



# Mechanical Electrical Plumbing

MIDDLE EAST

Media Kit 2025

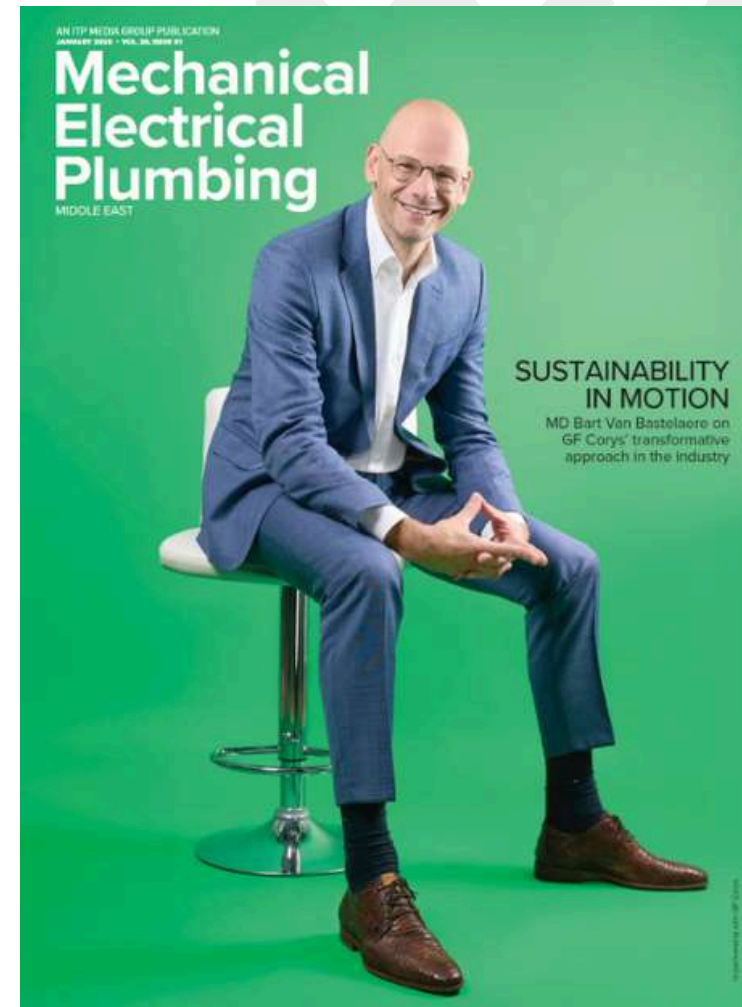


# Who we are

*MEP Middle East* is the region's leading platform dedicated to mechanical, electrical, and plumbing professionals, delivering monthly insights through news, analysis, and exclusive interviews. With a focus on the challenges and achievements of high-profile projects, we connect MEP contractors, consultants, and project teams with the insights they need to succeed.

Through collaborations with industry bodies and government authorities, we provide readers with unparalleled access to the strategies shaping the future of MEP in the Middle East.

Complementing our editorial content are monthly Special Reports and Roundtable Series, which offer in-depth discussions on critical trends and opportunities in the sector.





# Print

Our monthly print magazine is the cornerstone of the Middle East's MEP industry, delivering exclusive content that informs, inspires, and empowers professionals in the sector.

Each issue features in-depth interviews with industry leaders, insightful opinion pieces, and updates on the latest technologies, projects, and trends shaping the MEP landscape. Every year, we release comprehensive reports and lists, such as the Top MEP Contractors and the Most Influential MEP Leaders, spotlighting excellence and innovation across the industry.

For contractors, consultants, and decision-makers looking to stay ahead, *MEP Middle East* magazine is an indispensable resource for navigating this dynamic market.



# Audience and circulation

*MEP Middle East* is distributed across major construction hubs, including Dubai, Abu Dhabi, Riyadh, and Jeddah. Our content reaches MEP contractors, consultants, and decision-makers shaping the region's most ambitious projects. Key industry events include The Big 5, Middle East Electricity, and HVACR Expo, ensuring we remain at the heart of the MEP sector.



