



# Construction Week

# YOUR OBJECTIVES



Brand Awareness



Thought Leadership



Lead Generation



Reach & Engagement

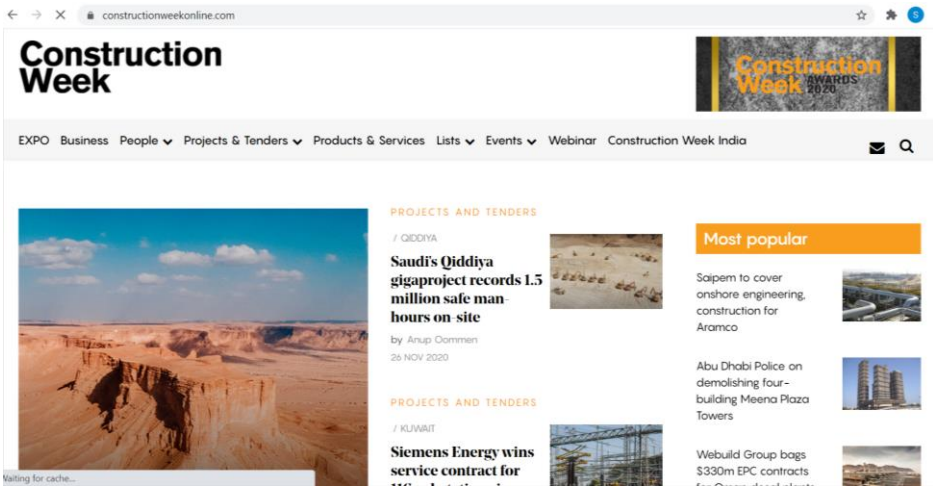
# CONSTRUCTION WEEK – THE PLATFORM

597,573 TOTAL REACH

PRINT



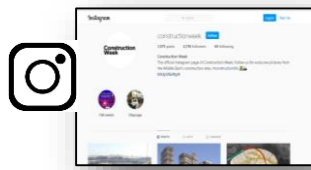
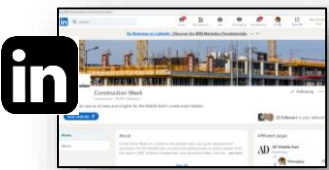
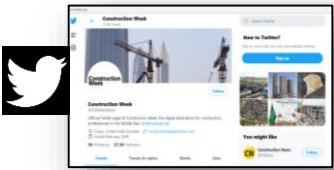
WEBSITE



eNEWSLETTER & DATABASE - EDM



SOCIAL MEDIA CHANNELS



# LARGEST AUDIENCE HIGHEST ENGAGEMENT

A 17 year brand legacy amounts to a defining reach

## MAGAZINE CIRCULATION

42,366 PER MONTH

## DIGITAL

323,231 UNIQUE USERS

1.2M PAGE VIEWS

32,233 eNEWSLETTER SUBSCRIBER BASE

7,531 EMAIL MARKETING DATABASE

## SOCIAL

32,743 FACEBOOK

117,366 LINKEDIN

2,403 INSTAGRAM

12,200 YOUTUBE

27,500 TWITTER

## EVENTS

10 KEY INDUSTRY EVENTS

2,500 ATTENDANCE

**597,573 TOTAL REACH**

WHO WE ARE



# CONSTRUCTION WEEK

WE CONNECT THE INDUSTRY. WE HELP BUSINESS GROWTH. WE DELIVER RESULTS.

Construction Week has been at the forefront of the Middle East's construction sector, shedding light on the most important industry news and connecting professionals from across the supply chain. With a specific focus on GCC countries, the brand's weekly magazine, sector-leading website and dedicated social media channels deliver a balanced editorial diet of the latest news, insightful industry analysis and opinion, in-depth market studies, and hard-hitting interviews. Construction Week is the resource-of-choice for contractors, consultants, developers, and suppliers looking to gain the inside track in their markets and grow in the multibillion dollar regional construction sector.

