



Plant Machinery Vehicles

MIDDLE EAST

Media Kit 2025

Who we are



PMV Middle East is the leading platform for professionals in the Gulf's plant, machinery and vehicles sector, delivering the latest insights on market trends, technical developments and industry innovations.

From in-depth interviews with industry leaders to project case studies, sector analyses and product launches, we provide **comprehensive coverage of the tools and trends shaping the region's diverse PMV market.**

Our content equips readers with the knowledge they need to make informed purchasing decisions, showcasing equipment and solutions that boost productivity and efficiency across multiple industries. We **amplify the voices of manufacturers, distributors and rental companies**, highlighting successes, customer service excellence, and innovations in action.



Print

Our monthly magazine is the cornerstone of the Gulf region's PMV industry, delivering exclusive **content that informs, inspires and empowers** professionals across the sector. Each issue features in-depth interviews with PMV leaders, insightful opinion pieces, and updates on the latest equipment, projects and trends shaping the PMV landscape.

Every year, we publish comprehensive rankings and reports, such as the **Top PMV Companies** and the **Most Influential PMV Leaders**, celebrating excellence and innovation within the industry.

For manufacturers, distributors and decision-makers, **PMV Middle East** is an essential resource for staying competitive in this fast-evolving market.



7,500
Monthly print circulation

Audience and circulation

PMV Middle East is distributed across key regional hubs, reaching professionals in the plant, machinery and vehicles sector, including manufacturers, distributors and decision-makers. Key industry events include The Big 5 Heavy, Middle East Concrete and Automechanika Dubai, ensuring we remain deeply connected to the PMV industry.



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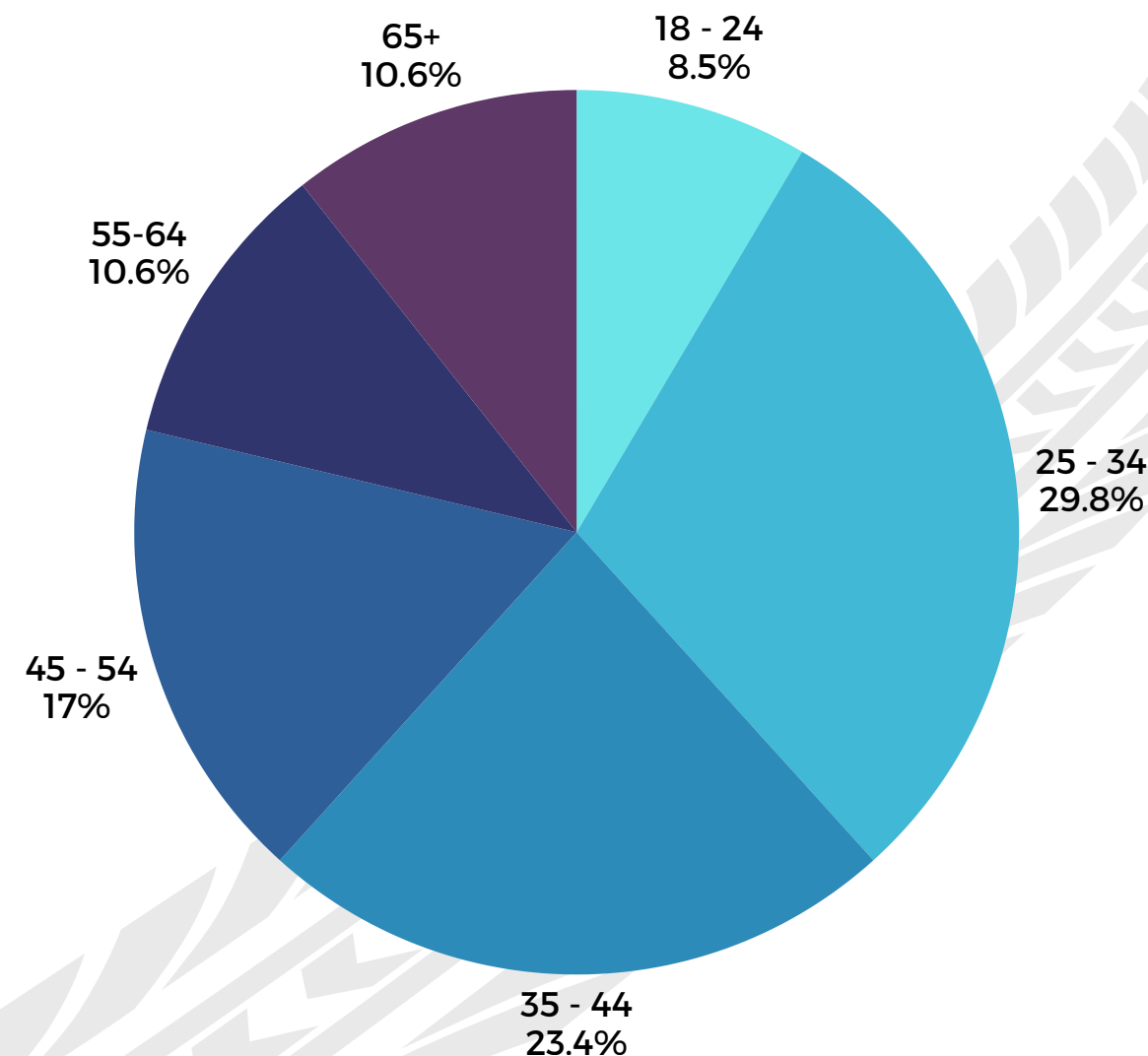


