

The Middle East's architecture, design, interiors + property magazine

identity[®]

MEDIA KIT 2019

YEAR SEVENTEEN

A MOTIVATE PUBLICATION

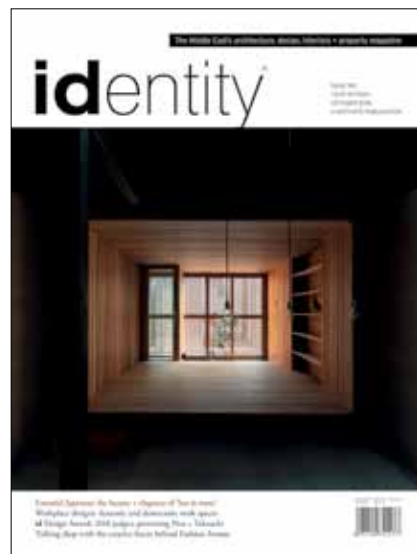


Inspiring encounters: conversations with some of the world's most talented designers
Talent brokers: in pursuit of the region's most inspiring architecture and interiors
Smart eco-solutions that create better environments for today and tomorrow
Customised events, tailor-made for design celebrations with maximum impact

identity®

Now in its 17th year, **identity** is the region's leading monthly magazine dedicated to architecture, contemporary design, interiors and property in the Middle East. Professional, pioneering, world-class and sophisticated, **identity** features unbiased and independent editorial content providing inspirational ideas

and cutting-edge concepts from the design capitals of the world. Launched in 2002, it influences the region's growth as an innovative and global design destination. **identity** is the essential publication for architecture, interiors, design and property professionals, as well as design-conscious consumers and students.



CONTENT

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The newest, bold and niche in architecture, contemporary design, interiors and the property market, locally, regionally and globally. World-class publication providing inspirational ideas and cutting-edge concepts from the world's design capitals. Conversations with top local and international designers and architects, providing unique insights into their vision and philosophy. Must-read for architecture, design, interiors and property professionals, design-conscious consumers and students.



Trends



Profile



Design Formula



Portfolio



Design@Large



Focus



Forum



Books



Icon

identity[®]



Written by specialist global writers and photographers.

Exploring hot + new + emerging trends and talents on the global design radar

Concise, contemporary, straight talking, written and designed to the highest standards.

Respected in the region for its unbiased and pioneering approach

More than 100 pages of outstanding original features and interviews. Efficient functional living through the lens of contemporary and intelligent design. Hotels, restaurants and workspaces, from gastro-tecture to sustainable hospitality

Design Formula: 16-page trends dossier from bureaux to bathrooms

id property: highlights exciting developments and projects + savvy property trends

Exclusive conversations with:

- Philippe Starck
- Daniel Libeskind
- Paola Lenti
- Ora-ïto
- Zaha Hadid
- Jasper Morrison
- Jean Nouvel
- Patricia Urquiola
- Antonio Citterio
- Ross Lovegrove
- Marco Piva
- And many more...



Property



Interior

Launched in the summer of 2018, **identity.ae** is the digital arm of **identity** magazine, the Middle East's leading magazine dedicated to contemporary design, architecture, interiors, lifestyle, and property.

From its headquarters in Dubai, the website will provide interesting and inspirational local and international news and features on all aspects of design from home interiors to industrial innovations and much more.



BANNER SPONSORSHIP

Every banner on every page of the website

Leaderboard \$1,500/month
 \$500/week

MPU \$1,370/month
 \$440/week

SPONSORED EDITORIAL FEATURE

With amplification across Facebook and Instagram Stories, 350 words max

\$2000/article

SOCIAL MEDIA

Instagram \$50/post
Facebook \$50/post

identity®



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Write a post...
Photo/Video Tag friends Check in

Posts

Identity Magazine Dubai
7 February
Identity's editorial calendar for 2019

identity
7 February
Identity's editorial calendar for 2019

identity
18 March at 15:14
Art Dubai returns to Madinat Jumeirah this week. Running from March 20-23, the fair presents an expansive cultural programme packed with galleries from across the globe, music and performances, talks, workshops, family programming and more. Save up to 50% when purchasing tickets, with offer code IDENTITY50. Offer valid until March 20 - please see www.artdubai.ae/admission #ArtDubai2019

Magazine
ABOUT IDENTITY MAGAZINE DUBAI

Our Story
identity magazine
A Motivate publication launched in 2002, identity has been an avid supporter and ad...

