





2025
MEDIA KIT





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Design

Middle East

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

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Overview

As the new year unfolds, **designers, architects,** and **suppliers** are embracing fresh expectations and rethinking trends to unlock new opportunities for innovation and creativity. From tackling tight budgets to prioritising **sustainability** and embracing **technology**, the region's leading experts share their insights in every edition. What will shape design across sectors like commercial, retail, healthcare, and education? From materials and lighting to flooring and paints, we explore insights from **top industry leaders**, highlighting key trends, projects, products, and transformative ideas driving the future of design **in the region**.



Overview



Design Middle East, by BNC Publishing, is a premier platform for design and architecture professionals in the Gulf, Levant, and beyond. With a focus on commercial interiors and architecture, it profiles innovative people, products, and trends shaping the industry.

Through its print magazine, online portal, and active social media presence, Design Middle East delivers exclusive insights, breaking news, and expert interviews. It serves as a resource for decision-makers across sectors like workplace, healthcare, hospitality, and education.

Expanding into Saudi Arabia and other key markets, the magazine also hosts annual conferences and awards, fostering dialogue, celebrating excellence, and driving innovation across the industry. As we continue to evolve, Design Middle East remains committed to being the definitive source of inspiration, information, and connection for the design and architecture community in the region and beyond.

Feature Your Company with Design Middle East

Audience Reach

Design Middle East connects your brand with influential decision-makers in design, architecture, suppliers, and interiors. With a dedicated readership of designers, architects, consultants, and industry professionals, it is the ultimate platform to showcase your innovations and achievements.

Advertising Opportunities

Expand your visibility and engage with the region's vibrant design community through a range of exclusive opportunities:

Custom Cover Features

Enhance your brand's presence with tailored advertising solutions, including covers, concept covers, or belly bands, paired with expertly crafted advertorial pages. These placements provide a prime platform to narrate your brand's story, showcase leadership, or highlight new initiatives.

VIP Interviews

Spotlight your top executives in our exclusive interview section. We handle everything from interviews to photoshoots, ensuring a polished feature that aligns with the magazine's premium tone and style.

Powerlists

Being featured in our prestigious Powerlists offers unmatched exposure, positioning your brand among the most influential names in the design and architecture industry. These curated lists are widely recognized, making them an essential tool for elevating your company's profile.

Project Coverage

Share the story behind your landmark projects with our readers. Whether it's a breakthrough design, innovative use of materials, or a sustainable concept, our project coverage section ensures your achievements reach the right audience, inspiring others in the industry.

Supplier Focus

Stay top of mind by sharing your latest innovations, product launches, or milestones. Whether unveiling a showroom, introducing a new product line, or announcing a major partnership, our Supplier Focus section will spotlight your achievements.



Design Middle East brings creative minds together by organizing a series of engaging industry events throughout the year.



Design Middle East Awards

The Design Middle East Awards and KSA edition, held annually, celebrate the region's top architects, designers, projects, suppliers, and firms, highlighting the finest talent and achievements in the industry.

Design Forums

The Forums offer an exciting platform to network, collaborate, and engage with the region's leading creative talent, while fostering strong professional relationships. It features panel discussions, presentations, and opportunities for companies to highlight their key design initiatives.

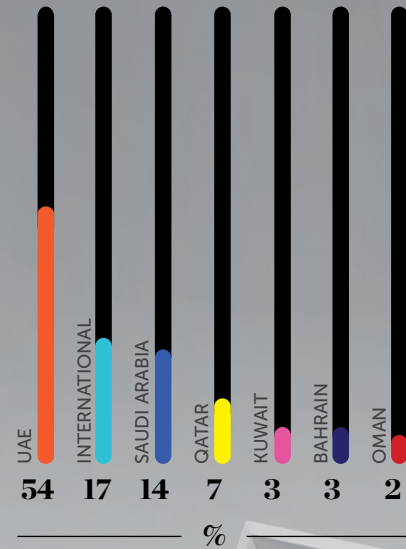
Roundtables

Roundtables gather professionals from various industries to explore key topics on the latest trends and developments in design, architecture, and suppliers. These discussions provide a platform for industry leaders to share their expertise and insights on current challenges and opportunities.