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DEMOGRAPHICS



TARGET AUDIENCE

- PMV Manufacturers & Distributors
- Rental Companies
- Construction Contractors
- Project Managers
- Fleet Managers
- Logistics Professionals
- Operators & Technicians
- Government Officials
- Sustainability Experts
- Heavy Equipment Specialists
- Maintenance Supervisors

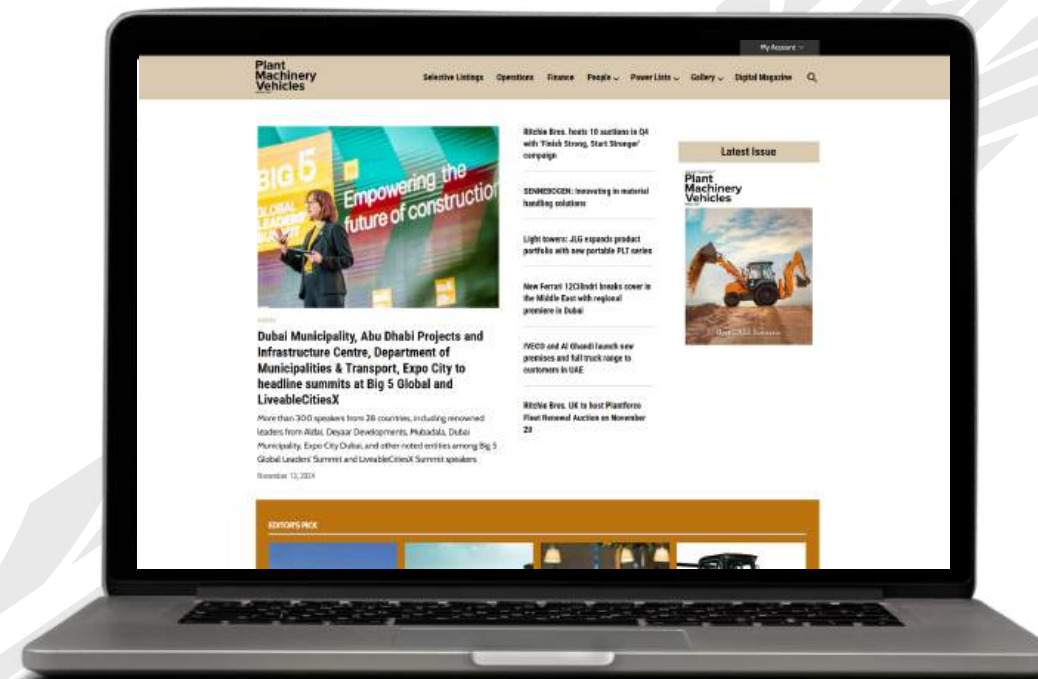
Digital and social



PMV Middle East is the go-to platform for professionals in the plant, machinery and vehicles sector. With a growing audience of subscribers and followers, our digital platforms deliver breaking news, in-depth analysis and strategic insights that keep readers informed and competitive.

From real-time updates on equipment launches and project milestones to exclusive interviews, expert opinions, and emerging trends in sustainability and technology, we connect with our audience through our **website, social media channels and weekly newsletters**.

Our comprehensive digital presence ensures PMV professionals are equipped with the tools and knowledge to excel in this dynamic industry, driving growth and success across the sector.



