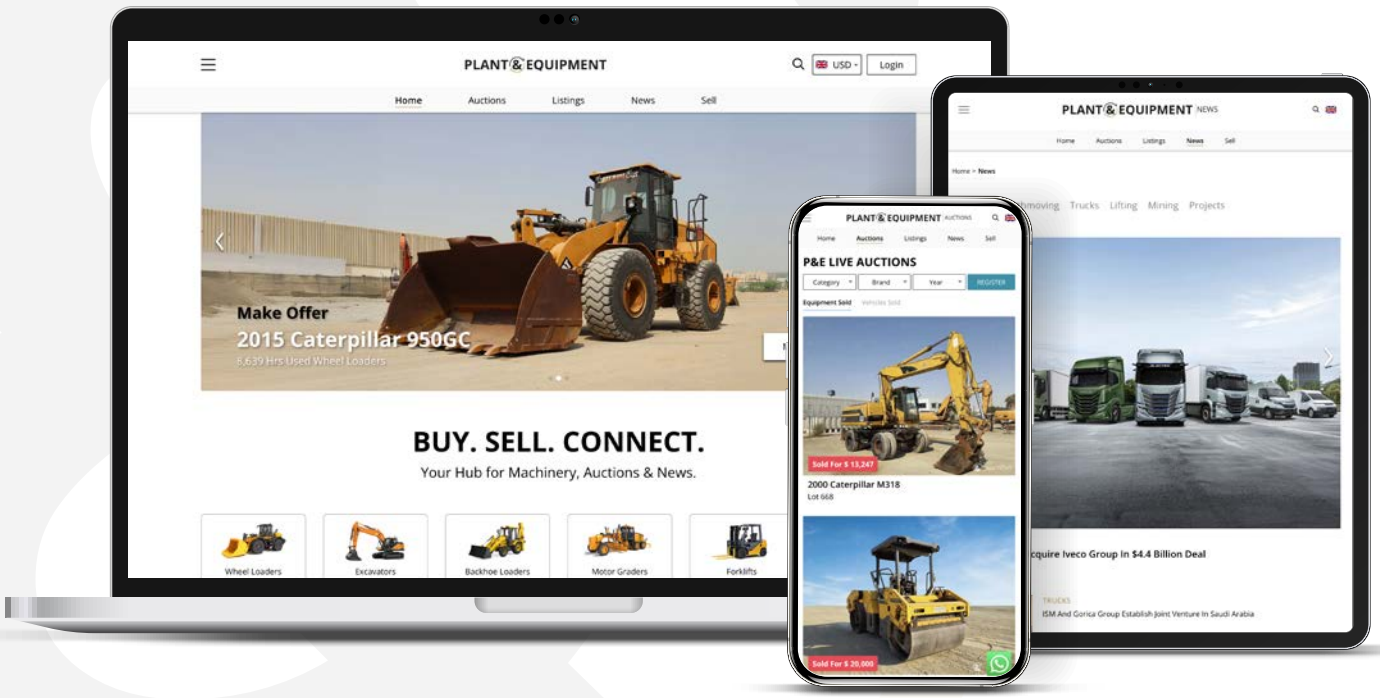
MEDIA KIT

2026 PlantAndEquipment.com



MARKETPLACE | AUCTION | NEWS

PLANT & EQUIPMENT

SPECIALIZED MARKETPLACE

Plant & Equipment is the leading marketplace for heavy equipment and trucks in the Middle East and Africa, delivering the latest industry news from around the world. With buyers in developing countries in high demand for equipment, vendors and sellers will have access to a large audience of determined and motivated businesspeople.



LISTINGS

Reach contractors, dealers, and fleet owners by listing your equipment on our trusted platform.



