

# climate control

MIDDLE EAST

KEY PERSPECTIVES ON THE REGION'S HVACR INDUSTRY

## MEDIA INFORMATION 2010



# Magazine

## Climate Control Middle East

Topics like energy efficiency, renewable energy and IAQ have moved into the collective psyche of the HVACR industry like never before. Generally, there is a clamour for efficient and elegant engineering solutions.

Established in 2006, *Climate Control Middle East* magazine recognises this sentiment among engineers and technocrats and strives to perpetuate it among the readers. Playing the role of a conduit, the magazine, the only focused HVACR publication in the Middle East, aims to share innovations, best practices and bold engineering approaches. A case-in point is the field of district cooling in the region, where the very best of minds have assembled to deliberate and hammer out top-notch solutions to technical as well as gripping economic challenges. The magazine takes upon itself the responsibility of channelling their solutions to the wide readership, so that everybody can benefit and push an entire industry forward.

The magazine is as much about the people in the industry and a sharing of their concerns, ideas, thoughts and perceptions.

> FREQUENCY: **MONTHLY**



## Supplements (in-bound)

### Chill (bi-annual on the district cooling industry)

*Chill* is *Climate Control Middle East's* answer to a strong demand for an in-depth and focused look at the district cooling industry in the Middle East.

Published semi-annually as a pull-out supplement of the magazine, *Chill* contains analyses, technical papers and guest columns on district cooling. The prime objective is to present solutions and strategies that can be adopted to surmount challenges in a fledgling district cooling industry. To meet this, *Chill* is willing to adopt innovative communication methods. A case in point is the June 2007 supplement, which featured a verbatim account of a roundtable discussion on the O&M aspects of district cooling.

Called DC Dialogue, the discussion involved key personalities in the industry. They brought to the table their day-to-day experiences on such issues as low delta T, controls and measurement, maintenance of chillers, and water treatment and cooling towers. The discussions were intense and detailed; the solutions were relevant and immediately applicable

> MONTHS OF PUBLICATION: **JANUARY AND JUNE 2010**



### Filtration Report

Air filtration is vital, considering the fact that we human beings spend most of our time indoors in homes, schools, the workplace, shopping malls or hospitals. The air we breathe can be degraded by a wide variety of contaminants, natural, synthetic, biological and inorganic. Governments across the world have begun to address IAQ problems through reduced use of harmful pollutants and improvement strategies for outdoor air quality. Legislative controls are implemented in a variety of ways, both direct and indirect.

To elaborate on just one application, effective air filtration is highly desirable in hospitals, in particular in areas with critical air quality requirements, such as childrens' wards and cancer research centres. Hospitals are often located in congested urban areas, which pose the problem of preventing smoke, diesel and other hydrocarbon emissions from entering the hospital environment.

The Air Filtration Report will cover the key concerns of the industry through discussions on such topics as the role of air filtration in helping to control the spread of mould through building HVAC systems, energy efficiency, design and installation, and maintenance.

> MONTH OF PUBLICATION: **AUGUST 2010**

### Ductales

Ducting today is a ubiquitous presence in tunnels, and in residential, commercial and mixed-use developments, including in underground car park areas. And with the green building movement inching its way into the regional

consciousness, ducting enjoys greater prominence.

Thanks to technological innovations to match complex market demands, ducting is a sophisticated industry in itself. Indeed, issues abound in the forms of ducts, duct fittings, pre-insulated ducts, fire-rated ducting, and cleaning of ducts. Each by itself is an elaborate field for discussion. For example, a discussion on the cleaning of ducts can very easily branch into robotics.

*Ductales* recognises the complex and sophisticated nature of the ducting industry and aims to be a comprehensive source of reference. It presents new trends in ducting design, materials, efficiencies, energy use, maintenance, product innovations and market opportunities through a mix of features, interviews, case studies, technical reports and company/product profiles.

