

**id**entity



2021

Media

Kit

# identity

Inspiring, inquisitive, relevant and contemporary, *identity* is the region's trusted monthly print magazine dedicated to architecture, design, interiors, arts, culture and property in the Middle East. While regionally rooted, *identity* prompts topical conversations around design and architecture from a global perspective, featuring independent editorial content and curated themes.

Founded in 2002, *identity* continues to influence and inform the region's growth as an innovative and global design destination while connecting it to wider narratives from across the globe.

From cutting-edge concepts, smart solutions and inspirational ideas to conversations with some of the world's most talented designers, artists and architects, *identity* creates a bridge from the Middle East to the rest of the world.

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Written by global design and architecture experts, writers and academics

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Featuring world-class photography

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Exploring global narratives around design and design culture, architecture, interiors, arts and property

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Providing original features and interviews, as well as a portfolio of inspiring design, architecture, cotemporary interiors and lifestyle

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Reinterpreting trends and lifestyles behind modern spaces

# 12,000+

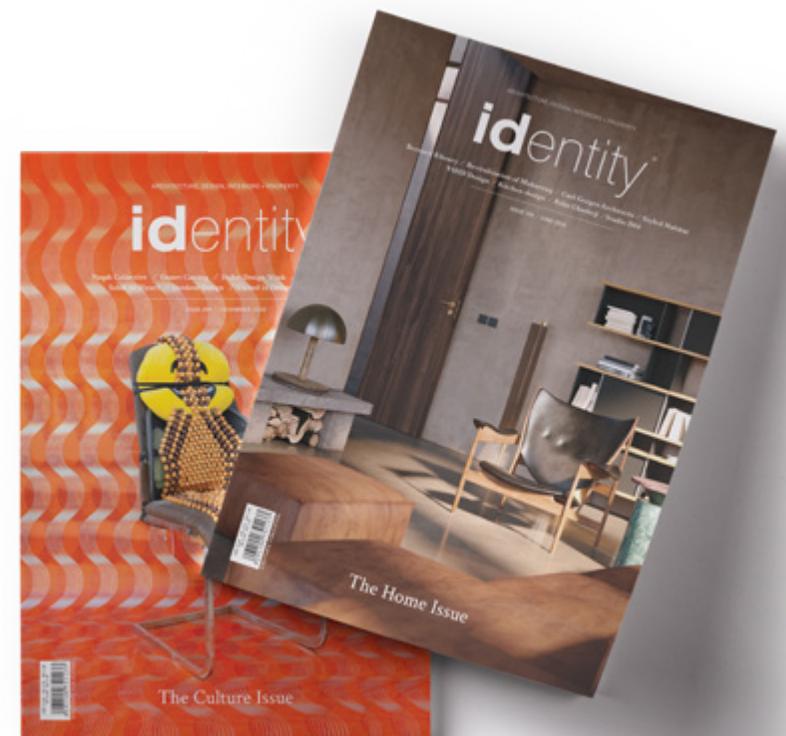
## Print run

Circulation available at all major book stores and supermarkets across the Gulf - Bahrain, Kuwait, Oman, UAE and KSA - with specialist distribution to 5-star hotels, art galleries, VIP private residences, and design showrooms.

# Monthly

## Frequency

(11 Issues – July/August combined issue)



# Audience profile

*identity* is the essential publication for architecture, interiors, design, arts and property professionals, as well as design-conscious consumers, academics and students.

