



climate control MIDDLE EAST

KEY PERSPECTIVES ON THE REGION'S HVACR INDUSTRY

MEDIA INFORMATION 2012

www.climatecontrolme.com

MAGAZINE

Climate Control Middle East

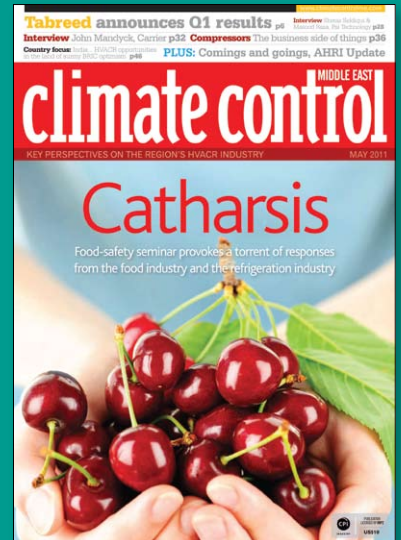
TOPICS LIKE ENERGY EFFICIENCY, renewable energy, IAQ, and food and drug safety have moved into the collective psyche of the HVACR industry like never before. Generally, there is a clamour for efficient, cost-effective and elegant engineering solutions.

Established in 2006, *Climate Control Middle East* magazine recognises this sentiment among engineers and technocrats and strives to perpetuate it among the readers. Playing the role of a conduit, the magazine, the only focused HVACR publication in the Middle East, aims to share innovations, policy decisions, best practices and bold engineering approaches. A case-in point is the field of district cooling in the region, where the very best of minds have assembled to deliberate and hammer out top-notch solutions to technical as well as gripping economic challenges.

Broadly speaking, the magazine looks beyond district cooling, or standalone solutions, for that matter; while the specifics are crucial, it is earnest about the broader picture of power security through efficient cooling approaches. Much in the same way, it looks at refrigeration from a broad perspective that includes food safety and food security. Be it power security or food security, the magazine takes upon itself the responsibility of channelling the solutions on offer to the wide readership, so that everybody can benefit and push an entire industry forward.

While technology remains a prime area of focus, the magazine is as much about the people in the industry and a sharing of their concerns, ideas, thoughts and perceptions.

> FREQUENCY: **MONTHLY**



SUPPLEMENTS

2022

QATAR IS THE COUNTRY IN FOCUS IN 2022. The name is a nod to its host status for the 2022 FIFA World Cup. Published quarterly as a pull-out supplement, 2022 tracks all HVACR-related developments in the lead up to the World Cup, be it stadia cooling or related works.

> MONTHS OF PUBLICATION: **MARCH, JUNE, SEPTEMBER AND DECEMBER**

Chill

CHILL IS CLIMATE CONTROL MIDDLE EAST'S answer to a strong demand for an in-depth and focused look at the district cooling industry in the Middle East. Published semi-annually as a pull-out supplement of the magazine, *Chill* contains analyses, technical papers and guest columns on district cooling. The prime objective is to present solutions and strategies that can be adopted to surmount challenges in a fledgling district cooling industry. To meet this, *Chill* is willing to adopt innovative communication methods. A case-in point is the June 2007 supplement, which featured a verbatim account of a roundtable discussion on the O&M aspects of district cooling.

Called DC Dialogue, the discussion involved key personalities in the industry. They brought to the table their day-to-day experiences on such issues as low delta T, controls and measurement, maintenance of chillers, and water treatment and cooling towers. The discussions were intense and detailed; the solutions were relevant and immediately applicable.

> MONTHS OF PUBLICATION: **JANUARY, JUNE**

Climate Control Middle East (Arabic)

THE ARABIC EDITION OF *CLIMATE CONTROL MIDDLE EAST*, a quarterly, contains the best feature stories and interviews of a financial quarter, plus news and perspectives in Arabic. Translated by native Arabic-speaking veterans of the HVACR industry, the supplement is an accurate representation of the mother magazine. It is primarily distributed in Saudi Arabia.

> MONTHS OF PUBLICATION: **MARCH, JUNE, SEPTEMBER AND DECEMBER**

Duc-tales

THE SUPPLEMENT TRACKS THE DUCTING INDUSTRY and covers issues related to manufacturing, maintenance and related IAQ issues. It contains interviews, case studies and technical articles.

