

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.

OGN

MEDIA FOR THE ENERGY FUTURE

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Media Sponsors: ENALIER, Edress+Hauer, Zamil, KANCO ENERGY, Zamil

Major clients: SAFARI OIL & GAS, A Safar Group's Company

Landowners 'biggest' risk to pipelines: These actors will continue to pose a threat to the pipeline network, the report says. Page 14

Cybersecurity for renewable is a must: These actors will continue to pose a threat to the pipeline network, the report says. Page 14

connect energy sector: These actors will continue to pose a threat to the pipeline network, the report says. Page 14

MINING IN KSA IS 'OPEN TO ALL'

THE MAIN BUSINESS EVENT BETWEEN GULF COUNTRIES AND FRANCE

By AMAL AL-KHAYAT

10th Kingdom of Saudi Arabia sets an ambitious goal of mining, but everything that is a sustainable manner would require both regional and global collaboration and partnership.

"I think no one believes that a sector like mining can be selected by a single country, you need collaboration with everyone," Khalid Al Otaibi, Chairman of the Saudi Mining Company (SMC), said in a panel discussion during the event. "The Kingdom of Saudi Arabia is a key objective of the Kingdom's Vision 2030 agenda, which positions mining as a third pillar of the economy. Saudi Arabia Mining Company (SMC) is the first private sector-led mining company in the Kingdom."

According to the Kingdom's plan, in 2030, the mining sector will contribute 10% to the country's GDP. The Kingdom's plan is to attract foreign investment in the mining sector, with a goal of 10% of the country's GDP. The Kingdom's plan is to attract foreign investment in the mining sector, with a goal of 10% of the country's GDP.

Green ammonia project planned in Oman

A CONSORTIUM led by the State of Oman and the United Arab Emirates (UAE) has announced the development of a green ammonia project in Oman, which is expected to be completed by 2030.

The project is a joint venture between the State of Oman and the United Arab Emirates (UAE). The project is a joint venture between the State of Oman and the United Arab Emirates (UAE). The project is a joint venture between the State of Oman and the United Arab Emirates (UAE).

TTN

Travel & Tourism News Middle East

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Media Sponsors: NORWEGIAN, TVS MONDE

Major clients: Atmosphere, NORWEGIAN, TVS MONDE

AHOY! AROYA CRUISES ARRIVES: Promising a unique Arabian experience, Cruise Saudi's newly launched Aroya Cruises will set sail in 2024, starting with the recently purchased Manara, which is currently undergoing a retrofit.

Bahrain, Saudi Arabia 'to act as one': The two nations have agreed to expand the scope of their cooperation, including the launch of a joint venture to develop a new cruise line.

STEEL: The Kingdom of Saudi Arabia is a key objective of the Kingdom's Vision 2030 agenda, which positions mining as a third pillar of the economy.

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By Randa Sam

Cruise Saudi, a 100 per cent Public Investment Fund-owned company, has announced plans to launch a new cruise line, Aroya Cruises, in 2024. The new cruise line will offer a unique Arabian experience, with a focus on cultural and heritage tourism.

Bahrain, Saudi Arabia 'to act as one'

The two nations have agreed to expand the scope of their cooperation, including the launch of a joint venture to develop a new cruise line.

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The Kingdom of Saudi Arabia and Bahrain have agreed to expand the scope of their cooperation, including the launch of a joint venture to develop a new cruise line. The new cruise line will offer a unique Arabian experience, with a focus on cultural and heritage tourism.

STEEL

The Kingdom of Saudi Arabia is a key objective of the Kingdom's Vision 2030 agenda, which positions mining as a third pillar of the economy.

