

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

identity[®]

MEDIA KIT 2020
YEAR EIGHTEEN
A MOTIVATE PUBLICATION

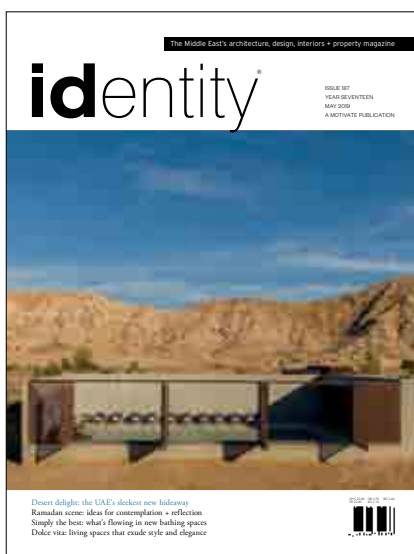
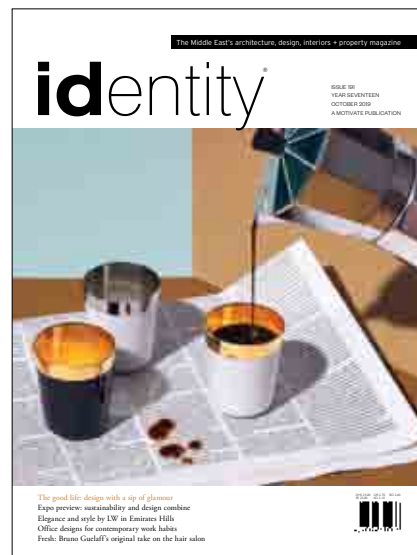


Inspiring encounters: conversations with some of the world's most talented designers
Talent brokers: in pursuit of the region's most inspiring architecture and interiors
Smart eco-solutions that create better environments for today and tomorrow
Customised events, tailor-made for design celebrations with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

identity®

Now in its 18th 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

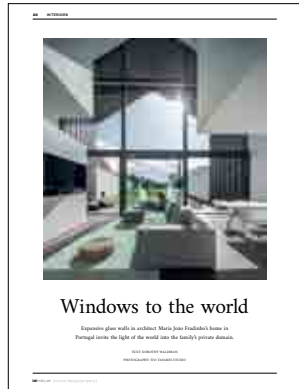
and cutting-edge concepts from the design capitals of the world. Launched in 2002, it influences the region's growth as an innovative and global design destination. **identity** is the essential publication for architecture, interiors, design and property professionals, as well as design-conscious consumers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



CONTENT



Trends
A selection of fashionable new seasonal interior products and accessories



Interiors
Step inside some of the coolest most inspirational homes near and far



Design Formula
12-page special in-depth report on specific modern spaces



Sustainability
A monthly compilation of newest eco projects, plans and products



Profile
Meet the audacious designers making news with their ideas and creations



Focus
An interview (Q+A style) with design personalities and what makes them tick



Design@Large
Profiling creative people and places oozing contemporary zest for living



Forum
Revealing the regions just launched new design collections and showrooms



Portfolio
Discover the just opened, hotels, restaurants, bars and stores in the UAE



Antennae
id scouts the world for the most dynamic new architectural projects



Books
id reviews some of the best new book releases on interiors and architecture



Icon
A celebration of the revered design objects that enjoy iconic status in society

EDITORIAL CALENDAR - DESIGN FORMULA



Issue

Space

January	Outdoor
February	Living spaces
March	Lighting
April	Surfaces, floors + walls
May	Bathrooms
June	Kitchens
July/August	Design escapes
September	Workspaces
October	Kitchens
November	Kitchens
December	Entertaining spaces



*Topics subject to change at the Editor's discretion.

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
- Christian Sieger
- Paola Lenti
- Ora-ïto
- Zaha Hadid
- Keiji Takeuchi
- Jean Nouvel
- Patricia Urquiola
- Antonio Citterio
- Shawn Sullivan
- Marco Piva
- And many more...



identity[®].ae



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.

 [dubai.identitymagazine](https://www.facebook.com/dubai.identitymagazine)

 [identitymagazinedubai](https://www.instagram.com/identitymagazinedubai)



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

A NEW **id**entity IN CONTEMPORARY DESIGN BOOKS



Design in Dubai by **id**entity



600-page coffee table book
Home by **id**entity



Design Pioneers: The Entrepreneurs by **id**entity

BESPOKE EVENTS



DESIGN EXHIBITIONS AND EVENTS: MEDIA PARTNERS



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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 **2020** award ceremony to be held in the last quarter, would be revealed soon.