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

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	Features / Special edition	Events
January	FLOORING	
February	KITCHEN	
March	ARCHITECTS POWERLIST	
April	DIGITALISATION AND AI	DESIGN AWARDS KSA 2025
May	LIGHTING	ARCHITECTURE LEADERS AWARDS 2025
June	SURFACES	
July	FIT OUT POWERLIST	
August	BATHROOM	SUSTAINABILITY INNOVATION AWARDS & FORUM 2025
September	PAINT AND COATINGS	
October	CREATIVE 30 POWERLIST	
November	SOLAR INNOVATION	DESIGN MIDDLE EAST AWARDS & DESIGN FORUM 2025
December	DOORS AND PARTITIONS	

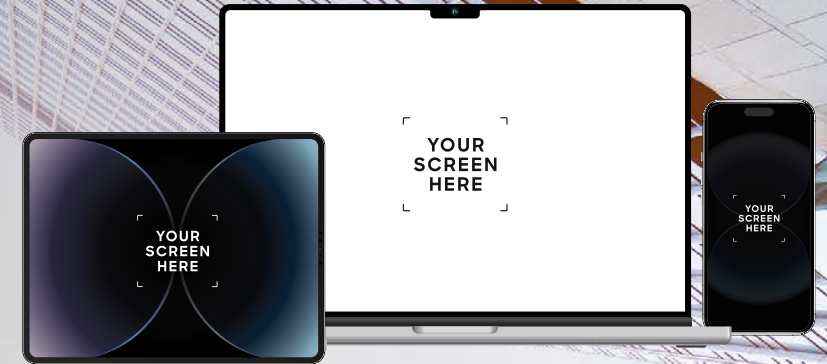
THE FEATURES, SUPPLIER FOCUS, AND SPECIAL REPORTS ARE GIVEN IN THE ORDER IN WHICH THEY APPEAR IN THE MAGAZINE. WE WORK ONE MONTH IN ADVANCE, SO GET IN TOUCH FOR MARKETING AND EDITORIAL POSSIBILITIES WITH THAT IN MIND.