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Gulf Construction

Focus: Sustainable Construction
Airport Construction
Indoor Air Quality
TechTalk
Interiors

By Randa Sam

STEEL

AL BAWARI

Fact Sheets

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

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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

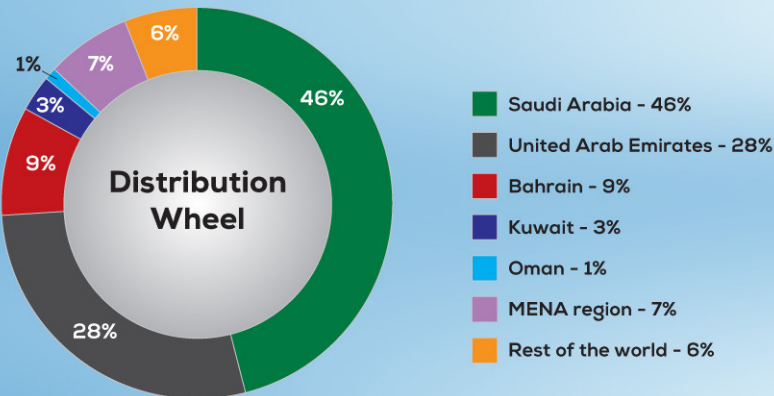
37,500

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

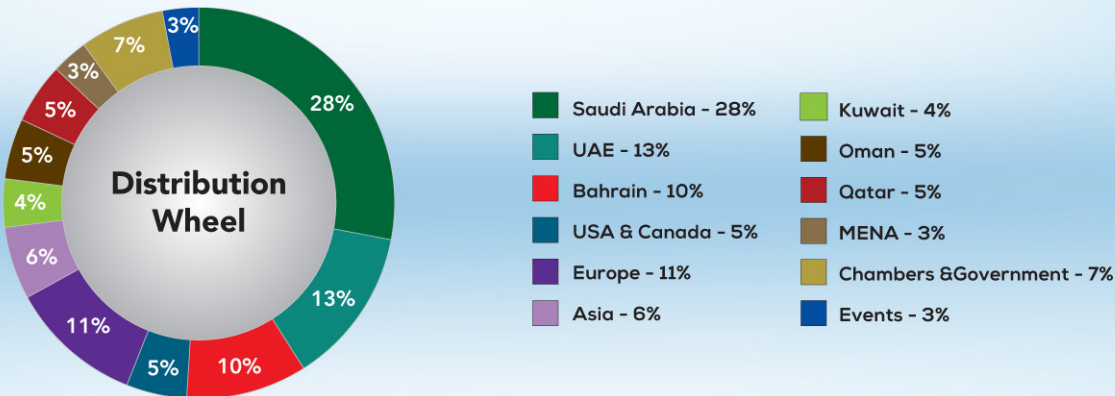
40,000

Total brand readership

67,526

ABC Oil & Gas sector total referrals

482,404



Fact Sheets

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



BRAND REACH

Pageviews

243,758

Users

128,022

Social Media Followers

8,722

Daily Newsletters

7,150

Print Copies

5,500

BRAND REACH BREAKDOWN

Pageviews per month

20,313

Total readership - Digital + Social

21,722

Average print readership

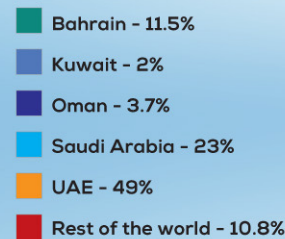
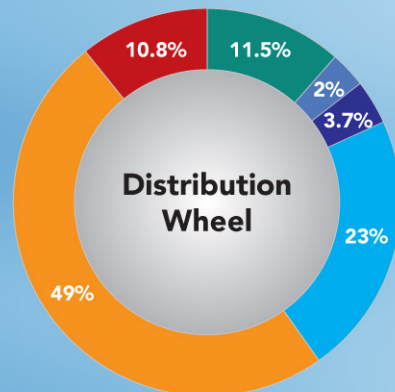
27,500

Total brand readership

49,937

ABC Travel & Tourism sector total referrals

269,842



BRAND REACH

Pageviews

188,169

Users

39,887

Social Media Followers

3,793

Daily Newsletters

3,812

BRAND REACH BREAKDOWN

Pageviews per month

15,681

Total readership - Digital + Social

7,498

ABC Gulf Industry sector total referrals

818,743

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



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 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

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 + 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.





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Leaders in B2B publishing in the GCC for over 40 years