

[compasses] plus

engineering & project development international magazine

special issue for

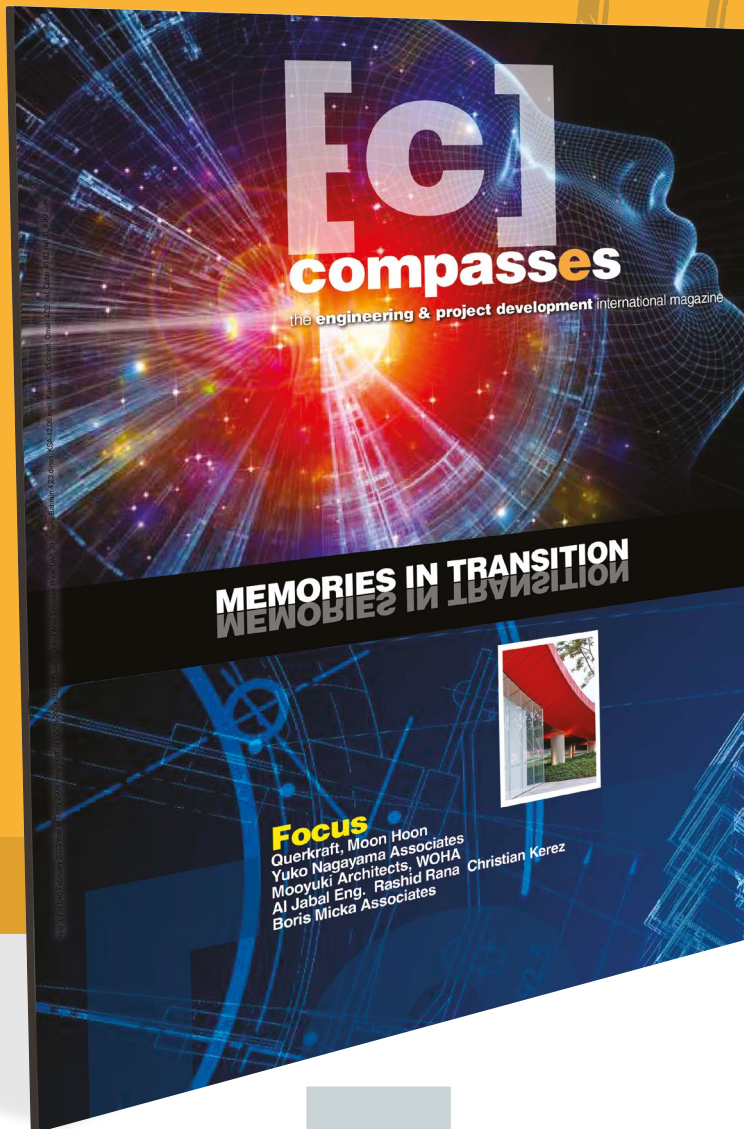
BIG 5 Global

4-7 December 2023

Dubai World Trade Centre



وزارة الطاقة والبنية التحتية
MINISTRY OF ENERGY & INFRASTRUCTURE



MEDIA
PARTNER
[c]
SUPPORTING

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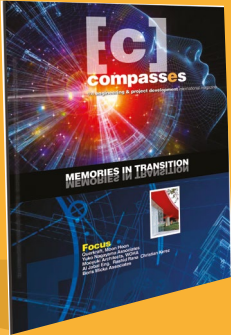


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Compasses / Compasses Plus

Compasses Plus is the free light version of **Compasses Magazine**, a high quality magazine published worldwide with a strong focus on Dubai and the Mena area.

Cplus is an opportunity to further spread the influence of the magazine within its wide network of engineers, architects, academics and final year university students, master schools, contractors and public firms.

Contents

The issue presents a brief panorama of the main construction and infrastructural projects under construction or in the portfolio of the GCC countries development plans. Each project will be presented according to the high editorial standards of the magazine and, from time to time, additional information such as sketches, prospects, renderings, in addition to credits and high quality photos (when possible) will be added. Furthermore, the issue is also a relevant source of information for those who are interested in the general construction scene of the entire Middle East. The magazine will provide an in depth look at the construction industry as well as a brief on the most reliable forecasts regarding the construction industry in the Area as a whole.

Charts and graphics will make this special issue easy reading.

