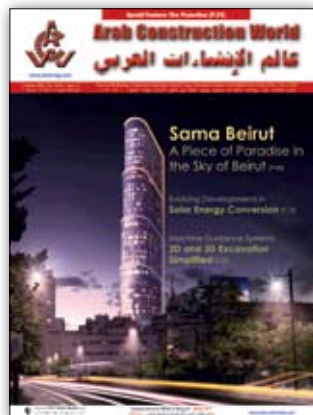
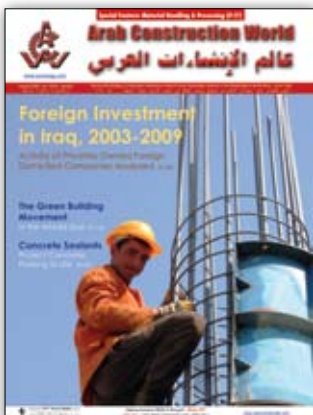




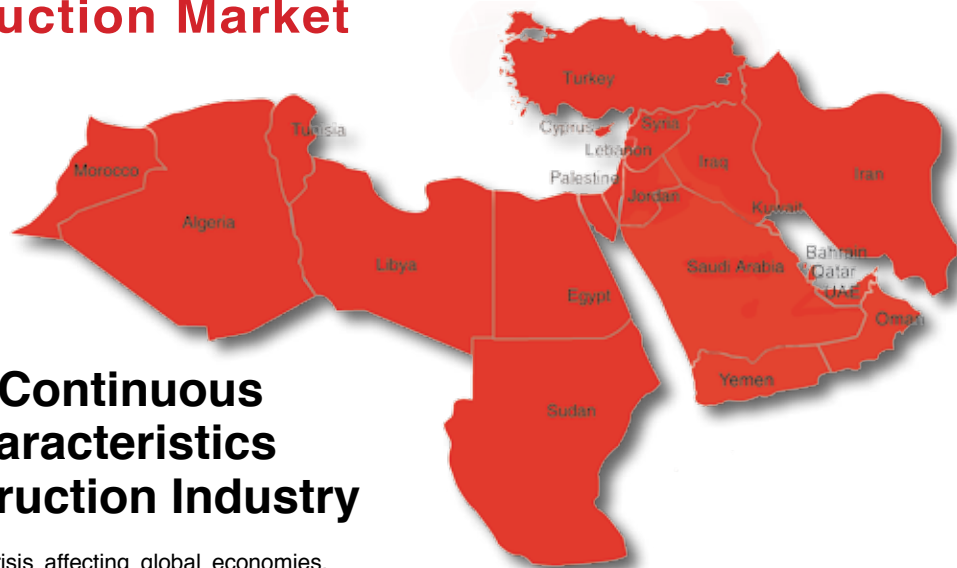
MEDIA INFO 2010

معلومات المجلة ٢٠١٠

- Solar Energy
- Coatings & Paints
- Fire Protection
- HVAC
- Trenchless Technology
- Renewable Energy
- Real Estate
- Power Tools
- Steel
- Drilling & Tunneling
- Lighting Equipment
- Formworks & Scaffoldings
- Lifting Equipment
- Green Building
- Interior Design & Landscaping
- Earthmoving Machinery
- Prefabricated Buildings



MENA Construction Market



Resilience and Continuous Investment: Characteristics of MENA Construction Industry

After a devastating economical crisis affecting global economies, the construction sector the Middle East & North African region is still showing resilience. Despite the fact that many construction projects were delayed or put on hold, the GCC market remains attractive. In the Middle Eastern region, investment opportunities are still interesting, especially in Iraq, the giant reconstruction site. In northern Africa, Gulf States' investments have finally reached the region and the future looks even brighter.

GCC shows commitment to continuous development

The Saudi Government has announced an economic stimulus budget for the 2009 fiscal year, valued at US\$ 126.7 billion. The upcoming budget represents an increase of 15.8 percent, or US\$ 17.3 billion, in public spending, compared to its 2008 counterpart, as a symbol of Saudi Government's ongoing commitment to developing infrastructure and improving social services.

Despite the global slowdown, the UAE continues to be one of the most active construction markets in the world with more than 750 active projects in construction and 450 recently completed, according to a recent report by Dubai-based research house Proleads Global. Although more than 400 projects with a total value in excess of US\$ 300 billion have been placed on hold or cancelled, (the rest either in study, planning, design or bidding), the report forecasts stability returning to the sector this year with some recovery in cash flow in 2010.

Qatar's construction sector is set to reach US\$ 9.06 billion by 2012, according to studies conducted by Business Monitor International, and with over 800 new towers slated to go up in Doha over the next 10 years, the market has been identified as one of the busiest construction areas in the world. Qatar's latest budget is characterized by allocating sizable amounts of money for infrastructure projects besides education and health.

Middle East eager for further investments

The real estate and construction sector in Jordan has been one of the most active sectors of the Jordanian economy lately. Construction sector accounted for 4.4 % of the Gross Domestic Product (GDP) on average over the period 2002-07. The sector has grown at a CAGR of 13.7 %, during the same period. Credit to the construction sector has also expanded by a CAGR of 20.5 %, with the highest growth rates of 34.3 % and 24.4 % registered for 2006 and 2007, respectively.

On another note, the Syrian residential sector is suffering from housing shortage due to Syria's 3% yearly population growth and the influx of Iraqi refugees, but it is currently opening up to private investment, replacing the public sector's dominance. The government is



also stressing on developing transport infrastructure with the allocation of around USD 1.5 billion to the development of a nationwide multi-modal transport network.

Looking forward to 2009 and 2010, private foreign investment in Iraqi real estate will continue to grow robustly, with estimated upper-range investment of US\$ 35 billion in 2009 and US\$ 40 billion in 2010 according to Dunia Finance LLC. This is based on the expected construction of 350,000 new housing units in 2009 and 400,000 units in 2010 with an average investment of US\$ 100,000 per unit, 5 coupled with a severe decrease in viable real estate opportunities in the GCC region over the same period.

