

Hydrogen

H₂

zero emission



SPREAD YOUR MESSAGE

Editor's note

Utilities Middle East is the ultimate monthly source of all news, analysis, insights, and opinions, policy and regulation, finance, and investments relating to the region's power generation, water services, and waste management sectors.

Partner with us to reach industry leaders and professionals. Grow your brand, with our brand.

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DIGITAL

Daily web articles
Daily e-Newsletter
Digital magazine
Videos
Podcasts
Webinars
Social media



PRINT

Cover stories
Special reports
Interviews
Thought leadership
Country reports
Data and analysis



EVENTS

Power Week and
Water Week events,
Awards, Roundtables
Regional industry events
Utilities Middle East
Conference



CUSTOM

Bespoke campaigns:
Special reports
Q&As to highlight your brand
Custom roundtables and events
Industry event coverage
Leadership video interviews

BRAND REACH

UNIQUE USERS



NEWSLETTERS



SOCIAL MEDIA



PRINT

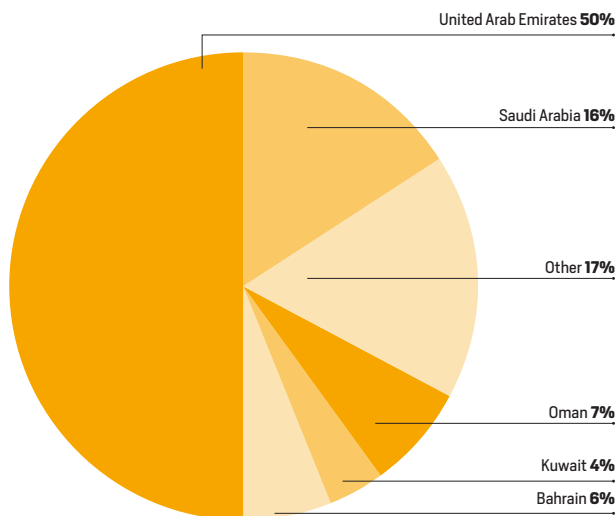


EVENTS

TOTAL REACH

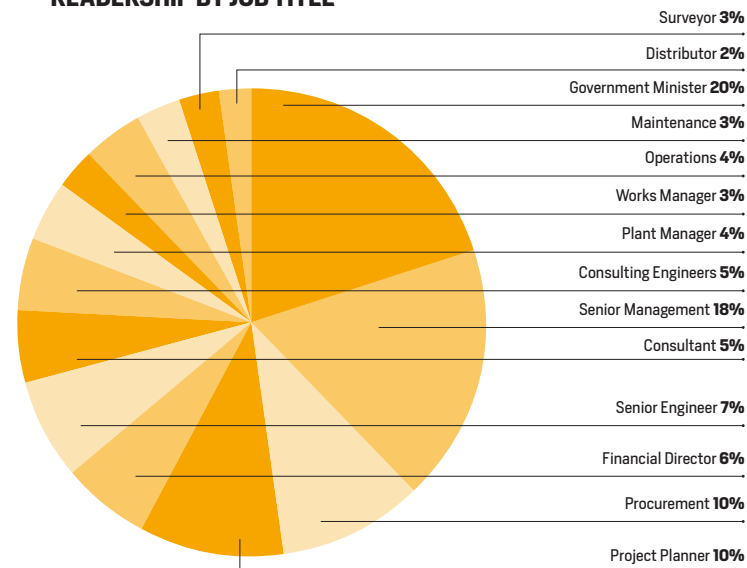
47,816

READERSHIP BY GEOGRAPHY



- Authoritative source of information on the GCC utilities industry
- The go-to platform for data, research and in-depth analysis
- Available in both digital and print formats
- Wide-reach throughout the GCC
- Read by utilities C-level executives and above
- Distributed at all major utilities exhibitions and conferences
- Chosen by top industry players for brand promotion and knowledge partnerships

READERSHIP BY JOB TITLE



READERSHIP BY JOB TYPE

- | | |
|-----------------------|------------------------|
| • Government Minister | • Consulting Engineers |
| • Senior Management | • Plant Manager |
| • Procurement | • Works Manager |
| • Project Planner | • Operations |
| • Financial Director | • Maintenance |
| • Senior Engineer | • Surveyor |
| • Consultant | • Distributor |

