

# Gulf AGRICULTURE

TRADE MAGAZINE

YOUR GATEWAY TO THE MIDDLE EAST AGRIBUSINESS

MIDDLE EAST'S HIGHEST CIRCULATING AGRICULTURE MAGAZINE WITH PRINT & ONLINE READERSHIP



## 2024 MEDIA PLANNER PRINT & DIGITAL

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Agriculture in the Gulf region is fast developing and rapidly becoming more sophisticated with the latest farming technology. GULF AGRICULTURE, the only specialized magazine in English covers on a bimonthly basis all news relating to agriculture, floriculture, horticulture, crop protection, irrigation, landscaping and livestock farming in the Gulf & Middle East region.

GULF AGRICULTURE is distributed to farm owners, landscape managers and horticulturists, scientists, contractors, veterinary surgeons, dairy and poultry experts, government officials, research institutions, government agencies, agriculture training and education facilities, agriculture consultants and the exhibitors of all regional and international agriculture, horticulture, livestock, irrigation and landscaping trade fairs.

### CIRCULATION BY ACTIVITY

Agriculture, Poultry, Livestock Farms	3766
Agronomists	576
Chamber of Commerce	120
Floriculture Exporters & Importers	1975
Importers of Agri & Horti Inputs	4400
International Agri & Horti Suppliers	500
Irrigation & Landscaping Companies	1600
Ministry, Advisory Executives	450
Research Institutions	298
Senior Farm Managers	751
Universities & Colleges	22
Veterinary Surgeons	150

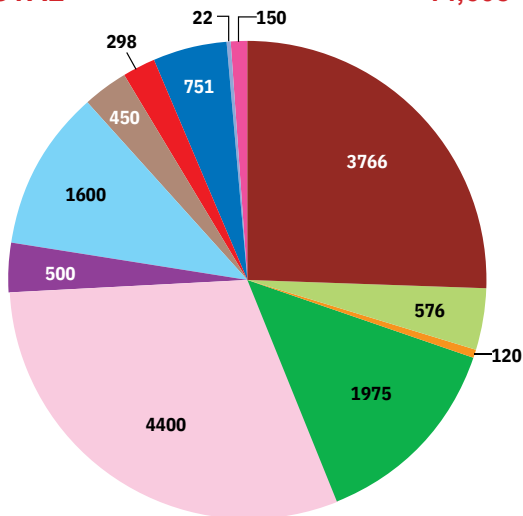
### CIRCULATION BY COUNTRY

Bahrain	215
Kuwait	590
Oman	1900
Qatar	955
Saudi Arabia	2860
UAE	5625

<b>TOTAL GCC</b>	<b>12,145</b>
International Subscribers	2463

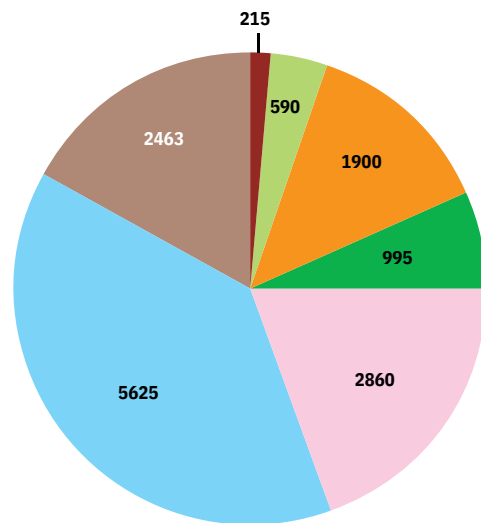
<b>WORLD TOTAL</b>	<b>14,608</b>
<b>ONLINE READERSHIP</b>	<b>40,000+</b>

**TOTAL 14,608**



- Agriculture, Poultry, Livestock Farms
- Agronomists
- Chamber of Commerce
- Floriculture Exporters & Importers
- Importers of Agri & Horti Inputs
- International Agri & Horti Suppliers
- Irrigation & Landscaping Companies
- Ministry, Advisory Executives
- Research Institutions
- Senior Farm Managers
- Universities & Colleges
- Veterinary Surgeons

### EXTRA DISTRIBUTION AT EVENTS



- Bahrain
- Kuwait
- Oman
- Qatar
- Saudi Arabia
- UAE
- International Subscribers

**EXTRA DISTRIBUTION AT OVER 24 EXHIBITIONS AND ONLINE READERSHIP**

JANUARY - FEBRUARY



**Events Special**  
IPM Essen - Germany  
Gulfood - Dubai

**Gardening & Landscaping**

Landscaping Products  
Flowers/Seeds/Plants  
Pots/Planters/Grow Bags  
**Irrigation Management**  
Irrigation Systems/Drip Irrigation  
Sprinklers/Water Saving Technology  
Water Treatment  
**Substrates**  
Peat Moss/Coco Peat/Compost

**Plant Nutrition**

Fertilizers/Micro-Nutrients  
Agro-Chemicals/Sprayers  
**Agricultural Machinery**  
Tractors/Balers/Harvesters  
Lawn Mowers/Cultivators  
**Greenhouse Technology**  
Greenhouses & Films  
Cooling Pads/LED Lights  
**Vertical & Hydroponic Farming**

