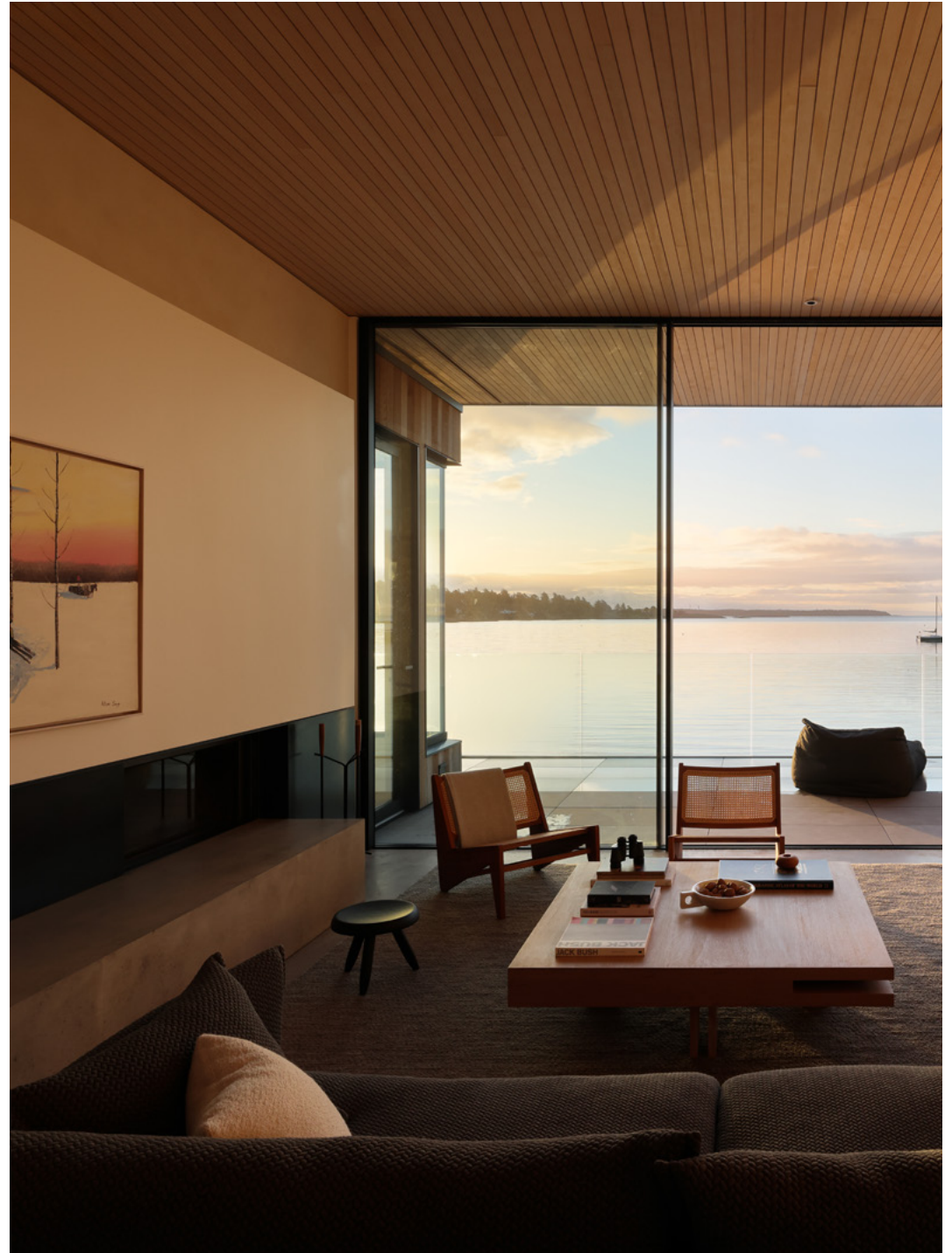


identity
Media Kit
2023



identity

Inspiring, inquisitive, relevant and contemporary, identity is the region's trusted brand 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.