> MONTH OF PUBLICATION: **NOVEMBER 2010**

## Retrofit News & Chronicle

Driven by a need to reduce power and water consumption and by existing market conditions that don't seem as conducive to new construction, retrofitting has emerged to become quite a frontline activity. Already, examples abound of retrofitting activities in various GCC entities. *Retrofit News & Chronicle*, a monthly, 16-page inbound supplement, addresses the need for information and exchange of perspectives relating to the retrofitting industry. A typical issue contains profiles and case-studies on retrofitted buildings and those that are receiving attention. It also lists retrofit projects around the globe, and retrofit products and services. The supplement is a part of *Climate Control Middle East* and its sister publications, *H2O* and *MEGAWHAT*. At the end of the year, the monthly supplements will be stitched and edited into a *Retrofitting Report*, so they tell a complete and compelling story of the year's retrofitting initiatives.

> FREQUENCY: **MONTHLY** (from February 2010)

## THE READERS

The readers include key decision makers in Government and in HVACR, utility and construction industries. They comprise technical and non-technical personnel, including regulators, suppliers, distributors, contractors, independent and institutionalised consultants, procurement managers, designers, engineers, architects, researchers, logistics facilitators, financial analysts and legal advisors. In short, the magazine covers the entire industry, and for this, we are armed with appropriate databases and expertise gathered over 14 years of serving the industry.

## CONTENTS

A typical issue of *Climate Control Middle East* focuses on topics like district cooling, energy-efficient solutions, indoor air quality, effective ventilation, space-saving features and sound. It also covers allied areas like spectrally selective films, paints and other thermal insulators. Indeed, the sky is the limit when it comes to choosing and showcasing relevant topics.

## DISTRIBUTION

*Climate Control Middle East* targets 11,675 decision-makers in the following sectors on a monthly basis:

### Readership profile

- MEP and general contractors, consulting engineers, architects and designers **(19%)**
- Property developers, real estate and facilities management companies **(16%)**
- HVACR professionals (OEMs, distributors/dealers/installers/maintenance and district cooling companies **(15%)**

- Industry professionals (Food, IT, Manufacturing, Pharmaceutical, Telecom, Cold Stores) **(15%)**
- Hotels **(9%)**
- Oil & gas executives **(8%)**
- Retailers, shopping malls **(6%)**
- Airports **(5%)**
- Hospitals and health institutions **(5%)**
- Municipalities/government offices in the Middle East **(2%)**

## ADVERTISING RATES (1 insertion)

Advertising rates (4 colour, 1 insertion); discounts available on series

Normal page rates:	PRINT	PRINT+DIGITAL (Zinio)
Full-page colour	USD 5,900	<p><b>SPECIAL ZINIO OFFER!</b></p> <p><b>Only USD 600 extra for a digital ad on all sizes!</b></p> <p>Zinio only available with print</p> <p>Advertising agency commission: <b>15%</b></p> <p>Guaranteed position: <b>+10%</b></p> <p><b>PAYMENT:</b> On receipt of invoice</p>
Double-page spread	USD 9,900	
Gatefold	USD 10,500	
Fake cover	USD 8,500	
Centrefold DPS	USD 12,000	
2/3 page	USD 3,800	
1/2 page - island	USD 3,600	
1/2 page	USD 3,300	
1/3 page	USD 2,500	
1/4 page	USD 1,950	
<b>Cover positions: (Zinio compulsory)</b>		
Outside back cover	USD 7,500	
Inside front cover	USD 7,500	
Inside back cover	USD 6,500	
Belly band	USD 6,000	
Classifieds rates	on request	
<b>Company profile:</b>		
Full page	USD 6,500	
Two pages	USD 10,500	
Three pages	USD 12,500	
Four pages	USD 13,500	
Four pages (centrefold)	USD 14,500	
Four pages (thick paper, centrefold)	USD 16,500	

## FORMAT AND DISTRIBUTION

- Climate Control Middle East is in A4 format and saddle stitched.
- The print edition reaches in excess of 11,000 readers.
- The magazine is distributed at relevant regional industrial shows.

