



Design

Middle East

2020

MEDIA KIT

OVERVIEW | EDITORIAL FEATURE LIST | READERSHIP AND CIRCULATION



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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 the workplace, healthcare, hospitality, education, retail, culture, and government projects.



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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 are about the celebration of the creative best and foremost from the region's design industry. The awards honour the best of designers, architects, projects, and design-oriented companies.



Design 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.



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	The evolution in retail design	Eco-friendly and sustainable furniture	Imm Cologne / Heimtextil/	10 projects to look forward to in 2020
February	Designing for student wellness	Soft furnishings		
March	Lighting automation	Bathrooms	Design Forum	Fit-out contractors at the forefront
April	Paints & coatings	Floor tiles		Roundtable
May	Healthcare design	Kitchens		
June	The future of workplace	Artwork and paintings		Product designers at the forefront
July	F&B industry trends and challenges	Window blinds		Roundtable
August	Ecodesign tools and practices	Chandeliers		Kitchen & bathroom suppliers at the forefront
September	Countertops and flooring—Engineered and natural surfaces	Office furniture	INDEX & Cityscape	
October	Landscaping	Paints and wallpapers	Design Middle East Awards 2020	Expo 2020
November	Top design trends for gyms and other fitness centres	Outdoor furniture suppliers	Dubai Design Week & downtown Design	Expo 2020
December	The Creative 30	LED lights		Expo 2020



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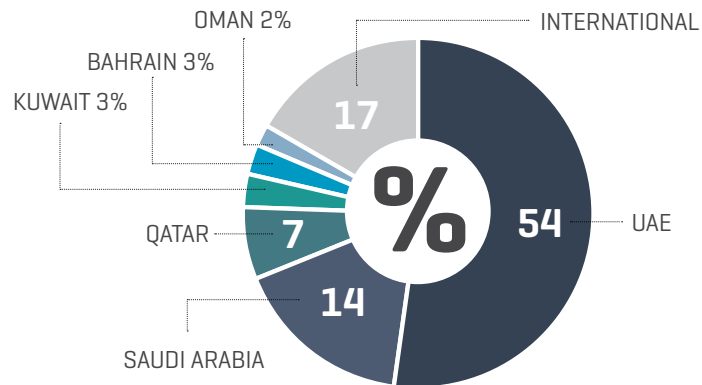


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READERSHIP BREAKDOWN

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

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.

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

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



Ad Specs

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



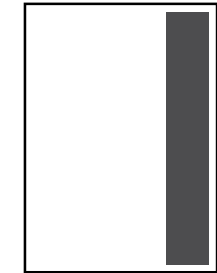
1/2 PAGE

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)

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 colour space.

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.



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Contact Details

Joaquim D'Costa
Group Publishing Director
Mobile: +971 50 440 2706
Direct: +971 4 420 0506
Jo@bncpublishing.net

Roma Arora
Editor
Direct: +971 4 420 0506
Roma@bncpublishing.net



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