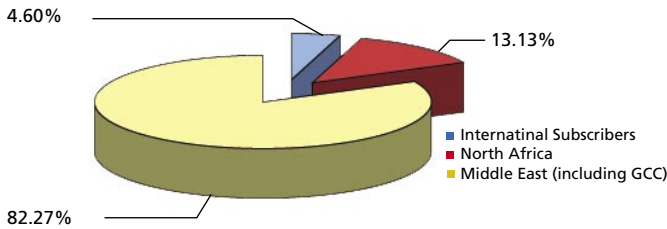
International Regions		
Regions	Percentage from Circulation	# of copies
Oceania	4.54%	20
South America	6.60%	29
Africa	7.83%	34
Asia	20.21%	89
North America	21.64%	96
Europe	39.18%	172
Total	100.00%	440

Region	Percentage from Circulation	# of copies
International subscribers	4.60%	440
North Africa	13.13%	1257
Middle East (including GCC)	82.27%	7873
Total	100.00%	9570

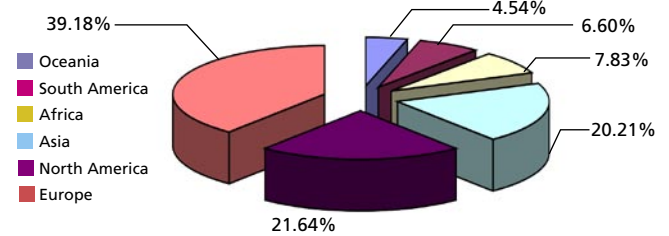
Circulation to Middle East



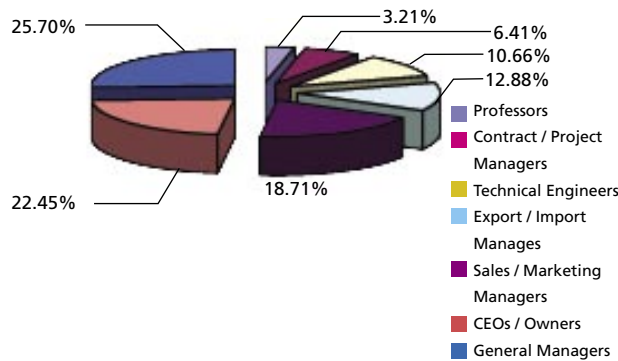
Circulation by Region



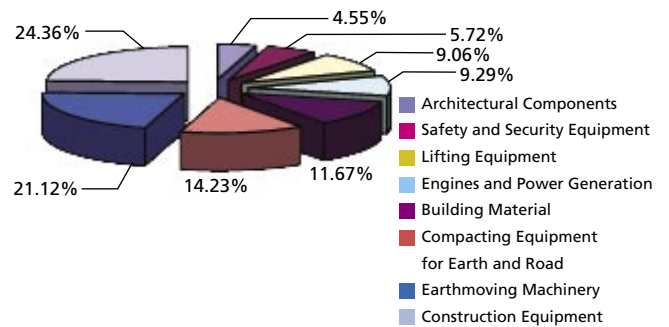
International Circulation by Region



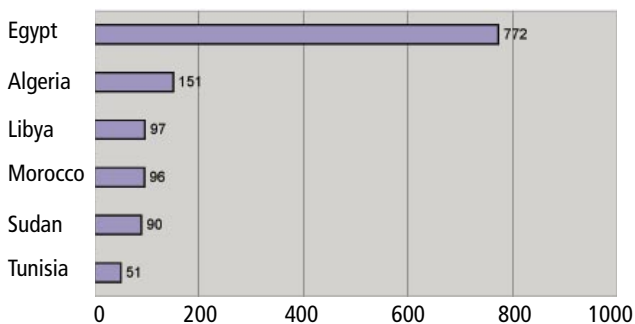
Circulation by Job Position



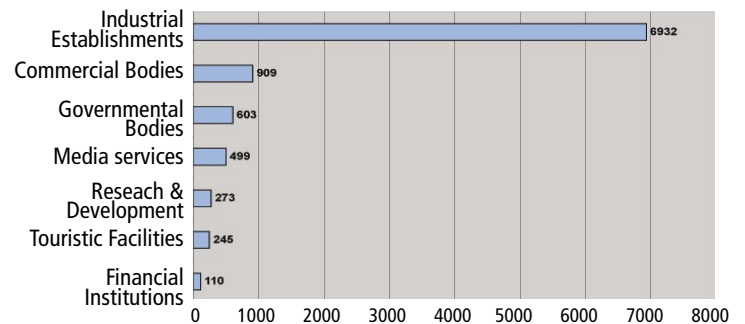
Circulation by Activity



Circulation to North Africa



Circulation by Category



Services

Chatila Publishing House (CPH) offers a series of services dedicated to decision-makers, professionals, and experts in the construction-related fields



Agents & Distributors

Links you to agents and/or distributors in MENA market if you are interested in expanding your business network.



Project Monitor

Connects you to the most recent business opportunities across the region, namely Tenders, Project Bidders, Awarded Contracts, and Project Developments. This service is there to ensure objectives have been satisfactorily met.



Industry Links

Puts you in contact with construction-related suppliers, manufacturers, purchasers, sellers, re-sellers and high-level professional employees.