## GEOGRAPHIC CIRCULATION

UAE	3,052	26%
Saudi Arabia	3,010	25%
Qatar	1,205	10%
Kuwait	1,157	10%
Bahrain	1,021	9%
Oman	958	9%
Other Middle East	902	8%
International	370	3%
<b>TOTAL</b>	<b>11,675</b>	<b>100%</b>

## TECHNICAL SPECIFICATIONS (WxH)

<p><b>Bleed:</b> 22cm x 30.7cm</p> <p><b>Trim:</b> 21cm x 29.7cm</p> <p><b>Type area:</b> 18.5cm x 27cm</p> <p><b>Full page (FP)</b></p>	<p><b>Bleed:</b> 43cm x 30.7cm</p> <p><b>Trim:</b> 42cm x 29.7cm</p> <p><b>Double-page spread (DPS)</b></p>	
<p><b>12.3cm x 27cm</b></p> <p><b>Two-thirds page vertical (2/3V)</b></p>	<p><b>18.5cm x 18cm</b></p> <p><b>Two-thirds page horizontal (2/3H)</b></p>	<p><b>12cm x 18cm</b></p> <p><b>Half-page island (HPI)</b></p>
<p><b>9cm x 27cm</b></p> <p><b>Half page vertical (HPV)</b></p>	<p><b>18.5cm x 13cm</b></p> <p><b>Half page horizontal (HPH)</b></p>	<p><b>6cm x 27cm</b></p> <p><b>One-third page vertical (1/3V)</b></p>
<p><b>18.5cm x 9cm</b></p> <p><b>One-third page horizontal (1/3H)</b></p>	<p><b>9cm x 13cm</b></p> <p><b>Quarter page portrait (QP)</b></p>	<p><b>18.5cm x 7cm</b></p> <p><b>Quarter page strip (QS)</b></p>

## Material:

All artwork should be supplied in either Adobe Illustrator, InDesign, Acrobat (PDF) or Photoshop formats.

All images need to be at least 300 pixels/inch resolution, CMYK. All fonts need to be supplied or, if in Illustrator, converted to outline. Colour proofs or print-outs must be supplied along with the digital file.

■ Other/special sizes and loose inserts are available by request.

■ Advertisements can be designed. Cost to be advised

## GLOBAL REACH

The magazines reach a worldwide audience through Zinio, a unique proprietary digital delivery service that CPI has pioneered in the region.

The technology enables readers to access CPI Industry magazines on-line and/or in a digital format anytime and any place, thus adding to the marketing reach of advertisements and increasing the user-friendliness of the titles.



## KEY BENEFITS INCLUDE:

- Instant delivery to readers before the magazine is even printed – particularly valuable to readers based in countries where postal systems are unreliable and/or slow.

- Advertisements can become fully interactive – direct hot links to your Web site or embedded video files, for example.
- Instant reader-response facility is provided on clicking on the e-mail address embedded in the advertisement.
- Instant auditing of readership as downloads and page clicks are monitored via management reports.
- Faster access to information – a powerful search engine allows the reader to locate any articles mentioning your company or products instantly.

# Guides and directories

## Climate Control Guide & Directory 2011 (CCG&D)

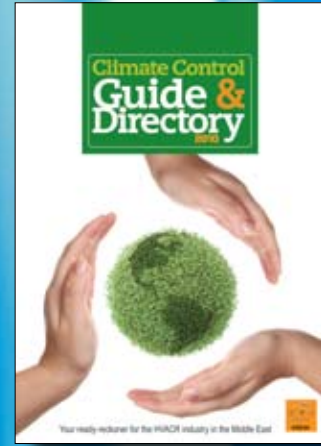
First published in 2005, the standalone annual book is a ready-reckoner that lists all the players connected to the HVACR industry. The book, in Super-A5 format, offers the buyer a comprehensive directory of manufacturers, resellers and agents, so that readers across the Middle East will be able to find products in their territory. The book offers the vendor a widespread targeted distribution to customers that they need to reach, whether they are a manufacturer, reseller or maintenance company, unlike the usual crowded directory in a general-industry magazine.

