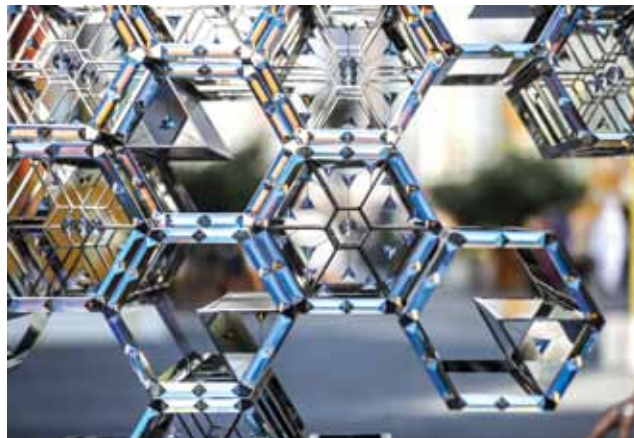


# identity<sup>®</sup>

MEDIA KIT 2017  
YEAR FOURTEEN  
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



**Now in its 14th 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.

COVER: TOP LEFT PATRICIA URQUIOLA, SHADDERO, CATALANO, ROCA, LISIA VILLA, CATHERINE BELBIN & MARCO PIVA, FULTON CENTER, KHALID SHAFAR, BUSINELLI



## CONTENT

The newest, bold and niche in architecture, contemporary design, interiors and the property market, locally, regionally and globally. World-class publication providing inspirational ideas and cutting-edge concepts from the world's design capitals. Conversations with top local and international designers and architects, providing unique insights into their vision and philosophy. Must-read for architecture, design, interiors and property professionals, design-conscious consumers and students.

## NEW FOR 2017

+ Extra editorial features + Increased social media presence  
 + More media partnerships + The road to Dubai 2020  
 + More hotels and hospitality + Extra local and global discoveries  
 + Clock-in to creative workspaces + Zooming into design for motion  
 + More on reducing our carbon footprint + Future-proof smart technologies.



## EDITORIAL

Exclusive conversations with: Philippe Starck + Daniel Libeskind + Paola Lenti + Ora-ito + Zaha Hadid + Jasper Morrison + Jean Nouvel + Patricia Urquiola + Antonio Citterio + Ross Lovegrove + Marco Piva and many more...

**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.\*



## 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.  
 Digital subscriptions available on App store + Magzter.com.  
 Leading bookstores + supermarkets + furniture boutiques.  
 Major regional global design events and exhibitions.



## ID DESIGN AWARDS

Launched in 2015 the annual **id** Design Awards seek to celebrate the best in regional design and architecture. A highlight of the awards programme is the Readers' Choice Retail Award, which seeks to identify the best design sources. An impartial and independent international jury judges the **id** Design Awards. Details on the much-anticipated 2017 award ceremony to be held in the last quarter, would be revealed soon. For more information go to [identitydesignawards.com](http://identitydesignawards.com)

## TARGET MARKET

Design-conscious  
 Affluent  
 Average age 30+  
 Architects + interior designers + decorators  
 Industrial designers + engineers  
 Property developers + realtors  
 Entrepreneurs



## ADVERTISERS INCLUDE

❖ **Aati** ❖ Asnagli ❖ Al Huzaifa ❖ ACE ❖ Baker ❖ Bea e Martina ❖ Bizzotto ❖ Bautiti ❖ **Bo Concept** ❖ Carpet Land ❖ Casa Mia ❖ Cities Design ❖ **Dedon** ❖ **Duravit** ❖ Ethan Allen ❖ **Fendi** ❖ Finasi ❖ **Flos** ❖ Geberit ❖ Graniti Building Material ❖ Grohe ❖ Hansgrohe ❖ Home Center ❖ **Id Design** ❖ Interiors ❖ Kart Furniture ❖ Kitchen Design ❖ Koelnmesse ❖ La Maison Verte ❖ Ligne Roset ❖ Luxury Visions ❖ **Marina Home Interiors** ❖ Marlin ❖ Matteograssi ❖ Molteni C ❖ Nakkash Gallery ❖ **Natuzzi** ❖ Obegi ❖ Pan Emirates ❖ Phillip Selva ❖ Philips ❖ Pier Import ❖ Ralph Lauren ❖ Rattan House ❖ Royal Furniture ❖ **Samsung** ❖ Savils ❖ **Scavolini** ❖ Siematic ❖ Solico ❖ Tavola ❖ Visionnaire ❖ Western Furniture ❖ **Woodfloors** ❖ Zen Interiors ❖ **Zuchetti**

## ADVERTISING BENEFITS

Through **id**entity 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 **id**entity readers keep their copies in their design archives. You will benefit from **id**entity'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.

