

MEP

MIDDLE EAST

MECHANICAL | ELECTRICAL | PLUMBING

WWW.MEPMIDDLEEAST.COM

MEDIA PACK 2024



SPREAD YOUR MESSAGE

Editor's note

For over 19 years, *MEP Middle East* has been shedding light on the mechanical, electrical, and plumbing industries across the Middle East.

From riveting news reports to exclusive interviews, site visits, op-eds, and in-depth market analyses, we curate an unparalleled mosaic of industry knowledge.

Beyond the written word, our multifaceted approach involves video interviews, hosting annual conferences, and honouring excellence through our awards.

Discerning advertisers partner with us to elevate their brands and engage with the MEP community.

Step into the spotlight, and let us shape the narrative of your brand's success story together.

Almas Tholot

Editor, *MEP Middle East*

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DIGITAL

- Daily web articles
- Daily e-newsletters
- Digital magazine
- Videos
- Social media
- Paid online subscriber audience

PRINT

- Cover stories
- Interviews
- Brand views
- Thought leadership
- Data and analysis
- Announcements

EVENTS

- MEP Middle East Awards
- Middle East Data Centre 360 Conference
- MEP Middle East Conference

CUSTOM

- Bespoke campaigns:
 - Special reports
 - Q&As to highlight your brand
 - Custom events
 - Industry event coverage
 - Leadership videos
 - Site visits

MONTHLY BRAND REACH

UNIQUE USERS

Website



NEWSLETTERS



SOCIAL MEDIA



PRINT

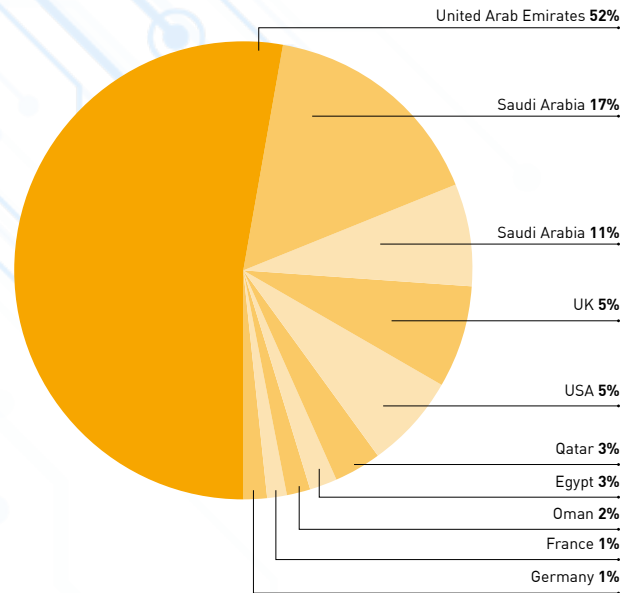


EVENTS

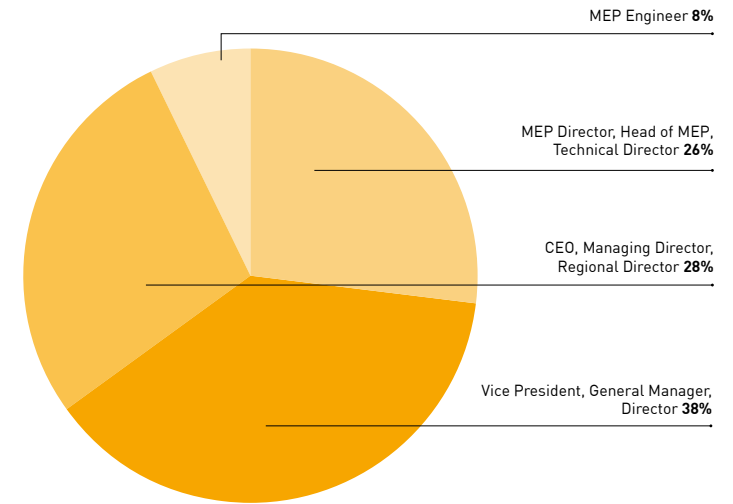
TOTAL REACH

314,946

AUDIENCE BY GEOGRAPHY



OCCUPATION BREAKOUT



READERSHIP BY BUSINESS

- MEP Consultants
- MEP Contractors
- MEP Executives
- Suppliers
- Manufacturers
- Developers/Clients
- Government Bodies
- Other (Lawyers, Bankers, Management Consultants)