Welcome to Construction Week



OUR SOLUTIONS

**ADVERTISING**

ENGAGE



**CONTENT SOLUTIONS**

IMPACT

**EVENTS**

CONNECT

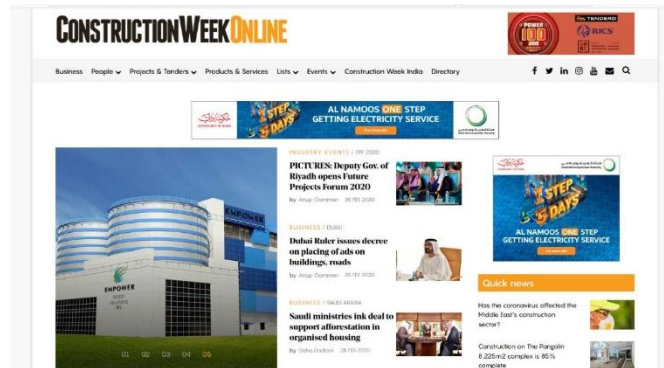
ADVERTISING DIGITAL



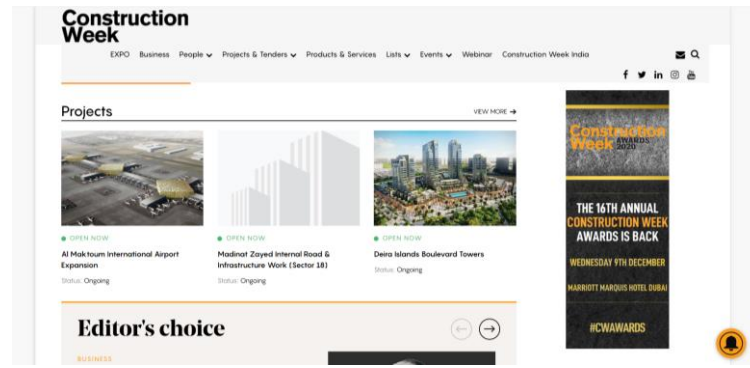


CONSTRUCTION WEEK x DIGITAL

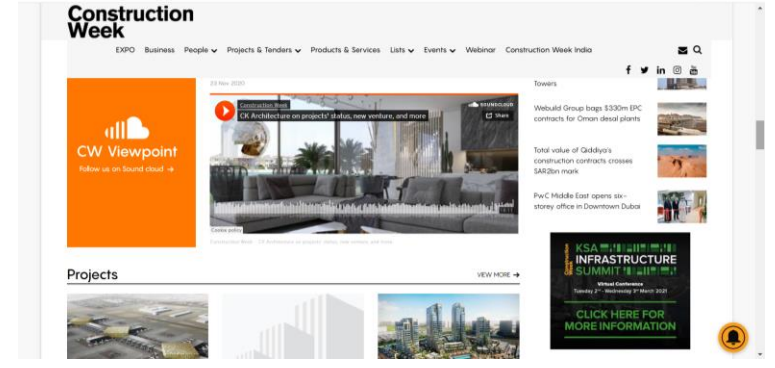
# DISPLAY AD BANNERS



Leaderboard



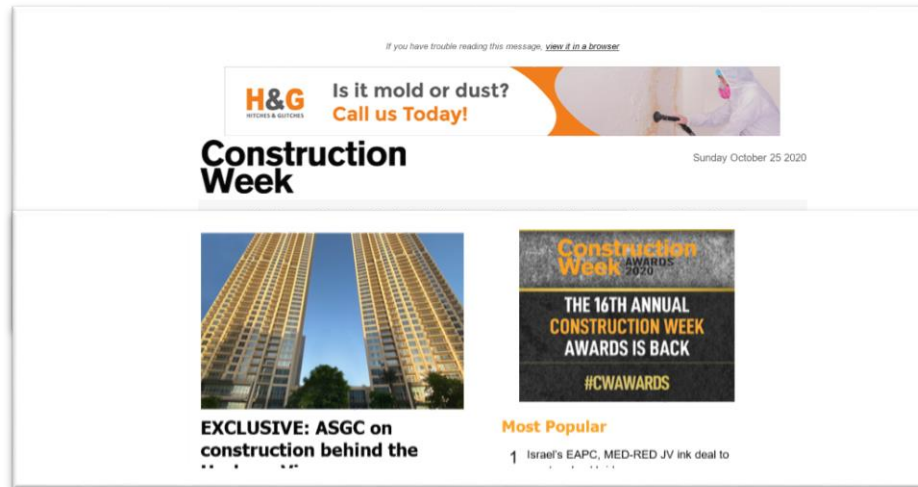
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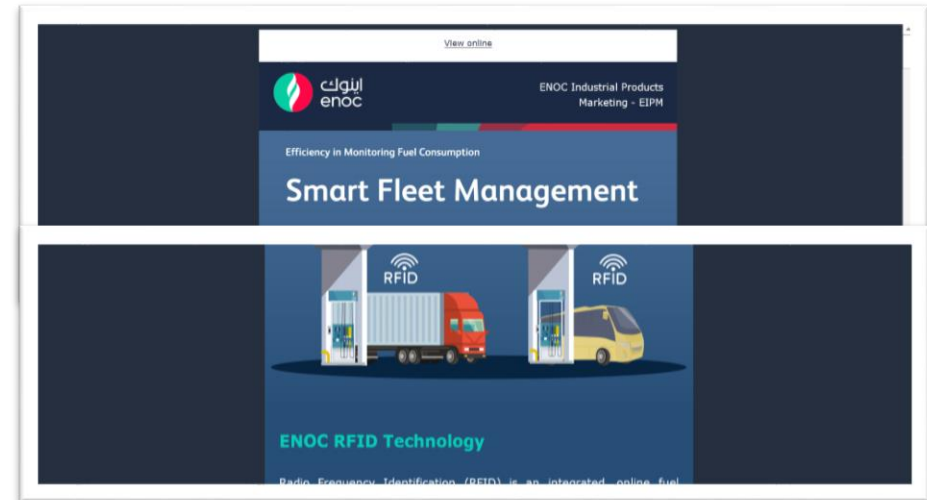
Mid page unit