Both the real estate and construction industries have experienced high levels of growth over the past few years in Turkey, driven by the expansion of local economy as a whole. A reflection of the slowdown in the construction and real estate sectors is the recent sharp fall in the number of applications for building permits. As early as the second quarter of 2008, the number of building permits being issued was down 20% compared to the same period in 2007, according to a study by EFG Istanbul Securities. The contraction is predicted to continue through 2009.

Northern Africa fills its construction gap

According to the Business Monitor International Egyptian Infrastructure report, the government has abolished the customs duties placed on capital goods (from between 2% and 5%), as part of the Egyptian US\$ 2.6 billion stimulus package; 70% of it will aim at supporting the infrastructure sector. BMI predicted in its report the construction sector growth to reach, or slightly exceed, 5% in real terms in 2010.

Construction is really on the agenda following the arrival of Gulf investors in 2006 in Tunisia, contributing to projects worth US\$ 48 billion. The country is encouraging large projects such as a sports city and Tunis Financial Harbour and hopes to encourage further foreign investment. The 11th Economic Development Plan (2007-2011) includes investment in more than 300 thousand new homes and modernization of the roads, airport and rail infrastructure.

Since 2002, Moroccan construction market has witnessed impressive growth in virtually all segments, and it is likely to continue to perform well in the near future. The sector employs more than 800,000 people, and it has contributed an average of 6-6.5% to Morocco's GDP in recent years. In 2007, the government passed the second five-year plan, which aims to invest some US\$ 36.4 billion between 2008 and 2012.

Sources

Business Monitor International
Dunia Finance LLC
EFG Istanbul Securities

Pillars of Might Back MENA Construction Industry

Over the years, professionals throughout the Middle East & North Africa region have become well-acquainted with **Arab Construction World (ACW)** magazine, the leading business-to-business magazine serving the Building, Construction Machinery, Road, and Power Generation sectors since 1983. They rely on this pioneering publication to gain up-to-date information about the latest developments in the above-mentioned sectors wherever they are occurring around the globe. ACW, through its endless efforts to link the region to the four corners of the globe, has gained a shiny reputation among thousands of international companies who draw on it to promote their products and services inside the MENA, a region where they strive to increase their market share.



Structure

Each issue is introduced with the Opening Letter, a page where the editor analyzes the latest trends and developments in the regional and international construction industry and presents the highlights of the relevant issue.

- The MENA Construction Digest presents the latest projects undertaken throughout the region with a short and accurate analysis of their impact on the regional level.
- The Construction Material section focuses on specific materials and resources used to improve the quality of construction items.
- The Energy & Power section covers everything from power plants construction and operation to renewable energy.
- The Roads & Bridges section is where a mixture of reports and technical articles wrap up practices, new products, and machinery employed in the Roads & Bridges construction, management, and maintenance processes as well as various projects planned or already underway in the MENA region.
- The main focus of each issue is branded the Feature section: a melting pot of technical articles on current practices and advancements, case studies, and technologies.
- In the Industry Spotlights section, tomorrow's headlines are treated today in a comprehensive manner combining cutting-edge innovations with thorough analysis of the factors affecting today's and tomorrow's construction market.
- Be it a major producer or main importer, each issue of ACW keeps a close eye on regional and international Construction markets in the Country Reports and highlights both their offers and their needs.
- The Departments section presents recent industry publications under Industry Literature; interviews with decision-makers and specialized professionals as well as corporate profiles under Interviews & Profiles; companies' latest activities and developments under Corporate Happenings; product developments and services under Products and Services; latest software and IT news under E-News; latest regional happenings under Projects and Developments; and trendiest real estate news and latest property developments in the MENA Real Estate sector are presented in the Real Estate section.
- Construction-related events are granted ample room in the back stern with Event Previews and Event Reviews sections.
- The magazine also provides the following Services: Coming Events offers a comprehensive listing of construction-related events, conferences, seminars, and workshops. In the Industry Links listings, companies' details are displayed shortening distances among manufacturers/distributors and buyers. The Buyers' Guide presents a 9cmx6cm classified ad including the advertiser's logo, a brief message and the product's photo.

A Wealth of Experience

Over the years, Arab Construction World (ACW) has been reviewing innovations and market trends to promote a greater understanding of the Construction industry and help decision-makers meet the increased demands for innovative solutions in the MENA region. ACW delivers up-to-the-minute, hard-hitting news that capture the first and foremost in the construction industry. The long experience we have accumulated allows us to beat at the heart of each and every story. With a tight-gripped hand on the field, an efficient management, an experienced editorial team, and Honorary Editorial Consultants (HEC) Board, ACW dwells on mainstream topics and always looks for unconventional ones.

Quality at the Heart

When providing news to our readers, we always put quality before quantity as we continuously avoid getting caught in the twirl of soft-hitting bulk material. ACW is circulated to the desktop of leading decision-makers working in over 8,145 firms engaged in the construction industry, and is published monthly in a bilingual format (English-Arabic). On an average of 4 readers for every copy, we can say that more than 32,580 individuals read every issue of ACW magazine. In terms of digital circulation, each issue of ACW magazine reaches over 16,225 firms through a direct link to download the PDF version or view the HTML edition, delivered via email to their inbox. The magazine receives a wholesome welcome from regional and international readers, having earned an esteemed reputation it has built over the years by providing updated and trusted content through a professional and elegant layout.

Online

Visit our website www.acwmag.com to access the magazine issues anytime and anywhere. These issues are made available for you in two optional formats: the HTML version and the PDF version. Log on now and delve into the digital world of the construction industry news.



