

# PLANT & EQUIPMENT

Trusted Marketplace to Buy  
& Sell Heavy Equipment

## 2022 MEDIA KIT

● DIGITAL ● PRINT



# Introduction



With over 22 years of experience, **Plant & Equipment** has been providing valuable marketing services for the heavy equipment, trucks, and spare parts industry. As the market evolves, we will continue to innovate and develop prized tools for global construction traders.

Along with being one of the leading media houses in the heavy equipment and trucks industry our pool of contacts, network, and resources are what set us apart from any other media enterprise in the Middle East and Africa.

**Plant & Equipment** is constantly evolving and working together to create the most cutting-edge marketing strategies. Our strategy focuses on solutions to help our sellers build a better network that allows profitable growth.

**Plant & Equipment** has deep knowledge and experience about the heavy equipment and the trucks industry such as marketing via digital and print. This is accomplished through our distinguished **Plant & Equipment** magazine or our pioneering website [PlantAndEquipment.com](http://PlantAndEquipment.com).

# Products Overview

**Plant & Equipment** is the vital source for features on the most recent construction products, global industry news, exhibition and auction reports, and the latest marketplace of heavy equipment and trucks for sale. This can be seen through our renowned printed magazine, innovative news and classified website, weekly newsletter, and social media.

## Social Media



**5,558**

Followers

@plantandequipment



**15,985**

Followers

@plantnequipment



**6,438**

Followers

PlantAndEquipment.com



**958**

Followers

Plant & Equipment News



**1,340**

Subscribers

Plant And Equipment



**1,437**

Followers

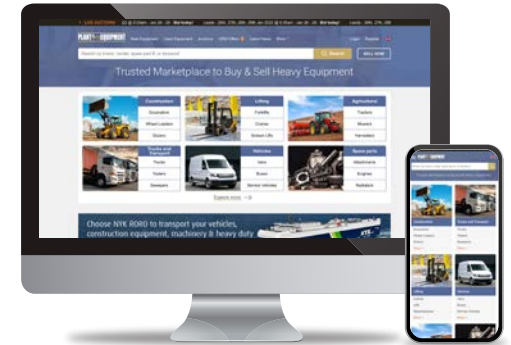
@plantnequipment

## Website

Average Website traffic

**215,000 per month**

According to Google Analytics



## EDM (Email Direct Marketing)

Weekly Distribution

**47,000+**



## Digital & Print Magazine

Average Circulation

**29,500 per Issue**

Issues per year: 6

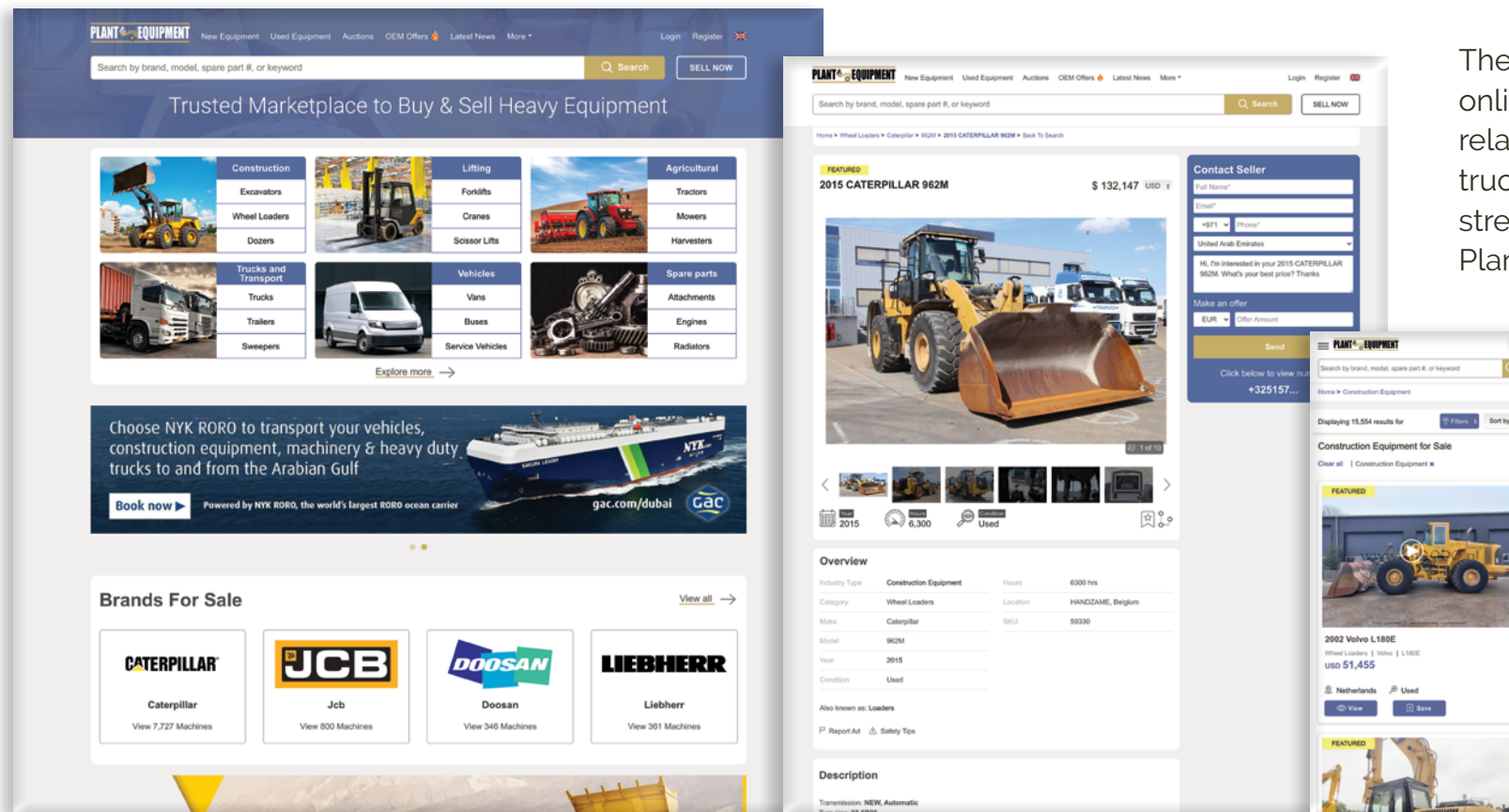




# PlantAndEquipment.com Overview

PlantAndEquipment.com is an online platform where buyers and sellers are able to connect online. Since the website's inception, formerly mideastplant.com, we have evolved to provide PlantAndEquipment.com. Hence, the domain name PlantAndEquipment.com derives from our **Plant & Equipment** magazines that date back to 2000.

Since the launch of PlantAndEquipment.com in 2018, we have been witnessing staggering growth online. Today, the marketplace manages over 70,000 listings as more dealers have signed up for our six-month or twelve-month subscriptions, online traffic has increased significantly month to month and average of 450 buyers' enquiries per day!