CONSTRUCTION WEEK x DIGITAL

# SUBSCRIBER TARGETTING



eNewsletter



Email Direct Marketing

# PODCAST & YOUTUBE VIDEOS

This screenshot displays the website's podcast section. At the top, there are two article teasers: one by Ashley Williams dated 17 NOV 2020 about a UAE contracting giant entering Saudi Arabia, and another by Ranju Waner dated 17 NOV 2020 about an ADX-listed developer's financial position. Below these is a featured podcast titled "Podcast: Linesight on catering to KSAs 'data hungry' market" from 09 Nov 2020, featuring a CW Viewpoint logo and a "Follow us on Sound cloud" link. To the right, there are navigation options for AM, PM, Weekly, and KSA, along with a "Subscribe" button. Further down, a "Tenders" section is visible with an "OPEN NOW" status and details for a tender with number 4093491420, issued by Kevin Kruger, with a closing date of Nov 26, 2020. Below the tenders, there are three more podcast teasers: "Podcast: ECI on boosting infra development amid a pandemic" (Oct 27), "Podcast: Is COVID-19 a lesson in sustainability?" (Oct 19), and "Podcast: 3D printing gains steam amid COVID 19" (Oct 12). A "Most popular" sidebar on the right includes a "Get the latest news delivered straight to your inbox!" sign-up form with fields for Name and Email, and subscription frequency options (AM, PM, Weekly, KSA) and a "Subscribe" button.

This screenshot shows the website's YouTube content section. The main feature is a "CW EXPERT INTERVIEW" with WME's Peyman Mohajer on "SMART BUILDING TECHNOLOGY AND RETROFITTING". Below this, there is a "Popular Galleries" section with several smaller video thumbnails. A "Tenders" section is also visible with an "OPEN NOW" status. On the right side, there is a "Get the latest news delivered straight to your inbox!" sign-up form with fields for Name and Email, and subscription frequency options (AM, PM, Weekly, KSA) and a "Subscribe" button. At the bottom, there is a "From YouTube" section featuring a video player for "CW Expert Interview | Sobha Realty on constructing during COVID 19" by Anup Gommen, dated 17 Nov 2020, with a "Subscribe to our channel" button. A "Most popular" sidebar on the right includes another "Get the latest news delivered straight to your inbox!" sign-up form with fields for Name and Email, and subscription frequency options (AM, PM, Weekly, KSA) and a "Subscribe" button.

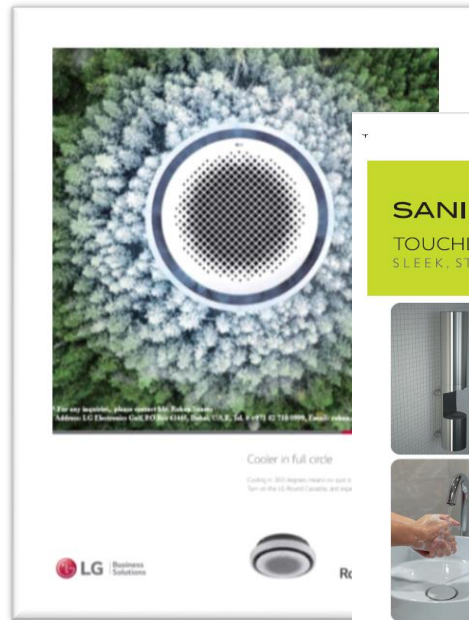
A stack of newspapers is shown from a top-down perspective, with the top edges of the pages fanned out. The text 'ADVERTISING PRINT' is overlaid in the center. The word 'ADVERTISING' is in a light brown, semi-transparent font, and 'PRINT' is in a white, bold font. The background is a plain, light-colored surface.

ADVERTISING PRINT

# MAGAZINE AD DISPLAY

As a subscription-only magazine for the Middle East's construction industry, Construction Week reaches key influencers such as contractors, consultants, and real estate developers – all of whom are responsible for purchasing or recommending services and products.