> FREQUENCY: **MONTHLY**

DCQ

DCQ (DC QATAR), AS THE NAME INDICATES, is a supplement that describes the district cooling industry in the peninsula. Through a detailed overview, followed by interviews, guest columns and case-studies, *DCQ* elaborates on the trends, challenges and solutions related to the development of the industry in Qatar.

> MONTH OF PUBLICATION: **OCTOBER**

Food Chain

FOOD SAFETY IS AN INDISPENSABLE NEED FOR HEALTH AND WELL-BEING, and the roles of the refrigeration and the air filtration industries, to name two, are crucial in this regard. Launched in September 2010, *Food Chain* closely tracks trends, key concerns, technological innovations, standards and policies related to industries linked to food safety. The scope of the supplement is vast, examining as it



does the various stages of transportation and storage of food... from field to fork. The varying needs of different products – dairy, poultry, seafood, fruits and vegetables add to the complexity of issues. *Food Chain* attempts to provide answers and solutions by engaging different stakeholders – equipment and service providers, logistics experts and end-users – in discussion. Further, key players are invited to assemble for a dedicated conference (also called Food Chain) that brings together equipment and service providers, regulators and end-users (see events).

> MONTHS OF PUBLICATION: **MARCH AND SEPTEMBER**

Industrial Refrigeration (process cooling)

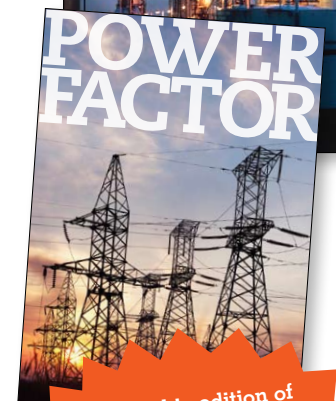
WHILE COMFORT COOLING IS A KEY NEED, so is industrial refrigeration. An annual supplement that complements regular coverage on the subject, *Industrial Refrigeration* discusses critical issues concerning the cooling needs of different sectors, be they iron and steel or petrochemicals. Through case studies, technical articles and perspectives, the supplement attempts to answer questions related to energy efficiency, reliability and sustainable financial models.

> MONTHS OF PUBLICATION: **JUNE AND DECEMBER**

Power Factor

THIS SUPPLEMENT RECOGNISES THE LARGER ROLE OF THE HVAC INDUSTRY in ensuring power availability and power security in the GCC. It is a well-documented fact that air conditioning systems in buildings account for 70% of the total power consumption. It is equally well known that the consumption of fossil fuels for power generation is on the rise, which has a direct impact on oil exports and, hence, is of national concern, considering that oil exports significantly contribute to the GDP. In view of this link, the HVAC industry can significantly alleviate the power situation through such means as district cooling and cogeneration, not to forget solar cooling and solar-assisted cooling. *Power Factor* examines the various HVAC-related possibilities to reduce power consumption and features reports, case studies and guest columns that reflect the current thinking and trends.

> FREQUENCY: **BI-MONTHLY**



The Arabic edition of *Climate Control Middle East* is distributed to over 4,600 readers, every quarter.

2012 Editorial programme (subject to change)

Months	Country reports	Product focus	Supplements	Guides & Directories	Events* (with extra distribution)
January	South Korea	Compressors	Chill, Duc-tales, Power Factor		AHR Expo (Chicago, USA); WFES (Abu Dhabi, UAE)
February	USA	Insulation	Duc-tales		Gulfood (Dubai, UAE), Acrex (Bengaluru, India)
March	India	Air purifiers	2022, Climate Control Middle East (Arabic), Duc-tales, Food Chain, Power Factor		Refrigerants Review (Round 1) (Dubai, UAE); Wetex (Dubai, UAE), CMX CIPHEX (Toronto, Canada)
April	China	Controls	Duc-tales		The Climate Control Conference (C ³), co-located event: CT Scan (cooling towers) (Doha, Qatar); Project Qatar (Doha, Qatar)
May	Italy	Humidifiers and dehumidifiers	Duc-tales, Power Factor	Data Centre Buyer's Guide (cooling and filtration)	Food Chain (Dubai, UAE); Data Centric: Cooling and filtration solutions (Riyadh, KSA); Project Qatar (Doha, Qatar)
June	Saudi Arabia	Fans and blowers	2022, Chill, Climate Control Middle East (Arabic), Duc-tales, Industrial Refrigeration		Food Chain (Kuwait City); TIAC Talk (Kuwait City); Annual IDEA Conference & Trade Show (Chicago, USA)
July	France	Motors	Duc-tales, Power Factor		
August	Sweden	Valves	Duc-tales		Food Chain (Mumbai, India)
September	Japan	Pumps	2022, Climate Control Middle East (Arabic), Duc-tales, Food Chain, Power Factor		Triple E (Energy Efficiency Exhibition), co-located event: Refrigerants Review (Round 2) (Dubai, UAE); Saudi Build (Riyadh, Saudi Arabia)
October	Canada	Filters	Duc-tales, DCQ		The Climate Control Conference (C ³) (Riyadh, Saudi Arabia); Pharma Best Practices (refrigeration), (Ras Al Khaimah, UAE)
November	Germany	AHUs	Duc-tales, Power Factor	Climate Control Guide & Directory	Climate Control Awards (Dubai, UAE); Food Chain (Riyadh, Saudi Arabia); The Big 5 Show (Dubai, UAE)
December	Turkey	FCUs	2022, Climate Control Middle East (Arabic), Duc-tales, Industrial Refrigeration		Duc-tales (Dubai, UAE); Sound Bite (Dubai, UAE)

