

*Interiors and Architecture from the Gulf, Levant and Beyond*

# Design | **2021** MEDIA KIT

Middle East



# Content

Overview  
Events overview  
Editorial feature  
Readership & circulation  
Advertising rates print  
Advertising rates web  
Ad specs  
Contact



## THEMED EDITIONS

*Selected themes applicable to both  
Architecture and Interior Design*

### SELECTED THEME

Biophilia In Practice:  
Working with Nature  
(and beyond)

Book your space by contacting  
[jo@bncpublishing.net](mailto:jo@bncpublishing.net)

Biophilic design is an approach to architecture that seeks to connect building occupants more closely to nature. Biophilic designed buildings incorporate things like natural lighting and ventilation, natural landscape features and other elements for creating a more productive and healthy built environment for people.

# 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. Focused 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.



## SELECTED THEME

### LIGHTING DESIGN

#### Featuring different types of light design

Architectural  
Recessed  
Track  
Undercabinet  
Pendants  
Chandeliers  
Ceiling  
Wall Sconces  
Desk, Floor & Table Lamps

Book your space by contacting  
[jo@bncpublishing.net](mailto:jo@bncpublishing.net)

What is good lighting, what is good lamp design nowadays? Are LEDs still going strong? Blue light or red light? Visual, decorative lamps for the living room or rather almost invisible, indirect lighting?

Our special lighting issue features exclusive interviews with experts and designers in the industry about lighting trends. Read what the up and coming designers say about their creations and why light has to adapt to the natural human daily routine.



# 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./

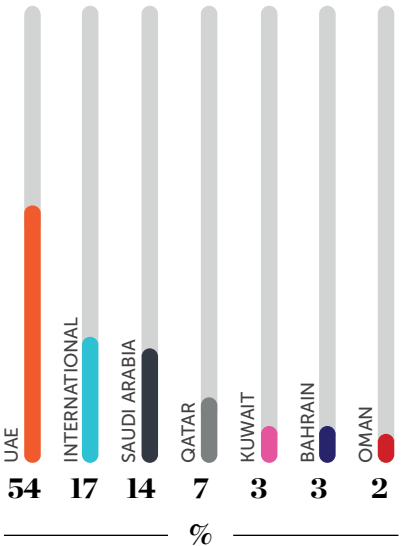
Month	Feature	Supplier Focus	Events	Special sections
<b>January</b>	Design Middle East Awards	Eco-friendly and sustainable furniture		
<b>February</b>	Top 30 MENA Architects Powerlist	Soft furnishings		10 projects to look forward to in 2020
<b>March</b>	Lighting automation	LED lights & Chandeliers	Design Forum	Fit-out contractors at the forefront
<b>April</b>	Paints & coatings	Floor tiles	Roundtable	
<b>May</b>	Biophilia: Working with Nature	Green architecture		
<b>June</b>	The future of workplace	Artwork and paintings		Product designers at the forefront
<b>July</b>	F&B industry trends & challenges	Window blinds		
<b>August</b>	Ecodesign tools and practices	Outdoor furniture		Kitchen & bathroom suppliers at the forefront
<b>September</b>	RAW material in Architecture and Interior Design	Raw materials (concrete, wood)		
<b>October</b>	Landscaping	Paints and wallpapers	Design Middle East Awards 2021	Expo 2020
<b>November</b>	MIRROR MIRROR Possibilities Of Reflected Space	Glass and Mirrors	Dubai Design Week & downtown design	Expo 2020
<b>December</b>	The Creative 30			Expo 2020

# Readership

## 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

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

SELECTED THEME

The use of RAW (sustainable) materials  
in Interior Design and Architecture  
Book your space by contacting [jo@bncpublishing.net](mailto:jo@bncpublishing.net)

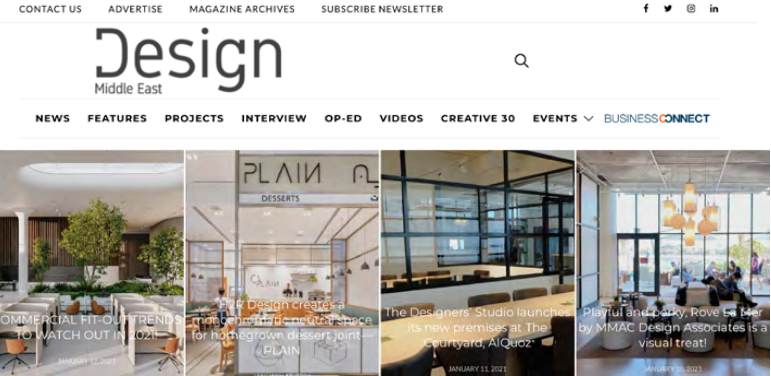
Advertising  
Rates  
Print



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 colour space. Colour space 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)

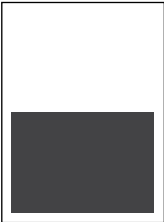
*\*All sizes are (Width x Height) in millimeters*



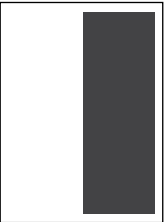
DOUBLE PAGE SPREAD  
TRIM SIZE: 460 x 275mm  
BLEED SIZE: 470 x 285mm



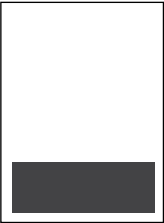
FULL PAGE  
TRIM SIZE: 230 x 275mm  
BLEED SIZE: 240 x 285mm



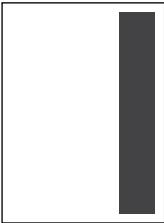
1/2 PAGE  
TRIM SIZE: 230 x 137,5mm  
BLEED SIZE: 240 x 147,5mm



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

# Contact

## Joaquim D'Costa

Group Publishing Director  
+971 50 440 2706  
Jo@bncpublishing.net

## Roma Arora

Editor  
Roma@bncpublishing.net



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



### SELECTED THEME

Mirror Mirror:  
Possibilities of Reflected Space

FOCUS ON MIRRORS USED IN ARCHITECTURE AND DESIGN, INCLUDING REFLECTIVE STRUCTURES, OPTICAL ILLUSION INSTALLATIONS, AND INTERIOR DESIGN PROJECTS.

Book your space by contacting  
[jo@bncpublishing.net](mailto:jo@bncpublishing.net)

Mirrors have a variety of functions, Serving as design objects, as well as part of architectural projects and artistic installations. These highly polished, reflective surfaces are often creatively used to provide both depth and visual interest.