While regional contractors account for the lion's share of Construction Week's audience, the magazine is also followed by consultants, engineers, architects, surveyors, designers, developers, suppliers, facilities management professionals, and government officials.



Outside back cover

**SANIPEXGROUP**  
TOUCHLESS HYGIENE V2  
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Inside front cover

**NEOLITH**  
DESIGN • DURABILITY • VERSATILITY • SUSTAINABILITY

3 LAZE  
Call: +971 (0) 4 507 6000

Right hand side Ad placement

CONSTRUCTION WEEK x PRINT

# SPECIAL REPORTS & FEATURES



FORMWORK



SCAFFOLDING



SMART CITIES



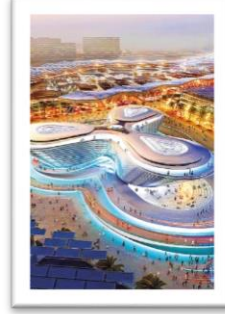
SUSTAINABILITY



SAUDI ARABIA



GIGA PROJECTS



EXPO 2020



MODULAR CONSTRUCTION

# THE COVETED LISTS & RANKING



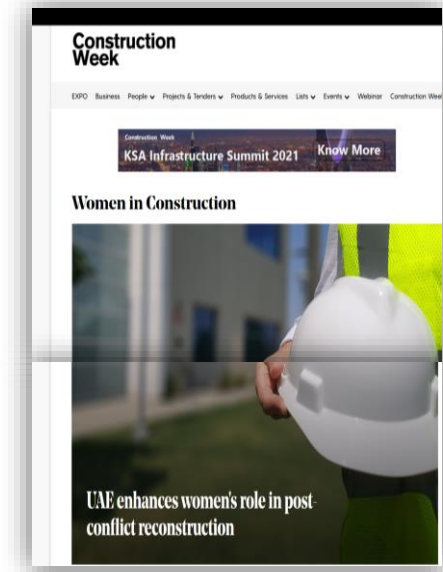
Power 10



Top 50 GCC Developers



Top 50 KSA Construction Firms



Top 20 Women in Construction

CONSTRUCTION WEEK x PRINT

# EDITORIAL CALENDAR

Month	Feature
January	Knowledge partner KSA Gigaproject
February	Formwork
March	Modular Construction
April	Top 50 KSA construction firms
May	Scaffolding
June	Power 100 List
July	Knowledge partner – KSA Economy
August	Smart cities
September	Top 50 Developers List
October	Guide to Expo 2020 Dubai country pavilions
November	Sustainability
December	Top 20 Women in construction power list

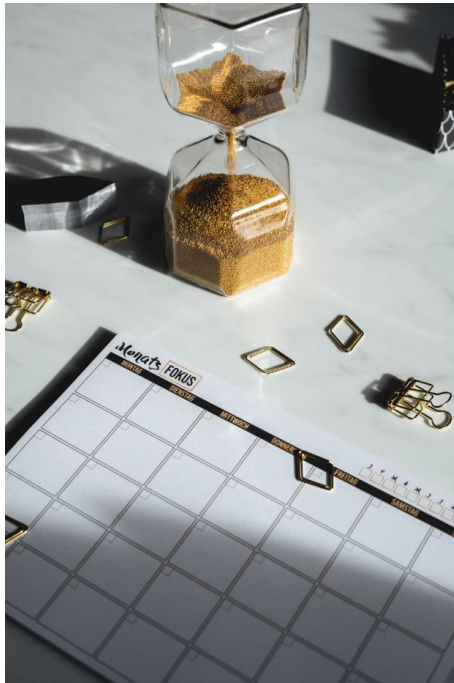




# CONTENT SOLUTIONS

CONSTRUCTION WEEK x CONTENT

# CONTENT MARKETING



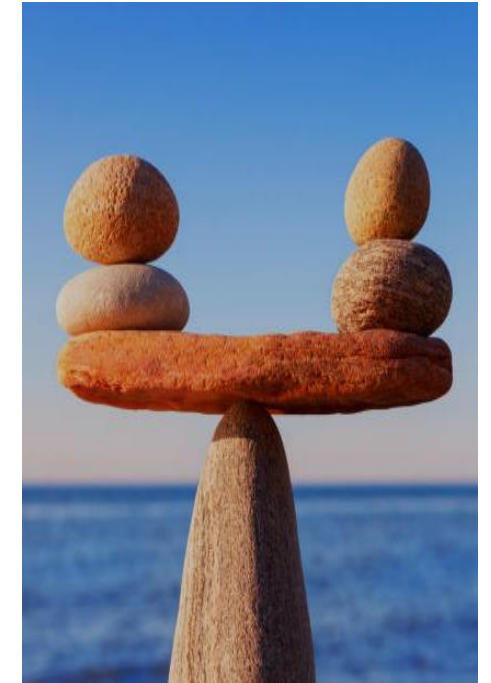
Thought Leadership



Brand View



Knowledge Partnership



Opinion Analysis

# CONTENT MARKETING


Content X Website

Content X Magazine

**Construction Week**

EXPO Business People Projects & Tenders Products & Services Lists Events Webinar Construction Week India

