

2014

MEDIA

KIT

P R I N T



## Overview:

Favorite. Most read. Most useful.

What's new? What's next? For 35 years, architects and consultants, designers, construction professionals, realtors, and entrepreneurs in the Middle East have turned first to Albenaa Magazine for the latest trends, innovations, and insights on construction, architecture, real estate, governmental and urban projects, and new projects around the world. And today Albenaa Magazine continues to grow as the profession's most important publication.

The leading architectural and construction publication makes the connections for architects, contractors, entrepreneurs, designers as well as realtors in the Middle East. Therefore, Albenaa Magazine is the leader in the Arab world in architecture and design journalism.

### Audience:

#### 1. Circulation/Readership

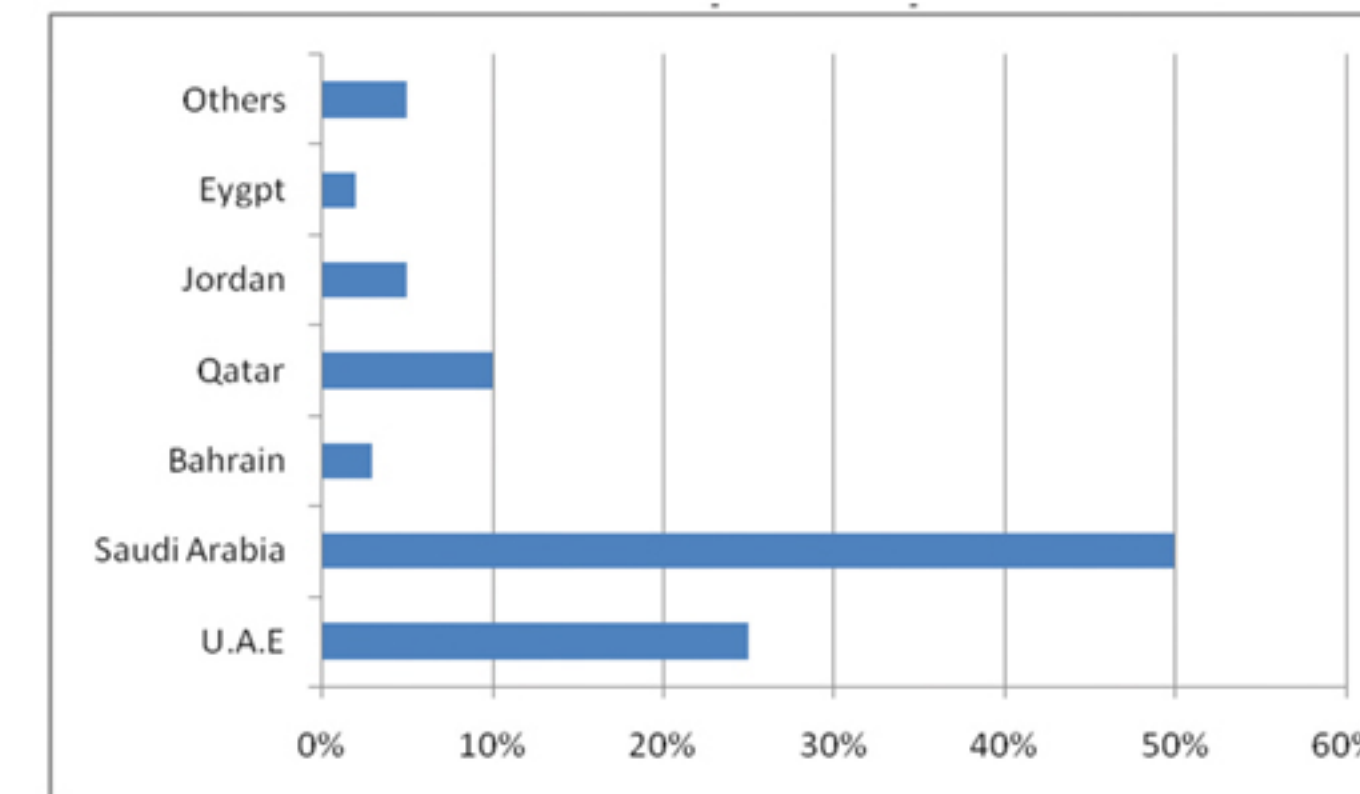
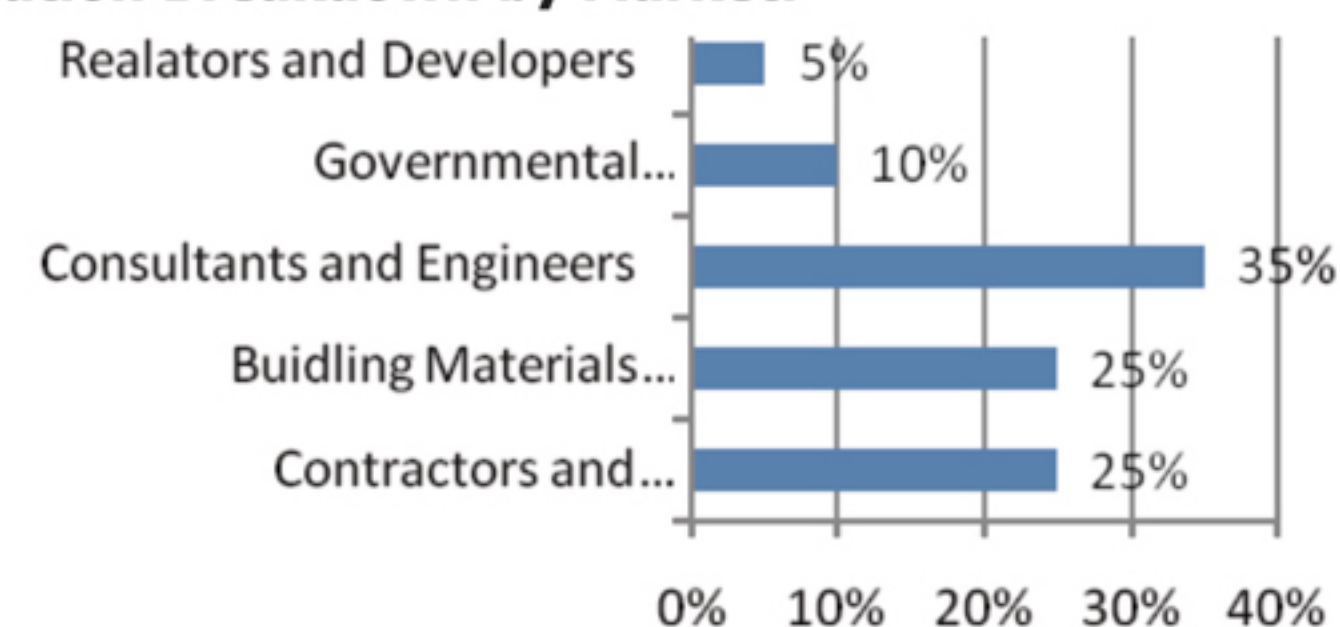
The most influential and dynamic audience of any professional architecture and construction publication in the Middle East.