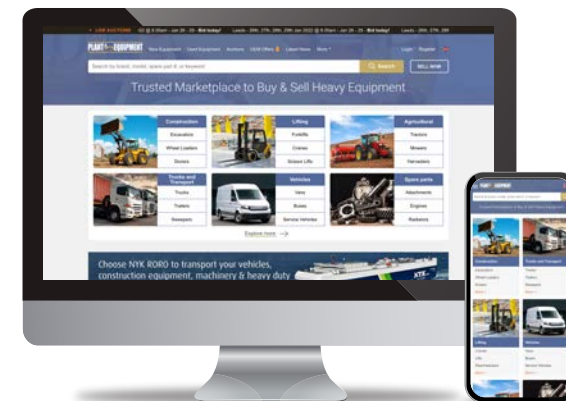
The momentous evolution in our online traffic and engagement related to heavy equipment, trucks, and spare parts strengthens the position of PlantAndEquipment.com being the leading destination for classifieds, industry news, exhibition updates and upcoming auctions.

# Website Listings Packages

## Sell your equipment today.

Connect with thousands of global buyers.

These emerging markets include Africa, Asia, and the Middle East. Global construction equipment market size to surpass *USD 199 billion by 2025* with **Asia Pacific** becoming the largest market and the **Middle East** and **Africa** remaining the fastest-growing market for construction equipment.



### Our Packages

|                                      | One Listing | Standard | Dealers |
|--------------------------------------|-------------|----------|---------|
| Number of listings                   | 1           | 5        | 6+      |
| Photos per listing                   | 10          | 20       | 50      |
| Videos per listing                   | ×           | 1        | 3       |
| Listings in English, French & Arabic | ✓           | ✓        | ✓       |
| User Dashboard                       | ✓           | ✓        | ✓       |
| Buyers' enquiries to your inbox      | ✓           | ✓        | ✓       |
| Bulk Import                          | ×           | ×        | ✓       |
| Dedicated account manager            | ×           | ✓        | ✓       |
| Upgrade to Featured listings         | ×           | ✓        | ✓       |
| Profile in Company Directory         | ×           | ✓        | ✓       |

### Why Us?

#### XML Import

Programmed bulk imports allows your equipment stock be uploaded instantly.



#### Optimized Ads

Featured listing enables you to have the power to select machine listings that you would like to be featured search results.



#### Innovative Dashboard

Receive detailed analysis on buyers behavior by showcasing most viewed machines and enquired listings.



#### For All the World

Your listings are targeted across emerging markets including the Middle East, Africa and Southeast Asia.



# Premium Sellers

## Opportunity to become a Premium Seller on PlantAndEquipment.com! What's Included?

- Featured in Homepage and Company Directory
- 10 Featured Listings
- Verified Sellers Stamp Showcased on all Listings and Dealer Profile
- 2 Monthly Equipment Newsletter Slots (Randomized)

Rates:

6 months

2,000 AED

12 months

3,500 AED

### Seller Details



**Mohamed Abdulrahman Al-Bahar LLC**

United Arab Emirates

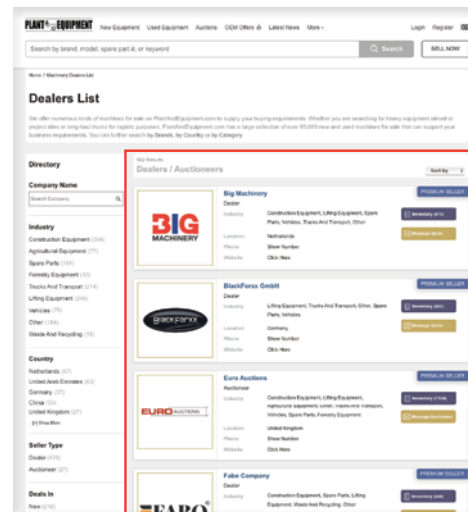
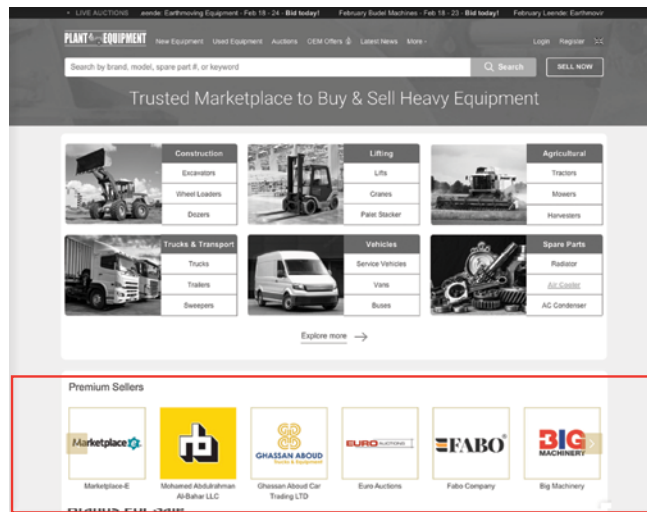
P&E - Member Since May, 2018



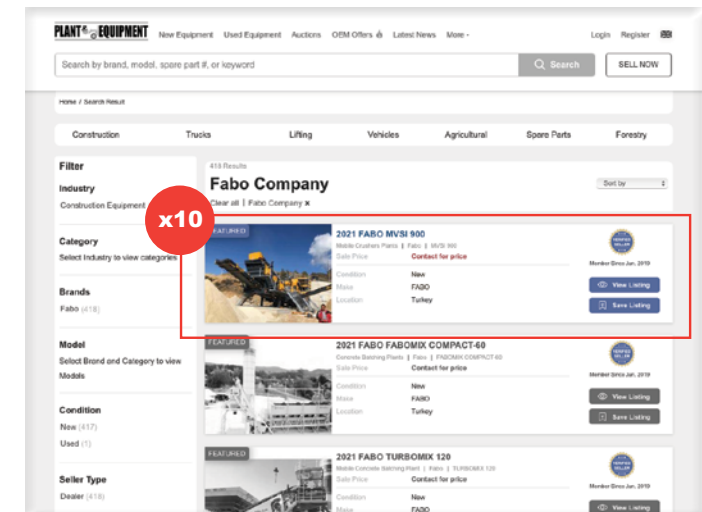
[View Inventory](#)

[Request Call Back](#)

