

Design

Middle East

/ 2024 MEDIA KIT

INTERIORS AND ARCHITECTURE
FROM THE GULF, LEVANT AND *BEYOND*

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THEMED EDITIONS

Selected themes applicable to both Architecture and Interior Design

Selected Theme

Vertical architecture is of tremendous importance in terms of urban lifestyle and the rising desire for premium space.

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The fresh year brings new expectations, and designers are rethinking trends to create even more opportunities for innovation and experimentation. We asked the region's top designers what trends and techniques they'll use on their drawing boards, taking into account the ongoing pandemic, shifting needs, tight budgets, sustainability, and technology breakthroughs. What could be the driving elements this year for planned projects across the region, from F&B, healthcare, and education building designs, to raw materials, lighting, paints, technology, and more? We asked the region's top designers to find out what trends and designs they'll be focusing on in the new year and what they'd want to see.

Overview

Design Middle East provides the region's core design and build professionals with reliable, timely, and insightful industry knowledge. The publication is an essential tool for creatives working in the fields of lighting, flooring, walls, furnishing, interiors, and architecture, with up-to-date industry news, exclusive interviews, analysis, and highlights from the latest market trends.

Design Middle East is an invaluable resource for regional and global industry news, trends, projects, and latest launches, aimed at professionals in senior and executive roles in the design industry. Design Middle East is a resource guide for design consultants, interior designers, architects, and related industry professionals with the authority 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.



SELECTED THEME

Biomimetic architecture

Featuring

Patterns of Life

Finding technological solutions in biological processes

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We are simply captivated by a space's luminosity and brightness, which is critical for the success of any home interiors, commercial, public, monuments, or any building. Good lighting makes your space more comfortable and functional, as well as directing us to our destination. Proper lighting is critical to the success of any architectural marvel. Design Middle East presents the Lighting Powerlist and honours the leading suppliers, distributors, designers, manufacturers, and experts for providing the perfect harmony and composition of lights, layers, direction, and flow. We have not ranked this list because everyone is doing an outstanding job of brightening our lives and deserves a standing ovation.

Overview

As creative minds collaborate more effectively, Design Middle East hosts a series of engaging industry events throughout the year.

Design Middle East Awards

The annual Design Middle East Awards honour the region's top architects, designers, projects, and firms, celebrating the creative best and foremost from the region's design and architecture industry.



Design Forum



The forum provides an exciting opportunity to network, connect, and engage with the region's best creative talent while also developing strong working relationships. The Design Forum includes panel discussions, presentations, and the chance for companies to showcase their key design pieces/projects.

Roundtables



Each roundtable welcomes a cohort of professionals from a variety of industries and covers a relevant topic from the latest developments in design, architecture, and suppliers. Industry leaders gather to share their valuable insights on current issues.

Editorial Calendar

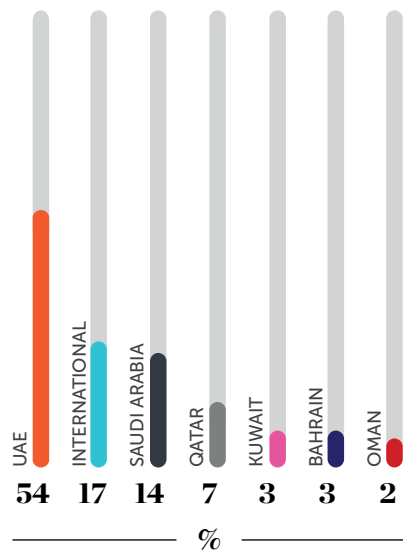
Regular Features: Tips & Tricks / Supplier Profile / Pick of the Month / Industry updates and news / Focus on shows and exhibition previews / Projects – new builds, renovations, and completed work./

Month	Feature	Supplier Focus	Events	Special sections
January	Decoding 2023 trends	Dining tables	Maison & Objet Heimtextil	
February	Future of facades	Chandeliers	DOMOTEX- Ambiente Fair Workspace Design Show 2024	Architects Powerlist 30
March	Acoustic sound design and its importance	Wallpapers and wall coverings		
April	Special report on Architecture Leaders Awards 2024 & Design Forum	Flooring	Architecture Leaders Awards 2024 Design Forum 2024	
May	Innovation in lighting	Trendy kitchen appliances	Design Roundtable Index Dubai - TUTTOFOOD	
June	Education buildings	Carpets & rugs	London Festival of Architecture	Top 10 kitchen suppliers
July	Paints & coatings	Glass companies	Atlanta Market	Fit-out powerlist
August	Limelight on F&B trends	Kitchen surfaces	Design Helsinki	Top 10 bathroom suppliers
September	Landscape		Salone del Mobile	Lighting powerlist
October			Design Middle East Awards 2024 HostMilano	Creative 30 powerlist
November	Special report on Design Middle East Awards 2023		Dubai Design Week Downtown Design	
December	Healthcare designs	Artworks		Design round-up 2024