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 General Manager of CPH. He's now President & CEO of CPH World Media (a sister company of Chatila Publishing House) and Editor-in-Chief of Arab Construction World (ACW) magazine. Mr. Mohamad Rabih Chatila can be reached by e-mail at mr.chatila@cphworldmedia.com

Arab Construction World (ACW)

EDITORIAL PROGRAM 2010

Issue	January	February	March	April
Construction Material	• Glass	• Steel	• Ceramics	• Asphalt
Roads & Bridges	• Bridge Construction	• Plants & Machinery	• Tunnel Construction	• Traffic Safety & Security
Energy & Power Generation	• Wave & Tidal Power	• Wind Energy	• Biomass	• Hydropower
Feature	• Lighting	• Proofing & Insulation	• Foundation Works	• Architectural Finishes
Industry Spotlights	• Facades & Claddings • Earthmoving Machinery • Surveying & Mapping	• Ceilings, Floors & Partitions • Formworks & Scaffolding • Waterproofing	• Air-Conditioning & Cooling Systems • Trenchless Technology • Lifting Equipment	• Green Buildings • Crushers, Demolition Equipment, & Screens • Power Tools
Country Reports	• Japan • Oman • Morocco	• Germany • Qatar • UAE	• Denmark • Saudi Arabia • UK	• China • India • Turkey
Bonus Distribution*	• Metal & Steel 2010 & AMEX 2010 - Egypt • ADANA Construction 2010 - Turkey	• Interiors & Buildex 2010 - Oman • The 4 th Sustainable City Development 2010 - UAE	• Project Qatar 2010 - Qatar • SBIE 2010 - Saudi Arabia	• Libya Build 2010 - Libya • Wood Show 2010 - UAE • Turkey Build 2010 - Turkey
Editorial Material Due	Thursday, December 10, 2009	Monday, January 11, 2010	Wednesday, February 10, 2010	Wednesday, March 10, 2010
Advertising Material Due	Tuesday, December 15, 2009	Friday, January 15, 2010	Monday, February 15, 2010	Monday, March 15, 2010
Publishing Date **	Friday, December 25, 2009	Monday, January 25, 2010	Thursday, February 25, 2010	Thursday, March 25, 2010

Issue	May	June	July	August
Construction Material	• Wood	• Concrete	• Plastics	• Aluminum
Roads & Bridges	• Road Construction	• Road & Bridge Maintenance & Rehabilitation	• Road Paving	• Road Marking
Energy & Power Generation	• Geothermal Power	• Solar Energy	• Plant Design & Construction	• Transmission & Distribution
Feature	• HVAC/R	• Sustainability	• Geotechnical Engineering	• Material Handling & Processing
Industry Spotlights	• Drainage & Sewerage • Interior Design & Landscaping • Lighting	• Adhesives & Sealants • Geomembranes & Geotextiles • Pipes, Pumps, & Valves	• Concrete Structural Repairs • Fire Protection Solutions • Waste Management	• Ceramics & Sanitary Wares • Access Control Systems • Waterproofing
Country Reports	• Italy • Jordan • Spain	• Egypt • Lebanon • USA	• Iraq • South Korea • Syria	• Canada • Libya • Sweden
Bonus Distribution*	• Buildex 2010 - Syria	• Tehran ConFair 2010 - Iran • Project Lebanon 2010 - Lebanon	• Inter-Build 2010 - Jordan	
Editorial Material Due	Saturday, April 10, 2010	Monday, May 10, 2010	Thursday, June 10, 2010	Saturday, July 10, 2010
Advertising Material Due	Thursday, April 15, 2010	Saturday, May 15, 2010	Tuesday, June 15, 2010	Thursday, July 15, 2010
Publishing Date **	Monday, April 26, 2010	Tuesday, May 25, 2010	Friday, June 25, 2010	Monday, July 26, 2010

Issue	September	October	November +	December
Construction Material	• Steel	• Construction Chemicals	• Concrete	• Stones & Aggregates
Roads & Bridges	• Bridge Construction	• Road Construction	• Plants & Machinery	• Tunneling and Tunnel Maintenance
Energy & Power Generation	• Green Buildings	• Solar Energy	• Wind Energy	• Power Plants
Feature	• Formworks & Scaffolding	• Corrosion Protection	• Intelligent Buildings	• Fire Protection
Industry Spotlights	• Paints & Coatings • Earthmoving Machinery • Prefabricated & Modular Structures	• Architectural Finishes • Gates, Doors, Windows • Testing and Measuring	• Ceramics & Sanitary Wares • Crushers, Demolition Equipment & Screens • Security systems	• Electrical & Mechanical Products • Lifting Equipment • Power Tools
Country Reports	• Iran • Tunisia • UK	• France • South Africa • UAE	• Italy • Kuwait • Saudi Arabia	• Australia • Bahrain • Germany
Bonus Distribution*	• Saudi Build 2010 - Saudi Arabia • Power-GEN Middle East 2010 - Qatar	• GCC Power 2010 - Qatar • The Big 5 Show 2010 - UAE +	• The Big 5 Show 2010 - UAE +	• TEKNO 2010 - UAE
Editorial Material Due	Tuesday, August 10, 2010	Friday, September 10, 2010	Monday, October 11, 2010	Wednesday, November 10, 2010
Advertising Material Due	Monday, August 16, 2010	Wednesday, September 15, 2010	Friday, October 15, 2010	Monday, November 15, 2010
Publishing Date **	Wednesday, August 25, 2010	Saturday, September 25, 2010	Monday, October 25, 2010	Thursday, November 25, 2010

*Tentative list of events at which ACW will have bonus distribution of its issues - liable to changes.

** Indicates when the issue would be available from the printing press for circulation and distribution. Allow a 2 to 3 - week period for the issue to reach you by post.

+ An «Event Edition» of this issue will be published; it will include a special supplement highlighting the indicated event.

