

media kit Design

Middle East

INTERIORS AND ARCHITECTURE
FROM THE GULF, LEVANT AND BEYOND

overview

As we step into 2026, the design world is evolving with new expectations and sharper priorities. Architects, designers, and suppliers are reimagining approaches — seeking smarter solutions, greater efficiency, and meaningful innovation. With budgets under pressure, sustainability no longer optional, and technology shaping every decision, the industry is entering a new era of intentional design.

Across every issue, leading voices from the region share their perspectives: What forces will define the future of commercial spaces, retail environments, hospitality, education, and healthcare? How will materials, lighting, flooring, finishes, and colour trends reshape the way we build and experience space?

From emerging ideas to standout projects and product innovations, we uncover the insights, strategies, and trends that will drive design forward in the Middle East — and beyond.



about

Design Middle East, published by BNC Publishing, stands as a leading voice for the architecture and design community across the Gulf, Levant, and wider region. With a strong emphasis on commercial interiors and built environments, it highlights the people, projects, and products redefining industry standards.

Across print, digital platforms, and a dynamic social presence, the brand delivers exclusive features, expert commentary, industry intelligence, and timely updates. Its content serves architects, designers, suppliers, and decision-makers across key sectors including workplace, hospitality, education, healthcare, and retail.

As the platform expands into Saudi Arabia and other growing markets, Design Middle East continues to build meaningful connections through conferences, forums, and annual awards — creating space for dialogue, collaboration, and recognition.

Evolving with the industry it represents, Design Middle East remains dedicated to informing, inspiring, and connecting the region's design professionals while championing innovation and excellence at every step.



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.

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.

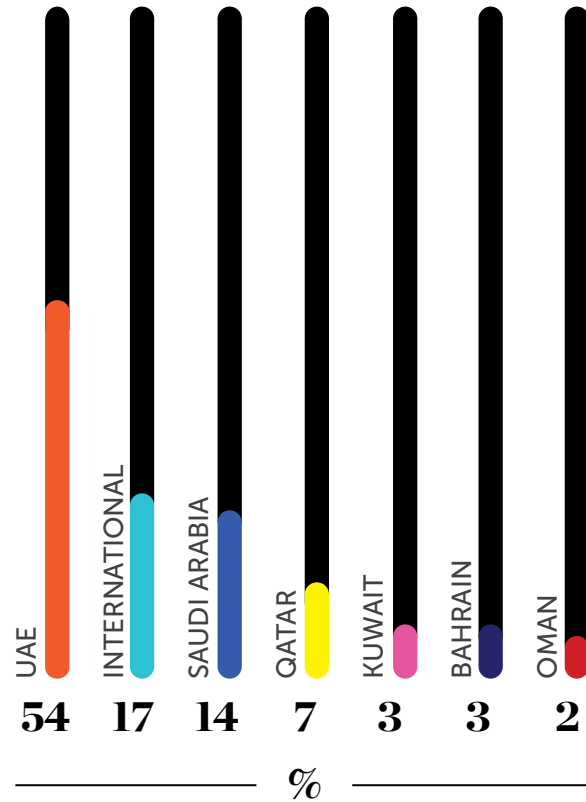
design forums

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.



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	GLOBAL REAL ESTATE LEADERS AWARDS 2026
March	ARCHITECTS POWERLIST	
April	DIGITALISATION AND AI	DESIGN MIDDLE EAST AWARDS KSA 2026
May	LIGHTING	
June	SURFACES	ARCHITECTURE LEADERS AWARDS 2026
July	FIT OUT POWERLIST	
August	BATHROOM	
September	PAINT AND COATINGS	SUSTAINABILITY INNOVATION SUMMIT & AWARDS 2026
October	CREATIVE 30 POWERLIST	
November	SOLAR INNOVATION	DESIGN FORUM & DESIGN MIDDLE EAST AWARDS 2026
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



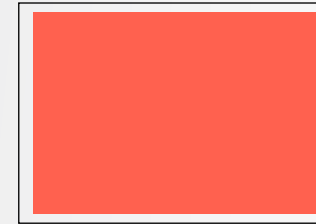
The recommended digital format for the supply of artwork is Adobe Acrobat PDF version 4.0 or 5.0 composite files. Please ensure fonts are embedded. All scans, logos, illustrations and fonts (used in the layout document and placed EPS files) must be supplied in addition to the layout file. We do not accept Microsoft Word, PageMaker or Publisher files.

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)

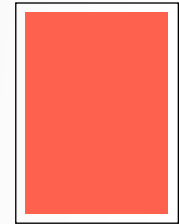
**All sizes are (Width x Height) in millimeters*



DOUBLE PAGE SPREAD

trim size: 460 x 275mm

bleed size: 470 x 285mm



FULL PAGE

trim size: 230 x 275mm

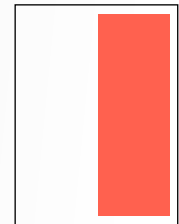
bleed size: 240 x 285mm



1/2 PAGE

trim size: 230 x 137,5mm

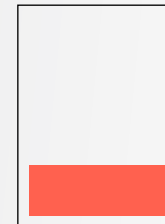
bleed size: 240 x 147,5mm



1/2 PAGE

trim size: 115 x 275mm

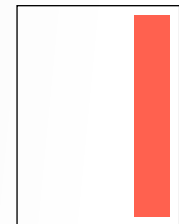
bleed size: 125 x 285mm



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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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 **designmiddleeast.com** to sign up for twice-weekly email newsletters, bringing the latest insights directly to their inbox.

Book your space by contacting
jo@bncpublishing.net