## 25-55

Age of target readers

Target is well-distributed between men (55%) and women (45%) with high socio-economic profile

## \$4.5M

Average household income per annum

## 4

Readers per copy

### Audience

- Architects
- Interior Designers
- Design celebrities
- Art Curators
- Design Studios
- Art Galleries
- Real Estate Developers
- Luxury lifestyle and design enthusiasts

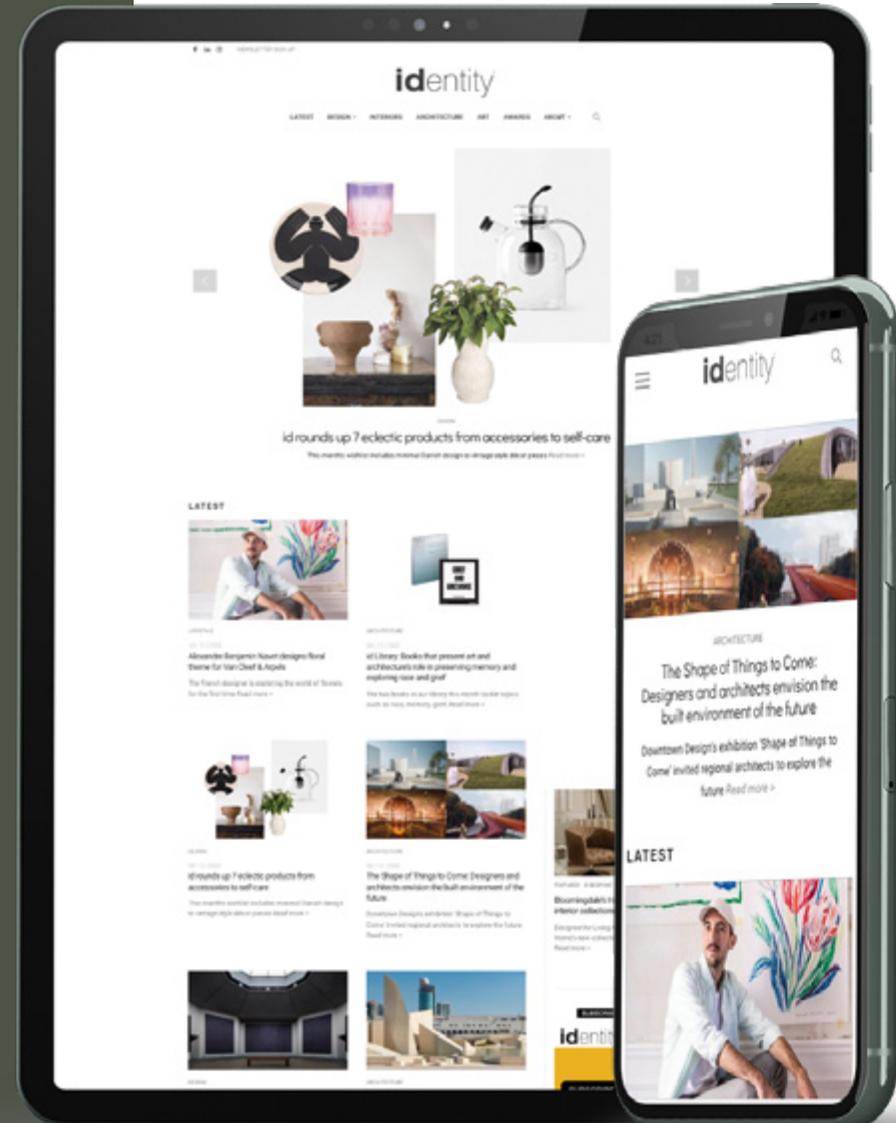


# identity.ae

identity.ae is multiplatform online portal into the worlds of design, architecture, interiors, art, fashion and lifestyle, complete with original content and stunning visuals.

identity.ae provides users with up-to-date news on global happenings, topics and projects, in addition to video content and photography.

Continuously growing its digital presence, identity.ae offers a niche platform to engage and integrate brand partnerships, connecting regional readers with a global audience across its multiple online channels.



# Social Media

*identity's* growing social media reach encompasses followers from the Middle East and internationally across platforms including Instagram, Facebook and LinkedIn. Adapting content from its print and digital platforms as well as creating bespoke and tailored partnerships, *identity* maximises its use of organic social engagement to deliver maximum value for its brand partners and readers.

