

# Design

Middle East

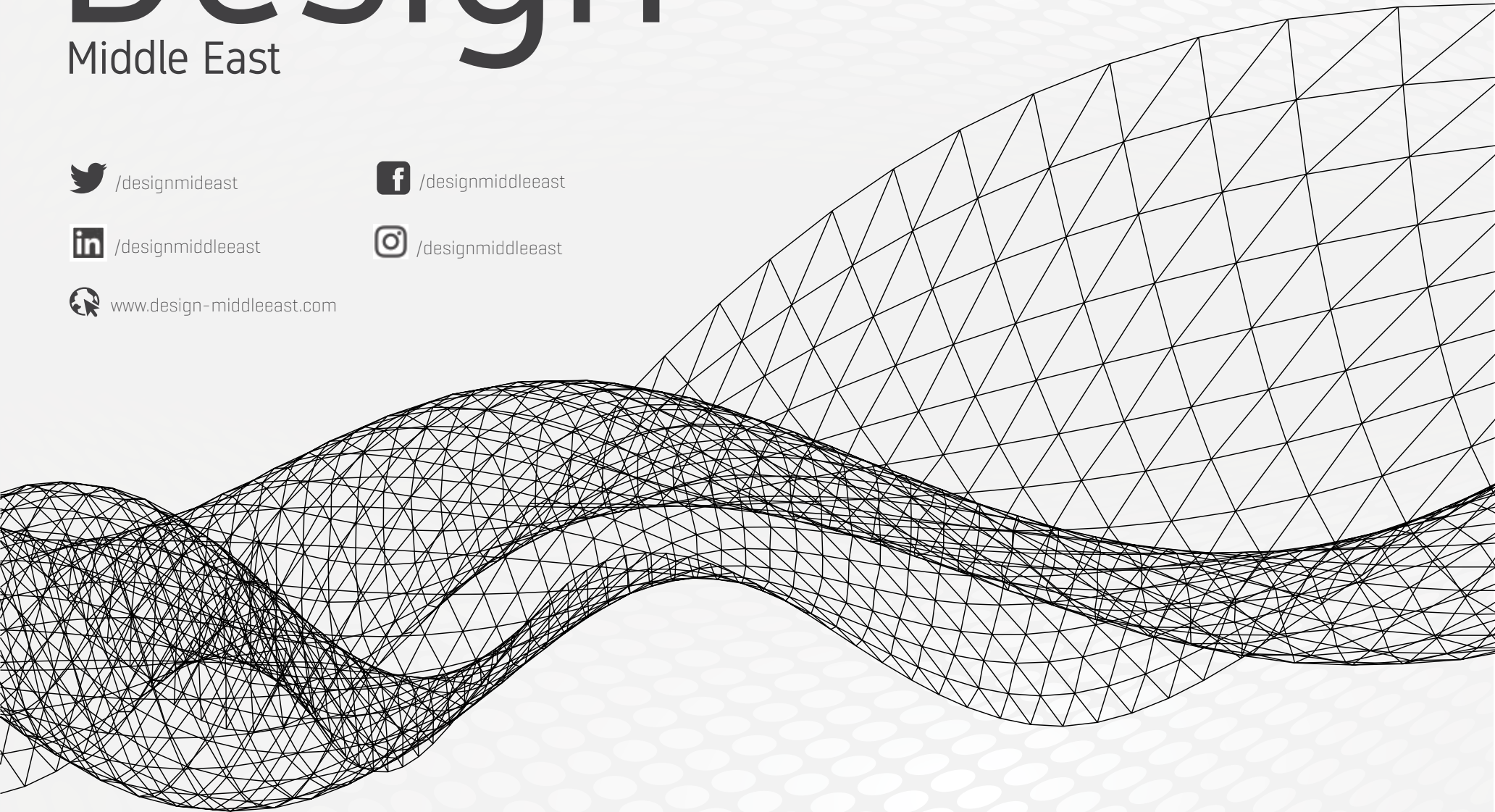
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 [www.design-middleeast.com](http://www.design-middleeast.com)



