

ARCHITECTURE • ENGINEERING • CONSTRUCTION • PMV

THE BIG PROJECT

CORPORATE PUBLISHING INTERNATIONAL

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2010
MEDIA
INFORMATION





The Big Project delves into the trends affecting construction, engineering, architecture and light and heavy equipment in the Middle East and international markets.

The monthly publication is a platform for bringing together key decision makers

at senior management level to identify, discuss, debate and resolve matters at the forefront of the industry.

Each month, The Big Project hosts and reports on The Big Debate - a roundtable discussion attended by important industry players tackling the topics that lead the news agenda and best practice.

Furthermore, the magazine uncovers the latest projects, forecasts opportunities, identifies upcoming markets and provides expert industry analysis and statistics for the region.

And that's in addition to the magazine's monthly tenders, country focuses, special articles on sustainability, a recruitment and training section, guides to the latest products, technologies and events, and much more.

WHY THE BIG PROJECT ...

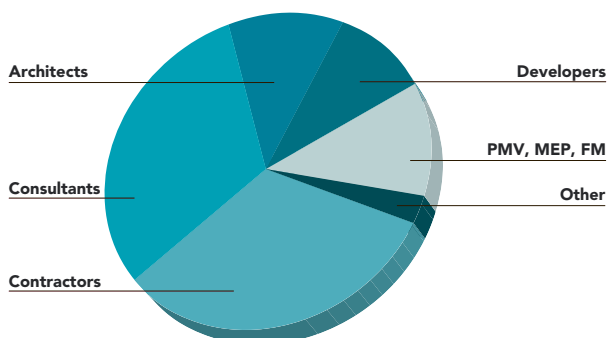
- Read by key decision makers
- Circulated throughout the Middle East
- An influential publication that sets the news agenda
- Taps into the markets that matter
- Speaks directly to readers and brings them together each month
- A monthly one-stop guide to news, analysis, trends, products and events
- Kept by readers for reference due to quality editorial
- Recognised and respected industry wide

READER PROFILE

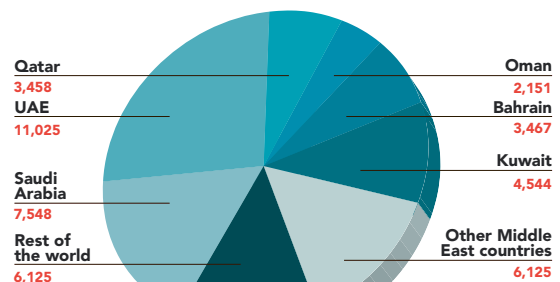
By job title

CEOs, managing directors, deputy MDs, finance directors, operational directors, owners, partners, general managers, department heads, project managers, site managers, engineers, planners, architects, consultants and FM consultants

By sector



By country



Total Projected Readership 44,443



ADVERTISING RATES FOR MAGAZINE (ONE INSERTION)

Position	Single Issue Price	Six-series price (per insertion)	12-series price (per insertion)
Double-page spread	\$ 13,500	\$ 11,450	\$ 10,050
Full page	\$ 7,950	\$ 6,320	\$ 5,530
Half-page Spread	\$ 3,450	\$ 2,950	\$ 2,650
Inside front cover	\$ 11,350	\$ 9,550	\$ 8,550
Outside back cover	\$ 14,850	\$ 12,250	\$ 10,995
Inside back cover	\$ 9,850	\$ 8,850	\$ 7,550
Belly band	\$ 6,790	\$ 5,700	\$ 4,950
First double-page spread	\$ 13,950	\$ 11,950	\$ 10,050

SPECIFICATIONS:

(Centimetres/W X H)

FULL PAGE (FP)
Bleed: 22 x 30.7
Trim: 21 x 29.7
Type area:
18.5 x 27

Special Position	Please Add
First Half	15%
First Right Hand Page (page3)	15%
Full Page Advertorial	30%
Front Page Strip	TBC
Inserts	TBC
Polybag Sponsor	TBC
Bookmark	TBC
Gatefold	TBC
Distribution of Promo Material	TBC
Bespoke Printing	TBC

DOUBLE-PAGE SPREAD (DPS)
Bleed: 43 x 30.7
Trim: 42 x 29.7

HALF-PAGE (HPV)
Vertical:
9 x 27

HALF-PAGE (HPH)
Horizontal:
18.5 x 13

1/3-PAGE (1/3V)
Vertical:
6 x 27

1/3-PAGE (1/3H)
Horizontal:
18.5 x 9

QUARTER (QP)
Portrait:
9 x 13

QUARTER (QS)
Bottom Strip:
18.5 X 7

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

MATERIAL: ➤ Advertisements can be tailor designed

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.



