

hsme

HEALTH & SAFETY MIDDLE EAST

Media Information



Middle Eastern and African Safety. An Emerging Market?

We think it's already emerged. But it is still growing at an incredible rate. As health and safety regulations in the Middle East and Africa become increasingly stringent the need for the latest conforming PPE has never been greater.

Manufacturers and distributors from all industries are setting up here, and yet most are struggling to find an effective route to market, an efficient method to promote their products and services.

The Solution

Whichever industry you're interested in, whether it is Petrochemical, Construction, Telecoms, Oil and Gas, the Utilities, etc, **hsme** is there to give the end user more choice and information when procuring safety equipment for the most important of assets, their workforce.

As a manufacturer or distributor **hsme** will provide you with the Media pathway into a lucrative and expanding part of the world, targeting the contacts that you need to reach. The magazine is read avidly from cover to cover because we provide the end user with the necessary up-to-date information and latest products to protect his workforce.

The Benefits

With the largest circulation, connections to the biggest shows and their organisers, quality articles that you'll want to be associated with, and lots of other interesting editorial opportunities to increase awareness and brand recognition, **hsme** really can help you.

We have included more detailed information in the enclosures.

January 2012

intersec Show Guide
Free enhanced listing for all advertisers

Protective Gloves
Chemical Protection
Health and Safety Training
BA
Footwear
Eye Protection
Construction Safety

Intersec, Dubai, UAE - Official Show Publication, 15-17 January
Fleming Gulf Oil and Gas Logistics, Abu Dhabi, 17-18 January
Oil & Power Saudi Arabia, Riyadh, Saudi Arabia, January
ASSE Safety Conference Bahrain - Media Sponsor, 18-22 February
NOG (Nigeria Oil & Gas), Nigeria, 20-23 February
Saudi Oil & Gas, Riyadh, Saudi Arabia, 26-29 February
Saudi Petrochem, Riyadh, Saudi Arabia, 26-29 February
Protex Arabia, Jeddah, Saudi Arabia, 28 February-1 March

Editorial Deadline 18 November 2011
Advertising Deadline 2 December 2011

March 2012

Gas Detection
Height Safety
Workwear
Noise
Gloves
Helmets
Toe Protection and Industrial Footwear

Fleming Gulf HSE Occupational Health & Safety, Abu Dhabi, March
Fleming Gulf Qatar Construction, Doha, Qatar April
MEHSE, Abu Dhabi, 2-4 April
OGWA (Oil & Gas West Asia), Muscat, Oman, 16-18 April
Fleming Gulf Occupational Health and Safety, Muscat, Oman, April
Oil & Gas Africa Week, Cape Town, S. Africa, 13-15 March
TUROGE (Turkish International Oil & Gas), Ankara, 21-22 March
IOSH Middle East Annual Conference and AGM, Oman, 25 April

Editorial Deadline 13 January 2012
Advertising Deadline 3 February 2012

May 2012

Gas Detection
Fall Protection
Oil Rig Safety
RPE
Fire Retardant Workwear
Health and Safety Training
Eye Protection

Middle East Petrotech, Manama, Bahrain, 20-23 May
Fleming Gulf Occupational Health and Safety, Kuwait, May
Fleming Gulf Gas Tech, Doha, Qatar May
Fleming Gulf Health and Safety Mining, Johannesburg, June
OSH Expo Africa, South Africa, 3-5 July
Fleming Gulf HSE Africa, Johannesburg, July

Editorial Deadline 16 March 2012
Advertising Deadline 30 March 2012

August 2012

Gas Detection
Working at Heights
Mining Safety
Protective Workwear
Above the Neck Protection
Hearing Protection
Cut and Puncture Resistant Gloves

Fleming Gulf Mining Africa, Johannesburg, September
SAOGE, Dammam Saudi Arabia, 30 September - 2 October
Fleming Gulf 8th Annual HSE Oil & Gas, Doha, Qatar October
Protexpo, Marrakech, Morocco, 13-15 October

Editorial Deadline 15 June 2012
Advertising Deadline 29 June 2012

November 2012

ADIPEC Show Guide
Free enhanced listing for all advertisers

Gas Detection
Chemical Protection, Showers and Eyebaths
Oil / Gas and Petrochemical Safety
Workwear
Health and Safety Training
Footwear
Fall Arrest

ADIPEC, Abu Dhabi, UAE - Media Partner, 5-8 November
Fleming Gulf Middle East Energy Security, Doha, Qatar November
Fleming Gulf HSE in Utilities, Dubai, November
OSH Expo Arabia, Saudi Arabia, November
MEFSEC Fire, Safety & Security Expo, Egypt, December

Editorial Deadline 14 September 2012
Advertising Deadline 28 September 2012

Press releases for the Products and Services section should be in by the editorial deadline. They should be 80 - 150 words in length, in a MS Word document and accompanied by a high resolution digital image (300dpi at A5).

