

Mechanical Electrical & Plumbing

MIDDLE EAST

MEDIA PACK 2022



44,100

Total social media
followers across
LinkedIn, Twitter,
and YouTube



72,064

Total monthly
brand reach



95%

of our readers use
our insights to help
make purchasing
decisions



The leading platform for the **Electromechanical, HVAC, and Public Health** sectors
across the Middle East and North Africa region

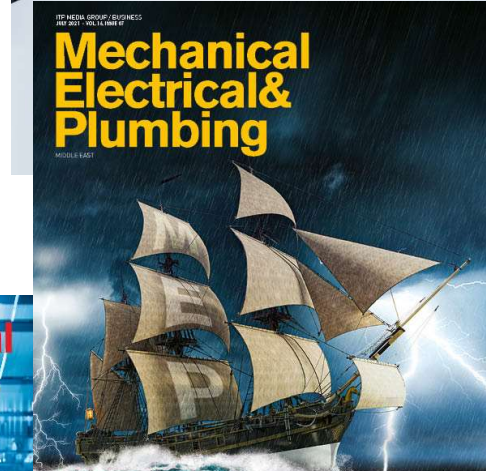
Setting Sustainable Standards

After a year and a half of constantly overcoming challenges – the likes of which the MEP industry has never faced before – stakeholders across the supply chain are now welcoming a positive post-pandemic phase as enquiries come in, tenders and bids increase, and climate change tops talking points around the globe in 2022.

Some troubles remain: Industry veterans still warn of volatile markets, which are being plagued with low margins, high competition, contractual ambiguities, delayed payments, as well as cost- and time-overruns.

Yet, these trying times are also showcasing the tremendous fortitude and resilience present within the industry.

Leading firms – from clients, and civil contractors, to MEP contractors, consultants, and suppliers – have shaken hands in agreement to improve their focus on people, processes, and the adoption of the right technologies. There's no looking back!



“

A building without MEP is like a human body without organs, a heart, a brain and all the things connecting these to each other. A magazine that focuses entirely on MEP is important as it distinguishes and highlights a vital sector of the construction industry. I have always enjoyed reading **MEP Middle East** articles; their coverage is very relevant

Ramy Boufarhat
Chief Operating Officer
JLW Middle East

“

MEP Middle East is a valuable platform that connects MEP engineering with the wider construction industry. It provides industry awareness of technological and market developments while highlighting and challenging topical issues that affect the construction sector

Richard Stratton
Partner and MD
Cundall MENA

Mechanical Electrical & Plumbing

MIDDLE EAST



LOOKING FOR EDITORIAL SUPPORT?

Do you have a story to share? Do you have a specific message you want to communicate to your target market?

Brand Views



Make the most of well-curated content through our platform, which offers more credibility and authority than a typical supplier-written 'advertorial'

Commentaries



Industry leaders and experts have a space to share their views on gaps within the sector, positioning their organisation as the solution to key challenges

Special Reports



Inform our readers with in-depth interviews and research-based analytical coverage, and showcase your innovations and products as prime alternatives

Video Interviews



Pivot from written content to a more visual medium by highlighting tech adoption, sustainability, diversity, HSE, and more within leading projects

