

**id**entity  
Media Kit  
2022



# 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

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# 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)

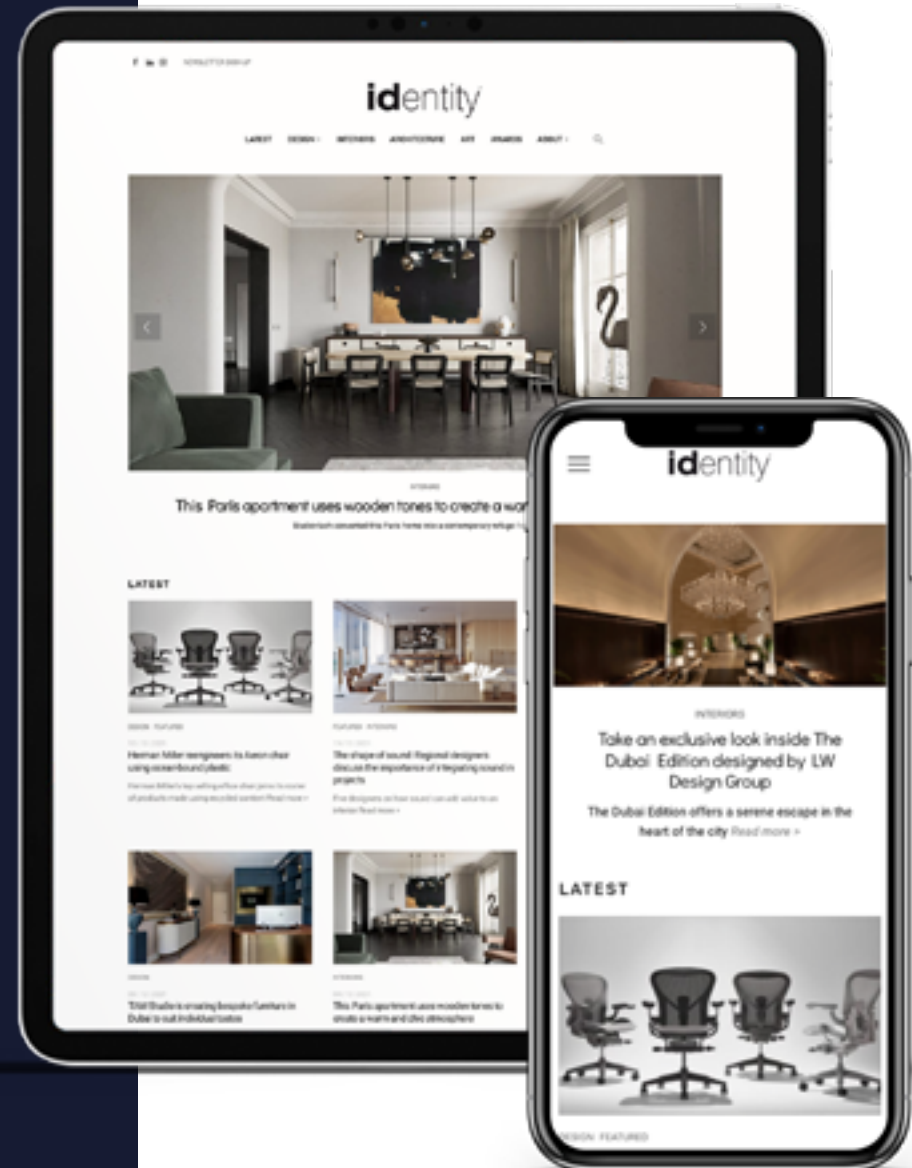


# identity.ae

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.



# identity 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

Readers per copy

## 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.

## \$4.5M

Average household income per annum

### Audience

- Architects
- Interior designers
- Design celebrities
- Art curators
- Design studios
- Art galleries
- Real estate developers
- Luxury lifestyle and design enthusiasts
- High net-worth consumers

## Audience

The identity magazine reader is an influential individual with expertise in design, architecture, interiors, art, fashion, and lifestyle.

## 30,000+

TARGETED MONTHLY VIEWS

## 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

## 8,000+

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

January

February

March

April

May

June

July/August

September

October

November

December

## THEME

The New Culture Issue

The Slow Living Issue

The Art Issue

The Craftsmanship Issue

The Power Issue

The Style Issue

The Design Issue

The Collaboration Issue

The New Generation Issue

The identity Design Awards

The Innovators Issue

## DESIGN FOCUS

Lighting Design

Wellness/Sustainability

Walls, Floors, and Surfaces

Bathrooms

Kitchens

The Summer Edit

Living Spaces

Workspaces/Office Design

Kitchens

Bathrooms

Outdoor Spaces



# Editorial Calendar

## January

### The New Culture Issue

Exploring new narratives and approaches that are shaping cultures in design and architecture across the globe

**Design Focus:** Lighting Design  
Designer spotlight from the MENA region  
Design exhibitions  
Interior design and architectural projects  
Interviews with designers, artists and architects  
Beautiful homes from around the world