Community
Invite your friends to like this Page
1,344 people like this
2,008 people follow this
Clarkin Cruz and 4 other friends like this

About
04 427 3014
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www.identity.ae
Magazine
Suggest Edits

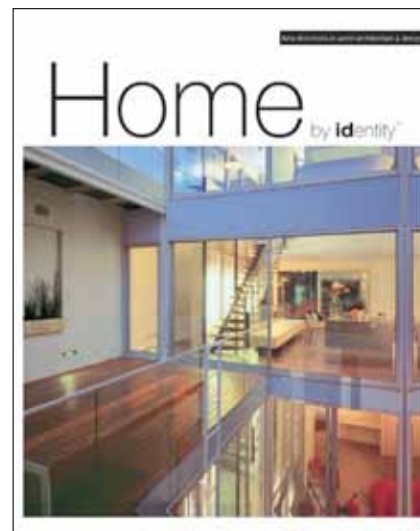
Page Transparency
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created • 4 August 2014

Pages liked by this Page

A NEW **identity** IN CONTEMPORARY DESIGN BOOKS



Design in Dubai by **identity**



600-page coffee table book
Home by **identity**



Design Pioneers: The Entrepreneurs by **identity**

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BESPOKE EVENTS



DESIGN EXHIBITIONS AND EVENTS: MEDIA PARTNERS



identity[®]



id DESIGN AWARDS

Launched in 2015 the annual **id** Design Awards seek to celebrate the best in regional design and architecture. An impartial and independent international jury judges the **id** Design Awards. Details on the much-anticipated **2019** award ceremony to be held in the last quarter, would be revealed soon.

For more information go to identitydesignawards.com





ADVERTISING BENEFITS

- Through **identity** you will reach a target audience with proven interest in the latest trends in architecture, design and property.
- Your image will be enhanced by advertising in the regional leader publication with an unbiased and global design perspective.
- You will access a loyal, constant and knowledgeable readership, and your messages will enjoy long-standing visibility, as 75% of **identity** readers keep their copies in their design archives.
- You will benefit from **identity**'s promotion of the magazine at leading design exhibitions and niche design events, including Downtown Design, Design Days and the Italian Luxury Interiors exhibitions, as well as international industry events organised by APID and IFID.

ADVERTISERS INCLUDE

- Aati • Asnaghi • Baker • Bea e Martina • Bizzotto • Bautiti • Bo Concept
- Casa Mia • Cities Design • Dedon • Duravit • Ethan Allen • Fendi • Finasi • Flos
- Geberit • Graniti • Grohe • Hansgrohe • Id Design • Interiors • Kart Furniture
- Kitchen Design • Koelnmesse • La Maison Verte • Ligne Roset • Luxury Visions
- Marina Home Interiors • Matteograssi • Molteni C • Nakkash Gallery • Natuzzi
- Obegi • Phillip Selva • Philips • Ralph Lauren • Samsung • Savils • Scavolini
- Siematic • Solico • Tavola • Visionnaire • Western Furniture • Woodfloors
- Zen Interiors • Zuchetti

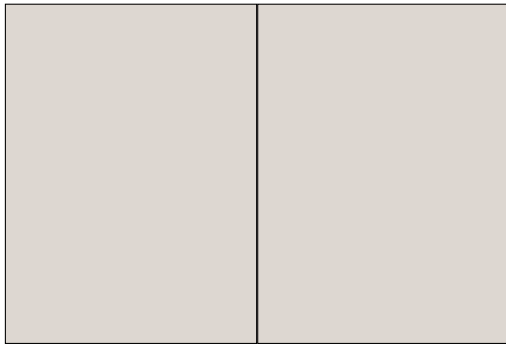
READERSHIP

Architecture + design + interiors + property professionals
Design-conscious, well-travelled, sophisticated and educated
Architecture + design + interiors + property students
Investors + entrepreneurs + retail professionals
Quality-conscious with a passion for contemporary design
University-educated, 30+ years old

CIRCULATION

Published monthly
12,000+ copies nationally and internationally
Retail and controlled distribution
Individual and bulk subscriptions
Leading bookstores + supermarkets + furniture boutiques
Major regional global design events and exhibitions
Distributed in Dubai Design District (D3) design studios
Digital subscriptions available on App store + Magzter.com

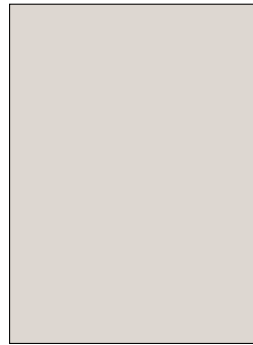
TECHNICAL DIMENSIONS - MAGAZINE



Double Page Spread*

Trim: 300mm x 450mm

Type: 260mm x 410mm



Full Page*

Trim: 300mm x 225mm

Type: 260mm x 185mm

- All files must be CMYK format and all black text as over print
- The artwork should be a press ready PDF file, saved in 300DPI in actual size with bleed and crop marks
- Bleed: 3 mm on all sides after trim marks
- All text at least 10 mm inside the crop marks
- DPS ads should be supplied in separate pages - left and right hand pages
- DPS ads should have 7mm tiling on each page from the gutter to minimise image loss due to binding