Today, thousands of consultants, contractors and buyers of HVACR products, in general, consider the CCG&D as the HVACR reference book for the Middle East region. Inserted into the November issue of *Climate Control Middle East* magazine, the book also enjoys extra distribution at The Big 5 show ([www.thebig5exhibition.com](http://www.thebig5exhibition.com)) in Dubai.

Further to The Big 5, CCG&D is distributed at all major HVACR- and construction-industry events in the Middle East and elsewhere.

The Guide section of CCG&D contains detailed profiles of suppliers and service-providers. A typical profile includes a detailed description of the company and its products, information on the company's warehousing facilities, inventory and delivery profiles. The aim is to give readers information beyond the conventional, so that they can make better informed buying decisions. The Directory section is a comprehensive listing of all companies.

> MONTH OF PUBLICATION: **NOVEMBER 2010**



## ADVERTISING OPPORTUNITIES

*(Please see opposite page for rates)*

### COMPANY PROFILES

A typical profile will include:

- Vision Statement
- Profile of company
- Interview with CEO
- Profile of projects/products
- Contact information

### OTHER OPTIONS (includes print+digital editions)

Bookmark (one only for complete print run) USD 7,000

Section dividers (printed on thicker paper:) USD 7,000

Directory listing (company name, address, contact person and e-mail address under the relevant product/service categories. FREE

Business card format: USD 1,000

Company logo: USD 500

Enhanced listing USD 300

### SPECIAL ZINIO OFFER!

Only  
USD 600 extra  
for a digital ad  
on all sizes!

Zinio only available  
with print

Advertising agency  
commission: **15%**

Guaranteed position:  
**+10%**

**PAYMENT:**  
On receipt of invoice

Please contact [vidya@cpi-industry.com](mailto:vidya@cpi-industry.com)  
to be listed in the next edition for free.

### Innovative digital solution

CPI Industry will convert CCG&D 2011 into a digital e-book, which will be available for sale through the popular ZINIO™ format (a feature it has pioneered in the region), at no extra cost to the advertiser. This interactive format will be e-mailed to a Middle East-wide database of HVACR product buyers, with direct on-line links to your Web sites for direct orders. This online solution offers a direct and instant interaction between supplier and buyer.

Please check <http://www.cpi-industry.com/digital>

## H2O Buyer's Guide

The H2O Buyer's Guide is the first-ever comprehensive and dedicated reference book for the water sector in the Middle East region. It is a one-stop industry resource for the region's top product and service suppliers in potable water, wastewater, desalination & plumbing and sanitation industries. There will be company and product listings, technical glossary and guides as well as market research notes.

> MONTH OF PUBLICATION: **MARCH 2010**

### GUIDES TECHNICAL SPECIFICATIONS (WxH)

<p><b>Bleed:</b> 17.5cm x 24.5cm</p> <p><b>Trim:</b> 16.5cm x 23.5cm</p> <p><b>Type area:</b> 14.7cm x 22cm</p> <p><b>Full page (FP)</b></p>	<p><b>Bleed:</b> 34cm x 24.5cm</p> <p><b>Trim:</b> 33cm x 23.5cm</p> <p><b>Double-page spread (DPS)</b></p>	<p><b>Material:</b> All artwork should be supplied in either Adobe Illustrator, InDesign, Acrobat (PDF) or Photoshop formats. All images need to be at least 300 pixels/inch resolution, CMYK. All fonts need to be supplied or, if in Illustrator, converted to outline. Colour proofs or print-outs must be supplied along with the digital file.</p> <p>■ Other/special sizes and loose inserts are available by request.</p> <p>■ Advertisements can be designed. Cost to be advised</p>
<p>14.7cm x 10.7cm</p> <p><b>Half page horizontal (HPH)</b></p>	<p>7.4cm x 10.7cm</p> <p><b>Quarter page portrait (QP)</b></p>	
<p>14.7cm x 5.3cm</p> <p><b>Quarter page strip (QS)</b></p>		
<p>7cm x 5.3cm</p> <p><b>Business card</b></p>	<p>5cm x 16cm</p> <p><b>Book mark</b></p>	