f t i n



Wibuild Group bags \$330m EPC contracts for Oman desal plants

Total value of Qiddiya's construction contracts crosses SAR2bn mark

PwC Middle East opens six-storey office in Downtown Dubai

**Get the latest news delivered straight to your inbox!**

First Name:

Last Name:

Email:

22 CONSTRUCTION WEEK NOVEMBER 2020



**INCREASING THE LIFESPAN OF UAE'S HOTELS**

Project consultancy and project management firm Carter Associates' chief executive officer and founder, Craig Carter, and chief operating officer and partner, Nathan Homes speak with Disha Dadlani about addressing hotels' need for refurbishment.

**U**AE's hospitality sector has taken a major hit due to the restrictions and previously-enforced lockdown associated with the ongoing COVID-19 crisis, putting hotels across the region in an idle state for long periods. With lessened hotel activity, now is the right time for the sector to establish a plan to start addressing parts of their property which are beginning to lose relevance. Project consultancy and project management firm, Carter Associates, which specialises in hotel refurbishment, advises turning the current situation into an opportunity.

**The time is ripe to refurbish**  
"A far-sighted owner of a property would benefit in the long-term by exploiting the 'opportunity' presented by the ongoing situation. Now is the right time to consider refurbishment, when a hotel's operations are halted or restricted," CEO of Carter Associates, Craig Carter, tells Construction Week.

Classifying hotel types as business hotels and resort hotels, he adds that while hotel performance and occupancy is evidently "healthy" across resort hotels, many business hotels are still shut or operating at a very low occupancy. "What we are seeing is that some business hotels are seizing this opportunity to refurbish."

"Once the pandemic scenario is behind us, these hotels will be at a different level than their competitive set, and are likely to see an increase in terms of occupancy and average daily rates." Weighing in on the need to consider refurbishment, COO at Carter Associates, Nathan Homes, says: "Several hotels which were built quickly in the early 2000s, are now looking at improving the performance of their asset to suit the current market. At present, approximately 60,000 hotel rooms across UAE are in need of refurbishment. Refurbishing now would mean that post-COVID-19, existing older hotels are able to provide efficient and optimised mix of room and service offering, which can then help them get back on their feet again."

Carter Associates guides

**IN CONVERSATION**



be met in order to achieve the goal of ensuring property relevance and maintaining asset value.

"A refurbishment is that middle ground," Homes adds.

"In a scenario where a building is fundamentally sound and efficient in structure, with an embodied energy that can be reused, a refurbishment - of elements that are no longer working effectively - is more advisable than demolition."

That's where Carter Associates have a specific expertise, to create a feasibility studies to help evaluate various levels of refurbishment to ensure most efficient capital expenditure and return on investment.

**Red flags to look out for**

In the refurbishment process, hotel operators are expected to assess the property with an overall view.

"However, often operators tend to base their refurbishment decisions only on what the guests see, touch and experience during their stay. These include front of house elements such as the lobby, elevators, corridors and guest rooms, among other areas. In order to avoid incurring significant costs in the future, operators must also look into what guests don't see. These include back of house facilities encompassing engineering elements, Examples are diesel generators, bathrooms, and fan coil units, among other areas," Homes says.

Carter Associates plays its part here by advising its hospitality clients to tend to and assess all of the aforementioned elements, rather than a 'superficial refurbishment' with an aim to avoid an 'incremental loss in value in the future,' Homes adds.

"Technical services teams across hotels generally consider all elements while refurbishing; however, sometimes, they need additional external third party opinion to validate their opinion to the owners."

It is important to understand what areas of the hotel must receive immediate attention. "Certain elements in hotel spaces - such as curtains, carpets, mattresses, furnishings - deteriorate at certain rates due to being physically softer and high-use. Others such as tiling, ceilings, and bathroom fixtures, last longer as they are physically harder. Hotels go through a range of refurbishments; soft refurbishments may take place around the 5-7 year mark; and hard refurbishments, which may be take place after 10-15 years," Homes explains.

Additionally, Carter Associates is working on a secondment or 'outsourcing' model, offering consulting expertise on an 'as-needed' basis, which is assisting greatly those companies who downsized their internal technical and project teams in view of the current climate.