## Featured in Homepage and Company Directory

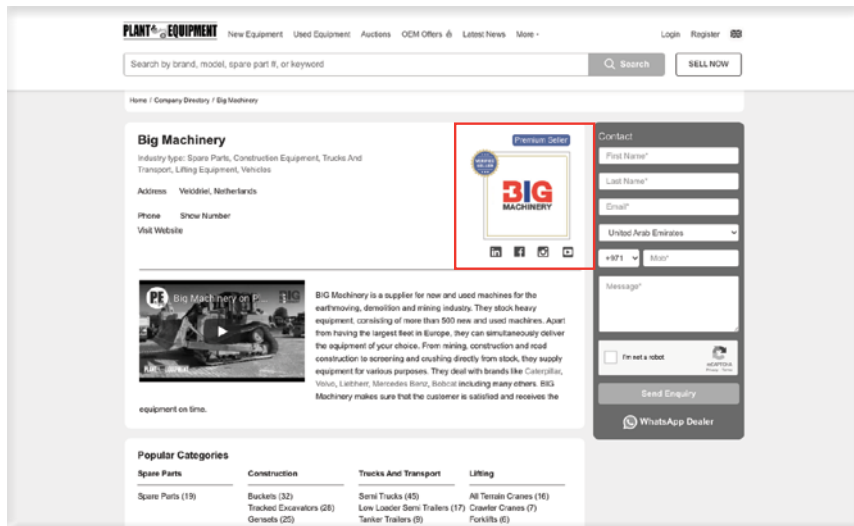
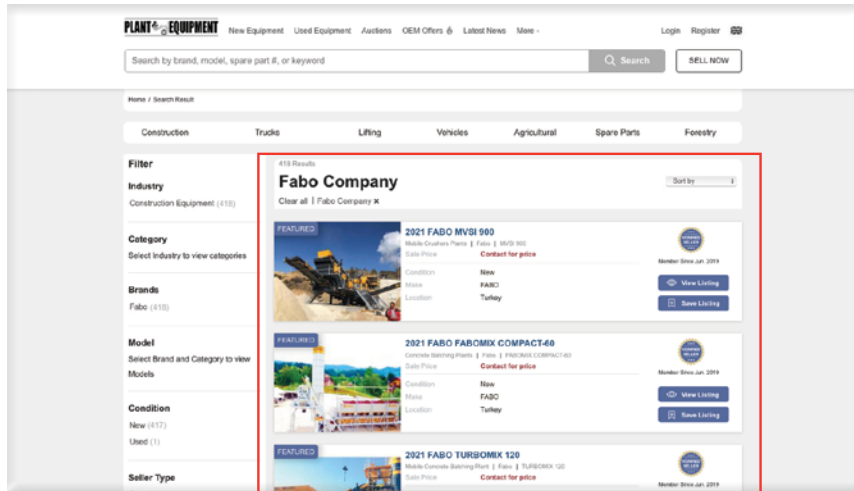