Target

**Engineers | Project Managers | Developers and Contractors |
Consultants | Traders and distributors |
Public offices | Students and Academics**

the target



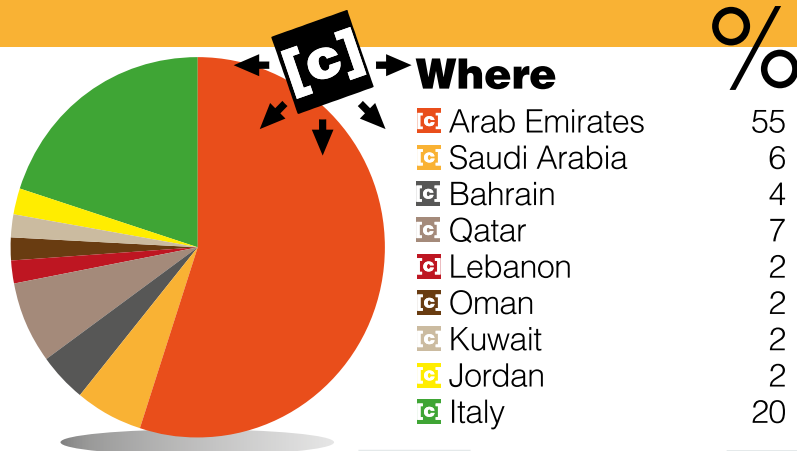
Our target is your client. Advertise on Compasses Plus!

www.compassesworld.com

+5,400
website clicks/month

+20,000
newsletter subscribers

+18,300
followers

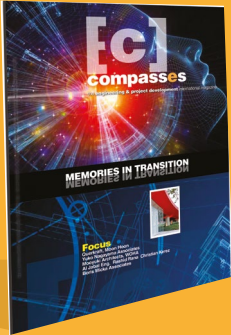


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Organization of a media package, within Big 5 2023



The media package is composed by 4 main parts:

- Special Issue of Compasses [c]+ devoted to the event
- local action
- digital promotion through compasses channels
- digital promotion through event media channels

Media package features: special issue

- 24 / 36 pages dedicated to the Big 5 2023
- 3.000 copies distributed at Big 5
- Newsletter to a proprietary database of 20.000 ME contacts
- Massive animations through digital platform (facebook, instagram, linkedin, website)
- Promoting of the Cplus with a digital advert in the Big 5 e-catalogue that will be put up on Big 5 website and distributed to all the Big 5 database.

The sections

- An editorial by our director about the Event and the design international scene
- An interview with the Event Director
- An interview to a prime engineers of the area
- articles Compasses
- People & project section
- Ideas&trends and engineering & products from the market
- ADS pages



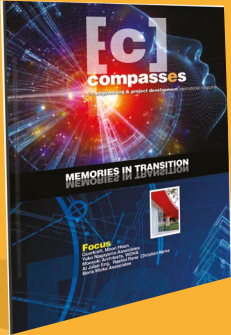
ECI+

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The Big 5

For 43 years Big 5 Global has provided an unparalleled platform for our global industry to build new business, expand international networks and learn from leading innovators from around the world.

The event is a key platform that propels businesses into new markets through live product showcases, knowledge exchange and networking opportunities, both online and in person. Join the industry's suppliers, buyers, and stakeholders at The Big 5 to accelerate your business today.

BIG 5 Global

Key attendee profiles:

2,200 GLOBAL EXHIBITORS

68,000 GLOBAL ATTENDEES

20 COUNTRY PAVILIONS

150 EXHIBITING COUNTRIES

WHO WILL YOU MEET?

Key visitor profiles:

Agent/Distributor/Dealer	20%
Manufacturer	17%
Contractor	15%
Engineering	9%
Consultancy	7%
Architectural Firm	4%
Interior Design	3%
Facilities Management	2%
Property Developer	2%
Other	21%

Visitors' seniority level:

Middle Management	30%
Business Owner/Board Director	27%
Senior Management (Director, Head of Department)	19%
Regional Management (VP, MD, GM)	5%
C-Level (President, CEO, COO, CFO, Chairman)	5%
Other	14%

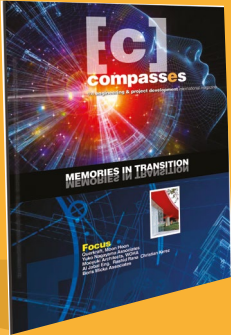


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Price List

FULL PAGE ADV AED 7.050,00/ € 1.800,00

- 1 full page adv on Cplus
- Post social on our social channel

DOUBLE PAGE ADV AED 9.800,00/ € 2.500,00

- 1 double page adv on Cplus
- Post social on our social channels

IDEAS&TRENDS AED 9.800,00/ € 2.500,00

- Two pages advertorial on Cplus
- Advertorial on our website (1 month)
- Post social on our social channels

PEOPLE&PROJECTS AED 7.800,00/ € 2.000

- Your project published (2 pages) in the new section

ENGINEERING&PRODUCTS AED 1.950,00/ € 500,00

- One product selected

**RESERVE
YOUR
SPACE!**

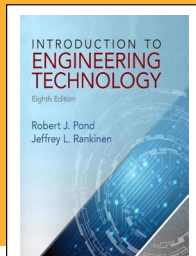


COMBO OFFER AED 13.500,00/ € 3.500

- 1 Full Page Adv + 1 ideas&trends + 1 engineering&products



▲ DOUBLE PAGE ADV example



◀ FULL PAGE ADV example



▲ [ideas&trends] example



▲ [people&projects] example



[engineering&products] example ▶

INFO

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