

www.cleanmiddleeast.ae



The Middle East's leading cleaning industry magazine

Clean Middle East is the premier monthly publication for the cleaning industry in the Middle East. Having entered the market in April 2008, this leading title has established itself as the essential cleaning journal. The information and editorial on cleaning industry, facilities management, air cleaning, laundry, pest management and food hygiene industries, provide a technological, educational and business bridge between the emerging markets and the world.

Clean Middle East has received a positive response from the region's cleaning industry and FM sectors and is increasingly being seen as the ideal business-to-business magazine by European suppliers to build their base in the Middle East, promote their product profile or expand their distributor network, thus making it a premier vehicle to reach the target market.

The publication's carefully planned content covers all areas that make business sense and enhances the readers' knowledge, and helps them feel the pulse of the market, understand its dynamics and strike the best deal for their products and services.

This niche magazine is distributed in the UAE, Saudi Arabia, Qatar, Kuwait, Bahrain, Oman and Iraq.

ENFORCE YOUR BRAND IMAGE THROUGH CLEAN MIDDLE EAST

POSITION	PRICE PER ISSUE IN AED	PRICE PER ISSUE IN USD
Full Page	6,000	1,630
Half Page	3,500	951
Quarter Page	2,500	679
Outside Back Cover	10,000	2,717
Inside Front Cover	8,500	2,310
Inside Back Cover	8,500	2,310
Cover Story	20,000	5,435

SPECIFICATIONS	Trim Size W x H (mm)	Bleed Size W x H (mm)
Double Page Spread	420 x 28	430 X 290
Full Page	210 x 280	220 x 290
Half Page Horizontal	185 x 130	N/A
Half Page Vertical	90 x 255	N/A
Quarter Page	130 x 90	N/A
Back Cover	210 x 280	220 x 290
Inside Front Cover	210 x 280	220 x 290
Inside Back Cover	210 x 280	220 x 290

READERSHIP (BY INDUSTRY)

- Facility Management Companies
- Cleaning Service Providers
- Hotel and Hotel Apartments
- Hospitals
- Institutional Laundries
- Food Establishments
- Airports / Ports
- Government and Civil Authorities
- Banks and Financial Institutions
- Supermarkets and Malls
- Educational Institutes
- Large / Medium / Small Manufacturing Companies
- Automobile Industries
- Building Developers

OUR PRESENCE IN TRADE SHOWS

- Arab Health
- Gulf Food
- Arabian Construction Week
- Project Qatar
- Hotel Show
- ISSA InterClean Amsterdam
- Hospital Build Abu Dhabi
- Paper Arabia
- Abu Dhabi Medical Congress
- Green Middle East
- Big 5
- FM Expo

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