### 2010 Editorial programme (subject to change)

Months	Country reports	Product focus	Supplements	Guides & Directories	Events (with extra distribution)
January	Saudi Arabia	AHUs	Chill		
February	Germany	Chillers			Wetex; Sustainable City Development (Abu Dhabi)
March	France	Cooling towers		H2O Buyer's Guide	C <sup>3</sup> KSA (Riyadh); CMX Ciphex (Canada); Project Qatar
April	Italy	Ducting			IQPC District Cooling Summit (Jeddah); Workshops (Sustainable Development)
May	China	Compressors			DC Dialogue; Citybuild (Abu Dhabi); FM Expo (Dubai); Greenbuild (Abu Dhabi); Saudi Aircon (Riyadh)
June	Canada	Small packaged units	Chill		C <sup>3</sup> Abu Dhabi; Annual IDEA Conference (Indianapolis)
July	Sweden	Sustainability			
August	India	Fans and blowers	Filtration Report		
September	United States	Heat exchangers			Green Wash; Saudibuild (Riyadh)
October	Qatar	Ice storage			IDEA Middle East Conference
November	Spain	<ul style="list-style-type: none"> <li>Spares and accessories</li> <li>Acoustics</li> <li>Energy-recovery wheels</li> </ul>	Ductales	CCG&D	The Big 5 (Dubai)
December	Saudi Arabia	Motors			CPI Industry Awards; AHR Expo (Las Vegas)

■ Climate Control Middle East magazine is also distributed at all monthly regional ASHRAE seminars

■ Events that CPI Industry is organising C<sup>3</sup>, DC Dialogue, Green Wash, CPI Industry Awards, workshops

# Web sites and online solutions

## [www.thegreenhouse.ae](http://www.thegreenhouse.ae)

The Green House gives the Middle Eastern perspective on green buildings. The Green House offers Middle East-centric news, analysis, interviews and features on sustainability issues. The aim of the Web site is to supply consultants, contractors, suppliers, developers and end-users with up-to-date, accurate and comprehensive information on green buildings, be it technical, social, business or policy-related. Specifically, the aim is to support a strong-felt need for knowledge on such issues as energy efficiency, water efficiency, IEQ and sustainable sites.

### Creative advertising/sponsorship solutions

#### DISPLAY ADVERTISING

##### 1. Lead Banner

Highly visible premium position shows throughout the portal. Displayed across the top of the page, this position commands attention from any visitor to the site

Exclusive: USD 3,000/month

Non-exclusive: USD 2,000/month

##### 2. MPU (mid-page ad) / Large rectangular banner

A key position set within the page content. This position maximises visibility and is carefully placed in order to be noticed by any visitor on the site

Exclusive: USD 5,000/month

Non-exclusive: USD 3,200/month

##### 3. Bottom Banner

Similar in size as the lead banner, this position complements the lead banner and gives an opportunity to engage visitors after they have gone through the contents of the page and reach the bottom of the page being read.

Exclusive: USD 1,500/month

Non-exclusive: USD 1,000/month

#### SECTION SPONSORSHIP

##### 1. News

This section contains regional and international news on green buildings. It is our aim to update you on a daily and, at times, even on an hourly basis, without compromising on accuracy and objectivity. In addition to a date-wise access feature, The Green House also provides a topic-wise access feature of archived news.