The project consultancy and project management firm's efforts in this regard are focused on assisting companies to reduce their hiring costs and avoid the potential risk of hiring full-time employees during uncertain times.

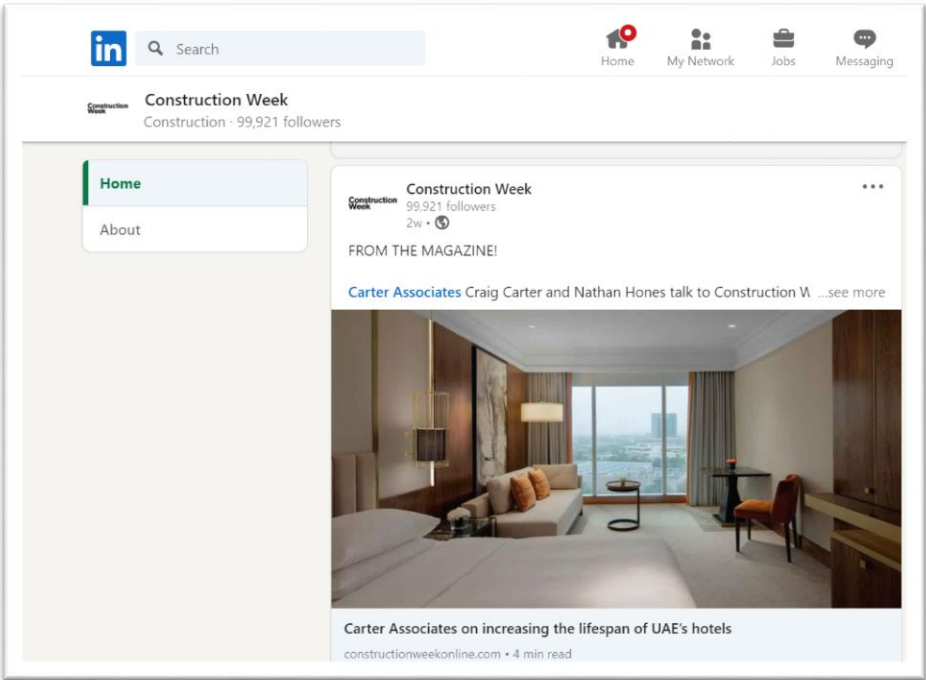
"We are focused on creating and sharing unappreciated knowledge and experience as well as flexibility for businesses to maintain continuity," Carter concludes.