- More than 35,000 active professionals read Albenaa Magazine each month.
- Albenaa Magazine readers have been reading the magazine for almost 25 years.
- Most widely circulated professional construction magazine in the Middle East.

#### 2. Extended reach and impact

Albenaa Magazine network of media products and services brings the community closer together and enables advertisers to extend –and sustain– their reach to customers, prospects, investors, and influencers.

### Circulation Breakdown by Market:



### 4. Extra Circulation:

Albenaa Magazine adds value to the profession through participating and supporting events, trade shows, and seminars. Albenaa Magazine has been the official magazine for most of the trade shows in the region.

**“ Adding more oppurtunities for advertisers to reach additional prospects through our extra circulation during these events.”**

- Saudi Build, Riyadh, KSA, ---- Official magazine.
- Saudi PMV, Riyadh, KSA ---- Official magazine.
- Saudi Building and Interior Exhibition, Jeddah, KSA ---- Official magazine.
- BuildEx, Dhahran, KSA ---- Official magazine.
- Real Estate Development, Riyadh, KSA ---- Official magazine.
- Saudi Energy Exhibition, Riyadh, KSA ---- Official magazine.
- Big 5 Show Saudi Arabia, Jeddah, KSA ---- Official Magazine.
- Big 5 show, Dubai, UAE ---- Official media partner.
- The Big Show, Oman ---- Official Regional Magazine.
- Madina Buildex, Medina, KSA ---- Official magazine.
- PreIntermat, Paris, France ---- Invited magazine.
- MaisonObjet, Paris, France ----- Media Partner.
- now! design à vivre, Paris, France ---- Media Partner.
- Interiors UAE, Abu Dhabi, UAE ---- Media Partner.
- Piscine, Lyon, France ---- Media partner.