If you are interested in publishing your editorial material in ACW, please email the editorial department at editorial@acwmag.com

عالم الإنشاءات العربي

البرنامج التحريري ٢٠١٠

عدد	كانون الثاني/يناير	شباط / فبراير	آذار / مارس	نيسان / أبريل
مواد البناء	• الزجاج	• الصلب	• السيراميك	• الإسفلت
الطرق والجسور	• إنشاء الجسور	• المعامل والآلات	• إنشاء الأنفاق	• سلامة السير وأمنه
الطاقة وتوليدها	• طاقة الأمواج وطاقة المد والجزر	• طاقة الرياح	• الطاقة من الكتلة الحيوية	• الطاقة الكهرومائية
موضوع خاص	• الإنارة	• التصميم والعزل	• أعمال الأساسات	• الإضافات الهندسية
أخبار صناعية	• واجهات وأغلفة الأبنية	• الأسقف والأرضيات والفواصل	• أنظمة التكييف والتبريد	• الأبنية الخضراء
	• آلات الحفر	• قوالب الصب والسقالات	• تكنولوجيا الحفر من دون شق	• الكسارات والغربالات ومعدات التهديم
	• المسح ورسم الخرائط	• التصميم للماء	• معدات الرفع	• الأدوات الطاقة
تقارير البلدان	• اليابان • عمان • المغرب	• ألمانيا • قطر • الإمارات العربية المتحدة	• الدنمارك • المملكة العربية السعودية • المملكة المتحدة	• الصين • الهند • تركيا
توزيع إضافي*	• Metal & Steel 2010 + AMEX 2010 مصر • ADANA Construction 2010 – تركيا	• Interiors & Buildex 2010 – عُمان • The 4th Sustainable City Development 2010 – الإمارات العربية المتحدة	• Project Qatar 2010 – قطر • SBIE 2010 – المملكة العربية السعودية	• Libya Build 2010 – ليبيا • Wood Show 2010 – الإمارات العربية المتحدة • Turkey Build 2010 – تركيا
تاريخ توقف إستلام المواد التحريرية	الخميس ١٠ كانون الأول / ديسمبر ٢٠٠٩	الإثنين ١١ كانون الثاني / يناير ٢٠١٠	الأربعاء ١٠ شباط / فبراير ٢٠١٠	الأربعاء ١٠ آذار / مارس ٢٠١٠
تاريخ توقف إستلام المواد الإعلامية	الثلاثاء ١٥ كانون الأول / ديسمبر ٢٠٠٩	الجمعة ١٥ كانون الثاني / يناير ٢٠١٠	الإثنين ١٥ شباط / فبراير ٢٠١٠	الإثنين ١٥ آذار / مارس ٢٠١٠
تاريخ الصدور**	الجمعة ٢٥ كانون الأول / ديسمبر ٢٠٠٩	الإثنين ٢٥ كانون الثاني / يناير ٢٠١٠	الخميس ٢٥ شباط / فبراير ٢٠١٠	الخميس ٢٥ آذار / مارس ٢٠١٠

عدد	أيار / مايو	حزيران / يونيو	تموز / يوليو	آب / أغسطس
مواد البناء	• الخشب	• الخرسانة	• البلاستيك	• الألومنيوم
الطرق والجسور	• إنشاء الطرق	• صيانة الطرق والجسور وإعادة تأهيلها	• تعبيد الطرق	• تحديد الطرق
الطاقة وتوليدها	• الطاقة الجيوتحرارية	• الطاقة الشمسية	• إنشاء وتصميم معامل الطاقة	• توزيع ونقل القدرة
موضوع خاص	• التدفئة والتهوية والتكييف والتبريد	• الإستدامة	• الهندسة الجيوتقنية	• نقل المواد ومعالجتها
أخبار صناعية	• أنظمة الصرف والمجاري الصحية	• اللواصق والمواد المانعة للتسرب	• التصليحات الخرسانية	• المنتجات السيراميكية واللوازم الصحية
	• التصميم الداخلي و المساحات الخارجية	• الأغشية والأنسجة الجيولوجية	• حلول الوقاية من الحرائق	• أنظمة التحكم بالوصول
	• الإنارة	• الأنابيب والمضخات والصمامات	• إدارة المهملات	• التصميم للماء
تقارير البلدان	• إيطاليا • الأردن • إسبانيا	• مصر • لبنان • الولايات المتحدة الأميركية	• العراق • كوريا الجنوبية • سوريا	• كندا • ليبيا • السويد
توزيع إضافي*	• Buildex 2010 – سوريا	• Tehran ConFair 2010 – إيران • Project Lebanon 2010 – لبنان	• Inter-Build 2010 – الأردن	
تاريخ توقف إستلام المواد التحريرية	السبت ١٠ نيسان / أبريل ٢٠١٠	الإثنين ١٠ أيار / مايو ٢٠١٠	الخميس ١٠ حزيران / يونيو ٢٠١٠	السبت ١٠ تموز / يوليو ٢٠١٠
تاريخ توقف إستلام المواد الإعلامية	الخميس ١٥ نيسان / أبريل ٢٠١٠	السبت ١٥ أيار / مايو ٢٠١٠	الثلاثاء ١٥ حزيران / يونيو ٢٠١٠	الخميس ١٥ تموز / يوليو ٢٠١٠
تاريخ الصدور**	الإثنين ٢٦ نيسان / أبريل ٢٠١٠	الثلاثاء ٢٥ أيار / مايو ٢٠١٠	الجمعة ٢٥ حزيران / يونيو ٢٠١٠	الإثنين ٢٦ تموز / يوليو ٢٠١٠