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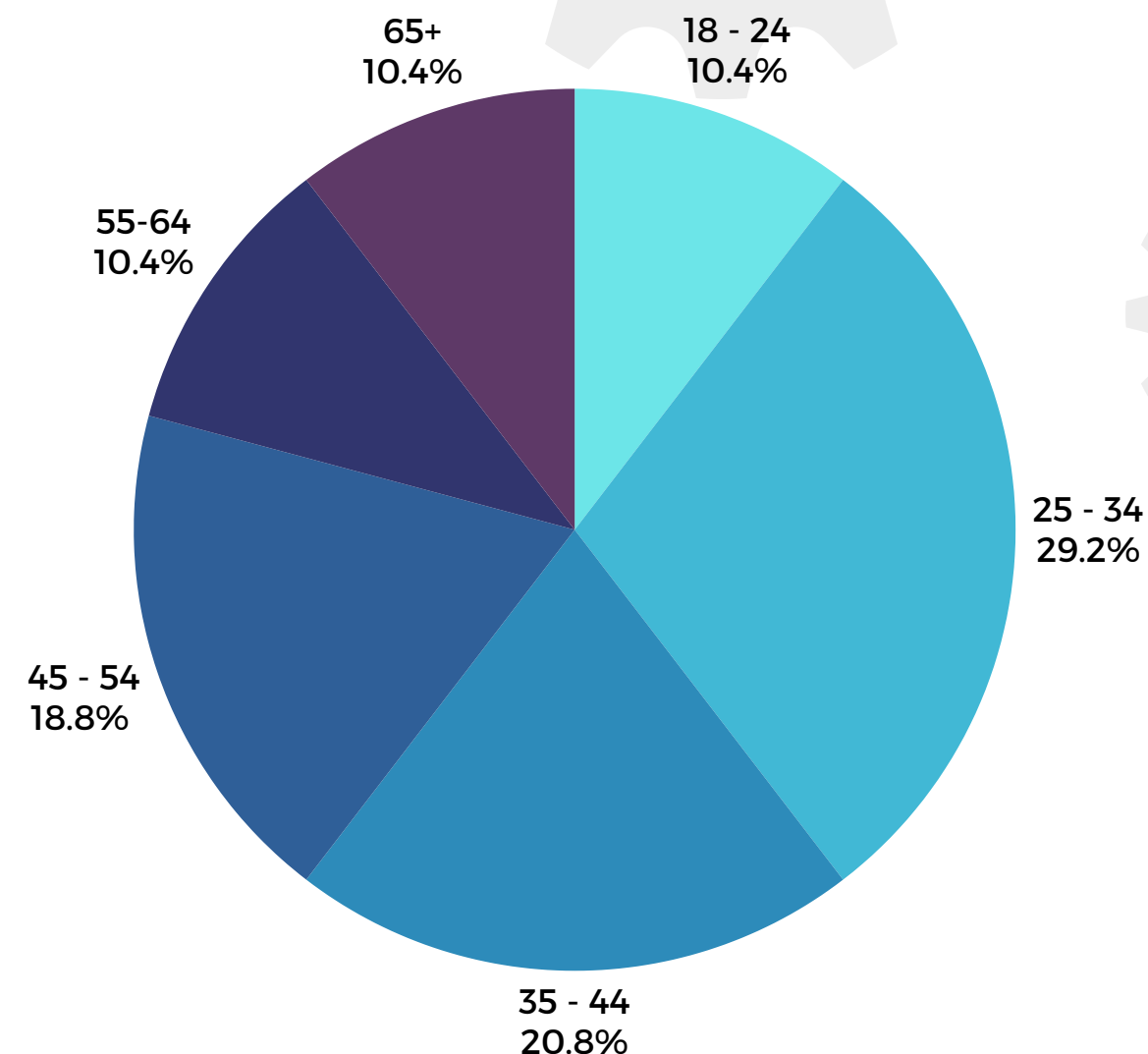


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## DEMOGRAPHICS



## TARGET AUDIENCE

- C-Suite Executives
- Business Leaders
- MEP Contractors
- MEP Consultants
- Project Managers
- Developers & Builders
- Facilities Managers
- Government Officials
- Architects & Engineers
- Suppliers
- Sustainability Experts
- Infrastructure Specialists
- HVAC Specialists



