

# [compasses] plus

the **engineering & project development** international magazine > Middle East

special issue for

## BIG 5 Global

26 - 29 November 2024  
Dubai World Trade Centre



وزارة الطاقة والبنية التحتية  
MINISTRY OF ENERGY & INFRASTRUCTURE



MEDIA  
PARTNER  
[c]  
SUPPORTING

[mediapackage]



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## Compasses / Compasses Plus

**Compasses Plus** is the free light version of **Compasses Magazine Engineering & Project development 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. Compasses Plus in a print version is distributed for free during the main engineering events of the area and sent digitaly to all our database.

### the target

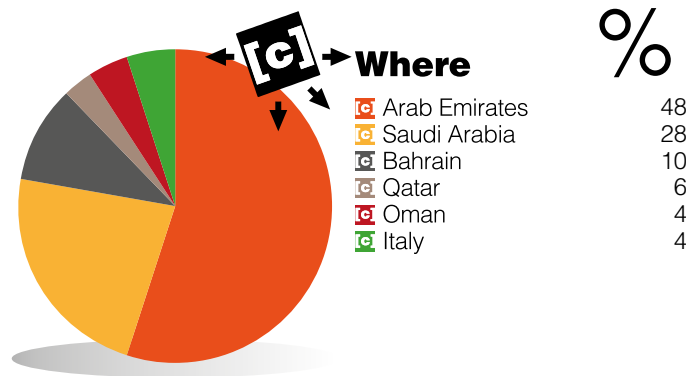


### Target

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

**Our target is your client. Advertise on Compasses Plus!**

<a href="http://compassesworld.com">compassesworld.com</a>	<b>+5,400</b> website clicks/day	<b>+15,000</b> architecture database	<b>+10,000</b> engineering database	<b>+18,300</b> followers
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## Organization of a media package, within Big 5 2024



### 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 2024
- 3.000 copies distributed at Big 5
- Newsletter to a proprietary database of 15.000 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



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## The Big 5

For 44 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:

**2,3k GLOBAL EXHIBITORS**

**85k GLOBAL ATTENDEES**

**20 COUNTRY PAVILIONS**

**150 EXHIBITING COUNTRIES**

### PRODUCT SECTORS

- Building Interiors & Finishes
- Concrete & Cement Products, Technologies & Services
- Construction Tools & Personal Protection Equipment
- Digital Construction Products & Services
- Heavy Construction Equipment, Machinery & Vehicles
- HVAC R Products, technologies & Services
- Intelligent Buildings
- MEP Services
- Metal, Steel & Aluminum
- Offsite & Modular Construction
- Solar Products & Technologies
- Marble & Stone Products, Technologies & Services
- Urban Design & Landascape Products, Technologies & Services
- Windows, Doors & Facades / Building Envelope / Special Construction

**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	16%

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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 (4 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



## INFO

**Advertising Sales Agency**  
Agicom Srl



**Advertising Sales Manager**  
Manuela Zuliani

- ✉ [manuelazuliani@agicom.it](mailto:manuelazuliani@agicom.it)
- ☎ phone Italy + 39 069078285
- 📱 mobile Italy + 39 3467588821
- 💬 Skype: agicom.manuela

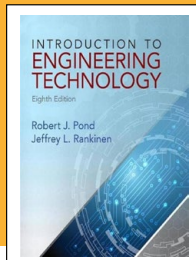
**Representatives in India:**  
Amarjeet Singh Gianni | Diljeet Singh  
[as\\_gianni@yahoo.co.in](mailto:as_gianni@yahoo.co.in)  
mobile +91 98390 35458

**Publisher Editor**  
**e.built** srl  
via Crispi 21 80122 Napoli - Italy

**Gulf Countries Representative**  
**Build LLC**  
Souk Al Bahar  
Old Town Island Burj Khalifa District Dubai - UAE



▲ DOUBLE PAGE ADV example



◀ FULL PAGE ADV example



▲ [ideas&trends] example



▲ [people&projects] example



[engineering&products] example ▶