THE FEATURES, SUPPLIER FOCUS, AND SPECIAL REPORTS ARE GIVEN IN THE ORDER IN WHICH THEY APPEAR IN THE MAGAZINE. WE WORK ONE MONTH IN ADVANCE, SO GET IN TOUCH FOR MARKETING AND EDITORIAL POSSIBILITIES WITH THAT IN MIND.

Readership

Readership by geographical location



5.580
STANDARD * PRINT RUN

13.950
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.*

Readership breakdown

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

Website advertising

There are various options to choose from with our website ads

- / Leaderboard
- / Vertical banner
- / MPU

Electronic direct mail / HTML to be sent to our database on your behalf

Advertising Rates Print

SELECTED THEME The Creative 30 Powerlist

Every year, Design Middle East recognises the region's leading architects and designers for preserving the past, nourishing the present, and paving the way for a brighter future. The Creative 30 Powerlist honours these talented individuals, who are without a doubt the actual stars of skyscrapers, mesmerising structures, and sustainable innovations.

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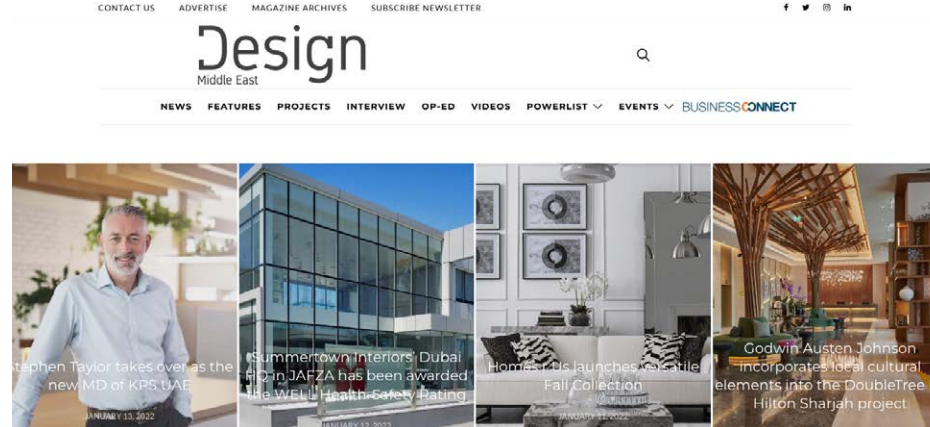
SELECTED THEME The 30 Influential Architects

This another special edition of Design Middle East features the '30 Influential Architects' in the MENA recognises and salutes the leaders in architecture for being creative, different, and progressive. This powerlist attracts a lot of attention and is one of the most anticipated editions of the year.

Rates	1x		4x		8x		12x	
OUTSIDE BACKCOVER	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 BACKCOVER	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 HOR/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

Advertising Rates

Web



Execution	Dimensions	File size	Position	Rate card CPM
LEADERBOARD	728 X 90 px	50KB	BESIDE THE MASTHEAD	80\$
MEDIUM RECTANGLE (MPU)	300 X 250 px		WITHIN RIGHT-HAND COLUMN OF ALL PAGES	75\$
VERTICAL RECTANGLE	220 X 550 px		RIGHT HAND SIDE OF THE SCREEN	90\$
HALF PAGE	300 X 600 px		RIGHT HAND SIDE OF THE SCREEN	100\$
OVERLAY (EYEBLASTER)	450 (W) X 450 (H)- 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 450 px	100KB	APPEARS BETWEEN ANY PAGE IMPRESSION AND VISIBLE FOR 60S	150\$
MICROSITES	220 X 550 px , 728 X 90 px, 300 X 250 px	AS ABOVE	DEDICATED MICROSITE HOUSED WITHIN HOTELNEWSME.COM	AS PER CAMPAIGN REQUIREMENTS
SURVEYS	AED 6,536	AS ABOVE	DEDICATED SURVEY HOUSED WITHIN HOTELNEWSME.COM	
NEWSLETTER SPONSORSHIP				3500\$ PER NEWSLETTER
LEADER BOARD ON NEWSLETTER				2500\$ PER NEWSLETTER
VERTICAL RECTANGLE WHITE SPACE BANNER) ON NEWSLETTER				2350\$ PER NEWSLETTER