## 10 Featured Listings

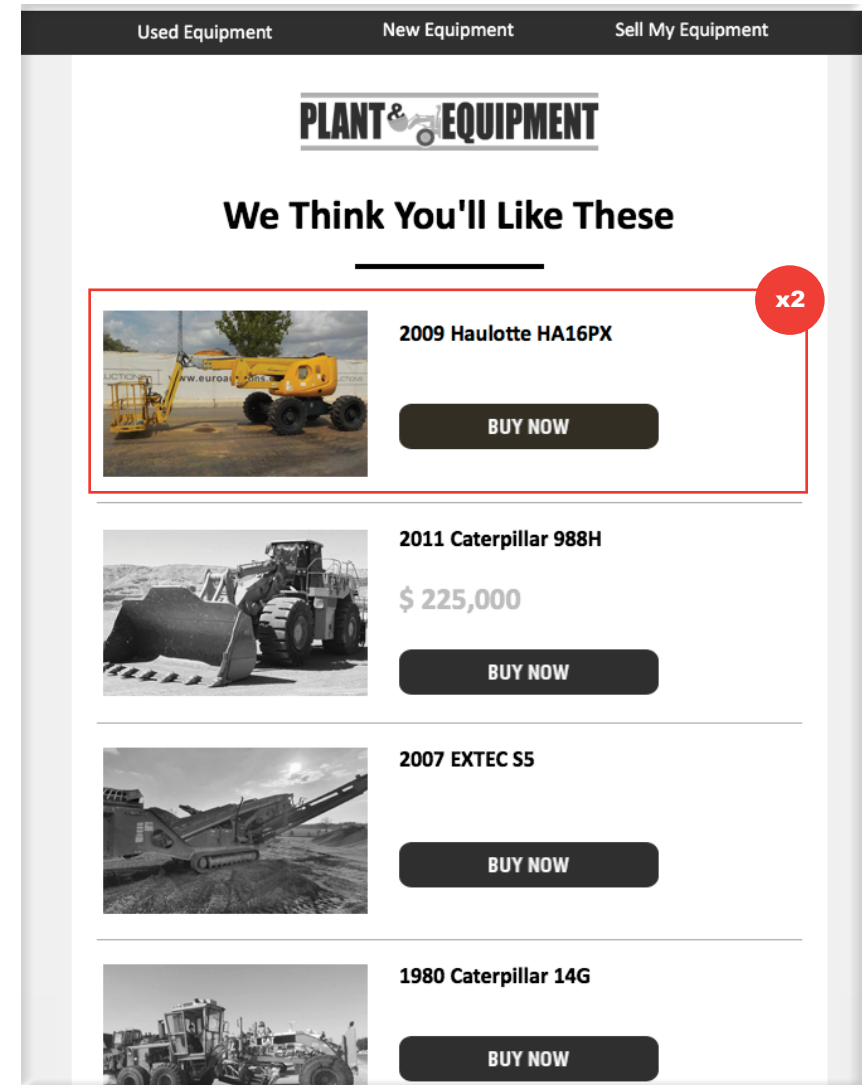


# Premium Sellers

Verified Sellers Stamp Showcased on all Listings and Dealer Profile



2 Monthly Equipment Newsletter Slots (Randomized)

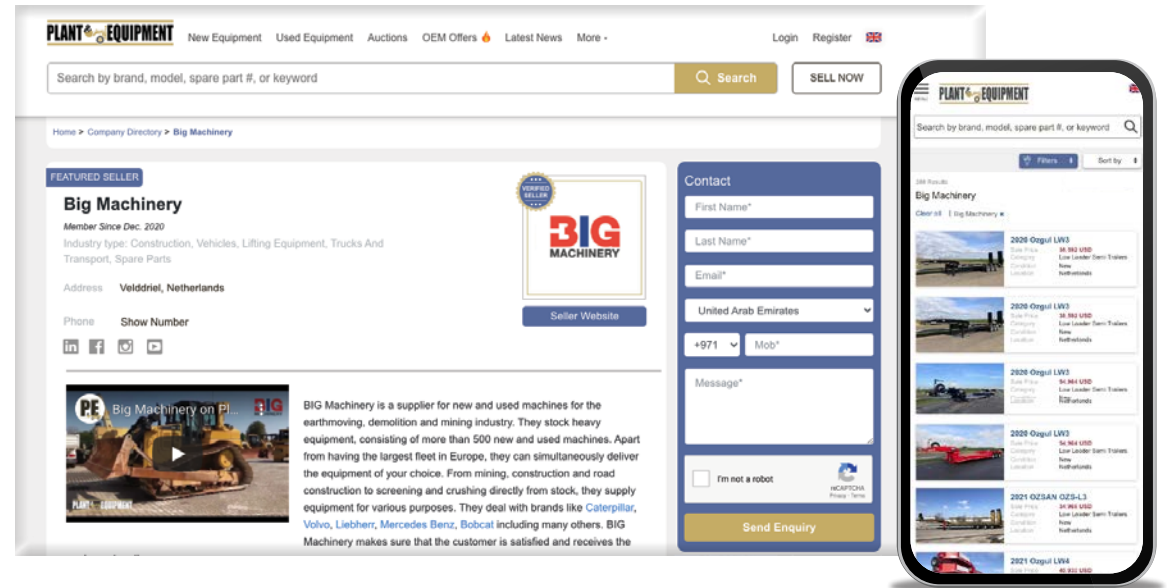


# Website Features

## Personalized Dealer Page & Profile



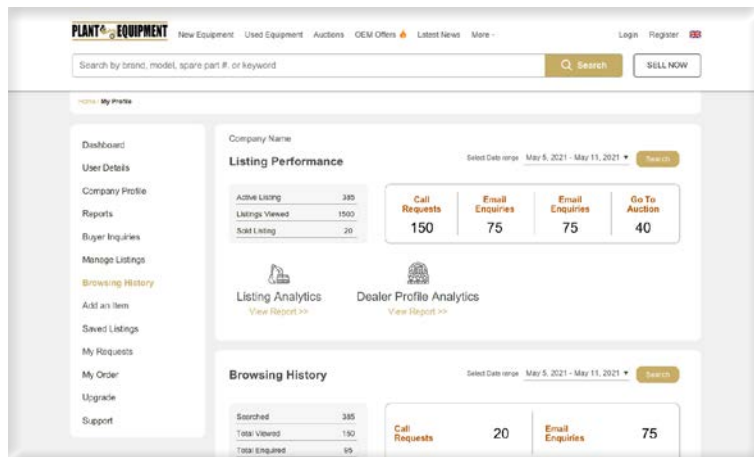
Each dealer will have their own dealer profile with a company logo, social media icons and contact information that will be exposed to thousands of buyers. Dealer page includes inventory from heavy equipment, trucks, commercial vehicles and/or spare parts.



## Dealer Dashboard



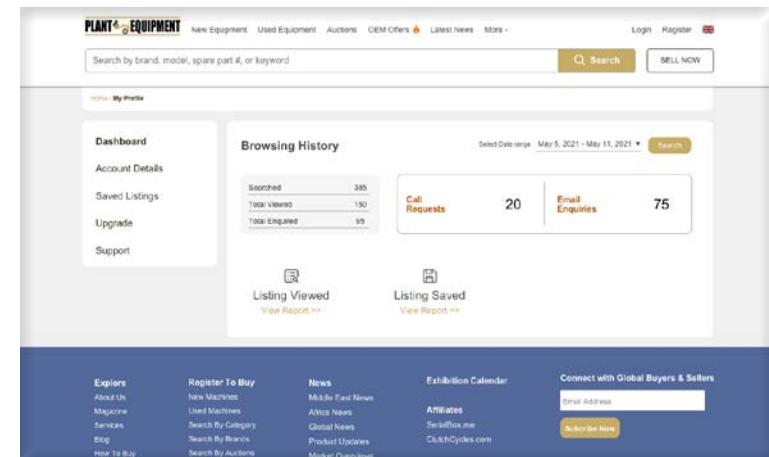
Dealer will also have their own dashboard that will display their listing performance along with history of equipment viewed, enquired and saved. Enquiry messages can also be view in the dashboard.



## User Dashboard

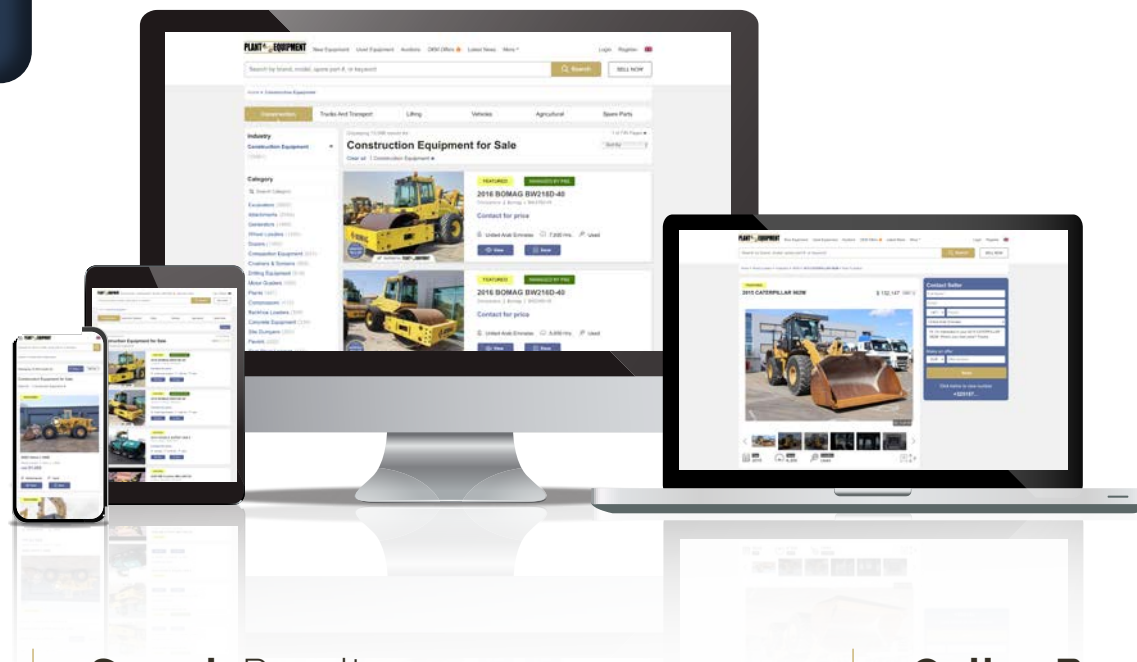


User can now have their own dashboard displaying history of equipment viewed, enquired and saved. User has an option to upgrade to a dealer through dashboard.





# Website Features



## Featured Listings



Dealers have the power to select their equipment listings that they would like to have priority spotlight in category or brand search results (additional fee).

## Search Results



Users can search for thousands of listings with ease and speed using our Search functionalities. Buyers can filter listings by brand, model, category, price, year, location, hour and much more. The simplicity of our online search functionalities allows buyers to view and contact dealer listings and dealer profiles.

## Online Banner Adverts



PlantAndEquipment.com provides five excellent banner options to allow you to target global buyers. Please see the following page for further details.

## Industry News



Our news page assists universal traders and specialists to follow the latest industry news pieces, product launches, construction project updates, and exhibition summaries.

## Auction Calendar



Detailed information about upcoming worldwide auctions along with listings such as construction machinery, lifting equipment, commercial vehicles, trailers, spare parts, heavy duty attachments, and many more. Each auctioneer has a profile page that includes contact details and background about the company.

## Exhibition Calendar



Schedule of trade events throughout the global map. Users can find exhibitions that showcase the latest products, recent technological advancements, and market industry trends for mining, construction, agriculture, heavy machinery, commercial vehicles, and much more.