■ Events that CPI Industry is organising include Climate Control Awards, Data Centric, Duc-tales, Food Chain, Pharma Best Practices, Refrigerants Review, The Climate Control Conference (C³), TIAC Talk, Triple E (Energy Efficiency Exhibition) and Sound Bite. *Climate Control Middle East* is also distributed at various regional and international events that the magazine participates in, as a media partner.

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.

CONTENTS

A typical issue of *Climate Control Middle East* focuses on topics like district cooling, standalone systems, energy-efficient solutions, indoor air quality, effective ventilation, space-saving features and sound. It also covers 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.

DISTRIBUTION

Climate Control Middle East targets in excess of 11,000 decision-makers in the following sectors on a monthly basis:

READERSHIP PROFILE

- 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, Telecom, 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%)

ADVERTISING RATES (1 insertion)

Advertising rates (4 colour, 1 insertion); discounts available on series

Normal page rates:	PRINT	PRINT+DIGITAL
(Zinio)		
Full-page colour	USD 5,900	
Double-page spread	USD 9,900	
Gatefold	USD 10,500	
Fake cover	USD 8,500	
Centrefold DPS	USD 12,000	
2/3 page	USD 3,800	
1/2 page - island	USD 3,600	
1/2 page	USD 3,300	
1/3 page	USD 2,500	
1/4 page	USD 1,950	
Cover positions: (Zinio compulsory)		
Outside back cover	USD 7,500	
Inside front cover	USD 7,500	
Inside back cover	USD 6,500	
Belly band	USD 6,000	
Company profile:		
Full page	USD 6,500	
Two pages	USD 10,500	
Three pages	USD 12,500	
Four pages	USD 13,500	
Four pages (centrefold)	USD 14,500	
Four pages (thick paper, centrefold)	USD 16,500	
Classified ads: NEW!		
3 issues	USD 750/issue	
6 issues	USD 650/issue	
12 issues	USD 495/issue	

FREE online listing for bookings of 6 issues or more!

www.climatecontrolme.com/classifieds

Advertising in Arabic supplement (print only)

Advertising rates (4 colour, 1 insertion); discounts available on series

Size:	Rate:
Full-page colour	USD 4,200
Double-page spread	USD 6,500
Half Page (Island)	USD 2,800
Half Page (Hor/Vert)	USD 2,600
Quarter Page	USD 1,600
Inside Front Cover (IFC)	USD 5,200
Inside Back Cover (IBC)	USD 4,900
Outside Back Cover (OBC)	USD 5,500



SPECIAL
OFFER!

Only **USD 600 extra** for a digital ad on all sizes!