Written by global design and architecture experts, writers and academics

Featuring world-class photography

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

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

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)

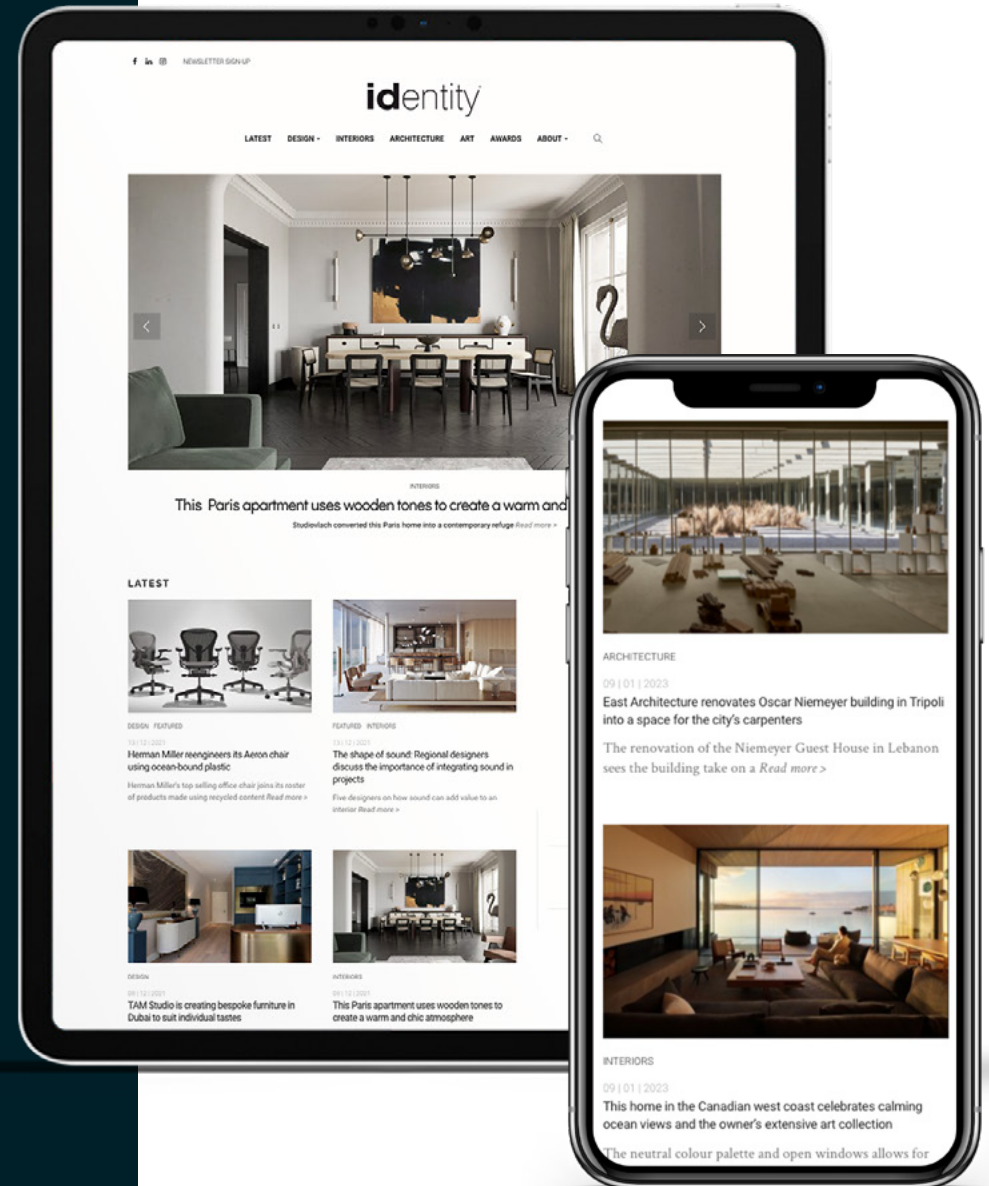


identity.ae

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.

50,000+

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.

13,000+

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 Culture Issue

The Dreamers Issue

The Art Issue

The Crafts Issue

The Design Issue

The Power Issue

The Style Issue

The New Generation Issue

The Collaboration Issue

The Innovators Issue

The Design Awards Issue

DESIGN FOCUS

Lighting Design

Home décor special

Walls, Floors, and Surfaces

Bathrooms

Living Spaces

Kitchens

The Summer Edit

Workspaces/Office Design

Kitchens

Bathrooms

Outdoor



Editorial Calendar

January

The Culture Issue

Exploring designs and people who are shaping culture across the Middle East

- Design Focus: Lighting
- Interviews with artists and designers who work in the cultural sphere
- Design exhibitions
- Beautiful homes from around the world