عدد	أيلول / سبتمبر	تشرين الأول / أكتوبر	تشرين الثاني / نوفمبر ⁺	كانون الأول / ديسمبر
مواد البناء	• الصلب	• المواد الكيميائية المستخدمة في البناء	• الخرسانة	• الحجارة
الطرق والجسور	• إنشاء الجسور	• إنشاء الطرق	• المعامل والآلات	• حفر الأنفاق وصيانتها
الطاقة وتوليدها	• الأبنية الخضراء	• الطاقة الشمسية	• طاقة الرياح	• معامل الطاقة
موضوع خاص	• قوالب الصب والسقالات	• الوقاية من التآكل	• الأبنية الذكية	• الوقاية من الحرائق
أخبار صناعية	• الدهانات والأطية	• الإضافات الهندسية	• المنتجات السيراميكية واللوازم الصحية	• المنتجات الكهربائية والميكانيكية
	• آلات الحفر	• البوابات والأبواب والشبابيك	• الكسارات والغربالات ومعدات التهديم	• معدات الرفع
	• البنى العيارية والمسبقة التصنيع	• الفحص والقياس	• أنظمة الأمن	• الأدوات الطاقة
تقارير البلدان	• إيران • تونس • المملكة المتحدة	• فرنسا • أفريقيا الجنوبية • الإمارات العربية المتحدة	• إيطاليا • الكويت • المملكة العربية السعودية	• أستراليا • البحرين • ألمانيا
توزيع إضافي*	• Saudi Build 2010 – المملكة العربية السعودية • Power-GEN Middle East 2010 – قطر	• GCC Power 2010 – قطر • The Big 5 Show 2010 – الإمارات العربية المتحدة +	• The Big 5 Show 2010 – الإمارات العربية المتحدة +	• TEKNO 2010 – الإمارات العربية المتحدة
تاريخ توقف إستلام المواد التحريرية	الثلاثاء ١٠ آب / أغسطس ٢٠١٠	الجمعة ١٠ أيلول / سبتمبر ٢٠١٠	الإثنين ١١ تشرين الأول / أكتوبر ٢٠١٠	الأربعاء ١٠ تشرين الثاني / نوفمبر ٢٠١٠
تاريخ توقف إستلام المواد الإعلامية	الإثنين ١٦ آب / أغسطس ٢٠١٠	الأربعاء ١٥ أيلول / سبتمبر ٢٠١٠	الجمعة ١٥ تشرين الأول / أكتوبر ٢٠١٠	الإثنين ١٥ تشرين الثاني / نوفمبر ٢٠١٠
تاريخ الصدور**	الأربعاء ٢٥ آب / أغسطس ٢٠١٠	السبت ٢٥ أيلول / سبتمبر ٢٠١٠	الإثنين ٢٥ تشرين الأول / أكتوبر ٢٠١٠	الخميس ٢٥ تشرين الثاني / نوفمبر ٢٠١٠

* قائمة بالمعارض التي ستوزع خلالها نسخات من مجلة عالم الإنشاءات العربي ، قد يتم تعديلها بحسب التنظيم.

** تبين تاريخ صدور المجلة من الطبعة، يحتاج العدد إلى حوالي أسبوعين أو ثلاثة للوصول اليكم عبر البريد.

+ يتم إصدار نسخة خاصة من هذا العدد تتضمن ملحق خاص بالمعارض المذكور.

Advertising Benefits

ACW: THE PIONEERING & LEADING B2B CONSTRUCTION INDUSTRY PUBLICATION ACROSS THE MENA REGION



ACW's Very First Issue - March 1983

Since its very inception in 1983, **Arab Construction World (ACW)** magazine has been the authorized resource for decision-makers and key buyers in firms engaged in the Building, Construction Machinery, Road, & Power Generation sectors across the Middle East & North Africa (MENA Region).

ACW offers steady marketing and advertising solutions to realize advertisers' specific objectives. Tailor-made programs suit up clients' needs and patch up what's been lacking elsewhere. From sponsorship positioning, editorial placements, event promotions to pricing programs, we've got it all!

We invite you to place your trust in the hands of our creative marketing specialists, whose nimble fingers and agile minds will customize the program that will achieve your goals and boost your Return on Investment (ROI) to another realm.

Our Vision



November 2009

- To provide none other than supreme quality service to discerning clients. It is a self-set standard that singles us out from the bevy of competitors;
- To ensure our clients a delectable range of opportunities that is sure to cater to their needs and whims;
- To set the tone for a far-reaching business horizon and to maintain steady growth by building relationships founded on trust and recommendation; and
- To safeguard the afore-mentioned through a synergy of commitment, experience, and innovation.

Reasons To Advertise

- ACW aims to grant readers/clients potent gratification by providing the finest editorial input, prompt circulation coverage, and essential business services.
- ACW magazine is the premier and most trusted, specialized business publication in the MENA region.
- ACW is circulated in hardcopy to over 8,145 private and public sector firms. In terms of digital circulation, each issue of ACW magazine reaches over 16,225 firms through a direct link to download the PDF version or view the HTML edition, delivered via email to their inbox.
- Our readership spans the local, national, and international; a broad set of benefits is placed at their immediate reach.
- Since 1983, ACW has helped thousands of clients penetrate the lucrative MENA Construction market.
- Bonus copies of ACW magazine are distributed at major events (Exhibitions, Conferences, Seminars, etc.) taking place in the MENA region, giving clients a visa pass to a wider market.

Our yearly targeted survey revealed that:

- 84% consider ACW as an accredited source for the latest information related to the Construction Industry, nourished by its high-quality editorial content;
- 83% find ACW Promotional Offers competitive and motivating.
- 75% are satisfied with the Return on Investment they had witnessed from the diverse exposure ACW has put forth;
- 66% surf ACW website to benefit from numerous online services.

For advertising inquiries, please contact us:

Tel: +961 -1- 748333 ext.141 – Fax: +961 -1- 352419; e-mail: marketing@acwmag.com

Advertising Options

Print Options



• Display Advertising:

ACW offers advertisements in an extended range of sizes and placements with full-color or mono display spots (with no additional loading for color).

• Buyers' Advertising:

The Buyers' Guide (BG) is dedicated to companies planning to test the market with a limited budget. It is a 9 cm width x 6 cm height (3 5/8" x 2 3/8") including the company's logo and contact details as well as a short message and one related photo.

• Advertorials:

This option has a double use; to get the story to all ACW's readers and maximize the company's exposure by placing its full contact details.

• Fixed Inserts:

Distributed MENA-wide, or to specified countries. Fixed Inserts are a popular and effective form of advertising as they make your ad stand out from the rest!