What is Zinio?
 See "Global Reach" on page 8

Zinio only available with print

Guaranteed position: +10%

PAYMENT:
 On receipt of invoice

Size:
9cm x 6cm

TECHNICAL SPECIFICATIONS (WxH)

<p>Bleed: 22cm x 30.7cm</p> <p>Trim: 21cm x 29.7cm</p> <p>Type area: 18.5cm x 27cm</p>	<p>Bleed: 43cm x 30.7cm</p> <p>Trim: 42cm x 29.7cm</p>	
Full page (FP)	Double-page spread (DPS)	
12.3cm x 27cm	18.5cm x 18cm	
Two-thirds page vertical (2/3V)	Two-thirds page horizontal (2/3H)	Half-page island (HPI)
9cm x 27cm	18.5cm x 13cm	6cm x 27cm
Half page vertical (HPV)	Half page horizontal (HPH)	One-third page vertical (1/3V)
18.5cm x 9cm	9cm x 13cm	18.5cm x 7cm
One-third page horizontal (1/3H)	Quarter page portrait (QP)	Quarter page strip (QS)

LOOKING FOR A JOB OR TO RECRUIT AN HVACR PROFESSIONAL?

NEW!

Advertise your requirements in **Climate Control Middle East** like **Econosto, Guentner, Hira** and other leading companies!

Send your CV to cv@cpi-industry.com

Call +971 4 3756833 / (050) 714 7204
 or e-mail fred@cpi-industry.com

Special offer!

Print ads will be repeated online for FREE for 3 months on www.climatecontrolme.com/classifieds

GEOGRAPHIC CIRCULATION

UAE	3,196
Saudi Arabia	3,171
Qatar	1,328
Kuwait	1,061
Bahrain	1,005
Oman	988
The Levant	850
International	396
TOTAL	11,995

FORMAT AND DISTRIBUTION

- Climate Control Middle East is in A4 format and saddle stitched.
- The print edition reaches in excess of 11,000 readers.
- The magazine is distributed at relevant regional industrial shows.

Innovative digital solution

CPI Industry will convert *Climate Control Middle East*, *CCGG&D 2011* and *H2O Buyer's Guide* into digital e-books, which will be available for sale through the popular ZINIO™ format (a feature it has pioneered in the region), at no extra cost to the advertiser. This interactive format will be e-mailed to a Middle East-wide database of HVACR,

water- and wastewater-related product buyers, with direct on-line links to your Web sites for direct orders. This online solution offers a direct and instant interaction between supplier and buyer.

Please check <http://www.cpi-industry.com/digital>

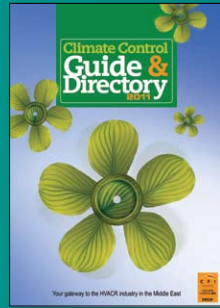
GUIDES AND DIRECTORIES

Data Centre Buyer's Guide (cooling and filtration)

Data Centre Buyer's Guide (DCBG) complements Climate Control Middle East's regular coverage of data centre-related issues, specifically on cooling and filtration aspects. As industry insiders, including CIOs will attest, the two aspects are crucial to the reliable functioning of data centres. DCBG recognises this and bridges the data centre and HVAC industries by providing a wealth of contacts. The guide is a unique and focused resource for IT decision-makers to acquire in-depth knowledge of companies that specialise in providing cooling and filtration solutions. DCBG also contains articles that reflect key aspirations of CIOs and the like to enable the HVAC industry to better understand the specific needs of the IT industry.

> MONTH OF PUBLICATION: **MAY**

Climate Control Guide & Directory (CCG&D)



Into its fifth year, this standalone annual book is a ready-reckoner that lists all the players connected to the HVACR industry. The book, in Super-A5 format, offers the buyer a comprehensive directory of manufacturers, resellers, agents and service providers, so that readers across the Middle East will be able to find products in their territory. The book offers the vendor a widespread targeted distribution to customers that they need to reach, whether they are a manufacturer, reseller, maintenance or construction company, unlike the usual crowded directory in a general-industry magazine. Today, thousands of consultants, contractors and buyers of HVACR products, in general, consider *CCG&D* as the most-focused HVACR reference book for the Middle East region. Published every November, the book enjoys immediate exposure, thanks to The Big 5 Show (www.thebig5exhibition.com), held in the same month, in Dubai. Further, it is distributed at all major HVACR- and construction-industry events in the Middle East and elsewhere, including AHR EXPO, IDEA's Annual Conference & Trade Show, The Big 5 Show (Saudi Arabia) and Saudi Build. In short, it enjoys a long shelf-life. The Guide section of *CCG&D* contains detailed profiles of suppliers and service providers. A typical profile includes a detailed description of the company and its products, information on the company's warehousing facilities, inventory and delivery profiles. The aim is to give readers information beyond the conventional, so that they can make informed buying decisions.