Exclusive: USD 3,500/month

Non-exclusive: USD 2,700/month

##### 2. Analyses

This section contains articles by green building experts and editorial members of The Green House team.

Exclusive: USD 3,500/month

Non-exclusive: USD 2,700/month

##### 3. Interviews

This section contains interviews with key regional and international personalities involved in the green building movement. The aim of the section is to sharpen the understanding on key sustainability issues, and on policies and developments that impact the movement.

Exclusive: USD 3,500/month

Non-exclusive: USD 2,700/month



THE  
GREEN  
HOUSE

ONLINE

##### 4. Special Report

This is a non-regular column that intensely focuses on a major development relating to sustainability. The aim of the section is to highlight the salient features of the development, explain them in detail and describe their impact on the broader scheme of things.

Exclusive: USD 3,500/month

Non-exclusive: USD 2,700/month

#### NEWSLETTER SPONSORSHIP

##### The Green House weekly updates

As the name of the section indicates, this would be a compilation of key sustainability news in the region and elsewhere.

Key Sponsor: USD 1,000/week

Non-exclusive: USD 500/week

#### SPONSORED E-BLAST

We can execute a customised e-blast to our entire or portions of our database

Cost : \$500 per 1000 names, with a minimum order of \$1000

Html design : \$500 extra

## [www.ccme-magazine.com](http://www.ccme-magazine.com)

The objective of [www.ccme-magazine.com](http://www.ccme-magazine.com) is to improve access to information on people, companies, products and services relating to the Middle East HVACR industry, from a (but not restricted to) business-to-business perspective, with the ultimate objective of transforming into a portal where buyers and sellers in the Middle East HVACR industry can connect, transact and conduct business online.

(BANNER RATES SAME AS ABOVE)

### BANNER ADVERTISING SIZES

Top page: 600 x 130

Right side: 180 x 233

Right side: 180 x 400

# Events (conferences, seminars, roundtables)

## The Climate Control Conference (C<sup>3</sup>) – March and June 2010

The Climate Control Conference, also known as C<sup>3</sup>, fulfills a long-felt industry need for a focused and uncluttered HVACR event. First conducted in April 2008, the Conference is a gathering of the HVACR fraternity in the region and a free-flowing exchange of news, ideas and observations. Typically, the Conference aims to cover all the key areas of the industry, be it air conditioning, ventilation or refrigeration. This stems from a goal it has set for itself to be as comprehensive an HVACR event as possible. In 2010, C<sup>3</sup> will be held in Saudi Arabia, in March, and in Abu Dhabi, in early June.

> [www.ccube.org](http://www.ccube.org)



**THE CLIMATE CONTROL CONFERENCE**  
TALK | EXHIBIT | NETWORK

## DC Dialogue – May 2010

Launched in May 2007, DC Dialogue is a focused roundtable that fosters a no-holds-barred discussion on key issues relating to the district cooling industry. The inaugural event, for instance, focused on the operations and maintenance aspects of district cooling. The participants brought to the table their day-to-day experiences on such issues as low delta T, controls and measurement, maintenance of chillers, and water treatment and cooling towers. The event takes place once every three years.

## CPI Industry Awards – December 2010

A black-tie, gala dinner, the objective is to recognise merit across various industry sectors -- water and wastewater, HVACR and power. To achieve the objective, CPI Industry will enlist the services of a third-party certification agency to evaluate companies under several categories.

## Green Wash – September 2010

A roundtable, the objective of Green Wash is to highlight the rather widely prevalent practice of green washing and to recommend steps to rectify the situation.



# Workshops

## Sustainability Series – March 2010

The aim of the Sustainability Series is to conduct a series of structured workshops on sustainable development. The first workshop will be a detailed overview on sustainability. It will lead to specialised workshops throughout the year on energy modelling and water modelling.

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