AUCTIONS

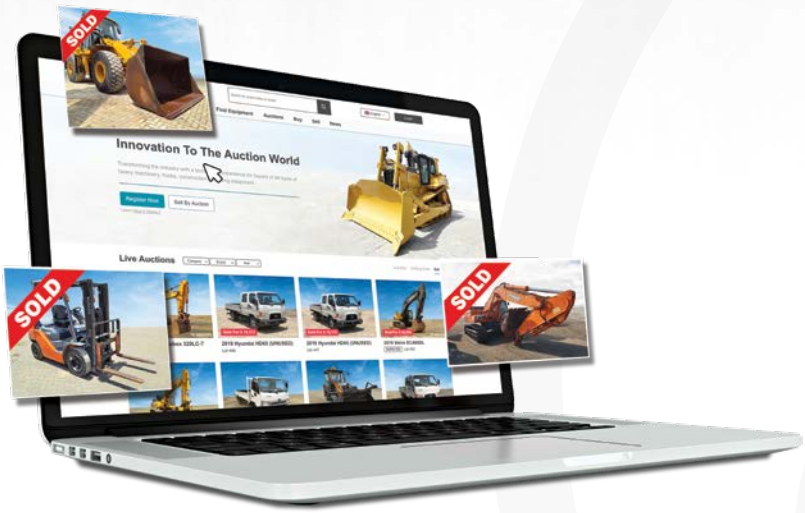
Buy or sell machinery through our secure timed online auctions, connecting you with global buyers in real time.



NEWS

Get the latest industry updates, market trends, and equipment features in our magazine and online news.