# Online Banners

## Skyscraper Homepage Banner

140 x 600 pixels

Banner Rates - 1 Month

| AED    | USD   | EUR   |
|--------|-------|-------|
| 11,000 | 3,056 | 2,750 |

## Homepage Banners

1125 x 219 pixels

Banner 1 Rates - 1 Month

| AED   | USD   | EUR   |
|-------|-------|-------|
| 9,000 | 2,500 | 2,250 |

Banner 2 Rates - 1 Month

| AED   | USD   | EUR   |
|-------|-------|-------|
| 7,500 | 2,083 | 1,875 |

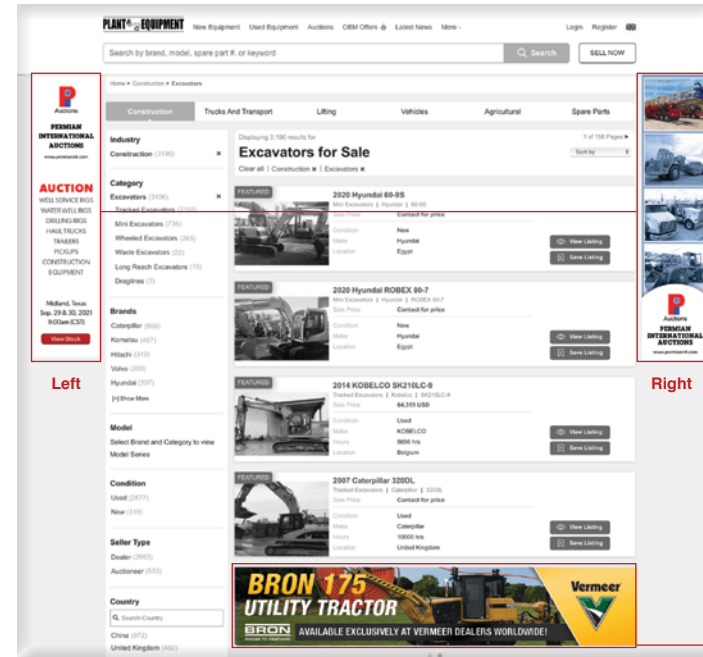
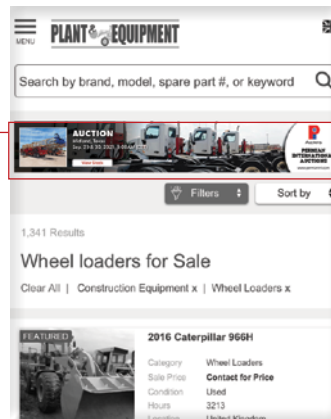
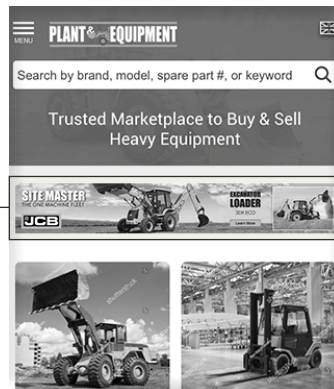


## Mobile View Skyscraper Homepage Banner

1125 x 176 pixels

## Mobile View Skyscraper Search Banner

1125 x 176 pixels



## Skyscraper Search Banner

140 x 600 pixels

Banner Rates - 1 Month

| AED   | USD   | EUR   |
|-------|-------|-------|
| 6,000 | 1,667 | 1,500 |

## Search Banners

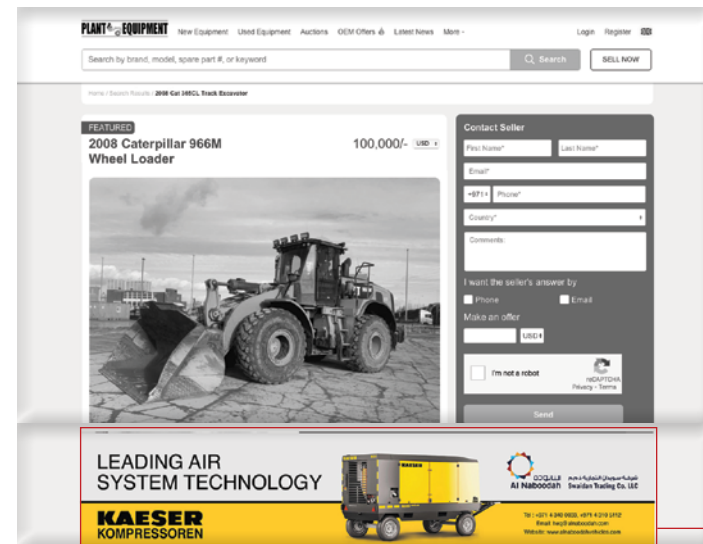
882 x 172 pixels

Banner 1 Rates - 1 Month

| AED   | USD   | EUR   |
|-------|-------|-------|
| 4,500 | 1,250 | 1,125 |

Banner 2&3 Rates - 1 Month

| AED   | USD   | EUR |
|-------|-------|-----|
| 3,800 | 1,056 | 950 |



## Item Banner

1125 x 219 pixels

Banner Rates - 1 Month

| AED   | USD   | EUR   |
|-------|-------|-------|
| 4,500 | 1,250 | 1,125 |

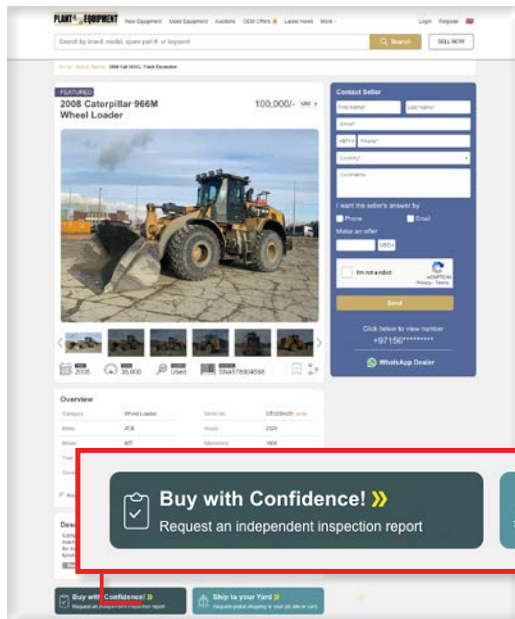
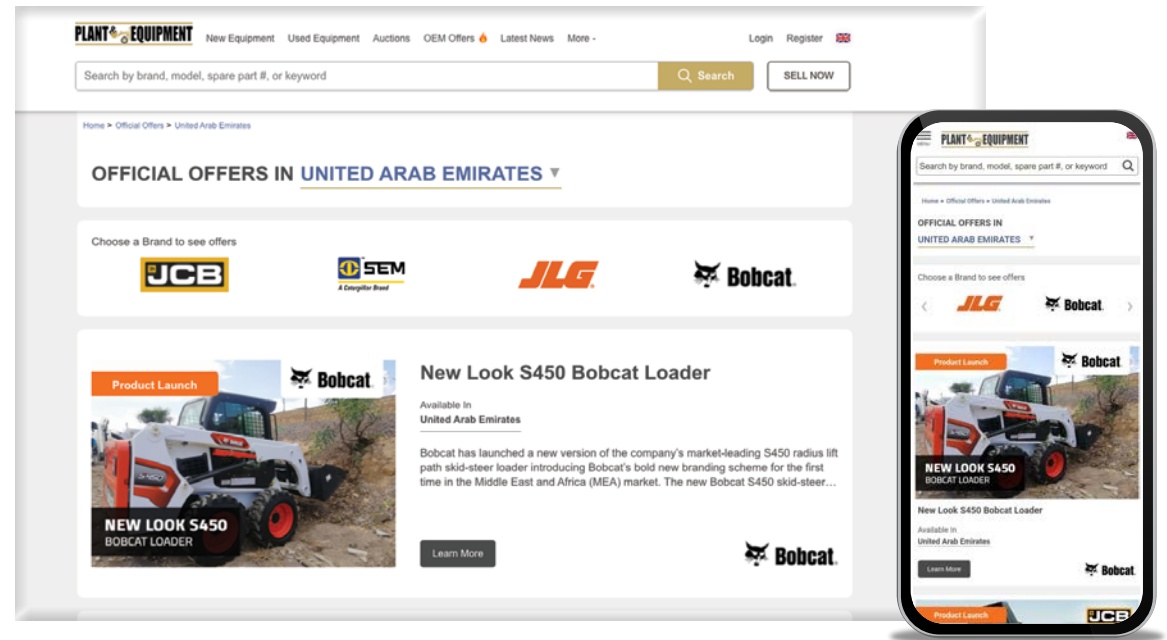