Ad Specs format print

The recommended digital format for the supply of artwork is Adobe Acrobat PDF version 4.0 or 5.0 composite files. Please ensure fonts are embedded. Material may also be submitted for Macintosh in Adobe InDesign CS5 or below, Adobe Illustrator CS or Adobe Photoshop CS formats. All scans, logos, illustrations and fonts (used in the layout document and placed EPS files) must be supplied in addition to the layout file. We do not accept Microsoft Word, PageMaker or Publisher files. If a PDF cannot be produced, files from PC computers must be saved to an EPS format, with all fonts outlined and either all images embedded or supplied separately. Conversion charges may apply.

COLOUR

CMYK Colour must be used throughout. RGB and spot (eg Pantone) colours will be converted to CMYK colourspace. Colourspace conversion will change the appearance of colours in your file. It is strongly recommended that you convert all colour files to CMYK before finalising your design and submitting the material to us. A colour digital proof is required for colour reference. We accept no responsibility for colour variations if files are supplied in Pantone or RGB format and/or you do not supply a colour- accurate digital proof. At a minimum, a laser copy of the final artwork is required to enable us to check content.

Advert sizes (Print)

**All sizes are (Width x Height) in millimeters*



DOUBLE PAGE SPREAD

trim size: 460 x 275mm

bleed size: 470 x 285mm



FULL PAGE

trim size: 230 x 275mm

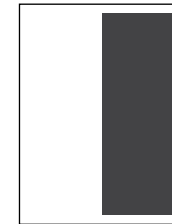
bleed size: 240 x 285mm



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

bleed size: 240 x 78mm



1/4 PAGE

trim size: 57 x 275mm

bleed size: 67 x 285mm

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NORD ANGLIA SCHOOL ABU DHABI

Space Zero used a holistic approach to design the campus interiors

MAHDI AMIAD

DMNIYAT
Collaborating with the Donchwater Collection.

N.K. CHAUDHARY

JABUR RUGS
Launch of the showroom at Alserkal Avenue.

BY SOTHEBY'S INTERNATIONAL REALTY

INSPIRED BY THE HIGH
RENAISSANCE AND
BAROQUE PERIOD

The Marble Palace is undoubtedly the most expensive mansion in the region shown for the first time by Sotheby's International Realty. With its lavish marble surfaces, geometric lines and gilded stonework, it exudes majesty.

design-middleeast.com

AW² COMPLETES BANYAN TREE ALULA IN SAUDI ARABIA'S DESERT, A NEW RESORT INSPIRED BY THE HERITAGE AND NATURAL BEAUTY OF ALULA.

AW², THE PARIS-BASED INTERNATIONAL ARCHITECTURE AND INTERIORS STUDIO LED BY STÉPHANIE LEDOUX AND REDA AMALOU, HAS COMPLETED THE DESIGN OF BANYAN TREE ALULA, A RESORT IN SAUDI ARABIA'S ASHAR VALLEY. THE ROYAL COMMISSION FOR ALULA (RCU) APPOINTED AW² IN COLLABORATION WITH THE FRENCH AGENCY FOR ALULA DEVELOPMENT (AFALULA).

THE RESORT IS 15KM FROM HEGRA, THE KINGDOM'S FIRST UNESCO WORLD HERITAGE SITE.

AW² DESIGN INTEGRATES AND RESPONDS TO SAUDI ARABIA'S FUTURE AMBITIONS AS WELL AS THE RESORT'S COMPLETELY UNIQUE DESERT SETTING AMID ROCK FORMATIONS AND ANCIENT HERITAGE SITES, AS GUIDED BY THE STRATEGIC MASTER PLANNING GUIDELINES FOR ALULA AND THE SAUDI VISION 2030. THE DESIGN PRIORITISES THE PRESERVATION OF THE SITE'S NATURAL BEAUTY AND RICH HERITAGE WHILE SUPPORTING THE NATION'S LONG-TERM TOURISTIC, CULTURAL, AND ECONOMIC GOALS FOR THE REGION.

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