The Ultimate  
Architectural  
&  
Construction  
Publication  
in the Middle East

Extra  
Circulation  
& Reach



## Seminars & Workshop



**Albenaa magazine** organizes a number of events that seeks to raise awareness and educate people on the new trends in architecture and building technology. These seminars and workshops showcase speakers from government agencies and renown people in architecture and building materials industry.

### **Albenaa Seminar in Riyadh**

This event takes place at Albenaa stand during the Saudi Build show in Riyadh. The speakers will be unveiled at a later date.

### **Albenaa Seminar in Jeddah**

This event takes place at Albenaa stand during the Saudi Building and Interior Exhibition in Jeddah. The speakers will be unveiled at a later date.



### **Albenaa Seminar in Al-Khobar**

This event takes place at Albenaa stand during the BuildEx Exhibition in Al-Khobar during the speakers will be unveiled at a later date.

Month	Issue	Main Topic	Events
January	279	Architecture in Eastern Province	Buildex
February	280	Buildex 2014	Buildex
March	281	Big 5 KSA	Big 5 KSA
April	282	Real Estate Projects	Restatek
May	283	Architecture in Western Province	Saudi Building & Interior Exhibition
June	284	Saudi Energy	Saudi Energy
July	285	House 2014	
August	286	Office & Commercial Projects in Saudi Arabia	
September	287	New Saudi Projects	
October	288	Saudi Build I	Saudi Build Exhibition
November	289	Saudi Build II	Saudi Build Exhibition
December	290	Architecture in Madina Qassim - Hail	Big 5 Dubai

2014  
Editorial  
Plan







Whether you need to build awareness to your brand, enhance visibility, promote your products or generate leads, Albenaa Magazine offers a world of advertising opportunities in print publications

**1. Albenaa Magazine advertisement offerings**

- Build brand awareness and visibility with display ads that work.
- Benefit from distribution to decision makers, key influencers, and investors in the industry.
- Reach additional audience from extra distribution at key professional trade shows. For more information on how you can benefit from this value-adding service contact us at [mail@albenaa magazine.com.sa](mailto:mail@albenaa magazine.com.sa).
- Increase your exposure through special advertisements.

**2. Sponsorship:**

Increase exposure and build a positive image to your company or brand through either sponsoring issues or sponsoring editorial sections.

**3. Postcard Inserts:**

Use Albenaa Magazine postcard inserts to generate leads, increase exposure, and achieve useful reach to key influencers and professionals.

**4. Custom Advertorial:**

Talk to your Albenaa Magazine sales manager about creating a custom advertorial section to exclusively tell your story.

**5. Special marketing services:**

Benefit from reader inquiry service program by generating sales leads through our reader inquiry program.

The following is a guideline for advertising rates in one issue of Albenaa. Rates vary with the number of issues. Please contact our advertisement department for more details.

Rates are in US Dollars.

Size and Location	Cost in Saudi Riyals	Cost in US Dollars
Half page, inside	8,000	2,130
Full page, inside	15,000	4,000
First page	19,000	5,100
Page 2 & 3	17,000	4,500
Pages 4 to Content Page	16,000	4,250
In front of Content Page	18,000	4,780
In front of Editor 'n Chief Word	18,000	4,780
Last Page	18,500	4,900
Front cover, inside	25,000	6,650
Back cover, inside	25,000	6,650
Back cover, outside	50,000	13,300
Folded double cover, Front	60,000	16,000
Folded double cover, Back	60,000	16,000
Sponsoring Editorial Sector (include logo on each editorial page)	60,000	16,000
Special Editorial (Include Front Cover + 4 Editorial pages about the company)	Refer to us for pricing and options	
Special Advertisement positions and tools	Add 10% to the above prices	

For more information please contact the Advertisement Department:

Phone: + 966-1-464-2556, 464-1398, 461-4170, 465-9749

Fax: + 966-1-464-6348

Postal Address: P.O. Box 522, Riyadh 11421, Saudi Arabia.

E-mail: [mail@albenaa magazine.com.sa](mailto:mail@albenaa magazine.com.sa)

**Advertisement Specifications & Requirements:**

Description	Size (cm)
1 Page	23×30.7
2 Pages	46×30.7
1/2 Page H	19.8×14
1/2 Page V	9.8×28.5
Resolution	300 DPI

**Print  
Advertising  
Services**

**Advertisement  
Price List**