**Livestock Farming**

Poultry Farming/Animal Health Products  
Feeding & Drinking Systems  
Cooling Systems/Feeds & Fodders  
**Exclusive Interview**  
**Middle East Update**  
Turkey/UAE/Saudi Arabia  
**Country Exports**  
Germany/The Netherlands  
Italy/USA/France/Spain

MARCH - APRIL



**Events Special**  
IPM Essen - (Review)  
Gulfood (Review)

**Nursery Products**

Planters & Grow Bags/Indoor & Outdoor  
Plants/Grass & Flower Seeds/Lawn  
**Vertical & Hydroponic Farming**  
**Substrates**  
Peat Moss/Coco Peat/Compost  
**Agricultural Machinery**  
Tractors/Balers/Harvesters  
**Greenhouse Production**  
Greenhouses/Grow Lights

**Irrigation Management**

Irrigation Systems/Drip Irrigation  
Water Saving Technology  
**Fertilizers & Agro-Chemicals**  
Chemical & Organic Fertilizers  
**Sustainable Agriculture**  
**Livestock & Animal Health**  
Livestock Breeding/Feeds/Fodders  
Additives/Animal Health Products  
**Fishing & Aquaculture**

**Poultry Management**

Hatcheries & Incubators/Feeding & Drinking  
Systems/Cooling Systems  
**Higher Studies**  
Research Centers/Training Institutes  
**Middle East Update**  
Egypt/Saudi Arabia/Qatar/UAE  
**Country Exports**  
UK/US/Italy/Germany/China  
The Netherlands/Belgium/Singapore

MAY - JUNE



**Events Special**  
Saudi Food Show -  
Riyadh (Preview)

**Agricultural Machinery**

Tractors/Cultivators  
Harvesting Machinery/Balers  
**Fertilizers & Agrochemicals**  
Chemical & Organic Fertilizers  
Micro Nutrients/Pesticides/Fungicides  
**Substrates**  
Peat/Coco Peat/Compost  
**Greenhouse Production**  
Greenhouse/Flowers & Vegetable Seeds

**Vertical & Hydroponic Farming**

Coco Peat/Potting Soil  
**Irrigation Systems**  
Sprinkler & Drip Irrigation  
Water Saving Technology  
Water Treatment  
**Sustainable Agriculture**  
**Exclusive Interview**  
**Livestock Farming**  
Livestock Breeding/Animal Health

**Poultry Management**

Poultry Breeding Systems  
Hatcheries/Incubators  
Cooling Systems/Feed Suppliers  
**Fishing & Aquaculture**  
**Middle East Update**  
Saudi Arabia/UAE/Qatar  
**Country Exports**  
Australia/Italy/Belgium  
UK/USA/The Netherlands

JULY - AUGUST



**Events Special**  
Gulfood Green &  
Gulfood Agrotech -  
Dubai  
GVF - Dubai  
SPACE - France

**Animal Health & Nutrition**

Livestock Diseases/Preventive Measures  
Livestock Breeding & Housing  
Feeds & Additives  
**Poultry Management**  
Poultry Breeding Systems  
Hatcheries/Incubators  
Cooling Systems/Feed Suppliers  
**Garden Care**  
Planters & Grow Bags/Indoor &

**Outdoor Plants/Shading Material**

**Growing Medium**  
Substrates/Coco Peat/Peat Moss  
Compost/Potting Soil  
**Plant Nutrition**  
Fertilizers & Chemicals  
Pesticides & Fungicides  
**Irrigation Systems**  
Sprinklers & Drippers  
Irrigation Technology

**Agricultural Machinery**

Tractors/Cultivators  
Harvesting Machinery/Balers  
**Agritech & Sustainable Agriculture**  
**Vertical & Hydroponic Farming**  
**Middle East Update**  
UAE/Bahrain/Kuwait/Qatar  
**Country Exports**  
UK/USA/Italy/Greece  
Spain/Turkey/China

SEPTEMBER - OCTOBER



**Events Special**  
Agra Middle East -  
Dubai  
Saudi Agriculture -  
Riyadh  
Sommet de l'Eleveage  
- France  
EIMA - Italy

**Livestock Farming**

Sheep & Cattle Farming/Animal Housing  
**Poultry Management**  
Hatcheries & Incubators/Fodders  
Animal Health Products  
Feeding Systems/Feeds & Additives  
Cooling & Climate Control  
**Irrigation Technology**  
Irrigation Systems/Sprinklers  
Drip Irrigation/Water Saving Technology

**Nursery**

Planter Bags/Creep Stick  
Rootstocks/Vegetable Seeds  
Indoor & Outdoor Plants  
**Greenhouses**  
Glasshouses/Films/LED Lights  
**Agricultural Machinery**  
Tractors/Balers/Harvesting  
Machinery  
**Vertical & Hydroponic Farming**