EDITORIAL CALENDAR 2024

JANUARY

Special report:
The Big 5

COP28

Feature:
Skills Gap and
Training

FEBRUARY

Special report:
Smart Cities

Feature:
HVAC Power 25

MARCH

Special report:
Metaverse

Feature:
Women in MEP

Event:
Middle East
Data Centre 360
Conference [Dubai]

APRIL

Special report:
District Cooling

Feature:
Top MEP Contractors

Middle East Data
Centre 360 Coverage

MAY

Special report:
BIM

Feature:
Top MEP Consultants

JUNE

Special report:
Retrofitting

Feature:
Prefabrication

Event:
MEP Conference
[Dubai]

JULY

Special report:
IAQ

Feature:
MEP Conference
Coverage

AUGUST

Special report:
VRF

Feature:
Smart Water

SEPTEMBER

Special report:
Data Centres

Insulation and
Ducting

Feature:
Vertical farming

Event:
MEP Middle East
Awards [Dubai]

OCTOBER

Special report:
Net-Zero Energy

Feature:
MEP Awards
Coverage

NOVEMBER

Special report:
Fire and Safety

Feature:
Top MEP Saudi Firms

Event:
MEP Conference
[Saudi Arabia]

DECEMBER

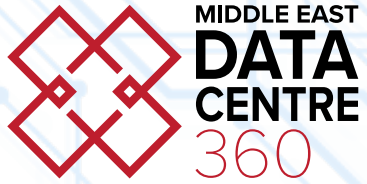
Special report:
AR and VR

Feature:
Sustainability

COP29

MEP Conference
Coverage

EVENTS CALENDAR



MIDDLE EAST
**DATA
CENTRE**
360

DUBAI
THURSDAY, 07 MARCH
2024



MECHANICAL | ELECTRICAL | PLUMBING
CONFERENCE 2024

DUBAI
(TBA)



MECHANICAL | ELECTRICAL | PLUMBING
AWARDS 2024

DUBAI
(TBA)



MECHANICAL | ELECTRICAL | PLUMBING
CONFERENCE 2024

SAUDI ARABIA
(TBA)



RATE CARD DIGITAL

DIGITAL ADS

DESKTOP

Leaderboard (728 x 90 px)

\$6,000

Medium Rectangle (300 x 250 px)

\$5,000

MOBILE

Interscroller (320 X 480 px)

\$7,000

NEWSLETTER

Top Banner (728 x 90 px)

\$5,000

MPU (300 x 250 px)

\$3,500

DIGITAL CONTENT

THOUGHT LEADERSHIP

Content positioning your brand as a thought leader

\$10,000

BRAND VIEW

An in-depth feature on your products and services

\$15,000

DIGITAL Q&A

A written interview with your leadership

\$8,000

VIDEO FEATURE

A video created for your use, amplified on our channels

\$7,500

VIDEO INTERVIEW

Video interview featuring your leadership

\$7,500

ANNOUNCEMENTS

Announcements, product launches and other news

\$5,000

SOCIAL POST

Promoting content to our 70,000+ followers

\$2,000

*All digital commercial undertakings will be highlighted as commercial content and may be amended to align with editorial style and guidelines

PRINT ADS

RATE CARD PRINT

PREMIUM POSITIONS

Outside Back Cover (205 x 275 mm)
\$15,000

Inside Front Cover (205 x 275 mm)
\$10,000

Inside Back Cover (205 x 275 mm)
\$10,000

STANDARD POSITIONS

Double Page Spread (410 x 275 mm)
\$15,000

Full Page (205 x 275 mm)
\$8,000

SPECIAL EXECUTIONS

Belly Band (Specs on Application)
\$15,000

Brand Inserts (Specs on Application)
On request

PRINT CONTENT

COVER STORY

Main content feature and cover for the month

On request

THOUGHT LEADERSHIP

Insight article placing your brand as a thought leader

\$15,000

BRAND VIEW

A feature on your products and services

\$15,000

SPOTLIGHT INTERVIEW

A two-page interview spotlighting your brand

\$10,000

PRODUCT ANNOUNCEMENTS

Announcements, product launches and other news

\$5,000

*All print commercial undertakings will be highlighted as commercial content and may be amended to align with editorial style and guidelines



**GROW YOUR BRAND LIKE
OUR PARTNERS HAVE**

CONTACT

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