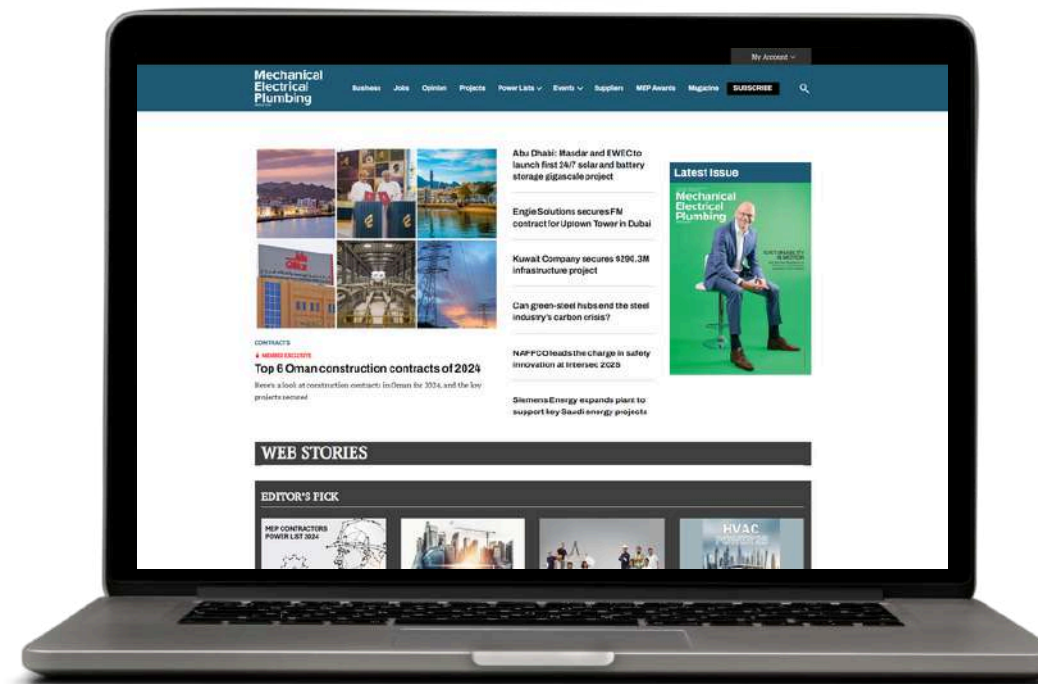
# Digital and social



*MEP Middle East* is the go-to platform for MEP professionals across the region. With a growing base of subscribers and followers, our digital platforms deliver breaking news, strategic insights, and expert analysis that keep readers informed and ahead of the curve.

From real-time updates on project milestones and MEP innovations to exclusive interviews, thought leadership, and trends in sustainability and technology, we connect with our audience through our website, social media channels, and daily newsletters.

Our comprehensive digital presence ensures MEP professionals are equipped with the knowledge and tools they need to thrive in an ever-evolving industry, driving growth and success across the sector.



# 250,000

**Page Views**

# 75,000

**Social Media Followers**

# 10,000+

**Newsletter Subscribers**



# Events and Conferences



As a platform for knowledge-sharing and collaboration, *MEP Middle East* events bring together industry leaders, innovators, and decision-makers to discuss and celebrate the latest developments shaping the MEP landscape.

Our tailored conferences focus on critical topics such as sustainability, innovation, and leadership, providing attendees with exclusive insights and actionable strategies. Our flagship MEP Awards honor excellence across the industry, spotlighting top players and recognizing their achievements.

Whether you're looking to expand your network, gain insider knowledge, or position your brand as a market leader, *MEP Middle East* events offer the perfect platform to make a lasting impact in this dynamic sector.





# Editorial Calendar



MONTH	CONTENT FOCUS	SPECIAL REPORT
January	<ul style="list-style-type: none"><li>BIG 5 Global, COP29</li></ul>	<ul style="list-style-type: none"><li>Supply chain</li></ul>
February	<ul style="list-style-type: none"><li>Skills gap</li></ul>	<ul style="list-style-type: none"><li>HVAC Power 25</li></ul>
March	<ul style="list-style-type: none"><li>Equality, diversity, and inclusion in MEP</li></ul>	<ul style="list-style-type: none"><li>Women in MEP</li></ul>
April	<ul style="list-style-type: none"><li>Net zero</li></ul>	<ul style="list-style-type: none"><li>Top MEP Contractors</li></ul>
May	<ul style="list-style-type: none"><li>Safety in MEP</li></ul>	<ul style="list-style-type: none"><li>Top MEP Consultants</li></ul>
June	<ul style="list-style-type: none"><li>Prefabrication</li></ul>	<ul style="list-style-type: none"><li>Retrofitting</li></ul>
July	<ul style="list-style-type: none"><li>MEP Conference coverage</li></ul>	<ul style="list-style-type: none"><li>IAQ</li></ul>
August	<ul style="list-style-type: none"><li>Smart water</li></ul>	<ul style="list-style-type: none"><li>VRF</li></ul>
September	<ul style="list-style-type: none"><li>Insulation and ducting</li></ul>	<ul style="list-style-type: none"><li>Data centres</li></ul>
October	<ul style="list-style-type: none"><li>MEP Awards coverage</li></ul>	<ul style="list-style-type: none"><li>Fire safety</li></ul>
November	<ul style="list-style-type: none"><li>Sustainability</li></ul>	<ul style="list-style-type: none"><li>AI and digitalisation</li></ul>
December	<ul style="list-style-type: none"><li>Middle East Data Centre Design and Build conference coverage</li></ul>	<ul style="list-style-type: none"><li>Top MEP Saudi firms, Yearly roundup</li></ul>

# Work with us (print)



PRINT ADS	USD
Outside back cover	15,000
Inside front cover	10,000
Inside back cover	10,000
Double page spread	15,000
Full page	8,000
Belly band (Specs on application)	15,000
Brand inserts (Specs on application)	On request

PRINT CONTENT	USD
Cover story	On request
Thought leadership	15,000
Brand view	12,000
Interview	10,000
Product announcement	5,000



# Work with us (digital)



DIGITAL ADS [DESKTOP]	USD
Leaderboard [728 x 90 px]	200/CPM
Medium rectangle [300 x 250 px]	150/CPM
Half page banner [300 x 600 px]	200/CPM
Email shots	400/CPM
Email marketing	On request
Mixed display banners	On request

DIGITAL [MOBILE]	USD
Interscroller [320 X 480 px]	200/CPM

NEWSLETTER	USD
Top banner [728 x 90 px]	5,000
MPU [300 x 250 px]	3,500
Press release	3,000
Product placement	On request

DIGITAL CONTENT	USD
Thought leadership	15,000
Brand view	10,000
Interview	8,000
Video podcast	8,000
Audio podcast	5,000
Video interview	10,000
Social media post	2,000 [per channel]

# Contact us

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## Commercial

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