For more information go to identity.ae/awards



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

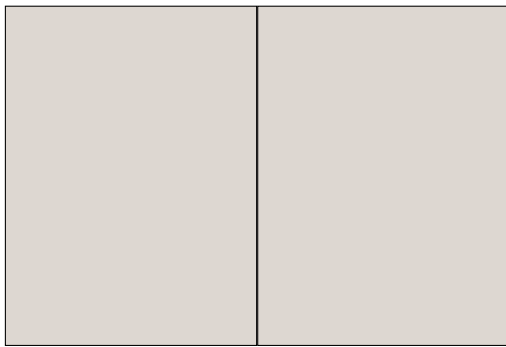
ENQUIRIES

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VAT

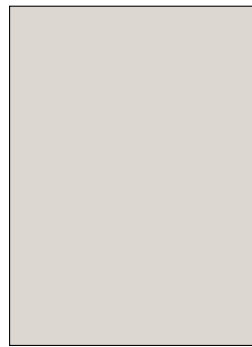
Unless otherwise expressly stated, all amounts are exclusive of any value added sales or equivalent tax. If either party is required to apply any such tax (whether as a result of a change in legislation or otherwise) it shall be added to the amounts due at the applicable rate.

TECHNICAL DIMENSIONS - MAGAZINE



Double Page Spread

Trim: 320mm (H) x 480mm (W)
Type: 280mm x 440mm



Full Page

Trim: 320mm (H) x 240mm (W)
Type: 280mm x 200mm

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark XPress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks
- All files must be CMYK format and all black text as over print
- For bleed size add 3mm extra on all four sides after crop marks
- Image loss in the gutter 3mm either side
- Tiling and resizing can be provided at an additional cost of US\$ 200
- All text to be within type area or at least 10mm away from the crop marks
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side
- A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD

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 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



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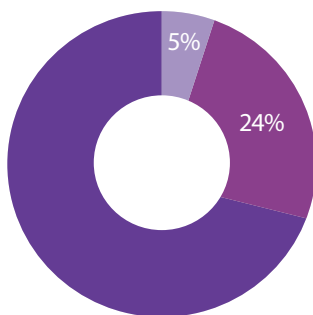
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STATISTICS*

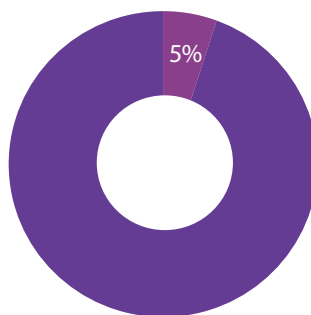
How long do you keep your copy of **identity**?

- one month
- six months+
- one year+



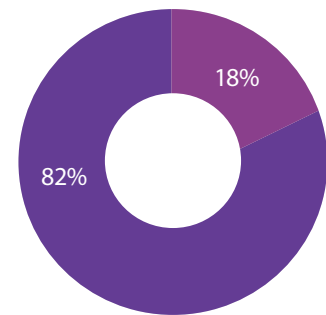
The advertising fits with the content of the magazine?

- yes
- no



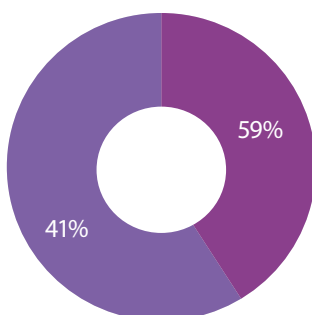
The advertising provides brand information

- yes
- no



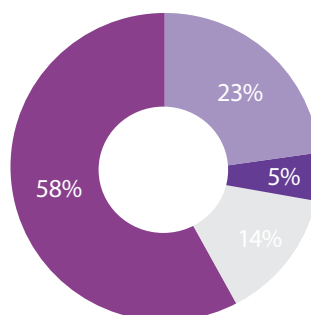
Gender

- men
- women



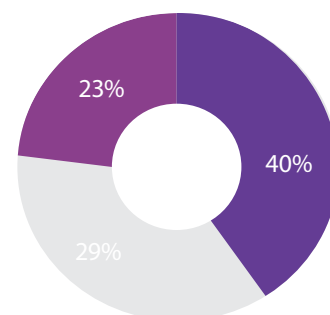
Education

- 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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