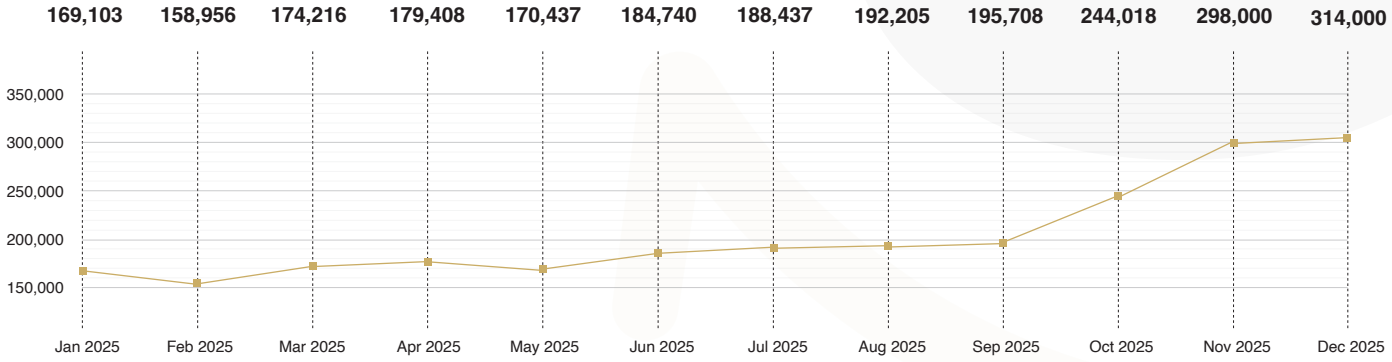
THE PROOF



250,000
Visits per month

65,000
Registered users

Month Traffic



LISTINGS

100K
Listings to date

$900M+
Total value of assets

500+
Global dealers

AUCTIONS

$3M+
Equipment assets sold within 2 months of launch

85%
Buyers from Middle East

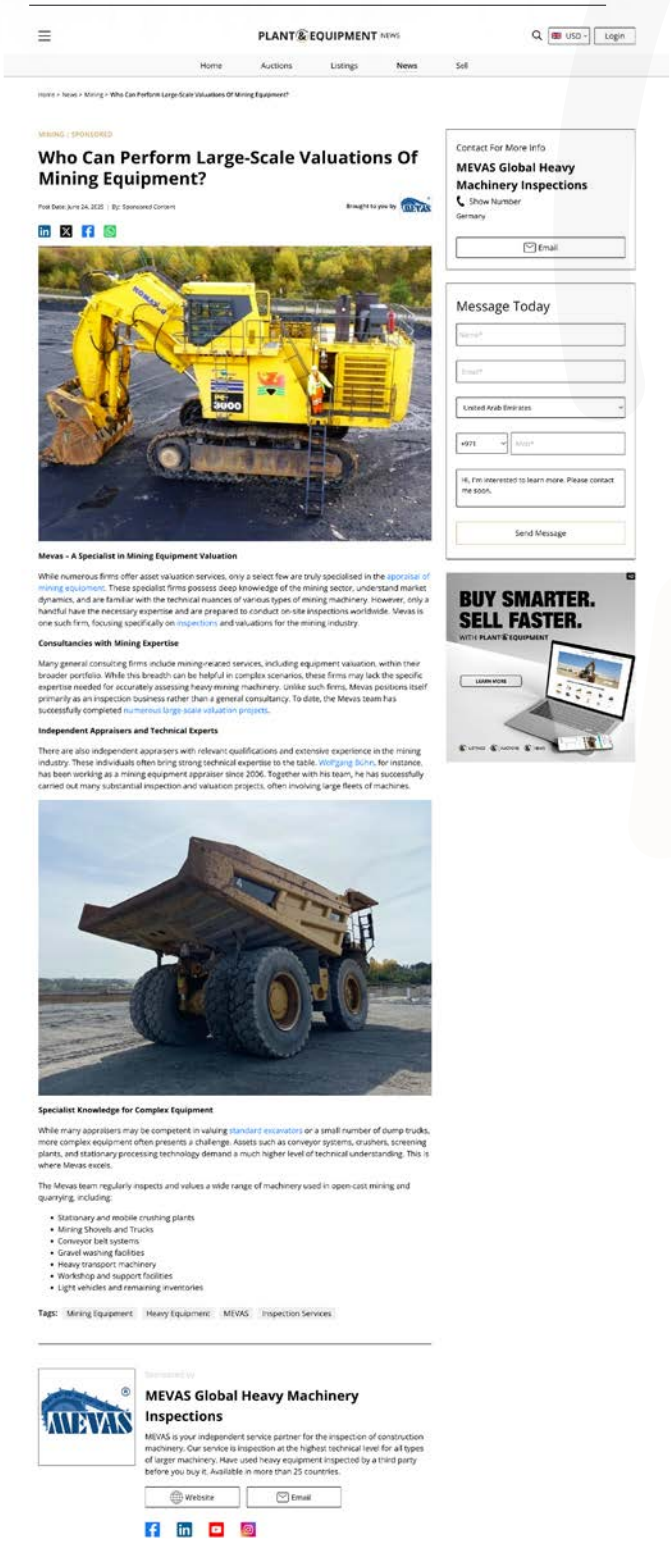
NEWS

100K
Readership

60K
Subscribers

NATIVE ADVERTISING

Sponsored Article



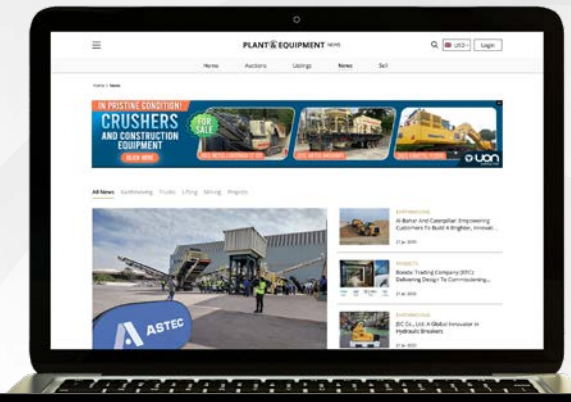
Option 1	AED 12,000
6 months	USD $3,334

- 6-8 Articles in the news website within 6 months (maximum 2 articles per month)
- 2 Email Marketing Campaigns
- 1 News website banner (Homepage 3 / Side Banner)
- 2 Social media posts
- 1 Full page Ad anywhere in the magazine

Option 2	AED 18,000
12 months	USD $5,000

- 10 - 15 Articles in the news website within 12 months (maximum 2 articles per month)
- 4 Email Marketing Campaigns
- 3 News website banners (Skyscraper / Homepage 2 / Side Banner)
- 1 DPS advertorial anywhere in the magazine
- 4 Social media posts
- 2 Short promo videos