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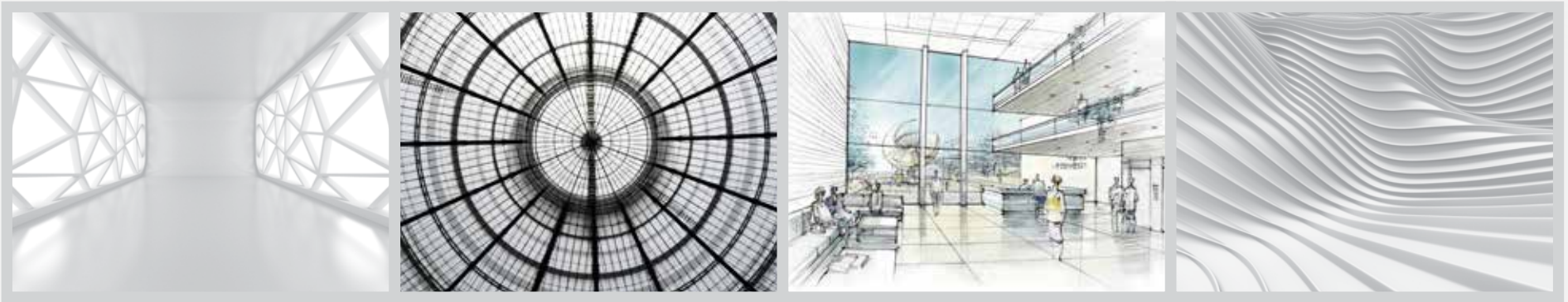
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## OVERVIEW

*Design Middle East* provides reliable, timely and insightful industry knowledge for the region's core design and build professionals. From up-to-date industry news, exclusive interviews, analysis and highlights from the latest market trends, the publication is an essential tool for creatives within the spheres of lighting, furnishing, interiors and architecture, plus everything in between.

Targeting professionals who command senior and executive roles within the interior design industry, *Design Middle East* is an invaluable resource for regional and global industry trends, news and product launches. Covering the hottest suppliers and most innovative products it reaches architects, developers, contractors and consultants, also offering relevant content for the property owners and managers.

*Design Middle East* represents all elements of interior design for public and private clients, from schools and hospitals to restaurants, hotels and private homes.

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## EDITORIAL FEATURES LIST

MONTH	FEATURE	SUPPLIERS FOCUS	EVENTS	SPECIAL ISSUES AND ROUNDTABLES
January	2018 Design Trends	Modular Kitchen	-	-
February	Marble & Ceramics	Lighting	IDF Oman	Suppliers Roundtable
March	Kitchen Chimneys	Tables & Chairs	Oman Expo, Index & Workspace	Design Forum
April	Paints	Walls & ceilings	MIFF/EFE, Stone & Surface 2018	Interior designers roundtable
May	Kitchen Flooring	Facades	-	-
June	Soft furnishing	Window & doors	-	-
July	Kitchen Appliances	Hotel furniture	-	Top 10 Fit-Out Contractors
August	Workspace Innovation	Carpets and Rugs	-	Office Furniture Roundtable
September	Kitchen Wardrobes	Curtains	Middle East Stone, Istanbul Light	Architect Roundtable
October	Design Education	Outdoor Furniture	Design Middle East Awards, Cityscape, Light ME	-
November	Kitchen Sinks & Tabs	Flooring	Big 5, Downtown Design, Dubai Design Week, Deco Fair, Outdoor Design & Build Show	-
December	-	Bathrooms	-	Top 25 giants of Design

\*The features are worked upon one month in advance

Regular Features: Tips & Triccks | Supplier Profile | Pick of the month | Industry updates and news | Focus on shows and exhibition previews | Projects – newbuilds, renovations and completed work

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### EVENTS OVERVIEW

Creative minds work better together and that's why *Design Middle East* holds a series of engaging industry events throughout the year.