- **Industry Contacts:** A new supplement printed in every issue of ACW. It consists of two sections: First section carrying details about international and regional manufacturers or suppliers of equipment or products relevant to the topic covered in the issue concerned; the second section covering names and contact details of firms acting as agents, representatives, distributors, etc to the firms listed in section one.

Coming Events

Lists the dates of various industrial, professional and business-related exhibitions, conferences, workshops and seminars.



For more Information, email us at services@menaconstruction.com

Indispensable & Unique Construction Industry Reference in the Middle East & Worldwide

The Middle East & World Construction Directory MEWCD 2006

Middle East and World Construction Directory (MEWCD) will be launched during 2006. It's a unique, valuable reference book, indispensable to worldwide manufacturers, exporters, importers, retailers and distributors of construction materials, road & power generation equipment and products.



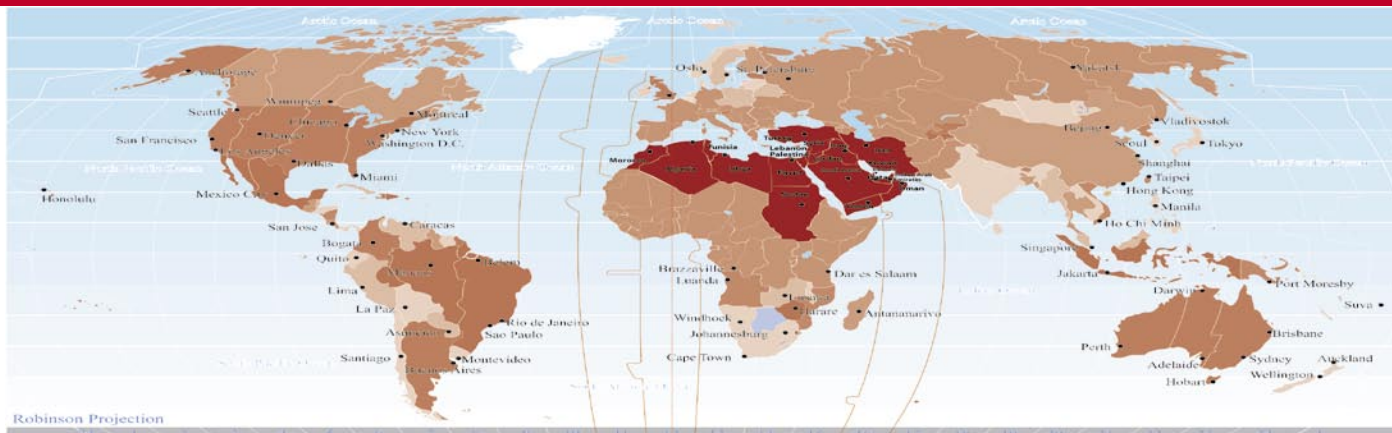
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The **MEWCD** is published by **Chatila Publishing House (CPH)**, the leading information provider since 1977, for the water, construction, food and health industries in the Middle East and North Africa, through its products which include magazines, directories, portals, services, research and events.

For More Information Please contact:

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- marketing@mewcd.com (For promoting your products)
- listings@mewcd.com (To Inquire about listings types and specifications)

Coming Soon!



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YEMEN

Arab Construction World (ACW)

In case there is no agent in your country please send us an email to:
marketing@acwmag.com

Testimonials

" Since many years **Putzmeister AG** has been appreciating the trusting partnership with **ARAB CONSTRUCTION WORLD**. The magazine is the leading construction publication in Middle East and well accepted in North Africa. **ARAB CONSTRUCTION WORLD** is always open-minded to report on new construction technologies.



We congratulate Chatila Publishing House on this publication!"

Best regards
Putzmeister AG, Press Department

"As the communication agency of important companies and organizations of industrial sectors in Spain, **Arab Construction World (ACW)** is a great magazine that enables us to obtain our clients success in the Arab market. We want to thank you for your support and hope to continue working together".

Mrs. Nuria Martí
Manager
Alarcón & Harris



" The construction magazine "**Arab Construction World**" has shown a great breadth of vision in the range of its coverage of international construction activities.

The magazine provides an excellent overview of construction in one of the most important economic regions of the world,

and conveys the achievements and capabilities of modern construction technology with technical competence. We congratulate "**Arab Construction World**" on their success and wish the magazine well for the future. "



Professor Thomas Bauer
Chairman of the
BAUER Group



The Marketing and Sales team at **Pile Dynamics, Inc.** appreciates the services of **Arab Construction World**. Having a great line of products to monitor and test foundations of buildings is not enough. We need to tell the world about our Pile Driving Analyzer, Cross Hole Analyzer and other equipment.

" The people at ACW are very professional and easy to work with. Thank you, and keep up the good work for many years to come."

Pile Dynamics, Inc.

"We are delighted to take this opportunity to thank **Arab Construction World** for their continuing interest in our research and development programs.

Their strong editorial support and campaigning for higher building standards throughout the MENA region are to be applauded."

Denis Wright
Managing Director

Wright Style Ltd – High Performance Steel & Glass Systems.
Banda Industrial Estate, Nursteed Road – Devize



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