EDITORIAL CALENDAR 2024

January

Special feature:

- Energy storage

Water: GCC Water Review

Power: Future of conventional power generation

February

Special feature:

- Engines, Gensets & Compressors

Water: Energy security on the forefront

Power: • Roof top solar
• Hybrid power generation systems

March

Special feature:

- Middle East Energy (Pre-event coverage)
- Power transmission & distribution

Water: Irrigation

Power: Hydro power

Industry events

Middle East Energy Power Week

April

Special feature:

- Middle East Energy (Post event coverage)
- Saudi utilities country focus
- Solar systems

Water: Wastewater recycling/reuse

Power: Trends in gas turbines

Industry events

- Connection Green Hydrogen
- Middle East Energy-MEE
- World Future Energy Service-WFES

May

Special feature:

- Repair + Maintenance
- Utilities SMEs

Water:

- Underground water
- Pumps, valves & filters

Power: • Electric grid management

- Captive power generation

Industry events

- The Saudi Energy Convention

June

Special feature:

Substations

Water:

- BIM for water networks
- Efficiency in water production

Power: Trends in steam turbines

Industry events

Africa Power Summit

July

Special feature:

- Top 50 Utilities Leaders
- Water network maintenance (leak detection, smart metering, pipes etc)

Water: Top 50 Utilities Leaders

Power: Gas fired power plants

August

Special feature:

- Testing & instrumentation
- Funding power

Water: Management Software, Systems; Detectors, Monitors & Recorders

Power: Coal fired power plants

September

Special feature: Water desalination

Water: Sludge Dewatering & Processing Mapping, GIS & Surveying

Power: Oil & Gas Nuclear power plants

Industry events

- Water Week

October

Special feature:

- KSA Power List
- Electricity efficiency

Water: • Filtration; Disinfection
• Smart water meters

Power: • Energy storage
• Power distribution
• UAV technology

Industry events

- WETEX
- The Future Energy and Solar Show KSA

November

Special feature:

- District cooling
- Nuclear energy

Water: • Corrosion control
• Standardisation of equipment (pipes etc)

Power: Smart network monitoring

Industry events

- ADIPEC

December

Special feature:

- Solar special report

Water: • Water storage
• SCADA in water networks

Power: • Electric vehicles
• Solar equipment testing/standards
• Cybersecurity

RATE CARD – DIGITAL

DIGITAL ADS

DESKTOP

Leaderboard (728 x 90 px)

\$6,000

Medium Rectangle (300 x 250 px)

\$4,000

MOBILE

Interscroller (320 X 480 px)

\$6,000

NEWSLETTER

Top Banner (728 x 90 px)

\$4,000

MPU (300 x 250 px)

\$2,500

DIGITAL CONTENT

THOUGHT LEADERSHIP

Content positioning your brand as a thought leader

\$8,000

BRAND VIEW

An in-depth feature on your products and services

\$6,000

DIGITAL Q&A

A written interview with your leadership

\$6,500

VIDEO FEATURE

A video created for your use, amplified on our channels

\$10,000

VIDEO INTERVIEW

Video interview featuring your leadership

\$6,500

AUDIO PODCAST

Conversational interview on our weekly podcast.

\$5,000

SOCIAL POST

Promoting content to our 6,600 followers.

\$2,000

RATE CARD – PRINT

PRINT ADS

PREMIUM POSITIONS

Outside Back Cover (205 x 275 mm)
\$15,000

Inside Front Cover (205 x 275 mm)
\$10,000

Inside Back Cover (205 x 275 mm)
\$10,000

STANDARD POSITIONS

Double Page Spread (410 x 275 mm)
\$10,500

Full Page (205 x 275 mm)
\$6,500

SPECIAL EXECUTIONS

Belly Band (Specs on Application)
\$12,500

Brand Inserts (Specs on Application)
On request

PRINT CONTENT

COVER STORY

Main content feature and cover for the month

\$20,000

THOUGHT LEADERSHIP

Insight article placing your brand as a thought leader

\$8,000

BRAND VIEW

A feature on your products and services

\$8,000

SPOTLIGHT INTERVIEW

A two-page interview spotlighting your brand

\$10,000

PRODUCT ANNOUNCEMENTS

Announcements, product launches and other news

\$2,000

DO YOU WANT TO GROW YOUR BRAND LIKE OUR PARTNERS HAVE?

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