

climate control

MIDDLE EAST

KEY PERSPECTIVES ON THE REGION'S HVACR INDUSTRY

www.cpi-industry.com



**MEDIA
INFORMATION**
2008

FACTUALLY SPEAKING...

➤ District cooling in 2007 gained further ground in the GCC, following the announcement of numerous projects at an unprecedented large scale. With 2008 promising to be no different, there is an urgent need for clarity on several issues relating to the supply of chilled water.

➤ Issues like IEQ and energy efficiency gained further prominence in 2007, with a directive issued by His Highness Sheikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. The directive states that all buildings in Dubai should be constructed according to the highest international green standards, as suitable to the Emirate. All of a sudden, there is a clamour for information and guidance on achieving green targets.



Climate Control Middle East, the region's first dedicated magazine for the HVACR industry, endeavours to provide the clarity and guidance.

THE SITUATION

The property and construction boom in the Middle East and the heightened importance given to issues like energy efficiency and IEQ, to name two, have thrust the HVACR industry to prominence like never before. Such is the critical nature of the situation and the urgency for solutions that the HVACR fraternity – and members of allied industries – have their hands full, literally. So much so that they often miss out on information to make thoughtful buying decisions to meet their needs.

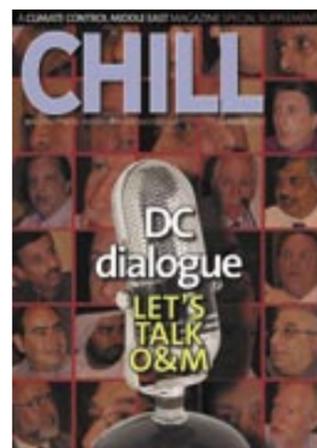
THE SOLUTION

Climate Control Middle East bridges the gap by taking solutions to their doorstep. The magazine is the platform for relevant and useful exchange of ideas, data and information on a wide range of issues. Through news updates, feature stories, technical papers, guest columns, personality profiles, advertisements and advertorials, the magazine fulfils a critical need.

The magazine matches substance with style, taking an offbeat and yet functional approach to presentation of editorial matter. The result is reading ease and an attractive and interesting format.

THE READERS

The readers include key decision makers in Government and in HVACR, utility and construction industries. They comprise technical and non-technical personnel, including regulators, suppliers, distributors, contractors, independent and institutionalised consultants, procurement managers, designers, engineers, architects, researchers, logistics facilitators, financial analysts and legal advisors. In short, the magazine covers the entire industry, and for this, we are armed with appropriate databases and expertise gathered over 14 years of serving the industry.



CHILL

The upsurge in district cooling activity prompted CPI Industry to introduce a special half yearly supplement called *Chill*.

The supplement, which complements the magazine's monthly coverage of district cooling, tracks trends and developments in the district cooling industry over a period of six months. It primarily includes guest columns by district cooling professionals in

the Middle East. Articles are in the form of commentaries on the industry and technical papers.

In the span of three issues, the supplement has come to be viewed as a must-have reference or ready-reckoner on the industry. Naturally, it is immensely popular with those that wish to market products and services that are relevant to district cooling.

DISTRIBUTION

Climate Control Middle East targets 10,923 decision-makers in the following sectors on a monthly basis:

MEP and general contractors, consulting engineers, architects and designers	19%
Property developers, real estate and facilities management companies	16%
HVACR professionals (OEMs, distributors/dealers/installers/maintenance and district cooling companies)	15%
Industry professionals (Food, IT, Manufacturing, Pharmaceutical, Telecoms, Cold Stores)	15%
Hotels	9%
Oil & Gas executives	8%
Retailers, shopping malls	6%
Airports	5%
Hospitals and health institutions	5%
Municipalities/government offices in the Middle East.	2%



In addition, the magazine reaches a worldwide audience through Zinio, a proprietary digital delivery service that CPI has pioneered in the region.

The technology enables readers to access *Climate Control Middle East* anytime and any place, thus adding to the marketing reach of advertisements and increasing the user-friendliness of the title.

KEY BENEFITS INCLUDE:

- Instant delivery to readers before the magazine is even printed – particularly valuable to readers based in countries where postal systems are unreliable and/or slow.
- Advertisements can become fully interactive – direct hot links to your Web site or embedded video files, for example.
- Instant reader-response facility is provided on clicking on the email address embedded in the advertisement.
- Instant auditing of readership as downloads and page clicks are monitored via management reports.
- Faster access to information – a powerful search engine allows the reader to locate any articles mentioning your company or products instantly.



Climate Control Middle East is published by CPI Industry, a division of Corporate Publishing International. The fundamental aim of the division is to adopt a fresh and focused approach to analysing the ever-growing industrial and construction sectors in the Middle East.

CIRCULATION BY COUNTRY

1	UAE	3,225	29%
2	Saudi Arabia	2,990	28%
3	Kuwait	985	9%
4	Qatar	925	8%
5	Bahrain	854	8%
6	Oman	822	8%
7	Other Middle East	802	7%
8	International	320	3%
Total circulation		10,923	100%

CONTENTS

A typical issue of *Climate Control Middle East* focuses on topics like district cooling, energy-efficient solutions, indoor air quality, effective ventilation, space-saving features and sound. It will also cover allied areas like spectrally selective films, paints and other thermal insulators. Indeed, the sky is the limit when it comes to choosing and showcasing relevant topics.

ADVERTISING RATES (1 insertion)

Normal page rates:	PRINT	ZINIO (DIGITAL)
Full-page colour	\$ 5,500	+\$ 2,000
Double-page spread	\$ 9,000	+\$ 2,500
2/3 page	\$ 3,800	+\$ 1,100
Half-page colour island	\$ 3,500	+\$ 1,000
Half-page colour	\$ 3,250	+\$ 1,000
1/3 page	\$ 2,400	+\$ 600
Quarter-page colour	\$ 1,950	+\$ 500

Cover positions:

Outside back cover	\$ 7,000	+\$ 2,000
Inside front cover	\$ 6,500	+\$ 2,000
Inside back cover	\$ 6,000	+\$ 2,000

- Series discounts available
- Advertising agency commission: **15%**
- Zinio only available with print
- Guaranteed position: **+10%**

PAYMENT: On receipt of invoice

ADVERTISING RATES EFFECTIVE 1ST JANUARY 2008

SPECIFICATIONS (In centimetres / w x h):

FULL PAGE (FP) Bleed: 22 x 30.7 Trim: 21 x 29.7 Type area: 18.5 x 27	DOUBLE-PAGE SPREAD (DPS) Bleed: 43 x 30.7 Trim: 42 x 29.7	HALF-PAGE (HP) Island: 12 x 18	2/3-PAGE (2/3V) Vertical: 12.3 x 27	2/3-PAGE (2/3H) Horizontal: 18.5 x 18
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:

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.

Advertisements can be designed. Cost to be advised



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