THE BEST ENVIRONMENT FOR YOUR ADVERTISEMENTS

Mechanical Electrical & Plumbing

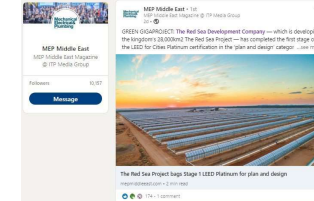
MIDDLE EAST



Website



Magazine



Social Media



Events

EDITORIAL CALENDAR 2022

| Mechanical Electrical & Plumbing <small>MIDDLE EAST</small> | | | |
|---|--|---|--|
| ANALYSIS AND INSIGHTS FOR MEP AND HVAC PROFESSIONALS | | | |
| MEP MIDDLE EAST FEATURE LIST - 2022 | | | |
| JANUARY SPECIAL REPORT: NET-ZERO ENERGY FEATURE: SKILLS GAP & TRAINING | | FEBRUARY SPECIAL REPORT: SMART CITIES FEATURE: HVAC POWER 25 | |
| MARCH SPECIAL REPORT: PREFABRICATION FEATURE: IWD: 30 UNDER 30 | | APRIL SPECIAL REPORT: DISTRICT COOLING FEATURE: SAUDI POWER LIST | |
| MAY SPECIAL REPORT: VRF FEATURE: TOP MEP CONTRACTORS | | JUNE SPECIAL REPORT: RETROFITTING FEATURE: TOP 20 MEP CONSULTANTS | |
| JULY SPECIAL REPORT: IAQ FEATURE: MEP CONFERENCE | | AUGUST SPECIAL REPORT: BIM360 / TRIMBLE FEATURE: PODCAST - TOP INTERVIEW | |
| SEPTEMBER SPECIAL REPORT: INSULATION & DUCTING FEATURE: KSA SITE VISIT | | OCTOBER SPECIAL REPORT: THE BIG 5 DUBAI FEATURE: MEP AWARDS 2022 | |
| NOVEMBER SPECIAL REPORT: AR & VR FEATURE: GREEN BUILDINGS | | DECEMBER SPECIAL REPORT: FIRE & SAFETY FEATURE: QATAR SITE VISIT | |

*Subject to change at editor's discretion

Looking to align your brand with targeted content?



Looking for the perfect platform to showcase your products and services?



Our one-of-a-kind Knowledge Partnerships can help!



Mechanical Electrical & Plumbing

MIDDLE EAST

WHY SPONSOR?



- Access unrivalled value and exposure for your marketing spend, including editorial partnership coverage and support for your company and products
- Associate your brand with excellence
- Six-month pre- and post-event marketing campaign for sponsors



MEP Middle East Awards



The **MEP Middle East Awards** is the premier platform for the mechanical, electrical, and plumbing industry in the region.

Designed to recognise the achievements of the organisations and individuals from the region's MEP sector, the awards cycle takes place over a full six months and culminates in a gala dinner event that attracts a senior cross-section of the region's MEP contractors, sub-contractors, and consultants.

Celebrating its 16th year in 2022, the enduring success of the awards is testament to the trust readers place in the title, and reinforces the strength of the **MEP Middle East** brand. As the awards attract significant build-up and post-event

coverage, they provide an excellent promotional platform for firms looking to promote their brands, products, and services to a qualified audience.

The exclusive prize-giving ceremony, typically celebrated by more than 400 industry professionals, is the perfect way to engage with key decision-makers in a relaxed environment.

The awards are judged by an independent panel of industry peers, ensuring the integrity of the event and ensuring that only those truly deserving of the accolade are amongst our winners.

Commercial partners of the awards are granted unique networking and branding opportunities, with long-term supporters receiving benefits across the six-month campaign.

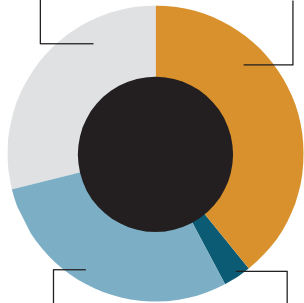
STAT ATTACK

120

MEP professionals attended the in-person event in 2021

DELEGATE BREAKDOWN BY JOB TITLE

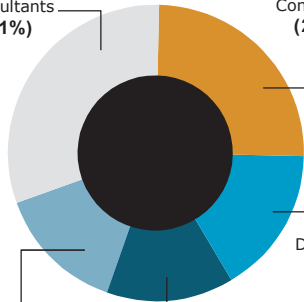
MEP Director, Head of MEP (27%) Director, Vice President, General Manager (38%)



CEO, Managing Director, Regional Director (28%) MEP Engineer (7%)

DELEGATE BREAKDOWN BY COMPANY

Engineering Consultants (31%) MEP Contractors (25%)



Government bodies (14%) Other (Lawyers, Banking, Management Consultants) (14%)

MEP Conference



The **MEP Conference** hosted by ITP Media Group's MEP Middle East brand – which is now being viewed as the most informative and well-organised event of its kind in the MEP industry – welcomed more than 120 top industry veterans in 2021, including clients, contractors, consultants, engineers, and architects who shared their ideas, opinions, and expertise to move the industry forward.

The event not only provides the perfect platform for industry veterans to network and discuss best practices, but also tackles the key pain points in the industry through in-depth deliberations on challenges across the electromechanical and public health space.