BANNER RATES



Website Banners

Per Banner		1x	3x	6x	12x
Homepage 1	AED	7,194	6,249	5,425 2 PROMO VIDEOS INCLUDED	4,725 3 PROMO VIDEOS INCLUDED
	USD	$1,998	$1,736	$1,507	$1,313
Homepage 2	AED	6,115	5,312	4,612	4,017
	USD	$1,699	$1,476	$1,282	$1,116
Search Leaderboard	AED	4,881	4,550	4,200	3,815
	USD	$1,356	$,1264	$1,167	$1,060
Search 1	AED	3,469	3,213	2,898	2,552
	USD	$964	$893	$805	$709
Search 2	AED	2,775	2,520	2,205	1,859
	USD	$771	$700	$613	$517
Search 3	AED	2,205	1,953	1,435	1,292
	USD	$613	$543	$399	$359
Item Leaderboard	AED	4,240	3,960	3,605	3,220
	USD	$1,178	$1,100	$1,002	$895
Item 2	AED	2,891	2,634	2,319	1,972
	USD	$803	$732	$645	$548
News Skyscraper	AED	3,597	3,125	2,713	2,363
	USD	$999	$868	$754	$656
News Home 2	AED	3,058	2,656	2,306	2,009
	USD	$849	$738	$641	$558
News Home 3	AED	2,558	2,158	1,800	1,500
	USD	$697	$588	$490	$408
News Category Top Banner	AED	2,058	1,658	1,308	1,158
	USD	$560	$451	$356	$315
News Category Side Banner	AED	1,650	1,408	1,200	1,080
	USD	$449	$383	$327	$294
News Article Top Banner	AED	1,558	1,258	1,080	930
	USD	$424	$343	$294	$253
News Article Side Banner	AED	1,350	1,108	930	780
	USD	$368	$302	$253	$212

Get short promo videos included with your subscription to our HP1 banner packages (6 or 12 months). These videos will be uploaded and promoted across our social media channels, maximizing your brand's exposure.

MAGAZINE RATES

Cover Story

Cover Page	AED	17,500
	USD	$4,861

Branding

Per Issue		1x	2x	3x	4x
Back Cover	AED	14,652	10,989	9,524	8,095
	USD	$4,070	$3,053	$2,646	$2,249
Double Page	AED	9,108	6,832	5,920	5,000
	USD	$2,530	$1,898	$1,644	$1398
Full Page	AED	6,376	4,782	4,144	3,522
	USD	$1,771	$1,328	$1,151	$979
Half Page	AED	3,842	2,882	2,498	2,124
	USD	$1,067	$800	$694	$590
IFC/IBC	AED	+ 15%			
	USD				
Prime Positions	AED	+ 10%			
	USD				

Market Hub

Per Issue		1x	2x	3x	4x
Double Page	AED	5,069	3,802	3,295	2,965
	USD	$1,408	$1,056	$915	$824
Full Page	AED	3,168	2,376	2,060	1,957
	USD	$880	$660	$572	$544
Half Page	AED	2,060	1,545	1,339	1,272
	USD	$572	$430	$372	$354

MAGAZINE CIRCULATION



29,500
Average circulation

4
Issues per year

17,500
Print Circulation 60%

12,000
Digital Circulation 40%

Circulated Regions

- 50% Middle East Region
- 30% Africa Region
- 20% International / Exhibition

Circulated Online Magazine Platforms

www.plantandequipment.com
www.issuu.com
www.yumpu.com
www.readwhere.com
www.fliphtml5.com
www.anyflip.com
www.pubhtml5.com
www.magzter.com

MAGAZINE CIRCULATION

2026 Event Media Partnerships



Plant & Equipment magazines will be distributed at the following events as a media partner:

- **The Big 5 Construct Saudi,** Jan 18 - 21, Riyadh, Saudi Arabia
- **Breakbulk Middle East,** Feb 4 - 5, Dubai, UAE
- **Mining Indaba,** Feb 9 - 12, Cape Town, South Africa
- **CONEXPO-CON/AGG,** Mar 3 - 7, Las Vegas, USA
- **Saudi Projects,** Apr 26 - 28, Riyadh, Saudi Arabia
- **Kuwait Build & Design Week,** May 7 - 12, Mishref, Kuwait
- **Oman Design & Build Week,** May 11 - 13, Muscat, Oman
- **Project Qatar**, Jun 9 - 11, Doha, Qatar
- **The Big 5 Construct Southern Africa,** Jun 10 - 12, Johannesburg, South Africa
- **Middle East Energy,** Sep 1 - 3, Dubai, UAE
- **Egypt Projects,** Sept 5 - 7, Cairo, Egypt
- **Saudi Infrastructure Expo,** Sep 13 - 15, Riyadh, Saudi Arabia
- **Global Infrastructure Expo,** Sept 15 - 17, Riyadh, Saudi Arabia
- **bauma CONEXPO India,** Sep 15 - 18, Greater Noida, India
- **The Big 5 Construct Nigeria,** Sep 22 - 24, Lagos, Nigeria
- **Jeddah Construct,** Sep 28 - 30, Jeddah, Saudi Arabia
- **5th PPP MENA Forum,** Sep 29 - 30, Dubai, UAE
- **The Big 5 Construct Saudi,** TBA, Riyadh, Saudi Arabia
- **The Big 5 Construct Kenya,** Oct 21 - 23, Nairobi, Kenya
- **Roads, Bridges, Tunnels MENA Conference,** Oct 28 - 29, Dubai, UAE
- **Minexpo Tanzania,** Oct 28 - 30, Dar-Es-Salaam, Tanzania
- **Project Oman,** Nov 2 - 4, Muscat, Oman
- **ADIPEC,** Nov 2 - 5, Abu Dhabi, UAE
- **Saudi Build,** Nov 2 - 5, Riyadh, Saudi Arabia
- **The Mining Show,** Nov 16 - 17, Dubai, UAE
- **Highways KSA,** Nov 23 - 24, Dubai, UAE
- **The Big 5 Global,** Nov 23 - 26, Dubai, UAE
- **bauma China,** Nov 24 - 27, Shanghai, China
- **Saudi Intermobility Expo,** Nov 30 - Dec 2, Riyadh, Saudi Arabia
- **Handling Expo,** Dec 17 - 20, Cairo, Egypt

Event dates are subject to change



CONEXPO CON/AGG · SAUDI INFRASTRUCTURE EXPO · bauma CONEXPO INDIA · SAUDI BUILD · ADIPEC · BIG 5 Global

MAGAZINE EDITORIAL CALENDAR

Issue	Show Preview
Issue 271, January/February/March Artwork Deadline: Jan 20, 2026	CONEXPO CON / AGG
Issue 272, April/May/June Artwork Deadline: Mar 20, 2026	
Issue 273, July/August/September Artwork Deadline: Jun 19, 2026	bauma CONEXPO INDIA
Issue 274, October/November/December Artwork Deadline: Sep 18, 2026	The MINING Show | bauma CHINA

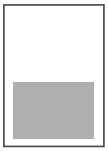
ARTWORK SPECIFICATIONS



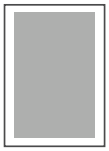
Full Page Branding
Trim: 210 (w) x 290 (h) mm
Bleed: 220 (w) x 300 (h) mm
Text Area: 180 (w) x 250 (h) mm



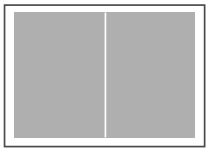
Double Page Branding
Trim: 420 (w) x 290 (h) mm
Bleed: 430 (w) x 300 (h) mm
Gutter: 30 mm



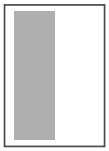
Half Page (H)
Trim: 180 (w) x 120 (h) mm
Bleed: 190 (w) x 130 (h) mm



Full Page (Market Hub)
Trim: 180 (w) x 250 (h) mm
Bleed: 190 (w) x 260 (h) mm



Double Page (Market Hub)
Trim: 390 (w) x 250 (h) mm
Bleed: 400 (w) x 260 (h) mm
Gutter: 30 mm