22 CONSTRUCTION WEEK NOVEMBER 2020

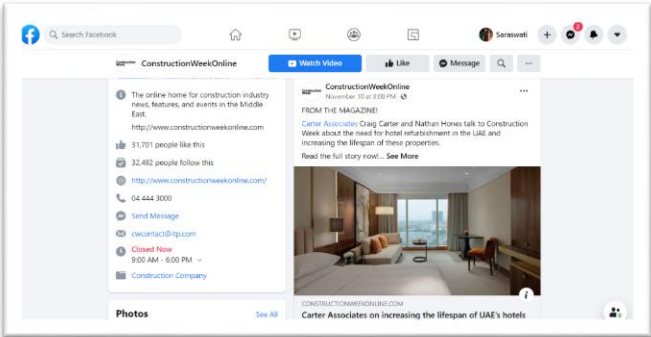
CONSTRUCTION WEEK x CONTENT

# CONTENT

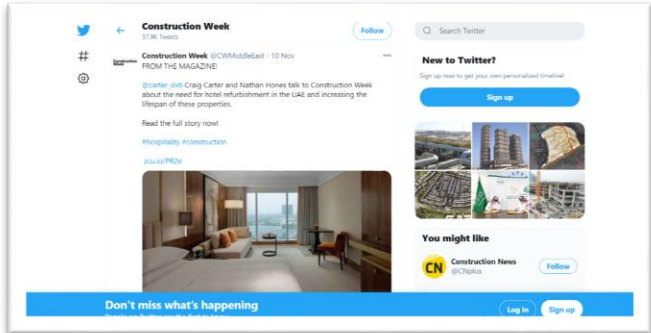
Content X LinkedIn



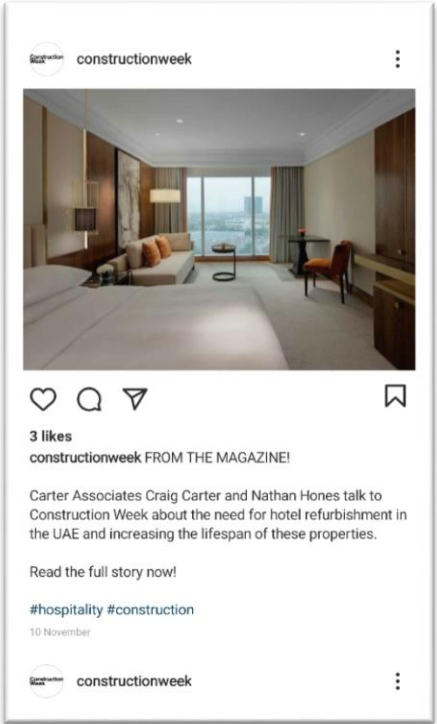
Content X Facebook



Content X Twitter



Content X Instagram

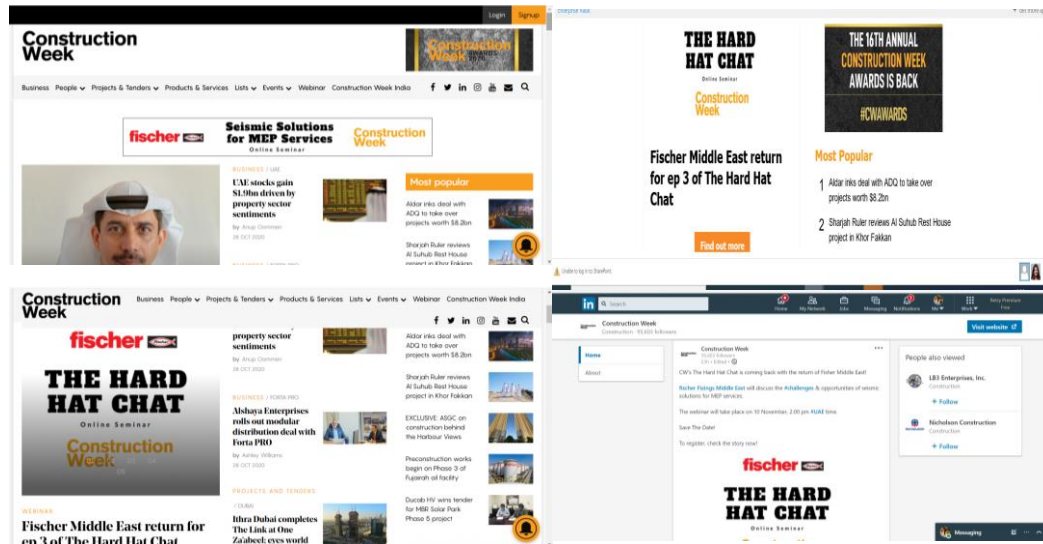


CONSTRUCTION WEEK x DIGITAL

# WEBINAR

WEBINAR REGISTRATION PROMOTIONS

LIVE WEBINAR



WEBINAR

**The Legal Table KSA | “Saudi Arabia has witnessed a vast transformation”**



WEBINAR

**The Legal Table KSA: “The kingdom’s ambitions won’t be held down”**

The image shows a screenshot of an 'EVENT PERFORMANCE REPORT' spreadsheet. The report is generated on Wednesday, October 28, 2020, at 12:55 PM (Abu Dhabi). It provides detailed information about the webinar 'Leaders in Construction UAE Virtual Summit - Day 1', including the channel (ITP Media Group FZ LLC), the scheduled date and time (Tue, Sep 15, 2020, 2:05 PM), and the duration (1 hour 30 minutes). It also lists the first host entered, the start and end times of the webinar and recording, and the total session duration (143 minutes).

EVENT PERFORMANCE REPORT	
Generated Wednesday, October 28, 2020 12:55 PM (Abu Dhabi)	
4 Webinar Name	Leaders in Construction UAE Virtual Summit - Day 1
5 Channel	ITP Media Group FZ LLC
6 Event ID	e6b295b6a616
7 Scheduled by	ITP Media Group
8 URL	https://www.bigmarker.com/tp-media-group-fz-llc/Leaders-in-Construction-UAE-Virtual-Summit-Day-1
9	
10 Schedule	
11 Date	Tue, Sep 15, 2020
12 Scheduled Start Time	2:05 PM (Abu Dhabi)
13 Scheduled Duration	1 hour 30 minutes
14 Capacity	500 attendees
15	
16 First Host Entered Webinar Room	1:10 PM (Abu Dhabi) ITP Media Group
17 Host Started Webinar	2:05 PM (Abu Dhabi)
18 Host Started Recording	1:50 PM (Abu Dhabi) ITP Media Group
19 Host Ended Webinar	3:33 PM (Abu Dhabi) ITP Media Group
20 Session Duration (From Hosts Entering)	143 minutes