## February

### The Slow Living Issue

Exploring design and architecture that promotes conscious and slowed-down living

**Design Focus:** Wellness/  
Sustainability  
Designer spotlight from the MENA region  
Maison&Objet 2022 review  
Interior design and architectural projects  
Interviews with designers, artists and architects  
Beautiful homes from around the world  
Eco-conscious design

## March

### The Art Issue

The latest from global art and collectible design

**Design Focus:** Walls, Floors & Surfaces  
Designer spotlight from the MENA region  
Art Dubai 2022 review  
Interior design and architectural projects  
Interviews with designers, artists and architects  
Art-filled homes from around the world

## April

### The Craftsmanship Issue

Exploring global artisanal craft traditions of the future

**Design Focus:** Bathroom  
Designer spotlight from the MENA region  
Designer and architect interviews  
Interior design and architectural projects  
Craft-focused design and architectural projects  
Craftsmanship in the MENA region special

## May

### The Power Issue

Spotlighting personalities who are positively contributing to design and architecture in the MENA region

**Design Focus:** Kitchens  
Designer and architecture interviews  
Highlighting makers across the globe

## June

### The Style Issue

The latest in style across design, fashion and interiors

**Design Focus:** The Summer Edit (furniture, lighting, textiles for a summer mood)  
Designer spotlight from the MENA region  
Interviews with makers from across the globe  
Beautiful homes from around the world

## July/August

### The Design Issue

Exploring the latest and forward-looking designers, products and approaches in design

**Design Focus:** Living Spaces  
Designer spotlight from the MENA region  
Designer and architect interviews  
Interior design and architectural projects  
Salone del Mobile / Milan Design Week review

## September

### The Collaboration Issue

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

**Design Focus:** Workspaces / Office Design  
Design and architecture interviews  
Collaborative projects by architects, designers and brands  
Interior and architecture projects  
Beautiful homes from around the world  
\*\* Guest editor edition (TBA)

## October

### The New Generation Issue

Discovering a new generation of designers and architects making a difference

**Design Focus:** Kitchens  
Designer spotlight from the MENA region  
Interior design and architectural projects  
Interviews with designers, artists and architects  
Beautiful homes from around the world  
A spotlight on a new generation of designers from MENASA

## November

### The id Design Awards

Celebrating the winners of the identity Design Awards 2022

**Design Focus:** Bathrooms  
Announcing the winners of the identity Design Awards 2022 special  
Designer spotlight from the MENA region  
Interviews with designers, artists and architects  
Beautiful homes from around the world

## December

### The Innovators Issue

Exploring the intersection of new technologies and age-old techniques resulting in improved practices and a resilient built environment

**Design Focus:** Outdoor Spaces  
Designer spotlight from the MENA region  
Boundary-pushing architecture and design  
Dubai Design Week / Downtown Design review  
Innovative works by students from across the globe (Global Grad Show)  
Design/Miami review  
Interviews with designers, artists and architects  
Beautiful homes from around the world

# Advertising

## Print

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 APIId and IFID.

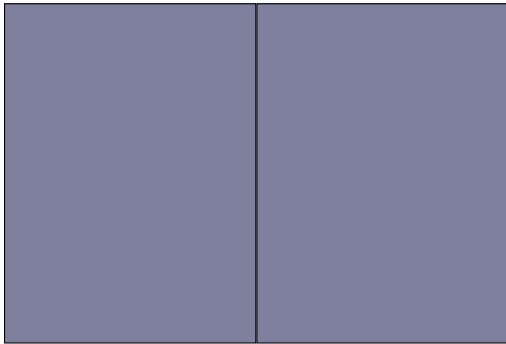
POSITION	USD	CREATIVE SOLUTIONS	USD
Full Page (ROP) after Contents	6,500	Bookmark	16,500
ROP-DPS	12,300	Belly band	15,600
'1/2 page Solus	4,800	Bound insert	16,500
OBC	14,100	Advertorial FP	8,100
IFC spread	23,400	Advertorial DPS	14,500
IBC	9,350		
FC reverse	24,675		
Inside front cover GF	26,700		
ROP gate fold	15,900		
FP opp Contents	7,800		
1st DPS	18,400		
2nd DPS	17,800		
3rd DPS	16,500		
4th DPS	15,250		
5th DPS	14,250		

## Digital

POSITION	USD
Leaderboard	75/CPM
MPU	89/CPM
Halfpage	105/CPM
Skin	120/CPM
EDM	220/CPM
Content - 300 words	4500/post
Content - 600 words	5,500/post
Branded Video (1min) / Article (300 word) Package	9,500/post
Instagram Post	1,500/post
Instagram Stories	1,500/post
Facebook Post	1,500/post
Facebook Carousel	1,750/post
LinkedIn Post	1,500/post
In Read Videos	120/CPM
Bespoke Rich Media Creation	on request
Bespoke Video Creation	on request
Video Show Sponsorship	on request

# 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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