

Design

Middle East

MEDIA KIT 2019

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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, flooring, walls, furnishing, interiors, and architecture.

Targeting professionals who command senior and executive roles within the design industry, *Design Middle East* is an invaluable resource for regional and global industry news, trends, projects, and latest launches. Focussed on commercial interiors and architecture, *Design Middle East* is a resource guide for design consultants, interior designers, architects, and related industry professionals who have the decision-making power to recommend and buy products and services used in the construction, fit-out, and furnishing of workplace, healthcare, hospitality, education, retail, culture, and government projects.



EDITORIAL CALENDAR

MONTH	FEATURE	SUPPLIER FOCUS	EVENTS	SPECIAL SECTIONS
January	Expo 2020	Switches & Sockets	Imm Cologne / Heimtextil	-
February	Marble & Ceramics	Glass & Crystal	-	Design in Healthcare
March	Workspace Innovation	Wall Paints	Design Forum 2019/ Leaders In Architecture	10 Fit-Out Contractors You Should Know
April	Lighting Trends & Technology	Bathroom Accessories & Fittings	IATF 2019	-
May	Furniture Trends in Hospitality	Facades, Windows, & Doors	-	Office Roundtable
June	Flooring and Surfaces	Kitchen	-	Design Education
July	F&B Designs	Lighting	-	Interior Designers Roundtable
August	Top 10 Kitchen & Bathroom Suppliers You Should Know	Outdoor Furniture	-	Retail Report
September	Paints and Coatings	Office Furniture	Index & Workspace Cityscape	Architects Roundtable
October	Kitchen Designs	Marble	Design Middle East Awards 2019	-
November	Landscaping	Wallpaper	Dubai Design Week & Downtown Design	10 Lighting Companies You Should Know
December	Top 10 Projects to Look Forward to in 2020	Flooring	-	The Creative 30

*The features are worked upon one month in advance

Regular Features: Tips & Tricks | 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.

Design Middle East Awards

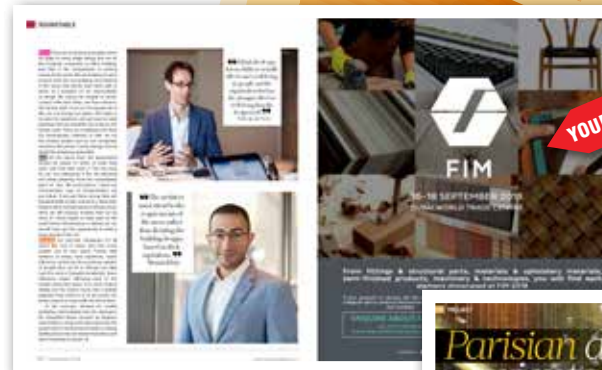
Design Middle East Awards 2019 is about celebration of the creative best and foremost from the region's design industry. The awards honours the best of designers, architects, projects, and design-oriented companies.

Design Middle East Forum

The forum is an exciting platform to network, connect with the region's best creative talent, and build a strong working relationship. Design Forum features panel discussions, presentations, and also allows the companies to showcase their key design pieces/projects.

Roundtables

Welcoming a cohort of professionals from a variety of industries, each roundtable covers a different topic from the latest developments in design, architecture, and from suppliers. Industry leaders come together and share their valuable opinion on relevant matters.



Design

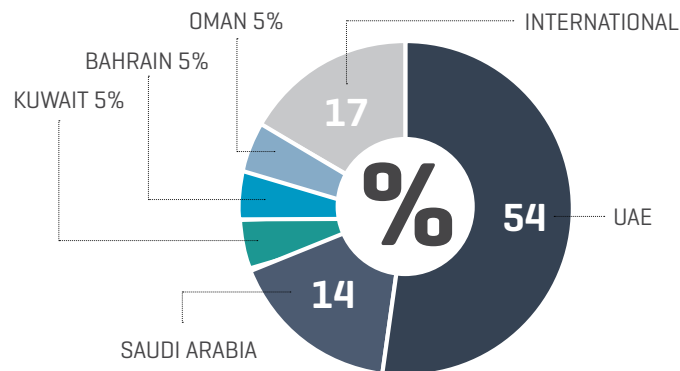
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READERSHIP BREAKDOWN

- Architects
- Interior designers
- Owners and operators
- Building developers
- Design consultants
- 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)

*ADDITIONAL PRINT RUN DURING INDUSTRY EVENTS

WEBSITE ADVERTISING



ELECTRONIC DIRECT MAIL



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ADVERTISING RATES (PRINT)

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



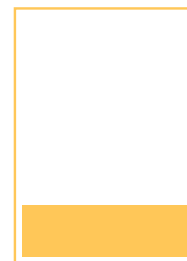
1/2 PAGE

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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Vertical Rectangle (Whitespace Banner) on newsletter	-	-	-	\$2,350 per newsletter
EMAIL BLAST				\$2,500 per email blast

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