**6,000+**  
Social media following

# Newsletter

*identity's* weekly newsletter is another source for news and features, keeping readers up to date with the latest from design, architecture, interiors, art and lifestyle, while growing its online database. *identity* Newsletters is an additional solution for branded partnerships, delivered to its database of design and architecture professionals as well as design-savvy consumers.

**15%**

Average open rate

# Editorial Calendar

## MONTH

## THEME

## DESIGN FOCUS

January

The Design Without Boundaries Issue

Living With Style

February

The Land Issue

Wellness

March

The Art Issue

Walls, Floors, and Surfaces

April

The Power Issue

Lighting

May

The Craftsmanship Issue

Bathrooms

June

The New Generation Issue

Kitchens

July/August

The Style Issue

The Lifestyle Edit

September

The Innovation Issue

Workspaces

October

The Collaboration Issue

Kitchens

November

The Design Awards Issue

Bathrooms

December

The Culture Issue

Outdoor Spaces



# Editorial Calendar

## January

### **The Design Without Boundaries Issue**

Lifestyle: Exploring design that blurs boundaries

### **Design Focus:** Living Spaces

Designer interviews  
Architecture projects and installations

## February

### **The Land Issue**

Exploring design and architecture that honours the Earth

### **Design Focus:** Wellness Sustainability

Designer interviews  
Interior design and architecture projects  
Material exploration  
Eco-conscious design

## March

### **The Art Issue**

The latest from the global art industry and collectible design

### **Design Focus:** Walls, Floors & Surfaces

Designer and artist interviews  
Art Dubai coverage  
Art-filled homes  
Interior design and architecture projects

## April

### **The Power Issue**

Personalities across architecture, art and design who are using their influence to empower the disciplines for the better

### **Design Focus:** Lighting

Designer and architect interviews  
Boundary-pushing architecture projects  
Interior design case studies

## May

### **The Craftsmanship Issue**

Exploring global artisanal craft traditions of the future

### **Design Focus:** Bathrooms

Designer and architecture interviews  
Highlighting makers across the globe  
Craft-focused design and architecture projects  
Craftsmanship in the Middle East special

## June

### **The New Generation Issue**

Discovering a new generation of designers and architects making a difference

### **Design Focus:** Kitchens

Designer and architect interviews and profiles  
Interior design and architecture projects  
A spotlight on industrial design

## July/August

### **The Style Issue**

The latest in style across design, fashion and interiors

### **Design Focus:** The Lifestyle Edit (homes, travel, wellness)

Stylish contemporary homes around the world  
Designer interviews  
Architectural Fashion Special

## September

### **The Innovation Issue**

Exploring how new and old technologies and design applications can result in improved practices and a resilient built environment

### **Design Focus:** Workspaces

Milan Design Week/ Salone Del Mobile  
Designer and architect interviews  
Interior design and architecture projects

## October

### **The Collaboration Issue**

Exploring collaboration as a birth of innovation and new ideas in design and architecture

### **Design Focus:** Kitchens

Guest editor edition \*TBA  
Expo 2020 Dubai special  
London Design Festival  
Designer and architect interviews  
Interior design and architecture projects

## November

### **The Design Awards Issue**

Celebrating the identity Design Awards 2021

### **Design Focus:** Bathrooms

identity Design Awards winners announced  
Dubai Design Week/Downtown Design pre-show  
Designer and architect interviews  
Interior design and architecture projects

## December

### **The Culture Issue**

Celebrating culture in arts, design and architecture across the Middle East and beyond

### **Design Focus:** Outdoor Spaces

Dubai Design Week Design/Miami  
Designer, artist and architect interviews  
Interior design and architecture projects

# Advertising

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.

Exploring global narratives around design and design culture, architecture, interiors, arts and property

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.