• Company Profile / Interview:

This form of advertising offers comprehensive coverage of your company's history and products, including an interview with the GM or CEO.

www.acwmag.com

Online Options

For ultimate exposure, place your web banner hyperlinked to your company's website or email address on ACW's website. Your online advertising options are:

• Top Banner

Width x Height: 470 X 60 pixels
Max size (Kb): 30
Types: GIF, JPEG &/or animated GIF

• Right Side Banner

Width x Height: 120 X 160 pixels
Max size (Kb): 30
Types: GIF, JPEG &/or animated GIF



For advertising inquiries, please contact us:

Tel: +961 -1- 748333 ext.141 – Fax: +961 -1- 352419; e-mail: marketing@acwmag.com

Advertising Rates & Specifications

Display Ads	Full Color (4C)		
Frequency	One-Three Times	Four-Seven Times	Eight-Twelve Times
Currency	US\$	US\$	US\$
Gatefold	9075	8485	7395
Spread	5390	5040	4390
1/2 Page Spread	3685	3450	3010
2nd Cover IFC	3190	2985	2600
3rd Cover IBC	3190	2985	2600
4th Cover OBC	3520	3290	2870
Full Page	2750	2575	2245
2/3 Page	2310	2160	1885
1/2 Page	1870	1750	1525
1/3 Page	1650	1545	1350
1/4 Page	1320	1235	1075

Display Ads	Black & White (B&W)		
Frequency	One-Three Times	Four-Seven Times	Eight-Twelve Times
Currency	US\$	US\$	US\$
Full Page	2200	2055	1795
2/3 Page	1760	1640	1435
1/2 Page	1320	1235	1080
1/3 Page	1045	975	855
1/4 Page	825	775	675

Banner / Online Advertising					Classified Ads (Buyers' Guide)	
Frequency	One Month	Four Months	Eight Months	Twelve Months	Currency	US \$
Currency	US \$	US \$	US \$	US \$	One Time	495
Top Banner 470x60 Px (Each Month)	155	140	120	95	Two - Six Times Each	415
Side Banner 120x60 Px (Each Month)	120	110	95	80	Seven - Twelve Times Each	310
					Twelve Times All Prepaid	2970

AD MATERIAL SPECIFICATIONS

Physical submissions should be directly submitted by post to our offices 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:

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

Supported File Types:

1. Adobe Indesign
2. Adobe Photoshop
3. Adobe Illustrator

Quality of Paper:

Interior pages 70 and/or 80 grams LWC
Paper TOP KOTE-L – Covers 150 grams 2S
Coated Paper Matt

Cancellation, Modification, and Late Booking Policies:

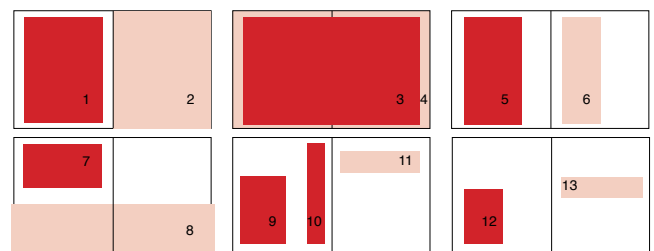
All relevant orders are to be issued to CPH World Media in a written format via email or fax.

- For Cancellations, orders must be received at least 15 days prior to the Publishing Date*. Any order received within the 15-day notice would not be accepted and the advertiser should still settle the cost of the reserved space.
- For Modifications, orders must be received at least 7 Days prior to the Publishing Date*. Any order received within the 7-day notice would not be accepted and CPH World Media reserves the right to use previously published material.
- For Late Bookings, the Insertion Order and ad material should be received 5 Days prior to the Publishing Date*.

* As indicated in the Editorial Program.

Digital Files to be submitted by post on CD Rom, DVD, or digitally by Email, or Ftp (ftp web address plus username, password and file name to be supplied by email at: gwd@cphworldmedia.com)

ADS MECHANICAL DATA



Space	Dimensions	(W x H) mm
1. Simple Page	Print Size	185 x 245
2. Bleed Page*	Trim Size	215 x 285
3. Double Page	Print Size	400 x 245
4. Double Page (Bleed)*	Trim Size	430 x 285
5. Vertical 2/3 Page	Print Size	120 x 245
6. Vertical 1/2 Page	Print Size	90 x 245
7. Horizontal 1/2 Page	Print Size	185 x 125
8. Horizontal 1/2 page (Spread)*	Print Size	430 x 145
9. Island 1/2 Page	Print Size	120 x 185
10. Vertical 1/3 Page	Print Size	58 x 245
11. Horizontal 1/3 Page	Print Size	185 x 82
12. Vertical 1/4 Page	Print Size	90 x 125
13. Horizontal 1/4 Page	Print Size	185 x 60

* Bleed ads must be sent with 4mm added to each side of the ad

Circulation Figures

Middle East Circulation				
Country	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
UAE	2411	33.26%	4022	28.10%
KSA	1758	24.26%	2830	19.78%
Turkey	667	9.20%	2027	14.17%
Qatar	485	6.69%	771	5.39%
Kuwait	349	4.82%	564	3.94%
Iran	322	4.44%	614	4.29%
Lebanon	262	3.62%	1052	7.35%
Jordan	244	3.37%	618	4.32%
Oman	195	2.69%	391	2.73%
Bahrain	187	2.58%	353	2.47%
Syria	186	2.56%	698	4.88%
Yemen	78	1.08%	127	0.89%
Iraq	57	0.78%	108	0.75%
Cyprus	43	0.59%	124	0.87%
Palestine	4	0.06%	10	0.07%
Total	7248	100.00%	14309	100.00%

Circulation by Activity				
Activity	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Construction Equipment	2092	25.68%	4200	25.88%
Earthmoving Machinery	1615	19.83%	2807	17.30%
Compact Equipment for Earth and Road	1093	13.42%	359	2.21%
Building Material	1003	12.31%	2031	12.52%
Power Generation	845	10.37%	1548	9.54%
Lifting Equipments	718	8.81%	2262	13.94%
Safety and Security Equipments	416	5.11%	2423	14.93%
Architectural Components	364	4.47%	597	3.68%
Total	8146	100.00%	16227	100.00%

