

ARCHITECTURE, DESIGN, INTERIORS + PROPERTY

identity[®]

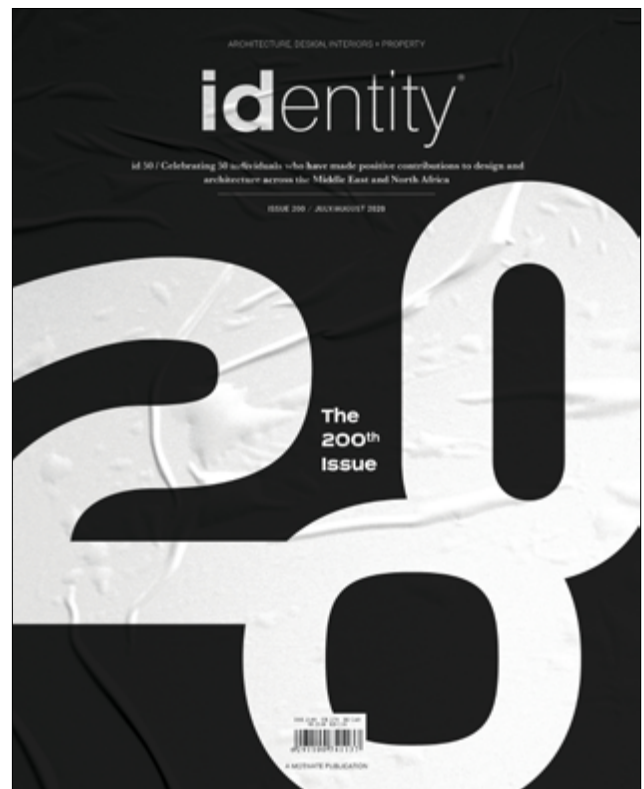
MEDIA KIT 2020 / YEAR EIGHTEEN / A MOTIVATE PUBLICATION



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.



EDITORIAL CALENDAR - DESIGN FOCUS



Issue

Space

January	Outdoor
February	Living spaces
March	Lighting
April	Surfaces, floors + walls
May	Bathrooms
June	Kitchens
July/August	Design escapes
September	The Colour Issue Design Focus: Workspaces
October	The Craftsmanship Issue Design Focus: Furnishing
November	The Hybrid Issue Design Focus: Lighting
December	The Nature Issue Design Focus: Outdoors



For editorial enquiries

Aidan Imanova
aidan.imanova@motivate.ae

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.



BANNER SPONSORSHIP

Every banner on every page of the website

Leaderboard \$1,800/month
\$500/week

MPU \$1,570/month
\$440/week

SPONSORED EDITORIAL FEATURE

With amplification across Facebook and Instagram Stories, 350 words max

\$2500/article

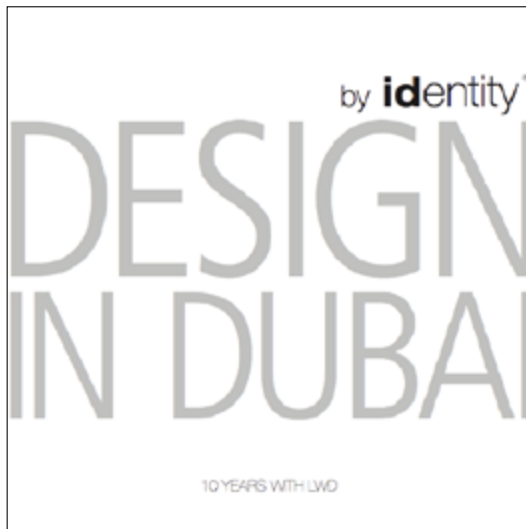
SOCIAL MEDIA

Instagram \$200/post
Facebook \$200/post



A NEW **identity** IN CONTEMPORARY DESIGN BOOKS

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Design in Dubai by **identity**



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



Design Pioneers: The Entrepreneurs by **identity**

identity®



BESPOKE EVENTS



DESIGN EXHIBITIONS AND EVENTS: MEDIA PARTNERS





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\$
Full Page	3,750
Double Page Spread	6,950