A standout feature of *CCG&D 2013* is a special section on contractors and consultants. Called 'Consultants and Contractors You Ought to know', the section will carry profiles on regional and international firms and individuals that have distinguished themselves with best engineering and business practices and innovative approaches, and have standout projects in the region to show for their efforts.

> MONTH OF PUBLICATION: **NOVEMBER**

THE GUIDE'S ADVERTISING RATES

Normal page rates	PRINT	PRINT+DIGITAL
(Zinio)		
Full-page colour	USD 5,900	
Double-page spread	USD 9,900	
Gatefold	USD10,500	
1/2 page	USD 3,300	
1/4 page	USD 1,950	
Cover positions (Zinio compulsory)		
Outside back cover	USD 7,500	
Inside front cover	USD 7,500	
Inside back cover	USD 6,500	
Belly band	USD 6,000	
Company profile		
Full page	USD 6,500	
Two pages	USD10,500	
Three pages	USD12,500	
Four pages	USD13,500	
Four pages (centrefold)	USD14,500	
Four pages (thick paper, centrefold)	USD16,500	
OTHER OPTIONS (includes print+digital editions)		
Bookmark (one only for complete print run)	USD 7,000	
Section dividers (printed on thicker paper)	USD 7,000	
Directory listing (company name, address, contact person and e-mail address under the relevant product/service categories)	FREE	
Business card format	USD 1,000	
Company logo	USD 500	
Enhanced listing	USD 300	

SPECIAL

OFFER!

Only USD 600 extra for a digital ad on all sizes!

What is Zinio? See "Global Reach" on page 8

Zinio only available with print

Guaranteed position: **+10%**

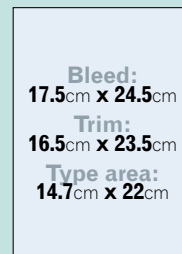
PAYMENT:
On receipt of invoice

Please contact **Sri Vidya** (vidya@cpi-industry.com) to be listed in the next edition for free.

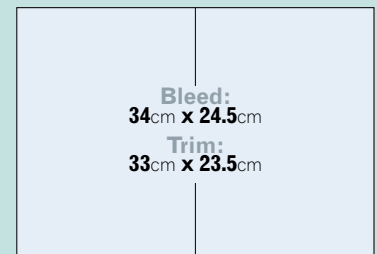
A typical company profile will include:

- Vision Statement
- Profile of projects/products
- Profile of company
- Contact information
- Interview with CEO

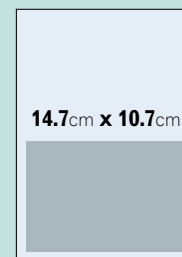
PAGE SPECIFICATIONS (in centimeters, w x h)



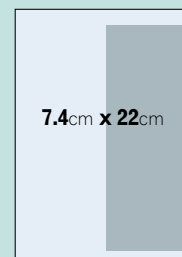
Full page (FP)



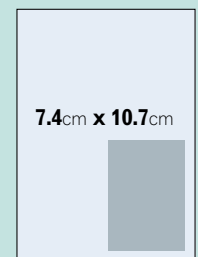
Double-page spread (DPS)



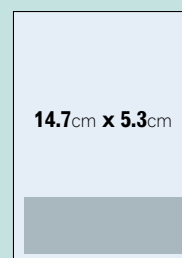
Half-page horizontal (HPH)



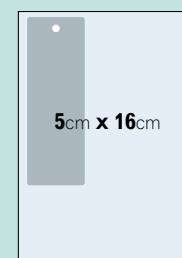
Half-page vertical (HPV)



Quarter-page portrait (QP)



Quarter-page strip (QS)



Bookmark



Business card



WEB SITES AND ONLINE SOLUTIONS

www.climatecontrolme.com

The objective of www.climatecontrolme.com is to improve access to information on people, companies, products and services relating to the Middle East HVACR industry, from a (but not restricted to) business-to-business perspective, with the ultimate objective of transforming into a portal where buyers and sellers in the Middle East HVACR industry can connect, transact and conduct business online. In addition to news and articles appearing in the magazine, the web site contains web-exclusive content. Another feature is CCTV, *Climate Control Middle East's* very-own, dedicated television platform, which contains footage of conferences, roundtables and seminars conducted by the magazine and also interviews with key personalities in the region.