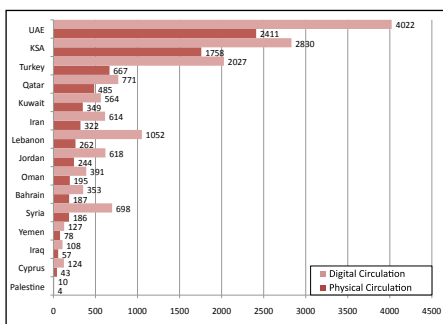
Circulation by Category				
Category	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Industrial Establishment	7529	92.43%	14330	88.31%
Governmental Bodies	239	2.93%	235	1.45%
Commercial Bodies	136	1.67%	328	2.02%
Media Services	109	1.34%	1066	6.57%
Research & Development	84	1.03%	201	1.24%
Financial Institutions	39	0.48%	52	0.32%
Touristic Facilities	10	0.12%	15	0.09%
Total	8146	100.00%	16227	100.00%

North Africa Circulation				
Country	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Egypt	475	52.90%	1072	55.91%
Tunisia	108	12.08%	214	11.13%
Libya	93	10.36%	160	8.35%
Algeria	90	9.99%	192	10.00%
Morocco	81	9.00%	183	9.55%
Sudan	51	5.67%	97	5.06%
Total	898	100.00%	1918	100.00%

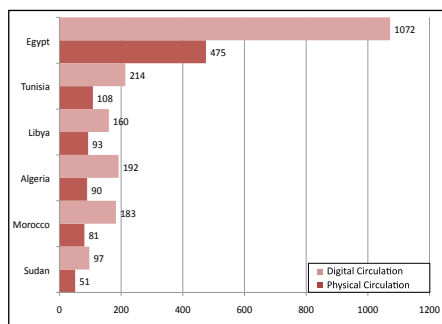
Circulation by Job Position				
Job Position	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
General Managers	2783	34.17%	5796	35.72%
CEOs / Owners	1795	22.03%	3783	23.31%
Sales / Marketing Managers	1315	16.14%	2471	15.23%
Export / Import Managers	1247	15.31%	2372	14.62%
Contracts / Project Managers	478	5.87%	964	5.94%
Technical Engineers	450	5.52%	562	3.46%
Professors	78	0.96%	279	1.72%
Total	8146	100.00%	16227	100.00%

Total Circulation				
Region	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Middle East	7248	88.98%	14309	88.18%
North Africa	898	11.02%	1918	11.82%
Total	8146	100.00%	16227	100.00%

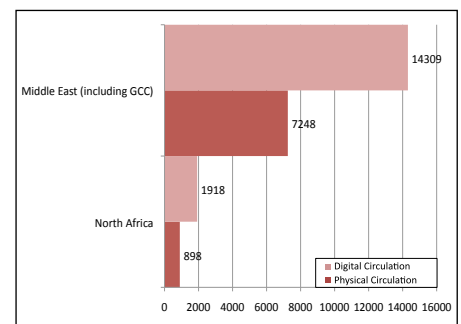
Middle East Circulation



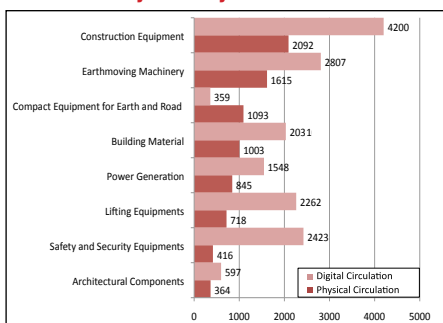
North Africa Circulation



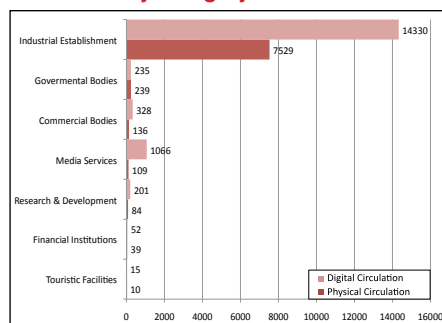
Total Circulation



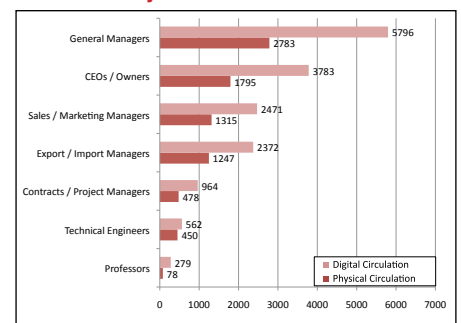
Circulation by Activity



Circulation by Category



Circulation by Job Position



CPH Services

CPH World Media s.a.r.l. offers five services dedicated to decision-makers, professionals, and experts in the Construction-related fields.

Business Links



- **Industry Links:** Section announcing international and regional manufacturers, and suppliers of particular equipment and products.
- **Agents & Distributors Available in MENA:** This section carries the contact details of agents and distributors as well as companies active in a certain sector in the Middle East and North Africa.
- **Representatives Seekers:** Service that provides companies seeking representation in the MENA Construction market with the opportunity to be out there. Complete contact details are listed as well as region(s) of interest.
Email: businesslinks@cphservices.net

Career Center



Career builder: Area opening up doors before employers to find the right candidate for the right job.
Email: careercenter@cphservices.net

Coming Events



The Coming Events service offers a comprehensive listing of Construction events, conferences seminars, and workshops. It enables interested users to set their calendars ahead. Information includes name of exhibitions, venue, date and organizers' complete details and addresses.
Email: comingevents@cphservices.net

Project Monitor



This section highlights the latest news about major projects in the MENA. It is divided into four subsections:

- Tenders announcements, requesting interested companies to make proposals, noting the deadline to do so;
- Biddings presented by the different interested parties;
- Awarded contracts with info about the company; and
- Latest updates about the project's status along with work progress

Email: projectmonitor@cphservices.net

Promo Shots



Promo Shots is a new service that aims to promote a company's products and/or services through direct e-mail. A mail merge is sent to a vast number of regional and international decision-makers found in ACW's database.
Email: promoshots@cphservices.net

CPH services will be launched online very soon.