*New dimensions effective from March 2019 issue

GENERAL INFORMATION

- 11 issues per year
- Standard agency commission rates apply
- Additional creative solutions available on request

SERIES DISCOUNT

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

ADVERTISING RATES*

REGULAR POSITIONS	US\$	SPECIAL REQUESTS	US\$
Full Page	3,750	Full Page	
Double Page Spread	6,950	(first 25% after Contents)	4,250
		Double Page Spread	
		(first 25% after Contents)	7,750
		Full Page	
		(within a particular feature)	4,000
		Full Page (first in a feature)	4,250
		Double Page Spread	
		(prior to feature)	7,750
PREMIUM POSITIONS	US\$		
Inside Front Cover	13,500		
Inside Back Cover	6,350		
Outside Back Cover	8,250		
Double Page Spread (before Contents)			
1st	10,350		
2nd	9,950		
3rd	9,200		
4th	9,000		
Opposite Contents 1	4,850		
Opposite Contents 2	4,600		
Opposite Editor's Page	4,300		
CREATIVE SOLUTIONS	US\$		
Front Cover Gatefold	14,050		
Inside Front Cover Gatefold	18,150		
Bookmark	11,250		
Belly Band	10,650		
Advertorial – Full Page	4,650		
Advertorial			
– Double Page Spread	9,600		

Events

Bespoke solutions for design celebrations

Diary

Feature your event with **identity**

Media Partnerships

Prices upon request

*ALL RATES EXCLUSIVE OF VAT

ENQUIRIES

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 E-mail: mrudula.patre@motivate.ae

VAT

Unless otherwise expressly stated, all amounts are exclusive of any value added sales or equivalent tax. If either party is required to apply any such tax (whether as a result of a change in legislation or otherwise) it shall be added to the amounts due at the applicable rate.



INTERNATIONAL MEDIA REPRESENTATIVES

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USA Totem Brand Stories;

Tel +212 896 3846

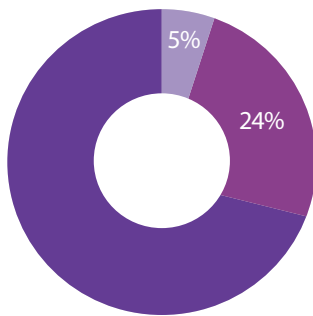
Crigitte.baron@totembrandstories.com

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STATISTICS*

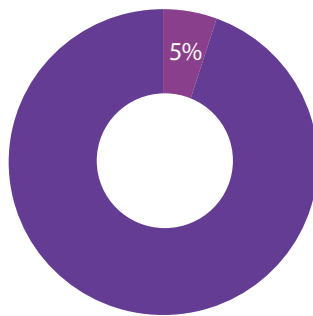
How long do you keep your copy of **identity**?

- one month
- six months+
- one year+



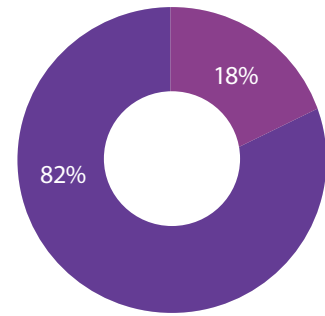
The advertising fits with the content of the magazine?

- yes
- no



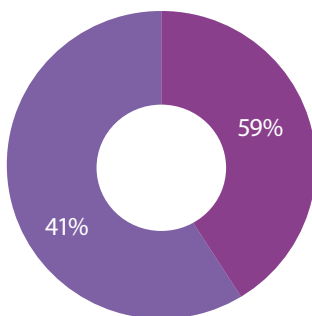
The advertising provides brand information

- yes
- no



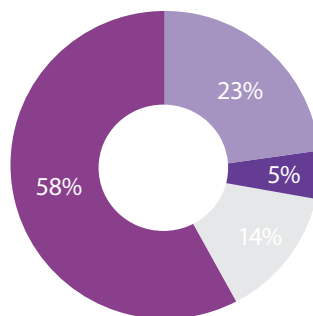
Gender

- men
- women



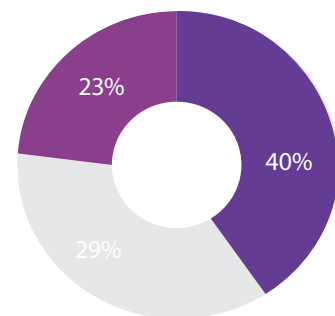
Education

- University graduates
- University students
- High school
- Other



Income (Dhs per month)

- 30,000 - 39,000
- 40,000 - 49,000
- 50,000 +



*Source: identity readership survey



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