ONLINE ADVERTISING RATES & SPECS

Monthly rates; discounts available on series

Position:	Size (PIXELS)	Rate NON-EXCLUSIVE
A Top banner 1	550 x 60	USD 1,900
B Top banner 2	120 x 90	USD 1,500
C Main box	300 x 250	USD 2,400
D Rectangle 1	300 x 100	USD 1,200
E Rectangle 2	300 x 50	USD 1,000
F Square box	140 x 140	USD 1,300
G Button	170 x 50	USD 900

Please contact us for rates for exclusive advertising.

Weekly e-mail newsletter advertising

Per issue rates; discounts available on series

Position:	Size (PIXELS)	Rate NON-EXCLUSIVE
A Main banner	550 x 60	USD 1,200
B Button box	120 x 90	USD 900
C Skyscraper	120 x 500	USD 1,450

Please contact us for rates for exclusive advertising.

Additional advertising opportunities

Monthly rates; discounts available on series

Position:	Rate
Classified ads	40% of print
Appointments	40% of print
Company logo	USD 200
Section sponsorship	USD 1,400

E-blast USD500 per 1,000 names with a minimum order of \$1,000; HTML design: \$500 extra

Online advertising

Newsletter advertising

EVENTS (conferences, seminars, roundtables, awards)

Refrigerants Review (Round 1) March | Dubai, UAE

Refrigerants Review is a summit-level discussion on refrigerants that involves all stakeholders. The aim of the summit is to look at the different refrigerant categories in totality, keeping in mind all factors, be they ozone-depleting potential, global warming potential, energy efficiency, toxicity or inflammability. In the fray are HCFCs, HFCs, HFOs and natural refrigerants. Refrigerants Review for 2012 consists of two rounds of discussions, with the second (follow-up) in September.

The Climate Control Conference (C³) |

Co-located event: **CT Scan** (cooling towers)

April | Doha, Qatar

The Climate Control Conference, also known as C³, fulfills a long-felt industry need for a focused and uncluttered HVACR event. First conducted in April 2008, the Conference is a gathering of the HVACR fraternity in the region and a free-flowing exchange of news, ideas and observations. Typically, the Conference aims to cover all the key areas of the industry, be they standalone systems, district cooling, ventilation or refrigeration. This stems from a goal it has set for itself to be as comprehensive an HVACR event as possible. To date, C³ has had successful runs in Dubai, Abu Dhabi, Riyadh and Al Khobar.

CT Scan is a focused platform (seminar) that looks at all cooling tower-related issues in the region, including reliability, water conservation, efficiency, O&M, cleaning (chemical and non-chemical alternatives), water management and environmental impact. CT Scan is of interest to consultants, contractors, suppliers and regulatory authorities.

> www.ccube.org

Food Chain May | Dubai, UAE



Food Chain is a coming together of the refrigeration and the air filtration industries on one side and the food industry on the other. The event, spread over two days, aims to bring end-users (retail, wholesale, farming) face to face with equipment suppliers, service providers, contractors and consultants in a bid to address end-user concerns in an in-depth manner. The event follows a unique format of matching the precise requirements of end-users with the technological capabilities of companies involved in refrigeration and air filtration. Broadly speaking, the event addresses two key areas: food safety/food security and profitability for the end users. Topics for Food Chain are avowedly storage and handling issues. They encompass all the links in the farm-to-fork chain, including transport refrigeration – embedded in these are topics relating to ultra-low oxygen chambers, ripening facilities, distributions hubs and supermarket and catering facilities, including niche areas like blast freezers and display cases. Stakeholders interested in the event include hypermarket and supermarkets chains, catering companies (airline, healthcare, etc.), food manufacturing and food processing entities, farming cooperative societies, supply chain and logistics providers, equipment manufacturers and service providers, regulatory bodies and other government bodies.

Food Chain serves as a platform for *Climate Control Middle East's* public-service initiative, called 'I care about food safety'. The food safety campaign is a fixture at all Food Chain seminars and enjoys the active involvement of end-users, in particular.

Data Centric (Cooling and filtration solutions) May | Riyadh, KSA

Data Centric is a seminar that addresses cooling and filtration issues in data centres. It is a joint initiative of CPI Industry and CPI IT and brings together suppliers, service providers, consultants, contractors and IT specialists to discuss best practices in data centre design, keeping in mind cooling and filtration requirements and the best practices that need to be in place. CPI IT is the IT division of Corporate Publishing International and the regional partner of the International Data Group (IDG).

Food Chain June | Kuwait City

(Please see earlier description.)