Please put us on your mailing list to ensure we receive PR every issue.

hsme is proud to be the official show publication for **intersec**

hsme is proud to be the media partner for **ADIPEC**

hsme is proud to be the media partner for 

hsme is proud to be the media partner for 



Circulation

Middle East 86%

■ UAE	28%
■ Saudi Arabia	23%
■ Qatar	12%
■ Kuwait	13%
■ Bahrain	7%
■ Oman	5%
■ Lebanon	2%
■ Jordan	4%
■ Yemen	3%
■ Iran	3%

Africa 14%

■ Egypt	14%
■ Algeria	9%
■ Nigeria	10%
■ Tunisia	7%
■ Morocco	3%
■ Angola	9%
■ Namibia	17%
■ Zambia	8%
■ South Africa	23%

Total Circulation **6512**

Industries

■ Power Generation	6%
■ Water Authorities	4%
■ Construction	16%
■ Telecoms	7%
■ Petrochemical	14%
■ Oil & Gas Onshore	11%
■ Oil & Gas Offshore	10%
■ Heavy Engineering	9%
■ Mineral Mining	10%
■ PPE Distributors	13%

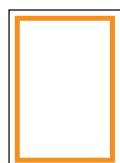
Job Titles

■ Safety Engineers	22%
■ Health & Safety Director/Manager	15%
■ Health & Safety Consultants	9%
■ Facilities Managers	17%
■ Sourcing & Purchasing Managers	14%
■ Public Sector Groups	6%
■ Managing Directors	8%
■ Plant Managers	9%

Rates & Specifications

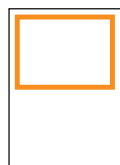
Double Page Spread	£ 4725	€ 7000	US\$ 9450
Cover Position	£ 3780	€ 5670	US\$ 7560
Full Page 4 Colour	£ 2700	€ 4050	US\$ 5400
Half Page 4 Colour	£ 1900	€ 2850	US\$ 3800
Quarter Page 4 Colour	£ 1100	€ 1650	US\$ 2200
Gate-fold, front/back cover (2 sides) - Fig 1	£ 5400	€ 8100	US\$ 10800
Gate-fold, inside (4 sides) - Fig 2	£ 5600	€ 8400	US\$ 11200
Double sided A4 250gsm insert (Perforated if required)	£ 4350	€ 6525	US\$ 8700
Bellyband 90-110mm (Other sizes priced on application)	£ 3400	€ 5100	US\$ 6800
Loose insert	Price on application		
Ribboned bookmark 63 x 180mm	£ 3600	€ 5400	US\$ 7200
Company Profile 800 words and several images over 2 pages	£ 4500	€ 6750	US\$ 9000
Case Study 800 words and several images over 2 pages	£ 4500	€ 6750	US\$ 9000

Series discounts and Agency Commission available



Full Page Advert

Bleed Size - 216 x 303mm
Trim Size - 210 x 297mm
Type Size - 180 x 270mm



½ Page Advert

(Landscape)
Size - 180 x 132mm



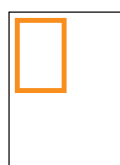
½ Page Advert

(Portrait)
Size - 87 x 270mm



¼ Page Advert

(Landscape)
Size - 180 x 63mm



¼ Page Advert

(Portrait)
Size - 87 x 132mm

Artwork Specifications

All artwork files supplied to **hsme** must be Mac format and print four colour process.

File Formats Accepted

High Resolution Adobe Acrobat PDF or Adobe Indesign CS

Digital Images

All scans and pictures should be saved as Tiff or EPS files
CMYK 600dpi, without compression or transfer function

Fonts

All fonts should be converted to paths

Proofs

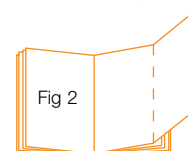
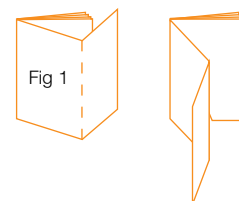
All files must be accompanied by a colour proof

Disks Accepted

CD or DVD. We do not accept film

Advertisement Design

Our In-house design studio can create your advertisement for you
Design cost - £ 150, € 225, US\$ 300



Subscriptions

5 issues per annum (January, March, May, August and November)
UK £ 80, Europe € 122 and the rest of the world US\$ 163