February

The Dreamers Issue

Exploring design that taps into the realm of fantasy and visions for the future

- Design Focus: Home décor special
- Designer spotlight from the MENA region
- Young artist spotlight
- Visionary architecture and interior design projects
- Beautiful homes from around the world

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 Crafts Issue

Exploring global artisanal craft traditions of the future

- Design Focus: Bathrooms
- Global designer spotlight with a focus on artisanal craft
- Designer, artist and architect interviews
- Craft-focused design and architectural projects
- Craftsmanship in the MENA region special

May

The Design Issue

Exploring the latest in design, from products to projects and design approach

- Design Focus: Living Spaces
- Global designer spotlight
- Designer and architect interviews
- Interior design and architectural projects
- Salone del Mobile / Milan Design Week review

June

The Power Issue

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

- Design Focus: Kitchens
- Id50 list of the inspiring designers and architects shaping the future of the region
- Designer and architecture interviews
- Interior and architecture projects from around the world
- Beautiful homes from around the world

July/August

The Style Issue

The latest in style across design, fashion and interiors

- Design Focus: The Summer Edit (furniture, lighting, textiles for a summer mood)
- Spotlight on global makers focusing on ecological and cultural sustainability
- Travel special: Design destinations
- Beautiful homes from around the world

September

The New Generation Issue

Discovering a new generation of designers and architects making a difference

- Design Focus: Workspaces
- A spotlight on a new generation of designers from the Global South
- Interior design and architectural projects
- Interviews with designers, artists and architects
- Beautiful homes from around the world

October

The Collaboration Issue

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

- Design Focus: Kitchens
- 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)

November

The Innovators Issue

Exploring design and architecture that defines innovative thinking within design and architecture

- Design Focus: Bathrooms
- Innovative designs from across the globe
- Interviews with designers, artists and architects
- Beautiful homes from around the world

December

The Design Awards Issue

Celebrating the winners of the identity Design Awards 2023

- Design Focus: Outdoor
- 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
- Dubai Design Week / Downtown Design review

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.

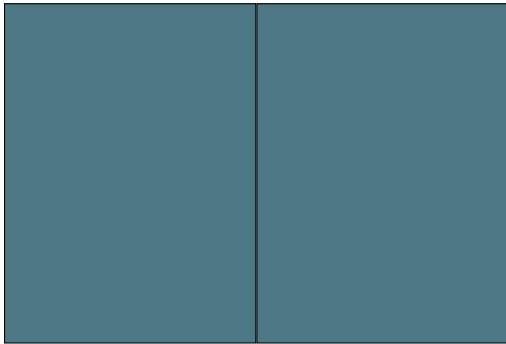
POSITION	USD	CREATIVE SOLUTIONS	USD
Full Page (ROP) after Contents	6,500	Bookmark	16,500
ROP-DPS	12,300	Belly band	15,600
'1/2 page Solus	4,800	Bound insert	16,500
OBC	14,100	Advertorial FP	8,100
IFC spread	23,400	Advertorial DPS	14,500
IBC	9,350		
FC reverse	24,675		
Inside front cover GF	26,700		
ROP 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
Website takeover	1,500/day
Leaderboard	89/CPM
MPU	89/CPM
Halfpage	105/CPM
Skin	120/CPM
EDM	220/CPM
Content - 300 words	5,500/post
Content - 600 words	7,250/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)

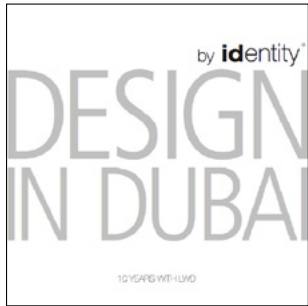
Type: 280mm x 220mm

- The artwork should be a press ready PDF file (version 1.3) generated through InDesign or Illustrator, saved on minimum 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:

Gold Sponsor
Silver Sponsor
Bronze Sponsor

Special Integrations

Activations and installations

WATCH THE PREVIOUS EDITIONS



id Design Awards 2020



id Design Awards 2021



id Design Awards 2022

identity

For more information, please contact:

Sharmine Khan

T +971 4 427 3022

D +971 50 535 6800

E : sharmine.khan@motivate.ae

For editorial enquiries, please contact:

Aidan Imanova

T : +971 4 427 3013

E : aidan.imanova@motivate.ae