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.
Fact Sheets
400,000+ readers/followers through dynamic website content, Social media presence, Daily e-Newsletter

Gulf Construction

BRAND REACH
Pageviews 698,300
Users 152,860
Social Media Followers 17,960
Daily Newsletters 13,865
Print Copies 7,500

BRAND REACH BREAKDOWN
Pageviews per month 58,191
Total readership - Digital + Social 32,960
Average print readership 37,500
Total brand readership 71,846
ABC Construction sector total referrals 1,398,123

BRAND REACH
Pageviews 612,815
Users 94,690
Social Media Followers 17,265
Daily Newsletters 7,615
Print Copies 8,000

BRAND REACH BREAKDOWN
Pageviews per month 51,031
Total readership - Digital + Social 26,765
Average print readership 40,000
Total brand readership 67,526
ABC Oil & Gas sector total referrals 482,404

Distribution Wheel
- Saudi Arabia - 46%
- United Arab Emirates - 28%
- Bahrain - 9%
- Kuwait - 3%
- Oman - 1%
- MENA region - 7%
- Rest of the world - 6%
- Kuwait - 4%
- Oman - 5%
- Qatar - 5%
- USA & Canada - 5%
- MENA - 3%
- Chambers & Government - 7%
- Events - 3%
### Fact Sheets

400,000+ readers/followers through dynamic website content, Social media presence, Daily e-Newsletter

#### TTN

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<thead>
<tr>
<th>BRAND REACH</th>
<th>BRAND REACH BREAKDOWN</th>
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<tbody>
<tr>
<td>Pageviews</td>
<td>Pageviews per month</td>
<td>Pageviews per month</td>
</tr>
<tr>
<td>243,758</td>
<td>20,313</td>
<td>188,169</td>
</tr>
<tr>
<td>Users</td>
<td>Total readership - Digital + Social</td>
<td>Users</td>
</tr>
<tr>
<td>128,022</td>
<td>21,722</td>
<td>39,887</td>
</tr>
<tr>
<td>Social Media Followers</td>
<td>Average print readership</td>
<td>Social Media Followers</td>
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<tr>
<td>8,722</td>
<td>27,500</td>
<td>3,793</td>
</tr>
<tr>
<td>Daily Newsletters</td>
<td>Total brand readership</td>
<td>Daily Newsletters</td>
</tr>
<tr>
<td>7,150</td>
<td>49,937</td>
<td>3,812</td>
</tr>
<tr>
<td>Print Copies</td>
<td>ABC Travel &amp; Tourism sector total referrals</td>
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<tr>
<td>5,500</td>
<td>269,842</td>
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</tbody>
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#### Distribution Wheel

- Bahrain: 11.5%
- Kuwait: 2%
- Oman: 3.7%
- Saudi Arabia: 23%
- UAE: 49%
- Rest of the world: 10.8%

#### Gulf Industry

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<tbody>
<tr>
<td>Pageviews</td>
<td>Pageviews per month</td>
<td>Pageviews per month</td>
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<tr>
<td>15,681</td>
<td>15,681</td>
<td>ABC Gulf Industry sector total referrals</td>
</tr>
<tr>
<td>Users</td>
<td>Total readership - Digital + Social</td>
<td></td>
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<tr>
<td>7,498</td>
<td>7,498</td>
<td>818,743</td>
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<tr>
<td>Social Media Followers</td>
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<td>3,793</td>
<td>3,812</td>
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<td>Daily Newsletters</td>
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<td>3,812</td>
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</table>
The inclusion of the Arabian Business Community (ABC), the region’s fastest growing interactive business resource 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 – a total of 6 million in a year.
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 + newsletters
- Sponsors will be entitled to up to 5 pages print adverts and regular editorial across all Hilal Media and all platforms and 1 social media post per day.
- Dedicated Editorial Executive will be assigned to your company
- 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
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 up to 3 print adverts and regular editorial across all platforms - Print, 3 Social Media posts per week + newsletters
- Allocated Editorial Resources will be provided to your company
- 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
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 + newsletter
- Associate will be entitled to **18 editorials per annum and 1 social media post** per week
- 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