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

SPECIAL REQUESTS

	US\$
Full Page (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

Events

Bespoke solutions for design celebrations

Diary

Feature your event with **identity**

Media Partnerships

Prices upon request

*ALL RATES EXCLUSIVE OF VAT

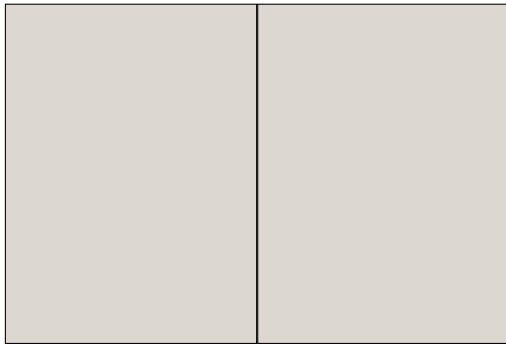
ENQUIRIES

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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.

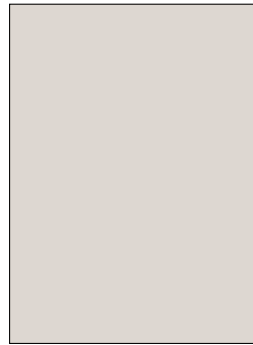
TECHNICAL DIMENSIONS - MAGAZINE



Double Page Spread

Trim: 300mm (H) x 480mm (W)

Type: 280mm x 440mm



Full Page

Trim: 300mm (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 7 mm 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

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- 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

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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

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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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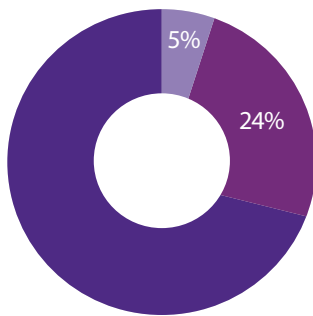
Crigitte.baron@totembrandstories.com

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STATISTICS*

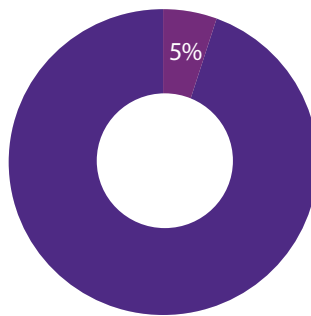
How long do you keep your copy of **identity**?

- one month
- six months+
- one year+



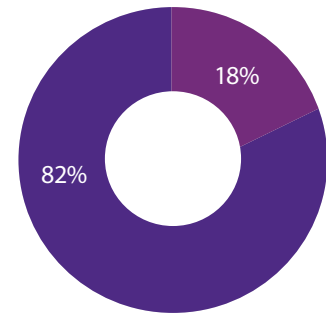
The advertising fits with the content of the magazine?

- yes
- no



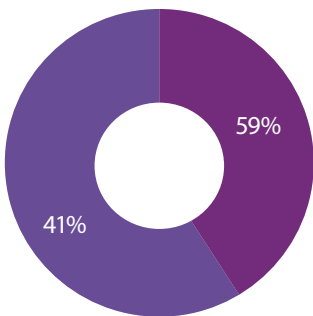
The advertising provides brand information

- yes
- no



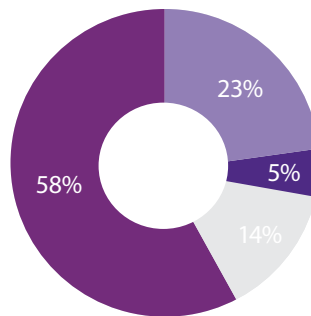
Gender

- men
- women



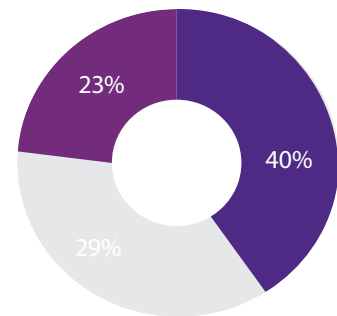
Education

- 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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