Hilal Trade Media

Sponsorship and Partnership Programmes
Hilal Trade Media represent the longest established and most authoritative B2B trade news and information outlets in the GCC region.
With a combination of print, online and social media platforms supported by an interactive digital business community and extensive DM listings, Hilal provides unmatched reach across the construction, industrial, oil and gas and travel and tourism sectors of the economy. Now through a programme of sponsorships and partnerships, the business community can leverage our multiple media channels with teams of experienced journalists, content creators and designers in a single package to reach the decision-makers across multi-sectors of the economy.
The inclusion of the Arabian Business Community (ABC) will also enable companies to promote themselves across a multitude of sub-sectors of the market, ensuring top-of-mind positioning in hundreds of specific categories which will in turn generate industry specific business referrals.
Hilal Media Programmes
Companies can select from:

- Building, Construction and Real Estate
- Oil & Gas, New Energy and Renewable Energy
- Industry
- Travel & Tourism
PR/Media Sponsorship

Hilal Media Sponsorship allows for a limited number of companies to be featured as Media Sponsors across selected media sectors.

- Sponsors logo will be integrated with the relevant media Masthead on all platforms—Print, Online and Social Media
- Sponsors will be entitled to unlimited advertising and regular editorial across all Hilal Media and all platforms
- Sponsors will be entitled to a monthly videography/photography service covering their product, services or personnel.
- Sponsors will be entitled to unlimited access to Hilal media’s mailing lists for DM campaigns
- Sponsors will be entitled to one print edition cover featuring a relevant project
- Sponsors will be entitled to Hilal’s Creative Services for promotional copy generation
- Sponsors will be entitled to unlimited Premium Listings in the relevant Arabian Business Community (ABC) online edition which generates almost 6 Million GCC-wide business referrals per annum

Cost of PR/Media Sponsorship - BD 36,000/SR360,000/Dhs360,000/US$96,000 per annum
PR/Media Partner

Hilal Media Partnership allows for a limited number of companies to be featured as Partners across the selected Media sectors.

- Partners will be entitled to unlimited advertising and regular editorial across all platforms - Print, Online and Social Media.
- Partners will be entitled to a quarterly videography/photography service covering their product, services or personnel.
- Partners will be entitled to monthly access to Hilal media’s mailing lists for DM campaigns.
- Partners will be entitled to Hilal’s Creative Services for promotional copy generation.
- Partners will be entitled to up to 6 Premium Listings in the relevant Arabian Business Community (ABC) online edition which generates almost 6 Million GCC-wide business referrals per annum.

The cost of a PR/Media Partnership - BD 24,000/SR240,000/Dhs240,000/US$64,000 per annum.
PR/Media Associate

Hilal Media welcomes companies to become a Media Associate.

- Associate will be provided with 18 pages of advertising in a print edition annual banner advertising on the relevant website and social media.
- Associate will be entitled to 18 editorials per annum
- Associate will be entitled to 2 videography shoots covering their product, services or personnel.
- Associate will be entitled to quarterly access to Hilal media’s mailing lists for DM campaigns
- Associate will be entitled to up to 3 Premium Listings in their chosen categories in the relevant edition of the Arabian Business Community (ABC) which generate almost 6 Million GCC-wide business referrals per annum
- Associate will be entitled to Hilal’s Creative Services for promotional copy generation

The cost of a Hilal Media Associate - BD 12,000/SR120,000/Dhs120,000/US$32,000 per annum.
Leaders in B2B publishing in the GCC for over 40 years