An invaluable resource for news and networking, these gatherings connect the region's best creative talent with industry peers, enabling them to expand their networks and enhance their understanding of design trends and challenges.

#### ROUNDTABLES

*Design Middle East* roundtables are held every month around the UAE. Welcoming a cohort of professionals from a variety of industries, each event covers a different topic, from the latest developments in materials to securing and keeping cutting-edge talent. The *Design Middle East* roundtables are published in each issue of the magazine.

#### CONFERENCES

BNC Publishing has established a successful portfolio of events under its B2C and B2B magazine brands. In 2018, *Design Middle East* will build on these accomplishments with the introduction of the *Design Matters Conference*. Covering the issues leading the industry, *Design Matters* will assess the evolution of interior design across the Middle East and North Africa.



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YOUR VENUE HERE

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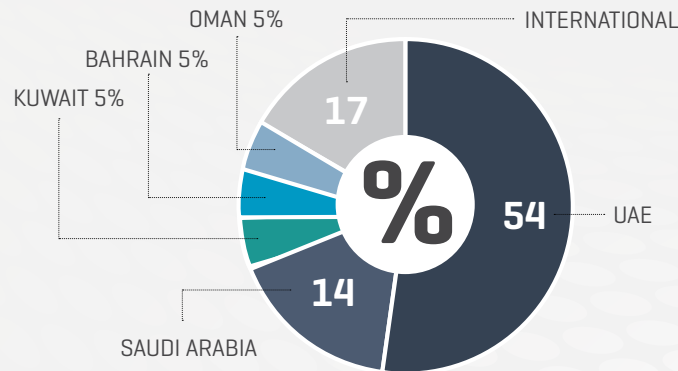


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## READERSHIP BREAKDOWN

- Architects
- Interior designers
- Owners and operators
- Building developers
- Design consultants
- Specifiers and buyers
- Fit-out contractors
- Corporate executives

## READERSHIP BY GEOGRAPHICAL LOCATION



**6,280**

STANDARD\* PRINT RUN

**15,150**

TOTAL STANDARD\* READERSHIP  
(BASED ON A PASS-ON RATE OF 2.5)

\*NUMBER OF COPIES PRINTED MAY INCREASE FOR MONTHS WHICH THE MAGAZINE WILL BE DISTRIBUTED AT EVENTS.

## WEBSITE ADVERTISING



There are various options to choose from with our website ads

## ELECTRONIC DIRECT MAIL



HTML to be sent to our database on your behalf

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## ADVERTISING RATES (PRINT)

RATES	1X		4X		8X		12X	
<b>OUTSIDE BACK COVER</b>	\$7,940	AED 29,156	\$7,345	AED 26,970	\$6,828	AED 25,074	\$6,350	AED 23,317
<b>INSIDE FRONT COVER</b>	\$7,760	AED 28,494	\$7,178	AED 26,358	\$6,673	AED 24,503	\$6,208	AED 22,796
<b>1st RIGHT-HAND PAGE</b>	\$7,760	AED 28,494	\$7,178	AED 26,358	\$6,673	AED 24,503	6,208	AED 22,796
<b>INSIDE BACK COVER</b>	\$7,200	AED 26,438	\$6,600	AED 24,455	\$6,192	AED 22,737	\$5,760	AED 21,150
<b>DOUBLE PAGE SPREAD</b>	\$10,611	AED 38,964	\$9,815	AED 36,041	\$9,285	AED 34,095	\$8,489	AED 31,171
<b>FULL PAGE</b>	\$5,895	AED 21,646	\$5,453	AED 20,023	\$5,158	AED 18,941	\$4,716	AED 17,317
<b>HALF PAGE HORZ/VERT</b>	\$3,240	AED 11,897	\$2,997	AED 11,005	\$2,835	AED 10,410	\$2,592	AED 9,518
<b>QUARTER PAGE</b>	\$1,780	AED 6,536	\$1,647	AED 6,049	\$1,558	AED 5,719	\$1,424	AED 5,229
<b>PRODUCT PLACEMENT</b>	\$500	AED 1,900	\$400	AED 1,500	\$250	AED 950	\$200	AED 750
<b>SUPPLIER PROFILE</b>	\$3,000	AED 11,100	\$2,500	AED 9,300	-	-	-	-
<b>TIPS &amp; TRICKS</b>	\$3,000	AED 11,100	\$2,500	AED 9,300	-	-	-	-
<b>PICK OF THE MONTH</b>	\$3,000	AED 11,100	\$2,500	AED 9,300	-	-	-	-