Online delivers your message direct to the industry's key decision makers' inboxes with The Big Project's regular e-newsletter.

It's no secret that senior management from construction, architecture and engineering industries rely on The Big Project's e-newsletters for the latest industry news and trends.

Make sure your message gets across by sponsoring the banner, which appears under The Big Project header. No matter which story clients click on, the banner will remain on the page, advertising your company loud and clear.

Alternatively, opt for the square button advertisement which appears on the main body of the web page.

This eye-catching display, like the banner, will remain in place no matter where the client clicks.

One click on your sponsored banner or button advert will take the reader directly to your website or designated link, as you wish.

E-NEWSLETTER

THE BIG PROJECT

CONSTRUCTION / ARCHITECTURE / ENGINEERING

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THE BIG PROJECT / OUR MISSION / OUR FOCUS / SPECIFICATIONS / FEATURES

**PERTINENT PERSPECTIVES
FOCUSED SOLUTIONS**

TOP NEWS

Prism solar offers low cost solution for green revolution

This photovoltaic technology would be eligible for numerous green stimulus bank loan and research and development programs. New York-based Prism Solar Technologies Inc., which has its research center in Tucson, Arizona, is planning to begin production of solar materials that redirect and concentrate sunlight to boost efficiency and reduce the use of costly crystalline silicon, which is used in approximately 95 per cent.

Qatar on track to start up new LNG facilities in 2010

Qatar is targeting China and India for sales of the additional supplies. Qatargas Chief Executive Faisal Al-Suwaidi told reporters at a news conference in Doha. "China and India are the main markets for the next few years," he said. "They have huge needs."

NEWS

Oman to boost oil output for second consecutive year

Non-OPEC producer Oman is on track to boost oil output for the second consecutive year and beat its target for 2009 of around 900,000 barrels per day (bpd), official data showed on Monday. Oman has turned around a decline in output during the years 2002-2007 with heavy investment to enhance oil recovered from ageing fields. The Sultanate aims to boost output again to around 900,000 bpd in 2010.

ENOC chief calls for end to petrol price controls

Emirates National Oil Company (ENOC) has called for an end to controls on petrol prices, saying it has been hit financially by rising costs for crude oil. Removing caps on fuel prices would result in increases at the pump for motorists as current prices are set far below the rate the company needs to break even on its fuel sales, UAE daily The National reported on Monday.

FEATURES

Saudi car sales in 2010 seen rising by \$2bn

Car sales in Saudi Arabia in 2010 are predicted to exceed those of last year by \$2 billion as the kingdom's auto sector recovers from the global economic crisis. After tepid growth in 2009 of around \$600m over 2008, the 2010-2013 period growth in the value of auto sales "will be more robust", Business Monitor International said in its latest quarterly report on the sector.

ADIH says work begins on \$400m Indian project

Abu Dhabi Investment House (ADIH) has announced that work is underway on its \$400 million India Entertainment City project in New Mumbai. Enabling works have begun on the 1.62km scheme with phase two of the infrastructure work, comprising 75 percent of the total area, due to start in February, the company said in a statement.

TECOM

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A FRESH APPROACH

TO ANALYSING THE INDUSTRIAL SECTOR IN THE MIDDLE EAST

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ADVERTISING RATES FOR E-NEWSLETTER

NAME	FORMAT	DIMENSIONS	FILE SIZE	SINGLE-ISSUE PRICE (PRICE PER INSERTION)	SIX-SERIES PRICE (PER INSERTION)	TWELVE-SERIES PRICE (PER INSERTION)	TWENTY-FOUR SERIES PRICE (PER INSERTION)
Sponsorship banner	JPEG, GIF	645px X 200px	50 KB	\$3,750	\$3,150	\$2,950	\$5,150
Square button	JPEG, GIF	340 px X 60px	20 KB	\$3,500	\$3,000	\$2,750	\$2,500

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