For more information Please send an email to : info@cphservices.net or visit www.cphservices.net



Agents List

<p>CANADA Ms. Maria Tolgyessy Hassan Yousef & Associates Inc. Tel: +1- 416 - 3684626 Fax: +1- 416 - 3683461 Email: hay@on.aibn.com</p>	<p>SOUTH KOREA Mr. C.H.Park Far East Marketing Inc. (FEM) Tel: +82 - 2 - 730 1234 Fax: +82 - 2 - 732 8899 Email: femads@unitel.co.kr</p>
<p>CHINA Mr. Weng Jie Hangzhou Oversea Advertising Ltd Tel: +86 - 571 - 87063843 Fax: +1 - 928 - 752 6886 (Retrievable Worldwide) Email: silkroad@mail.hz.zj.cn</p>	<p>SPAIN Ms. Vibeke Gilland Publistar - Representative of International Media in Spain Tel: +34 -91 - 5536616 Fax: +34 - 91 - 5544664 Email: vibeke.gilland@publistar-es.com Web: www.publistar-es.com</p>
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<p>ITALY Mr. Fabio Potesta Mediapoint & Communications SRL Tel: +39 - 010 - 5704948 Fax: +39 - 010 - 5530088 Email: info@mediapointsrl.it Web: www.mediapointsrl.it</p>	<p>U.K, IRELAND, & SCOTLAND Mr. Stuart Smith SSM Global Media Ltd. Tel: +44 - 2084 - 645577 Fax: +44 - 2084 - 645588 Email: stuart.smith@ssm.co.uk Web: www.ssm.co.uk</p>
<p>JAPAN Ms. Shinjani Dogra Sakura International Inc. Tel: +81 - 3 - 56461160 Fax: +81 - 3 - 56461161 Email: dogra@sakurain.co.jp Web: www.sakurain.co.jp</p>	<p>UNITED ARAB EMIRATES Mr. Fouad Hammad International Advertising LLC Tel: +971 - 4 - 2699855 Fax: +971 - 4 - 2691514 Email: interad@emirates.net.ae Web: www.iamediaservice.com</p>
<p>KUWAIT Mr. Louay Al Asfahani Paragon Marketing Communications Tel: +965 - 5716063 Fax: +965 - 5715985 Email: info@paragonmc.com Web: www.paragonmc.com</p>	<p>UNITED STATES OF AMERICA (MIDWEST) Mr. Hooper R. Jones Hooper Jones Associates Inc. Tel: +1 - 847 - 4861021 Fax: +1 - 847 - 4861025 Email: HooperHJA@aol.com</p>
<p>SCANDINAVIA Mr. Bent Wissing BSW International Marketing Tel: +45 - 3538 - 5255 Email: bswissing@webspeed.dk</p>	

TESTIMONIALS

Investing their hopes in our wide range of services and Arab Construction World (ACW)'s widespread standing, reputable establishments have reaped the benefits ACW magazine had promised them – and, sometimes, a bit more than they'd expected as expressed in their testimonials below. A full listing of testimonials is available at www.acwmag.com/testimonials/



Bobcat's cooperation with ACW magazine goes back more than two years. We have selected this publication for advertising in the MENA region as it is among the elite and prominent magazines related to the construction industry. Bobcat is pleased to have selected ACW magazine as its advertising medium. We thank the staff of ACW for their continuous efforts in terms of editorial coverage and support.

*Karl Fakhoury
District Manager Middle East
Bobcat EMEA*



We cannot talk about Hyundai Heavy Industries' success in the Middle East without mentioning Arab Construction World magazine. Through this publication, we have been able to collect a lot of valuable information, such as market situation, exhibitions, and even competitor's activities in the Middle East. We sincerely appreciate all we have got through ACW. At HHI, we are sincerely looking forward to more successful business and further fruitful cooperation with this magazine.

*Leewook Kung
Vice President
Construction Equipment Division
Hyundai Heavy Industries Co., Ltd.*



ACW is a convincing magazine; professionally edited and with high quality content. It brings together messages and views from the construction industry in the Middle East region, and provides useful and easy to comprehend information with interesting articles and good layout. ACW gives us at IronPlanet great possibilities to improve our image and visibility in the Middle-East.

*Tom Cornell
Managing Director
IronPlanet EMEA*



Wrightstyle works hard to understand how international markets, technologies and design trends are continually changing, making sure that we always have the products, systems and level of service that our customers will want tomorrow. That's where expert media commentary in each of our markets is so important. In that regard, ACW is to be congratulated, distilling, analysing and presenting the dynamism and complexity of the MENA market in one authoritative magazine.

*Denis Wright
Managing Director
Wrightstyle Limited, UK*

CLIENTS

Below are some of the leading companies who trusted ACW to gain market share and increase their products' exposure in the MENA region. A full listing of ACW clients is available at www.acwmag.com/clients - We invite you to make the right choice and become one of them!



Bobcat
UAE



New Holland
Italy



Iron Planet
Ireland



Kryton International Inc.
Canada



Jotun paints
U.A.E.



TOPCON
Topcon Corporation
U.A.E.



Ushikata Mfg. Co., Ltd.
S.Korea



Haulotte Group
France



U.A.E

Wrightstyle Ltd
UK



Idromeccanica Italiana Srl
Italy



Hyundai
S.Korea



Ammann Schweiz AG
Switzerland



Putzmeister
Germany



Twin Walls Ltd. Co.
U.A.E.



AquaMaster Fountains & Aerators
U.S.A



Yoke Industrial Corp.
Taiwan

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www.acwmag.com

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www.cphworldmedia.com

إتصل بنا

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مجلة عالم الإنشاءات العربي
ص.ب: ١٣-٥١٢١ شوران
الرمز البريدي: ١١٠٢-٢٨٠٢
بيروت - لبنان

عنوان البريد السريع:

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الحمراء، الكومودور، شارع الباروك،
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