# Digital Services

## Promotions Page



The Promos Page provides details on limited-time financial promos, discounts and special offerings from authorized distributors. This is your chance to showcase your new machine offers!



## Call To Action Buttons

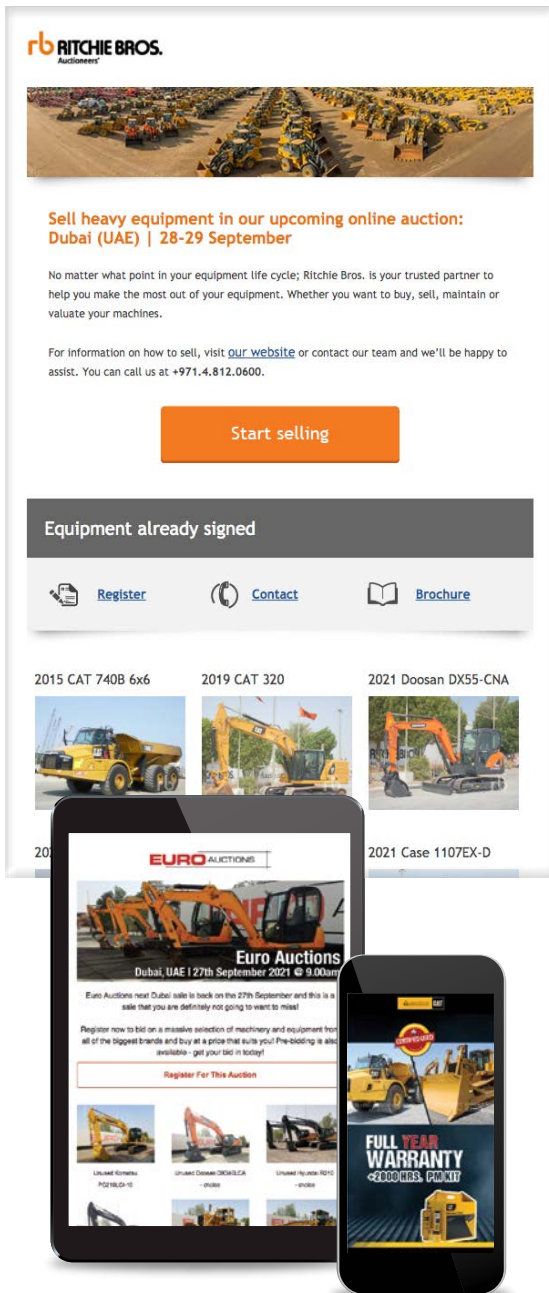


Our Call-To-Action (CTA) buttons are featured in all listing pages throughout our website. This is a great opportunity to highlight services including Machinery Inspections, Logistics and more!

**Request an independent inspection report**

**Request global shipping to your job site or yard**

# Digital Services



**rb RITCHIE BROS.**  
Auctioneers

**Sell heavy equipment in our upcoming online auction:  
Dubai (UAE) | 28-29 September**

No matter what point in your equipment life cycle, Ritchie Bros. is your trusted partner to help you make the most out of your equipment. Whether you want to buy, sell, maintain or value your machines.

For information on how to sell, visit [our website](#) or contact our team and we'll be happy to assist. You can call us at +971.4.812.0600.

**Start selling**

**Equipment already signed**

[Register](#) [Contact](#) [Brochure](#)

2015 CAT 740B 6x6 2019 CAT 320 2021 Doosan DX55-CNA

2021 Case 1107EX-D

**EURO AUCTIONS**  
Dubai, UAE | 27th September 2021 @ 9.00am

Register now to bid on a massive selection of machinery and equipment from all of the biggest brands and buy at a price that suits you! Pre-bidding is also available - get your bid in today!

**Register For This Auction**

**Full Year Warranty**  
- 2000 HRS. PICKUP

## EDM (Email Direct Marketing)

**47,000+** database

Being in the marketing business for heavy equipment and trucks for 22 years has allowed us to collect a large and valuable database for email campaigns. Such data have been collected via global exhibitions, valuable contacts within the construction industry and online subscriptions.

Our team offers EDM services that involves distributing targeted email blast campaigns to an extensive choice of demographics across the global construction industry. Email blasts via our database channel is a well-liked method that can easily promote your brand, products, and services.

We can design and modify your campaigns in house, and coordinate for the email campaign to be broadcasted in our 45,000+ database. A post EDM campaign report will be provided allowing you to understand how many subscribers have opened your email campaign and clicked on the email campaign links.

## EDM Banners

An alternative option is our EDM banners which are showcased in Plant & Equipment's 45k+ database for two weeks. These popular banners are featured in our EDM newsletters that are sent out four times a week.