## ADVERTISING RATES (WEB)

EXECUTION	DIMENSIONS	FILE SIZE	POSITION	RATE CARD CPM (USD)
Leaderboard	728 x 90px	50 KB	Beside the Masthead	\$80
Medium Rectangle (MPU)	300 x 250px		Within right-hand column of ALL pages	\$75
Vertical Rectangle (Whitespace Banner)	220 x 550px		Right hand side of the screen	\$90
Half Page	300 x 600px		Right hand side of the screen	\$100
Overlay (Eyeblander)	450(w) x 450(h) px - this is the maximum. Include a close button functionality		Any except over the Masthead or other advertising formats (appears over the page content)	\$100
Interstitial	Full Screen - 750 x 450px	100 KB	Appears between any page impression & visible for 60 seconds	\$150
Microsites	220 x 550px, 728 x 90px, 300 x 250px	As above	Dedicated microsite housed within hotelnewsme.com	As per campaign requirements
Surveys	220 x 550px, 728 x 90px, 300 x 250px	As above	Dedicated survey housed within hotelnewsme.com	-
Newsletter Sponsorship	-	-	-	\$3,500 per newsletter
Leader board on newsletter	-	-	-	\$2,500 per newsletter
Vertical Rectangle (Whitespace Banner) on newsletter	-	-	-	\$2,350 per newsletter
EMAIL BLAST	-	-	-	\$2,500 per email blast

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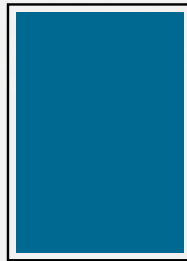
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## ADVERT SIZES (PRINT)



### DOUBLE-PAGE SPREAD

Trim size: 460 x 275mm  
Bleed size: 470 x 285mm



### FULL PAGE

Trim size: 230 x 275mm  
Bleed size: 240 x 285mm



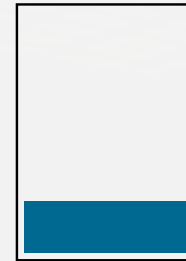
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Trim size: 230 x 137.5mm  
Bleed size: 240 x 147.5mm



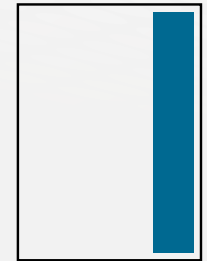
### 1/2 PAGE

Trim size: 115 x 275mm  
Bleed size: 125 x 285mm



### 1/4 PAGE

Trim size: 230 x 68mm  
Trim size: 240 x 78mm



### 1/4 PAGE

Trim size: 57 x 275mm  
Bleed size: 67 x 285mm

*\*All sizes are (Width X Height) in millimetres.*

## FORMAT (PRINT)

EXECUTION	DIMENSIONS	FILE SIZE	POSITION	RATE CARD CPM (USD)
Leaderboard	728 x 90px	50 KB	Beside the Masthead	\$80
Medium Rectangle (MPU)	300 x 250px		Within right-hand column of ALL pages	\$75
Vertical Rectangle (Whitespace Banner)	220 x 550px		Right hand side of the screen	\$90
Half Page	300 x 600px		Right hand side of the screen	\$100
Overlay (Eyeblander)	450(w) x 450(h) px - this is the maximum. Include a close button functionality		Any except over the Masthead or other advertising formats (appears over the page content)	\$100
Interstitial	Full Screen - 750 x 450px	100 KB	Appears between any page impression & visible for 60 seconds	\$150
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EMAIL BLAST				\$2,500 per email blast

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