POST WEBINAR REPORTING



# EVENTS

CONSTRUCTION WEEK x EVENTS

# INFRASTRUCTURE SUMMIT KSA

DATE – 2<sup>nd</sup> & 3<sup>rd</sup> March 2021

FORMAT – VIRTUAL

Saudi Arabia, the burgeoning land of some of the most prolific projects, is going through a sustained period of infrastructure expansion and regeneration. The summit will bring together government representatives, industry experts, and construction industry to address the issues and opportunities surrounding KSA's infrastructure development requirements



CONSTRUCTION WEEK x EVENTS

# DISPUTE RESOLUTION QUESTION TIME

DUBAI - 17<sup>th</sup> FEBRUARY

ABU DHABI – 6<sup>th</sup> OCTOBER

FORMAT – PHYSICAL

AGENDA DUBAI EVENT

With the conclusion of COVID-19 still yet unclear, we will explore how technology has been expedited for late payment resolution, contract claims, arbitration options, alternative dispute resolution (ADR) mechanisms as we enter into a more digitally driven world.

Our panel of legal experts will explore how technology is providing efficient, affordable and generally reliable tools for virtual hearings and whether it is having a positive impact on the construction dispute landscape.

While virtual hearings have arguably many benefits including potentially faster resolution of disputes, we will also debate the challenges for virtual technology in dispute resolution.





CONSTRUCTION WEEK x EVENTS

# LEADERS IN CONSTRUCTION SERIES

Leaders in Construction Summit series are executive-level forums that focus on business strategy and growth.

Through a series of keynote addresses, case studies and panel discussions each event focuses on the state of the industry, how to best position organisations to capitalise on current market conditions, and where the areas of growth lie.

Attendance is by invitation only, and is strictly managed to ensure all attendees are running construction companies or are department heads.

The Construction Week: Leaders in Construction Summit series provides sponsors with a unique platform to network one-to-one with CEOs and senior decision makers, therefore ensuring ROI on their marketing spend.

EGYPT – JULY

LONDON – AUGUST

KSA – 8<sup>th</sup> SEPTEMBER

DUBAI – 22<sup>nd</sup> SEPTEMBER

KUWAIT – 20<sup>th</sup> OCTOBER

QATAR - 17<sup>th</sup> NOVEMBER



# CONSTRUCTION WEEK AWARDS

## OMAN

DATE – 31<sup>st</sup> March

FORMAT – PHYSICAL

Now in its tenth year, *Construction Week* Oman Awards has cemented its position as the top awards ceremony celebrating achievements of construction companies that continue to support the Sultanate's urban development.

## KSA

DATE – 8<sup>th</sup> September

FORMAT – PHYSICAL

The Construction Week KSA awards will return in 2021 to crown the leading firms and individuals responsible for the huge construction projects underway in the kingdom of Saudi Arabia

## QATAR

DATE – 17<sup>th</sup> November

FORMAT – PHYSICAL

## DUBAI

DATE – 8<sup>th</sup> December

FORMAT – PHYSICAL

Now in their 17th year, the **Construction Week** Awards are the foremost event celebrating the achievements of the region's construction contractors. The awards seek to recognise and reward individual excellence, corporate prowess and project success.



CONSTRUCTION WEEK x EVENTS

# WOMEN IN CONSTRUCTION

DATE – 13<sup>th</sup> OCTOBER 2021





CONSTRUCTION WEEK x COST

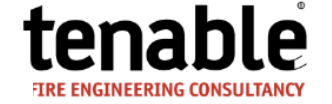
Digital

Element	Rate card (CPM)
Leaderboard	\$100
Vertical white space banner	\$90
MPU	\$85
EDM	\$400
Enewsletter (one week)	\$2000
Overlay	\$120
Element	Rate card
Content marketing	\$5000
Knowledge partnership	\$8000
Press release	\$2500
Whitepaper	\$15000
Element	Rate card
Podcast	\$5000
Youtube video	\$6000
Webinar	\$20000
Social media post	\$1500

Print & Events

Element	Rate card
Full page	\$6000
Half page	\$4000
Inside front cover	\$7000
Outside back cover	\$8000
Advertorial	\$8000
Double page spread Advertorial	\$15000
Events	Rate card
Dispute Resolution Question time	\$10000
KSA Infrastructure Summit	\$15000
Leaders in Construction series	\$10000 - \$25000
Construction Week awards	\$10000 - \$35000

CONSTRUCTION WEEK x FEW LISTED CLIENTELE



An aerial photograph of Dubai, United Arab Emirates, featuring a dense urban landscape with numerous skyscrapers and a complex network of multi-level highways. The Burj Khalifa is the most prominent structure in the center. The sky is filled with dramatic, dark clouds, and the overall lighting suggests a late afternoon or dusk setting. The text "Thank You" is overlaid in the center in a white, sans-serif font.

Thank You