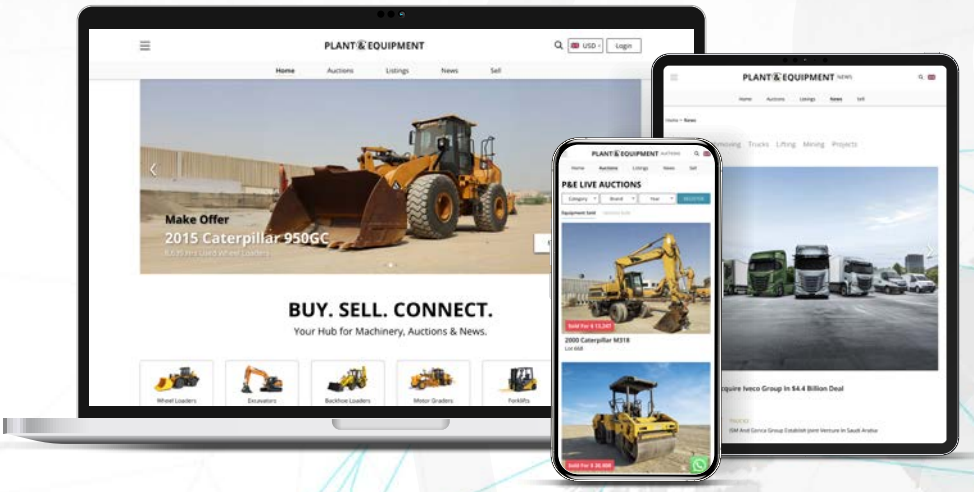
Half Page (V)
Trim: 85 (w) x 250 (h) mm
Bleed: 95 (w) x 260 (h) mm

Color: 4 Color (CMYK)
Fonts: Embedded fonts or outline

File Type: PDF, AI, INDD, JPEG, TIFF
Resolution: 300 dpi

Note: *Please avoid placing text or logos too close to the trim and gutter area of the ad, as they may be cut off or hidden.*

CUSTOMERS



We are proud to be trusted by leading global companies who utilize our marketplace platform. Combining cutting edge technology with operational excellence, we help companies to connect to the quality buyers.

IVECO

JuffaliTrucks

Bobcat

SCHMITZ CARGOBULL

محمد عبدالرحمن البحر
MOHAMED ABDULRAHMAN AL-BAHAR

ANWAR AL QUDS MACHINERY
أنوار القدس لتجارة المعدات

FABO
CRUSHING SCREENING & CONCRETE BATCHING PLANTS

HITACHI

BIG MACHINERY

WE ALSO PROVIDE

From leveraging our large subscriber database to our high website traffic volume, P&E can help you successfully target and generate new eyes for your brand awareness and inventory.

Thats not all, P&E can also assist you in building your own dealer website that are catered for Google, Yahoo, and Bing.

Email Marketing

60,000+
Database

Website Banners

1,000
Avg. clicks per month

Personalized Website

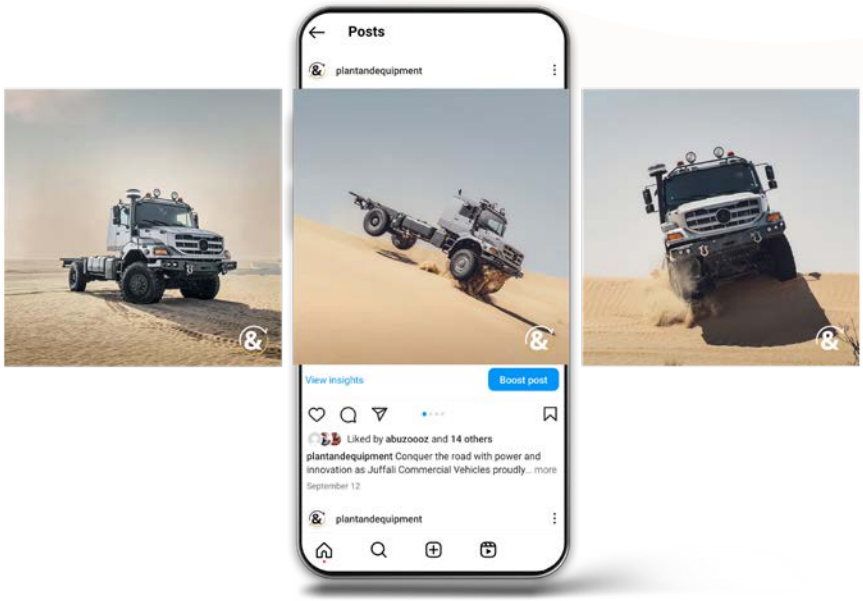
Upto 2,000
Listings online

SOCIAL MEDIA

19K Followers
@plantnequipment

9K Followers
@plantandequipment

1.7K Followers
@plantnequipment



9.8K Followers
PlantAndEquipment.com

12.1K Followers
Plant & Equipment News

3.3K Subscribers
Plant And Equipment

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