### Banners

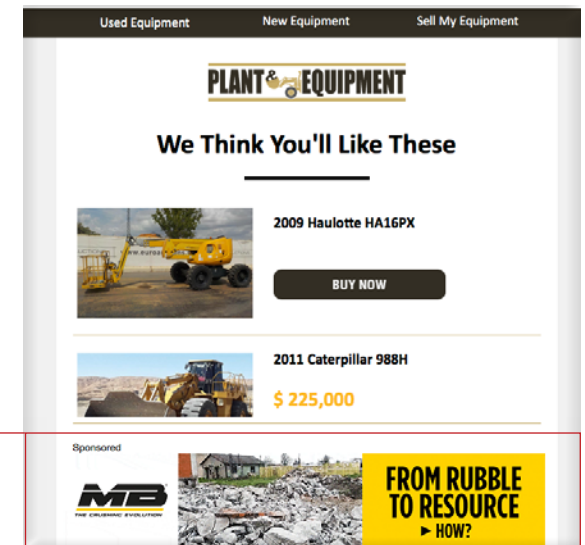
1125 x 219 pixels

#### Banner 1 Rates

| AED   | USD | EUR |
|-------|-----|-----|
| 2,400 | 667 | 600 |

#### Banner 2 Rates

| AED   | USD | EUR |
|-------|-----|-----|
| 1,900 | 528 | 475 |



Used Equipment New Equipment Sell My Equipment

**PLANT & EQUIPMENT**

**We Think You'll Like These**

**2009 Haulotte HA16PX**  
**BUY NOW**

**2011 Caterpillar 988H**  
**\$ 225,000**

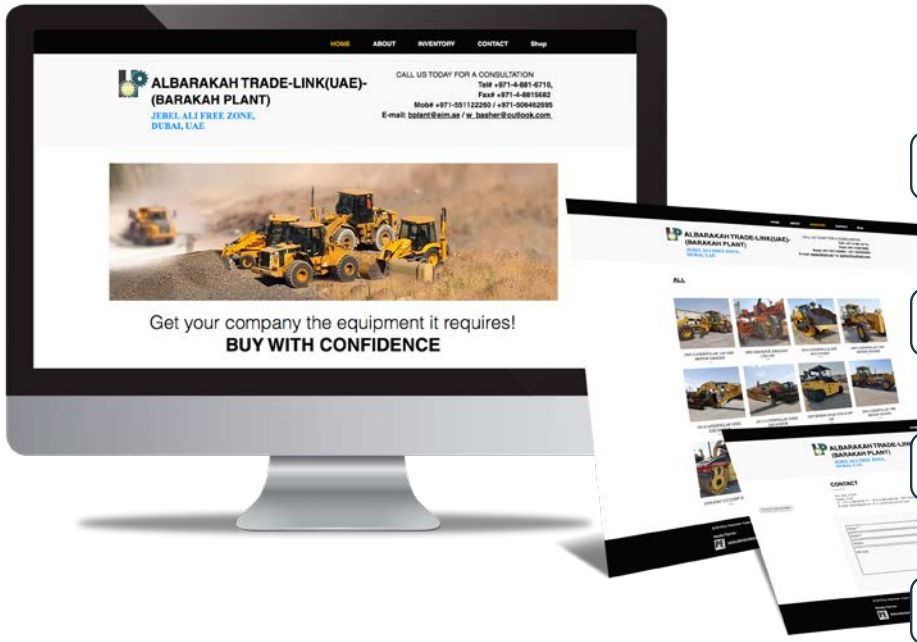
Sponsored

**MB**  
Machinery Breakdown

**FROM RUBBLE TO RESOURCE**  
**► HOW?**



## Professional Dealer Website



**Rates:**

- 25 Listings  
1,500 AED
- 26-50 Listings  
2,000 AED
- 51 - 300 Listings  
2,500 AED
- Annual Renewal  
1,000 AED

Whether you are selling heavy equipment or trucks or even spare parts, our personalized dealer website program can fulfill the requirements to sell online as your own website. Your personalized website will be provided with your logo, brand, and most importantly your listings for sale. This will allow you to seize additional enquiries, attract more worldwide buyers, add further credibility as a dealer, and sell more equipment online. Best part, you will have automatic uploads/editing from PlantAndEquipment.com to your personalized dealer website and vice versa!

## Advantages

- Increase visibility
- Improve SEO for your company
- Brand your dealership
- Show listings you have for sale
- Tailored domain name
- Personalized email address
- Another option for your global buyers to contact you
- Mobile and user friendly
- Save time and money
- Automatic uploads/editing from PlantAndEquipment.com and your professional dealer website.

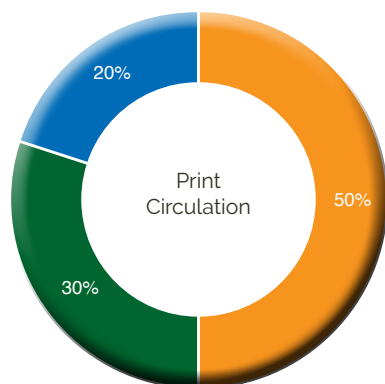


# Magazine Circulation

Average Circulation

29,500 per Issue

Issues per year: 6



**Print Circulation ( 60% )**  
17,500

Circulated Regions

- Middle East Region
- Africa Region
- International / Exhibition

**Digital Circulation ( 40% )**  
12,000

Circulated Online Magazine Platforms

- |  |  |  |
|--|--|--|
| <a href="http://www.PlantAndEquipment.news">www.PlantAndEquipment.news</a> | <a href="http://www.fliphtml5.com">www.fliphtml5.com</a> |  |
| <a href="http://www.issuu.com">www.issuu.com</a>                           | <a href="http://www.magzter.com">www.magzter.com</a>     | <a href="http://www.anyflip.com">www.anyflip.com</a>   |
| <a href="http://www.yumpu.com">www.yumpu.com</a>                           | <a href="http://www.readwhere.com">www.readwhere.com</a> | <a href="http://www.pubhtml5.com">www.pubhtml5.com</a> |

## Reader Profile

- Civil Engineering Contractors
- Building contractors
- Logistic firms
- Subcontractors
- Surveyors
- Operators
- Heavy Equipment dealers
- Trucks and Transport dealers
- Government Ministries
- Mining companies
- Road construction and building materials companies
- Spare part dealers
- Rental equipment hires

Per issue, **Plant & Equipment** magazines are distributed throughout the Middle East and Africa. As a bonus circulation, our magazines are distributed to exhibitions including bauma, The Big 5, CONEXPO-CON/AGG, Mining Indaba, Saudi Build, Middle East Energy Dubai/Saudi, BICES, Intermat, Egypt Projects, and many more! Visit our website, "[www.PlantAndEquipment.com/exhibitions](http://www.PlantAndEquipment.com/exhibitions)" to learn more about our exhibition distribution network.



# Magazine Editorial Calendar Features

|  | Market Overview<br>Middle East | Market Overview<br>Africa | Bonus Exhibition<br>Circulations  |
|--|--------------------------------|---------------------------|---|
| <b>Issue 250</b><br>January - February<br><b>Artwork Deadline: Dec 15</b>  | Mobile Cranes                  | Wheel Loaders             | Breakbulk Middle East   |
| <b>Issue 251</b><br>March - April<br><b>Artwork Deadline: Feb 16</b>       | Tracked Excavators             | Dump Trucks               | Middle East Energy   Egypt Projects<br>Gulf Construction Expo   The Big 5 Saudi<br>Oman Design & Build Week |
| <b>Issue 252</b><br>May - June<br><b>Artwork Deadline: Apr 21</b>          | Crushers, Tower Cranes         | Forklifts                 | Truck, Trailer & Tyre Expo   Mining Indaba<br>The Big 5 Construct Egypt   AgraME                            |
| <b>Issue 253</b><br>July - August<br><b>Artwork Deadline: Jun 22</b>       | Motor Graders                  | Attachments               | Cape Construction Expo  |
| <b>Issue 254</b><br>September - October<br><b>Artwork Deadline: Aug 25</b> | Long-Haul Transportation       | Concrete Mixers           | The Big 5 Construct Nigeria<br>bauma Germany   The Big 5 Heavy  |
| <b>Issue 255</b><br>November - December<br><b>Artwork Deadline: Oct 21</b> | Bulldozers                     | Mini Excavators           | Saudi Build   Trenchless Middle East<br>ADIPEC   Gulf Traffic   The Mining Show<br>Kuwait Building Show     |