In 2021, the agenda for MEP Conference comprised of in-depth panel discussions offering a re-evaluation of BIM as a boon or a bane; and addressing concerns surrounding the skills gap in the industry.

The MEP Conference will also witness keynote speeches on automation in electricity distribution; a comprehensive evaluation of the challenges in hot water systems; and the impact of low Delta-T control for district cooling.

The event was a socially-distanced, masked, and sanitised industry event, bringing together all the top names in the electromechanical and HVAC industries for the first time since its extremely successful MEP Middle East Awards.

PRINT ADVERTISING RATES

RATE CARD FOR MEP MIDDLE EAST

| POSITION | SINGLE ISSUE PRICE | | FOUR SERIES PRICE (PRICE PER INSERTION) | | EIGHT SERIES PRICE (PRICE PER INSERTION) | | TWELVE SERIES PRICE (PRICE PER INSERTION) | |
|----------------------|--------------------|-----------|--|-----------|---|-----------|--|-----------|
| Double page spread | AED 29,966 | (\$8,160) | Price on Request | | Price on Request | | Price on Request | |
| Full page | AED 19,239 | (\$5,239) | AED 17,316 | (\$4,715) | AED 15,585 | (\$4,244) | AED 14,027 | (\$3,819) |
| Half page vertical | AED 14,983 | (\$4,080) | AED 13,485 | (\$3,672) | AED 12,137 | (\$3,305) | AED 10,924 | (\$2,974) |
| Half page horizontal | AED 14,983 | (\$4,080) | AED 13,485 | (\$3,672) | AED 12,137 | (\$3,305) | AED 10,924 | (\$2,974) |
| Quarter page | AED 10,727 | (\$2,921) | AED 9,655 | (\$2,629) | AED 8,690 | (\$2,366) | AED 7,800 | (\$2,124) |

SPECIAL POSITIONS

| SPECIAL POSITIONS | SINGLE ISSUE PRICE | | FOUR SERIES PRICE (PRICE PER INSERTION) | | EIGHT SERIES PRICE (PRICE PER INSERTION) | | TWELVE SERIES PRICE (PRICE PER INSERTION) | |
|-----------------------|--------------------|------------|--|--|---|--|--|--|
| Inside front cover | AED 25,652 | (\$6,985) | Price on Request | | Price on Request | | Price on Request | |
| Outside back cover | AED 34,397 | (\$9,367) | Price on Request | | Price on Request | | Price on Request | |
| Inside back cover | AED 21,454 | (\$5,842) | Price on Request | | Price on Request | | Price on Request | |
| Knowledge Partner | AED 55,080 | (\$15,000) | Price on Request | | Price on Request | | Price on Request | |
| Brand view | AED 36,720 | (\$10,000) | Price on Request | | Price on Request | | Price on Request | |
| Belly band | AED 29,966 | (\$8,160) | Price on Request | | Price on Request | | Price on Request | |
| Cover mount | AED 30,966 | (\$8,433) | Price on Request | | Price on Request | | Price on Request | |
| Inserts | AED 22,500 | (\$6,127) | Price on Request | | Price on Request | | Price on Request | |
| Full page advertorial | AED 29,966 | (\$8,160) | Price on Request | | Price on Request | | Price on Request | |
| 1st half | +15% | | | | | | | |
| Right hand page | +10% | | | | | | | |

CONFERENCE

| PLATINUM SPONSOR | GOLD SPONSOR | SILVER SPONSOR | CATEGORY SPONSOR |
|------------------|------------------|------------------|------------------|
| Price on Request | Price on Request | Price on Request | Price on Request |

AWARDS

| PLATINUM SPONSOR | GOLD SPONSOR | SILVER SPONSOR | CATEGORY SPONSOR |
|------------------|------------------|------------------|------------------|
| Price on Request | Price on Request | Price on Request | Price on Request |

MEPMIDDLEEAST.COM

| POSITION | FORMAT | DIMENSIONS | FILE SIZE | RATE CARD PER CPM |
|-------------|---------------|---------------------|-----------|-------------------|
| Leaderboard | GIF/JPG/HTML5 | 728x90px | 50KB | AED389 / \$105 |
| MPU | GIF/JPG/HTML5 | 300x250px | 50KB | AED369 / \$100 |
| Overlay | GIF/JPG/HTML5 | 450x450px (maximum) | 50KB | AED584 / \$159 |

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