Print Advertising rates



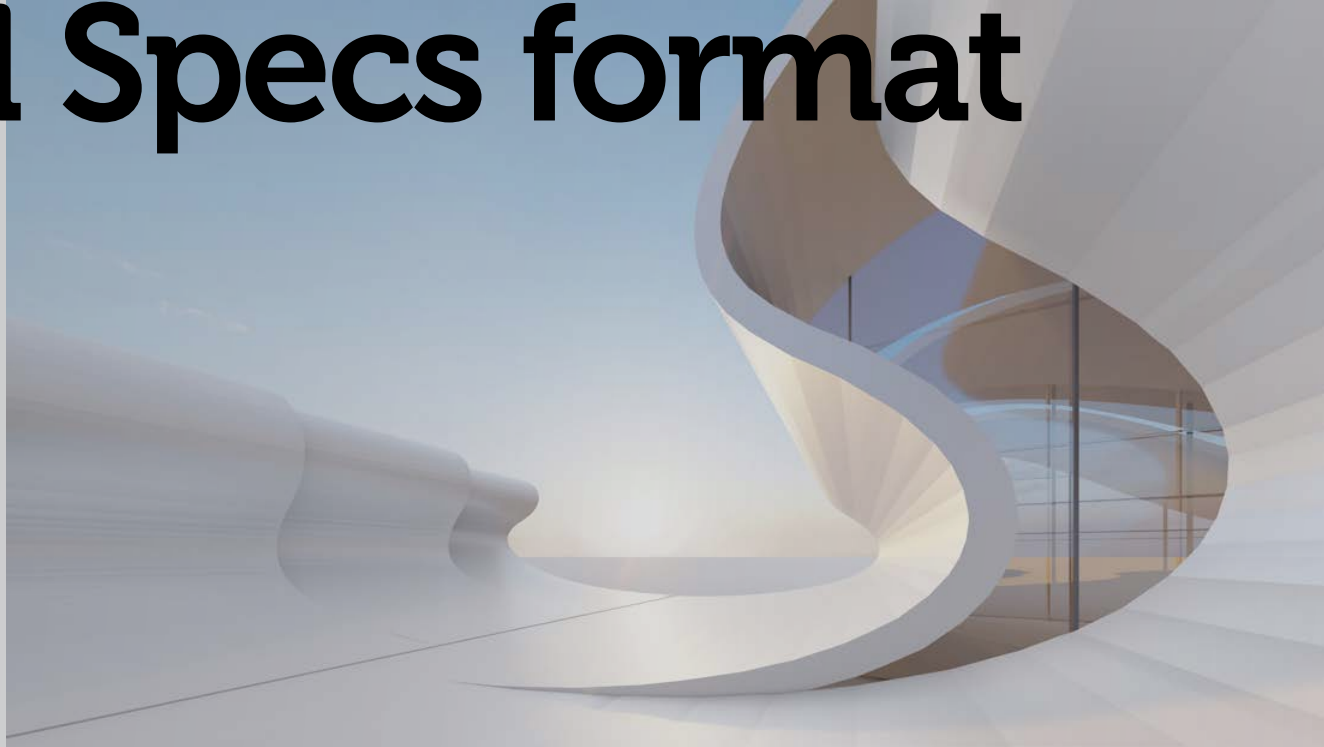
Rates	1x		4x		8x		12x	
OUTSIDE BACKCOVER	7,940\$	AED 29,156	7,345\$	AED 26,970	6,828\$	AED 25,074	6,350\$	AED 23,317
INSIDE FRONT COVER	7,760\$	AED 28,494	7,178\$	AED 26,358	6,673\$	AED 24,503	6,208\$	AED 22,796
1ST RIGHT HAND PAGE	7,760\$	AED 28,494	7,178\$	AED 26,358	6,673\$	AED 24,503	6,208\$	AED 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

Web Advertising rates



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

Print Ad Specs format



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.

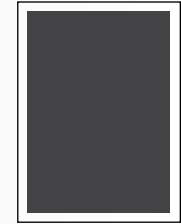
Advert sizes (Print)

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



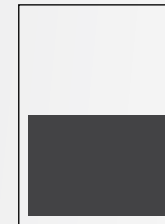
DOUBLE PAGE SPREAD

trim size: 460 x 275mm
bleed size: 470 x 285mm



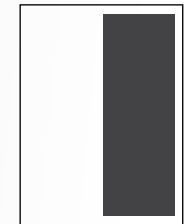
FULL PAGE

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



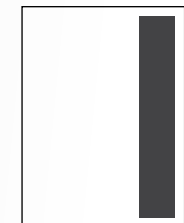
1/2 PAGE

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

Contact

Joaquim D'Costa

Group Publishing Director

+971 50 440 2706

Jo@bncpublishing.net

Roma Arora

Editor

Roma@bncpublishing.net

Andrea Mocay

Commercial Director – B2B Group

+971 54 502 7927

andrea@bncpublishing.net



BUILDING #10, FLOOR #2, OFFICE 234, 235 & 236
DUBAI MEDIA CITY, DUBAI, UNITED ARAB EMIRATES
+971 4 420 0506



DesignMiddleEast.com keeps you updated with the latest developments in the region's design and architecture industry. The website is regularly refreshed with a stream of news stories covering important topics such as new design projects, product launches, industry trends, company profiles, supplier updates, upcoming events, and more. Content from the monthly magazine is also available online. Readers can visit www.designmiddleeast.com to sign up for twice-weekly email newsletters, bringing the latest insights directly to their inbox.

Book your space by contacting
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