



MEDIA KIT
2018

10 YEARS **CLEAN**
MIDDLE EAST

www.cleanmiddleeast.ae

INTRODUCTION

Ten years of disseminating information to the cleaning & hygiene market has been the hallmark of *Clean Middle East* magazine. Launched in 2008, it has carved a niche for itself in the burgeoning GCC region and has been instrumental in bringing together the cleaning & hygiene industry with fresh, concise and informative content. Overall, it has brought to the forefront the importance of cleaning and hygiene by connecting manufacturers, distributors and end-users.

The editorial content of the magazine takes a practical approach to cleaning and hygiene, addressing different practices and technologies in the industry through authored articles, case studies and industry stories. *Clean Middle East* bridges the gap amongst the industry, government and consumers by highlighting challenges and proactive solutions for the cleaning sector.

The team is led by Taher Patrawala, Head of Sales and Marketing along with Sunu Nair, Business Development Manager; together they have over 20 years of experience in the cleaning and hygiene industry, both in India and the UAE. Shanti Petiwala is the Editor of the magazine, with more than 10 years of experience in the business publication industry. Together the team has worked on raising the profile of *Clean Middle East* magazine in the region – making it the foremost publication sought after by the industry.

READERSHIP

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

CIRCULATION

With a vast regional presence, over the years, *Clean Middle East* has reached out to its target audience in print, web, newsletters and through online business networking platforms.

The *Clean Middle East* portfolio targets more than 25,000 cleaning & hygiene professionals across print and digital in the GCC region.

MORE THAN
25,000 READERS



MAGAZINE



E NEWSLETTERS



DIGITAL UPDATES

ADVERTISEMENT RATES

MAGAZINE



ADVERTISEMENT OPTION	PRICE (PER ISSUE IN AED)	PRICE (PER ISSUE IN USD)	TRIM SIZE W X H (MM)
Full Page	6,000	1,700	210 x 280
Half Page	3,500	1,000	185 x 130
Quarter Page	2,500	700	90 x 130
Strip Ad	2,500	700	90 x 130
Double Page Spread	12,000	3,400	420 x 280
Outside Back Cover	10,000	2,700	210 x 280
Inside Front Cover	8,500	2,300	210 x 280
Inside Back Cover	8,500	2,300	210 x 280

All artworks should be high resolution, in .pdf format with 5 mm bleed.

ADVERTORIAL



ADVERTISEMENT OPTION	PRICE (PER ISSUE IN AED)	PRICE (PER ISSUE IN USD)	ADVERTISEMENT SIZE
Cover Story	20,000	5500	Cover page + 4 pages inside the magazine
Authored Article	5,500	1,500	Article inclusive of 4-3 images + picture of author
Case Study	5,500	1,500	Article inclusive of 4-3 images
Talking Point (Minimum 6 Issues)	5,500	1,500	Article inclusive of 2-1 images
Technology	6,000	1,700	Article inclusive of 3 images

ROUNDTABLE DISCUSSION

Roundtable Discussion	8,000	2,000	Deliverables available on enquiry
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WEB ADVERTISEMENTS



ADVERTISEMENT OPTION	PRICE (PER ISSUE IN AED)	PRICE (PER ISSUE IN USD)	ADVERTISEMENT SIZE
Leaderboard Banner	3,500	1,000	728 x 90 pixels
Left Skyscraper	2,700	750	170 x 420 pixels
Bottom Banner	2,000	550	728 x 90 pixels
E-mail Shots	AED 2,500 per 5,000 e-mails	USD 700 per 5,000 e-mails	HTML format

Disclaimer:

Content of all paid editorial will be at Editor's discretion., No Company Logo or Personality Picture is allowed on Cover Page

A NEW STEP TOWARDS DIGITAL BRANDING IN THE CLEANING INDUSTRY



Premium Listings: Companies can get upgraded to the premium (paid) listing, which offers additional information including, Company/Product Logo, Company/Product Name, Contact Person's Name, Telephone Number, Profile (30 words), E-mail, Website and Country

Premium Listings	1 Listing	\$100
	2- 5 Listings	\$120/ Listing
	5 + Listings	\$70/ Listing

The above mentioned prices are for a period of 1 year from the date of listing

Leaderboard Banner		
Rate	Duration in Months	No of Free Listings
\$1,220	3	2
\$1,960	6	4
\$3,560	12	6

Skyscraper Banner		
Rate	Duration in Months	No of Free Listings
\$910	3	1
\$1,470	6	2
\$2,670	12	3

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ISSUE	FEATURES
JANUARY	<ul style="list-style-type: none"> ◆ The VAT impact ◆ Housekeeper challenges
FEBRUARY	<ul style="list-style-type: none"> ◆ Choosing the right floorpad ◆ Digital tools in the supply chain
MARCH	<ul style="list-style-type: none"> ◆ Workplace cleaning & hygiene ◆ Carpet cleaning
APRIL	<ul style="list-style-type: none"> ◆ Nanotechnology - the new trend ◆ Product design & ergonomics
MAY	<ul style="list-style-type: none"> ◆ Water conservation ◆ Duct cleaning
JUNE	<ul style="list-style-type: none"> ◆ Understanding consumer behaviour ◆ Infection control out of hospitals
JULY-AUGUST	<ul style="list-style-type: none"> ◆ Work processes through software ◆ Maintaining animal facilities
SEPTEMBER	<ul style="list-style-type: none"> ◆ Infection control challenges in healthcare ◆ Mattress cleaning
OCTOBER	<ul style="list-style-type: none"> ◆ Decoding degreasing ◆ Wipes & their significance
NOVEMBER	<ul style="list-style-type: none"> ◆ Purchasing decisions ◆ Steam cleaning practices
DECEMBER	<ul style="list-style-type: none"> ◆ Chemical free cleaning ◆ Sick building syndrome

REGULAR COLUMNS

- Cover Story
- Feature
- Interview
- Opinion
- Case Study
- News
- Products
- Authored Articles (Specialised Cleaning, Floorcare, Hygiene, Housekeeping, etc.)

**Disclaimer: All editorial content will be solely published at the Editor's discretion.*