55,000+
Page Views

10,000+
Social Media Followers

5,500+
Newsletter Subscribers

Strategy Series



PMV Middle East brings together industry leaders, innovators, and decision-makers through our Strategy Series events.

These intimate **roundtable discussions and conferences** offer a platform to explore key trends, challenges, and innovations shaping the plant, machinery, and vehicles sector.

With keynote sessions and engaging panel discussions, the **Strategy Series** fosters meaningful connections and delivers actionable insights to help industry professionals drive growth and success.



Editorial Calendar



MONTH	MACHINERY FOCUS	VEHICLE FOCUS	Events & Special Focus
January	<ul style="list-style-type: none">• 2024 Wrap-up / Electric mini excavators	<ul style="list-style-type: none">• Green Commercial Vehicles	
February	<ul style="list-style-type: none">• Rough-terrain cranes / Auctions	<ul style="list-style-type: none">• Commercial Trucks	
March	<ul style="list-style-type: none">• Haulers and dumpers / 3D Printers / Access equipment	<ul style="list-style-type: none">• Fleet Sedans	<ul style="list-style-type: none">• Breakbulk Middle East Report
April	<ul style="list-style-type: none">• Generators and Portable Power (Middle East Energy Preview)• Drones in Construction	<ul style="list-style-type: none">• Long-haul trucks	<ul style="list-style-type: none">• BAUMA Preview• PMV Special: Rental Power List
May	<ul style="list-style-type: none">• Aggregates & Materials processing (Crushers, Screeners, washing systems)• Compressors	<ul style="list-style-type: none">• SUVs	<ul style="list-style-type: none">• BAUMA Event• Middle East Energy Report
June	<ul style="list-style-type: none">• All-terrain and Mobile Cranes / Attachments	<ul style="list-style-type: none">• Electric Trucks	<ul style="list-style-type: none">• PMV Special: Manufacturers Power List
July	<ul style="list-style-type: none">• Mini & Compact Excavators• Crawler Cranes	<ul style="list-style-type: none">• Light Commercial Vehicles	
August	<ul style="list-style-type: none">• Concrete pumps & Transit Mixers• Electric Equipment	<ul style="list-style-type: none">• Logistics and Warehousing Vehicles	
September	<ul style="list-style-type: none">• Excavators / Tower Cranes	<ul style="list-style-type: none">• Vans	
October	<ul style="list-style-type: none">• Backhoe Loaders / Wheel Loaders	<ul style="list-style-type: none">• Telematics and fleet management	
November	<ul style="list-style-type: none">• Skid-steer loaders / Telehandlers	<ul style="list-style-type: none">• Driver safety	<ul style="list-style-type: none">• The Mining Show Preview• Big 5 Preview• PMV Special: Dealers Power List
December	<ul style="list-style-type: none">• Road-making equipment (Dozers, Graders, Asphalt Pavers, Compactors)	<ul style="list-style-type: none">• Construction Trucks	<ul style="list-style-type: none">• Automechanika Preview• The Mining Show Report• Big 5 Report

Work with us (print)



PRINT ADS	USD
Outside back cover	15,000
Inside front cover	10,000
Inside back cover	10,000
Double page spread	15,000
Full page	8,000
Belly band (Specs on application)	15,000
Brand inserts (Specs on application)	On request

PRINT CONTENT	USD
Cover story	On request
Thought leadership	15,000
Brand view	12,000
Interview	10,000
New Launches	6,000
Product announcement	5,000
Tips & Knowledge	5,000
Selective Listings	4,000

Work with us (digital)



DIGITAL ADS [DESKTOP]	USD
Leaderboard [728 x 90 px]	200/CPM
Medium rectangle [300 x 250 px]	150/CPM
Half page banner [300 x 600 px]	200/CPM
Email shots	400/CPM
Email marketing	On request
Mixed display banners	On request

DIGITAL [MOBILE]	USD
Interscroller [320 X 480 px]	200/CPM

NEWSLETTER	USD
Top banner [728 x 90 px]	5,000
MPU [300 x 250 px]	3,500
Press release	3,000
Product placement	On request

DIGITAL CONTENT	USD
Thought leadership	15,000
Brand view	10,000
Interview	8,000
Video podcast	8,000
Audio podcast	5,000
Video interview	10,000
Social media post	2,000 [per channel]
Whitepaper Download	10,000
Webinar	15,000

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