TIAC Talk June | Kuwait City

TIAC Talk is a quadrennial event on turbine inlet air chilling. Modelled as a day-long seminar, the event is a platform to review successful projects in the region; track technological developments; examine factors affecting the selection, installation and operation of TIAC systems; look at the psychrometry of inlet air cooling and examine TIAC feasibility guidelines from a broad economic perspective.

Food Chain August, Mumbai

(Please see earlier description.)

Triple E (Energy Efficiency Exhibition) |

Co-located event: **Refrigerants Review** (Round 2)

September | Dubai, UAE

Triple E represents a long-felt aspiration to conduct a full-fledged exhibition on a subject that is the staple of most conferences – energy efficiency. Triple E is a vast spread of energy-efficiency technologies straddling every imaginable HVACR component and equipment.

Round 2 of **Refrigerant Review** picks up the thread from the earlier round in Dubai in March.

The Climate Control Conference (C³)

October | Riyadh, Saudi Arabia

(Please see earlier description.)

Pharma Best Practices (Refrigeration)

October | Ras Al Khaimah, UAE

Pharma Best Practices looks at the supply and storage of critical, temperature-sensitive pharmaceutical products from a refrigeration perspective.

Climate Control Awards

November | Dubai

A black-tie, gala dinner event, the objective of Climate Control Awards is to recognise merit across the various disciplines of the HVACR industry. To achieve the objective, CPI Industry enlists the services of a third party certification agency to evaluate companies under several categories.

> www.climatecontrolme.com/awards

Food Chain KSA

November | Riyadh, Saudi Arabia

(Please see earlier description.)

Duc-tales

December | Dubai, UAE

Duc-tales is the culmination of a year-long editorial campaign on the ducting industry (see Supplements). Duc-tales (the event) is a presentation of technical papers, case studies and general best practices by industry experts in duct manufacturing, installation, operations and maintenance, plus IAQ and policy issues.

Sound Bite

December | Dubai, UAE

Sound Bite is all about HVAC equipment acoustics in a focused day-long seminar. Sound Bite aims to increase understanding of noise, sources of noise, cutting-edge technologies and best practices in design. The seminar examines best approaches to control and reduce excessive noise levels, be they through engineering controls, the use of absorption materials, isolation strategies, or barriers or dampening materials.

Do ask about our training programmes.

Write to Mehwish Hilal at <mehwish@cpi-industry.com>

GLOBAL REACH



The magazines of CPI Industry reach a worldwide audience through Zinio, a unique proprietary digital delivery service that CPI has pioneered in the region.

The technology enables readers to access CPI Industry magazines on-line and/or in a digital format anytime and any place, thus adding to the marketing reach of advertisements and increasing the user-friendliness of the titles.

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 e-mail 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.

Please click on www.cpi-industry.com/digital for digital access

ADVERTISING MATERIAL

Print advertisement:

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.

- Other/special sizes and loose inserts are available by request.
- Advertisements can be designed. Cost to be advised

Online advertisement:

- All banners to be provided as JPEG or GIF (in case of animation) along with the links
- Ensure maximum file-size for all these banners (except small button - 20k) to be not more than - 40k
- If flash banner, then maximum animation time to be 15 secs and embed link should be set with target = “_BLANK” attribute (i.e. the link opens in a new browser window)

For editorial and event programme-related queries:

B Surendar

Editorial Director & Associate Publisher

T: +971 (4) 3756831

M: +971 (50) 509 2457

F: +971 (4) 4341906

E: surendar@cpi-industry.com

For event-related queries:

Mehwish Hilal

Events & Marketing Manager

T: +971 (4) 3756840

M: +971 (55) 478 5011

F: +971 (4) 4341906

E: mehwish@cpi-industry.com

For advertising opportunities:

MENA region

Frédéric Paillé

Managing Director & Associate Publisher

T: +971 (4) 3756833

M: +971 (50) 7147204

F: +971 (4) 4341906

E: fred@cpi-industry.com

Stephanie McGuinness

Business Development Consultant

T: +971 (4) 3756837

M: +971 (55) 667 9359

F: +971 (4) 4341906

E: stephanie@cpi-industry.com

Swaroop “Kevin” Mohan

Events Sales Manager

(Commercial)

T: +91 953 5236020

E: kevin@cpi-industry.com

North America

Kanika Saxena

T+1 905 890 5031

E: Kanika@cpi-industry.com



INDUSTRY