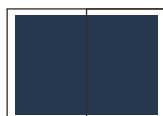
# Magazine Rates

| Prime Position in USD | 1x       | 3x       | 6x       |
|-----------------------|----------|----------|----------|
| Double Page           | \$ 2,600 | \$ 2,300 | \$ 2,000 |
| Full Page             | \$ 1,800 | \$ 1,610 | \$ 1,420 |
| Half Page Vertical    | \$ 1,100 | \$ 970   | \$ 840   |
| Half Page Horizontal  | \$ 1,100 | \$ 970   | \$ 840   |
| Back Cover            | \$ 3,900 | \$ 3,700 | \$ 3,500 |
| IFC/IBC               | 15%      |          |          |
| Prime Positions       | 10%      |          |          |

## Artwork Specifications



**Full Page** (Market Hub)  
180 x 250 (mm)  
5mm bleed



**Double Page** (Market Hub)  
390 x 250 (mm)  
5 mm bleed / 30 mm gutter



**Half Page (H)**  
180 x 120 (mm)  
5 mm bleed



**Half Page (V)**  
85 x 250 (mm)  
5 mm bleed



**Quarter Page**  
85 x 120 (mm)  
5 mm bleed



**1/8 Page**  
180 x 22.5 (mm)  
5 mm bleed



**IFC/IBC /Branding/Back Cover**  
210 x 290 (mm)  
5 mm bleed



**Double Page IFC/IBC/Branding**  
420 x 290 (mm)  
5 mm bleed / 30 mm gutter

**Color:** 4 Color (CMYK)

**Fonts:** Embed the fonts or outline

**File Type:** JPEG, TIFF, PDF

**Resolution:** 300Dpi

If the file size is more that 10 mb  
please send us using **wetransfer**.

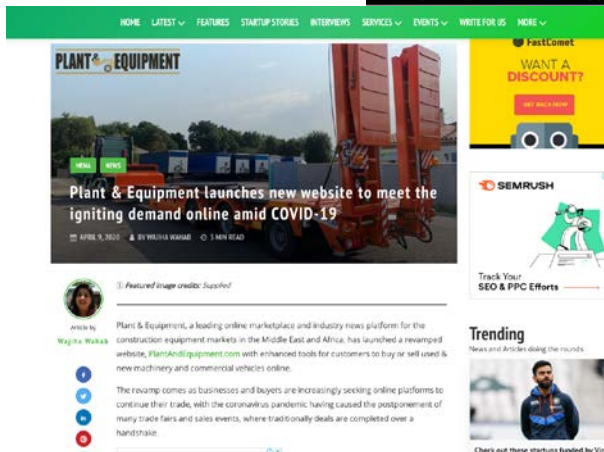
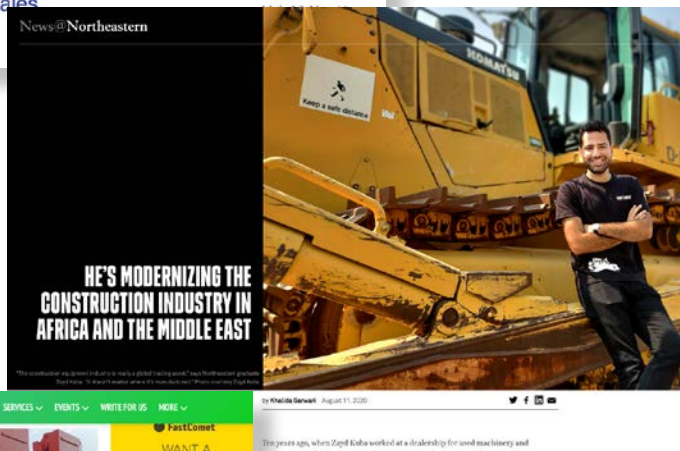
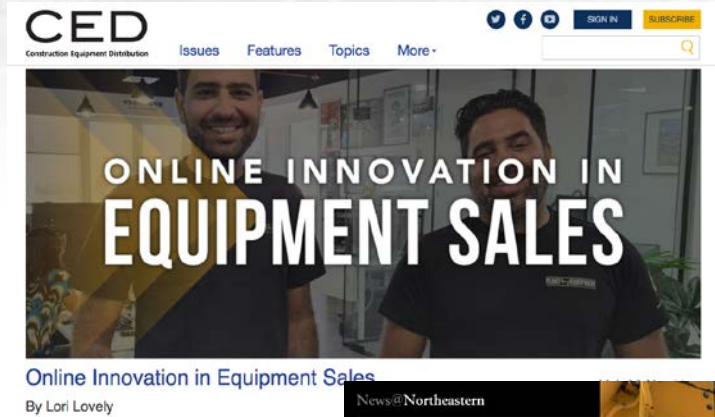
## Flyer

Price and Specification on request





## Mentions & Awards



## Achievements & Awards



**CONSTRUCTION**  
BUSINESS NEWS

**Construction**  
**Innovation Awards 2021**  
Shortlisted



**FXCintelligence**<sup>TM</sup>

**Cross-Border**  
**Ecommerce Market Map**  
**2021**

## P&E Testimonials



“When It comes to Plant & Equipment they provide a 360 approach, they utilize social media, print ads and digital ads. The team is very supportive and flexible when it comes to adapting artwork and placing ads on their platform.”



“Plant and Equipment has always been very sufficient, timing, and their communication is great. The art work they put together off of very little information at times looks so professional and business like, it really catches the eye.”



“We’ve chosen Plant & Equipment cause it's very effective to help us gathering new leads and bringing traffic to our website. It's a very reliable partner for us.”



“The P&E team helped advertise our Concrete and Crushing Screening Plants machines to fulfill our online marketing strategy. The team came through for us by providing a full plan on how to achieve it and widen our presence in the world market.”



“Plant & Equipment is a media leader in the Middle East & Africa region. We have established the cooperation for more than 10 years and for us, the team is an excellent and reliable partner.”



“We were keen to promote our Operator Training business throughout the Middle East and Africa. Working with Plant & Equipment to advertise our services was a logical decision.”



“I must say, they provide amazing service! They listen to our needs and even more, they offer suggestions for the improvement of our visibility online and offline. I experienced, that people at P&E are very skilled and knowledgeable.”



“We were able to achieve everything we wanted for our brands and our first auction in Kuwait. The media coverage from the online listings, banners, and P&E magazine generated a lot of positive buzz for us.”



Scan or Click  
to Read More

## Sales Team

### **Sahar Chaplin**

#### **Sales Director**

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### **Prisca Fernandes**

#### **Account Manager**

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### **Monica Sebastian**

#### **Account manager**

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### **Faisal Al Jaafiri** (Saudi Arabia)

#### **Business Development Executive**

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Email: faisal@plantandequipment.com

## Head Office

### **Middle East Strategic Advertising**

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Tel: +971 4 5808020

Email: sales@plantandequipment.com

## Branch Offices

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