



Design

Middle East

• 2017 MEDIA KIT •

OVERVIEW

Design Middle East provides reliable, timely and insightful industry knowledge for the region's core design 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, furnishing, textiles and architecture, plus everything in between.

Targeting professionals who command senior and executive roles within the interior design industry, *Design Middle East* is an invaluable resource for regional and global industry trends, news and product launches. Covering the hottest suppliers and most innovative products it reaches architects, developers and contractors and consultants, also offering relevant content for the property owners and managers.

Design Middle East represents all elements of interior design for public and private clients, from schools and hospitals to restaurants, hotels and private homes.



EDITORIAL FEATURE LIST

MONTH	PRODUCT FOCUS	SUPPLIER PROFILE	MARKET FOCUS	EXHIBITION / EVENTS	BONUS DISTRIBUTION	SPECIAL FEATURE
January	Soft furnishing	Showrooms – furniture, flooring, lighting and more	UAE – D3			
February	Changing the industry (sustainable design)	Walls and ceilings	Qatar	Maison et objet		Healthcare design
March	Tables & chairs	Bathroom fittings and accessories	Saudi Arabia	Design Days	Design Days Dubai	Textile design
April	Lighting	Fit-out contractors	Bahrain			Modern furniture
May	Office	Windows and doors	Kuwait	Index + Workspace	Index + Workspace	Index + Workspace
June	Exterior claddings	Moveable walls and partitions	Egypt			Spas, pools and gym
July	Outdoor & casual furniture	Storage and shelving	Lebanon			Smart appliances
August	Walls & flooring	Conference setups	Oman			Spa design
September	Smart interiors	Kitchen and bath	UAE	DME Awards Preview	Hotel Show	
October	Hotel design	Marble and ceramics	Egypt	DME Awards Winners	Big 5, Downtowndesign	Railings and staircases
November	Lighting	Landscaping visionaries	UAE	Big 5	Big 5, Downtowndesign	Workspace innovation
December	2016: A Year in Review	Official Giants of Design	Saudi Arabia			Design education

REGULAR FEATURES :

Industry updates and news | Focus on shows and exhibition previews | Projects – newbuilds, renovations and completed work

DIGITAL EXCLUSIVE: VIDEOS:

Designer Interview | Walk-through | Meet the Designers | Videos: 60 seconds with... | What's New, What's Next, | How to Source It | special reports

DÉCOR & DESIGN – BUYERS' GUIDE

Annual guide published OCTOBER 2017

SPONSORSHIP OPPORTUNITIES

Creative minds work better together and that's why *Design Middle East* holds a series of engaging industry events throughout the year.

An invaluable resource for news and networking, these gatherings connect the region's best creative talent with industry peers, enabling them to expand their networks and enhance their understanding of design trends and challenges.

ROUNDTABLES

Design Middle East roundtables are held every month around the UAE. Welcoming a cohort of professionals from a variety of industries, each event covers a different topic, from the latest developments in materials to securing and keeping cutting-edge talent. The *Design Middle East* roundtables are published in each issue of the magazine.

CONFERENCES

BNC Publishing has established a successful portfolio of events under its B2C and B2B magazine brands. In 2017, *Design Middle East* will build on these accomplishments with the introduction of the *Design Matters Conference*. Covering the issues leading the industry, *Design Matters* will assess the evolution of interior design across the Middle East and North Africa.

DMCC UNVEILS BURJ 2020 DISTRICT

The Burj 2020 District is a landmark development in Dubai, featuring a mix of residential, commercial, and leisure spaces. The project is set to be completed by 2020 and will be a major addition to the city's skyline.

SAVARIN

GOVERNMENT DESIGNERS FOR YOUR PROJECTS

We innovate We create

We deliver and we do the dishes

DESIGN, FASHION, LUXURY ALL IN ONE PLACE

DMCC is the ultimate destination for design, fashion, and luxury. The district offers a wide range of services and products, making it a one-stop shop for all your needs.

Residences

YOUR ADVERT HERE

THE RESORT AND RESIDENCES WILL SERVE OUR INTERNATIONAL NICHE AUDIENCE LOOKING FOR THE MOST EXCLUSIVE EXPERIENCE

The resort and residences are designed to provide a unique and exclusive experience for our international audience. The project features a mix of residential and leisure spaces, making it a perfect destination for those looking for the most exclusive experience.

YOUR PROJECT HERE

Rogo

YOUR VENUE HERE

Rogo is a unique and exclusive venue for your events. The project features a mix of residential and leisure spaces, making it a perfect destination for those looking for the most exclusive experience.

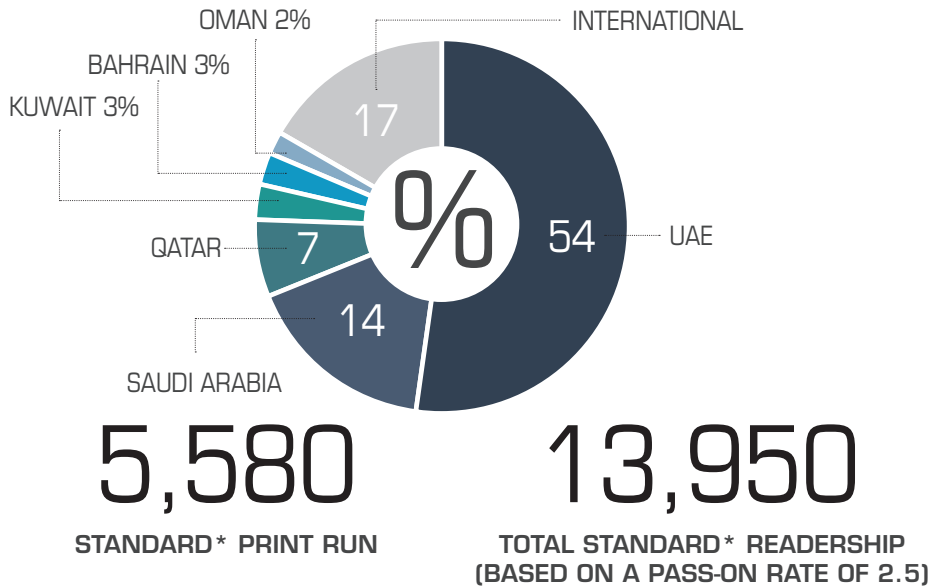
YOUR PROJECT HERE

READERSHIP AND CIRCULATION

READERSHIP BREAKDOWN

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

READERSHIP BY GEOGRAPHICAL LOCATION



*NUMBER OF COPIES PRINTED MAY INCREASE FOR MONTHS WHICH THE MAGAZINE WILL BE DISTRIBUTED AT EVENTS.

WEBSITE ADVERTISING



ELECTRONIC DIRECT MAIL



ADVERTISING RATECARD (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

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

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



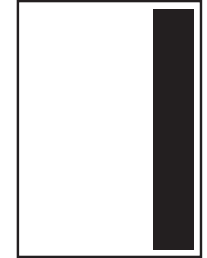
1/2 Page

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

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.

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