## Print

COVERS	
Inside front cover	\$19,800
Outside back cover	\$12,100
Inside back cover	\$9,350

PRIME POSITIONS	
Opposite Contents 1	\$7,150
Opposite Contents 2	\$6,800
Opposite Editor's Page	\$6,500

EDITORIAL	
Full Page Advertorial	\$7,500
Double Page	\$11,000

REGULAR POSITIONS	
Full page	\$5,500
Double page spread	\$10,150

DOUBLE PAGE SPREADS	
1st	\$15,150
2nd	\$14,550
3rd - onwards	\$13,450

CREATIVE SOLUTIONS	
Inside Front Cover Gatefold	\$26,650
Front Cover Reverse Gatefold	\$20,625
Bookmark	\$16,500
Belly Band	\$15,650

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## Digital

DISPLAY RICH ADVERTISING	
Leaderboard	\$65/CPM
MPU	\$75/CPM
Half Page	\$90/CPM

EDITORIAL	
Sponsored Digital Content	\$4,000
Sponsored Social Post	\$1,000
Sponsored Social Story	\$1,000

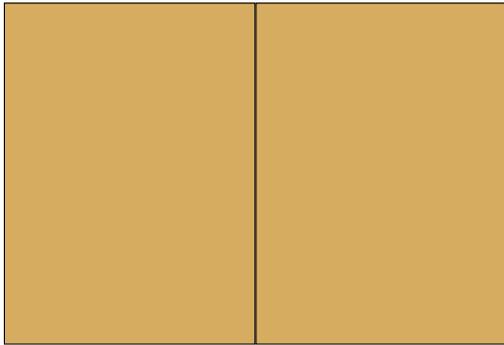
WEBSITE	
Page Takeover	\$10,000 (3 days) \$15,000 (1 week)
Skin	\$8,500 (3 days) \$12,000 (1 week)
Section or Page Sponsorship	Price on request

VIDEO	
Branded video	\$15,000 <i>Cost subject to production/ influencer inclusions</i>

EMAIL MARKETING	
EDM	\$180/CPM
NEWSLETTER	\$180/CPM

# Technical Dimensions

## Print



### Double Page Spread

Trim: 300mm (H) x 480mm (W)  
Type: 280mm x 460mm

### Full Page

Trim: 300mm (H) x 240mm (W)  
Type: 280mm x 220mm

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

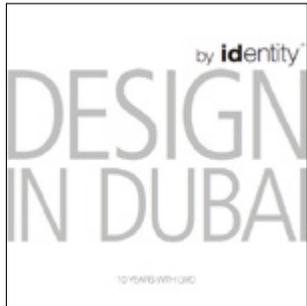
If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side

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



# Books

As part of Motivate Media Group, *identity* is continuing its publication of coffee table books from the worlds of design and architecture.



*Design in Dubai* is an inspiring collection of LW Design Groups' hospitality interior design made in tribute to the design firm's first decade since its founding.



*Home* depicts the cultural traditions of housing throughout history, featuring a broad range of innovative homes of the present day.



*Design Pioneers* is a limited edition coffee table book created to illuminate UAE design entrepreneurs' unique accomplishments and visions, focusing on their achievements, unique design philosophies and creative processes.

# Bespoke Events

*identity's* role as a trusted and connected source for regional design and architecture has led to a wide range of bespoke events for its branded partners, from live and online panel discussions, collection launches to mini-cocktail events.

*identity's* database and engaged readership of industry professionals result in well-attended events by the region's most well-respected designers and architects.



# identity

DESIGN AWARDS

Launched in 2015, the annual identity Design Awards seeks to celebrate the best in regional design and architecture.

Judged by an impartial and independent international jury, the identity Design Awards engages interior design and architecture studios and individuals from across the Middle East, with over 200 annual submissions.

**Sponsorships:**  
Headline Sponsor  
Category Sponsor

Special Integrations

Installations

Brand launch at the Awards



## WATCH THE PREVIOUS EDITIONS



id Design Awards 2017



id Design Awards 2018



id Design Awards 2019

**i**dentify

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