**Agritech & Sustainable Agriculture**

**Plant Nutrition**  
Fertilizers/Agro-Chemicals  
**Substrates**  
Peat Moss/Compost/Potting Soil  
**Middle East Update**  
Saudi Arabia/UAE/Egypt/Jordan  
**Country Exports**  
Australia/The Netherlands/Germany  
Italy/UK/US/China/Turkey/Spain/Singapore

NOVEMBER - DECEMBER



**Events Special**  
Growtech - Turkey  
Irrigation Show - USA  
EUROTIER - Germany

**Agricultural Machinery**

Tractors/Balers/Harvesters  
Post Harvesting Machinery  
**Horticulture**  
Greenhouses/Horticultural  
Implements Flower/Vegetable Seeds  
Cooling & Climate Control  
Lighting Systems  
**Fertilizers & Agrochemicals**  
Chemical & Organic Fertilizers

**Irrigation**

Pumps/Controllers/Valves  
Drippers & Sprinklers/Irrigation  
Systems  
**Garden & Landscaping**  
Landscaping Products  
Water Features/Pond Accessories  
Flower Pots & Planters  
**Animal Feeds & Storage**  
Feed Grains/Fodder/Alfalfa/Feed

**Additives Silos and Storage Systems**

**Poultry Farming**  
Hatcheries/Drinking Systems  
**Agritech & Sustainable Agriculture**  
**Vertical & Hydroponic Farming**  
**Exclusive Interview**  
**Middle East Update**  
Qatar/Oman/UAE/Turkey  
**Country Exports**  
UK/China/Greece/Spain/Italy

## ADVERTISEMENT PRINT & ONLINE

### ADVERTISEMENT RATES

COLOUR	USD
Double page spread	4500
Inside full page	2530
Inside half page	1750
Quarter page	1200

### SPECIAL POSITIONS

Back Cover	5000
Inside Front Cover	4500
Inside Back Cover	4500
Page 1	4000
Page 3	3500
Page 5	3500

### ADVERTORIAL RATES

1 Page	2000
2 Pages	3000
3 Pages	4000

### LOOSE INSERTS (Distribution only)

1 Page	1000
2 pages	1500
4 pages	2500

5% VAT is applicable.

### ADVERTISEMENT SIZES

	Width x Height
Double Page Spread (trim)	420 x 297 mm
Full Page (trim)	210 x 297 mm
Full Page (type area)	182 x 262 mm
Half Page (vertical)	90 x 262 mm
Half Page (horizontal)	182 x 131 mm
Quarter Page (vertical)	90 x 131 mm
Quarter Page (horizontal)	182 x 66 mm

### DISCOUNTS FOR SERIES BOOKING

3-4 insertions 10% discounts.  
Above 4 Insertions 15% discounts

### COPY REQUIREMENTS

High resolution digital files including PDF, JPEG with progressive colour proof.  
File Resolution: 300 dpi  
Copy: To reach the publisher's office 30 days prior to the cover date.  
Cancellation policy: 60 days prior to publication date.

DOUBLE PAGE  
SPREAD

FULL PAGE

HALF PAGE  
HORIZONTAL

HALF PAGE  
VERTICAL

QUARTER  
PAGE  
HORIZONTAL

QUARTER PAGE  
VERTICAL

## EXHIBITION SERVICES

ROLL-UP BANNERS  
CUSTOM FEATHER FLAG  
FABRIC BANNERS

STICKERS  
FOAMBOARD  
SIGNAGE

STEP & REPEAT BANNERS  
BUSINESS CARDS  
FLYERS & BROCHURES

## DIGITAL SERVICES

### WEBSITE BANNERS

#### LEADERBOARD (BESIDE LOGO)

650 PX (W) X 90 PX (H)	USD
1 month	1000
2 months	1500
3 months	2000
6 months	3000
1 year	5000

#### TOP BANNER (UNDER THE MENU BAR)

1200 PX (W) X 90 PX (H)	USD
1 month	1500
2 months	2000
3 months	2500
6 months	5000
1 year	7000

### WEB ADVERTORIAL

1 article	750
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### E-MAIL SHOT/EDM

FOR 15,000 contacts (customised)	2530
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#### LARGE RECTANGLE

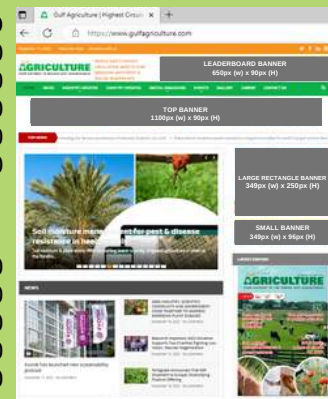
349 PX (W) X 250 PX (H)	USD
1 month	800
2 months	1200
3 months	1600
6 months	2500
1 year	3500

#### SMALL BANNER

349 PX (W) X 96 PX (H)	USD
1 month	600
2 months	1000
3 months	1300
6 months	2000
1 year	3000

### SOCIAL MEDIA

FACEBOOK/TWITTER/LINKEDIN/INSTAGRAM	
1 month (Four broadcasts in a month)	1500



FOR ALL INQUIRIES, PLEASE CONTACT US BELOW

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