## DESIGN EXHIBITIONS AND EVENTS: MEDIA PARTNERS



## ADVERTISING RATES

<b>REGULAR POSITIONS</b>	<b>US\$</b>
Full Page	3,500
Double Page Spread	6,650

<b>PREMIUM POSITIONS</b>	<b>US\$</b>
Inside Front Cover	5,250
Page One	5,250
Inside Back Cover	5,950
Outside Back Cover	6,000

<b>SPECIAL REQUESTS</b>	<b>US\$</b>
Opposite Contents	4,500
Full Page (before Contents)	4,000
Double Page Spread (before Contents)	7,250
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 (first in a feature)	7,750

<b>INSPIRATIONS only</b>	<b>US\$</b>
Half Page	1,000
Quarter Page	750

<b>CREATIVE SOLUTIONS</b>	<b>US\$</b>
Front Cover Gatefold	11,500
Inside Front Cover Gatefold	13,750
Bookmark	10,500
Belly Band	10,000
Advertorial - Full Page	4,000
Advertorial - Double Page Spread	7,850

**EVENTS**  
Bespoke solutions for design celebrations

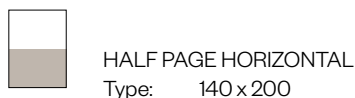
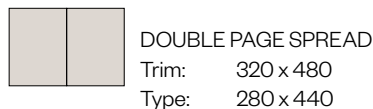
**ID DESIGN AWARDS 2017**  
Visit the microsite ([identitydesignawards.com](http://identitydesignawards.com))

## MEDIA PARTNERSHIPS



## TECHNICAL DATA

### Height x Width (mm)



### GENERAL INFORMATION

- 12 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 ENQUIRIES

Senior Sales Manager: **Sharmine Khan**  
Telephone Direct: +971 4 427 3445  
Mobile: +971 50 535 6800  
E-mail: [sharmine@motivate.ae](mailto:sharmine@motivate.ae)  
[sales@motivate.ae](mailto:sales@motivate.ae)

### VAT

- All rates are exclusive of any applicable taxes.
- Invoices shall be paid in full, free of any deductions, withholding taxes and any other charges, including but not limited to bank charges.

## DIGITAL MEDIA FORMAT

### PDF (PORTABLE DOCUMENT FORMAT)

- 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

### DEADLINES

- Booking: 12th of month prior to publication
- Material: 15th of month prior to publication

### CANCELLATIONS

- 8 weeks prior to publication
- Regular Positions
- Prime positions 3 months prior
- Terms and Conditions apply

## INTERNATIONAL MEDIA REPRESENTATIVES

**AUSTRALIA/NEW ZEALAND** Okeeffe Media;  
Tel + 61 89 447 2734 [okeeffekev@bigpond.com.au](mailto:okeeffekev@bigpond.com.au)

**BENELUX** M.P.S. Benelux; Tel +322 720 9799  
[francesco.sutton@mps-adv.com](mailto:francesco.sutton@mps-adv.com)

**CHINA** Publicitas Advertising; Tel +86 10 5879 5885

**FRANCE** Intermedia Europe Ltd; Tel +33 15 534 9550  
[administration@intermedia.europe.com](mailto:administration@intermedia.europe.com)

**GERMANY** IMV Internationale Medien Vermarktung GmbH;  
Tel +49 8151 550 8959  
[wjaeger@imv-media.com](mailto:wjaeger@imv-media.com)

**HONG KONG/MALAYSIA/THAILAND**  
Sonney Media Networks Tel +852 2151 2351  
[hemant@sonneymedia.com](mailto:hemant@sonneymedia.com)

**INDIA** Media Star; Tel +91 22 4220 2103  
[ravi@mediastar.co.in](mailto:ravi@mediastar.co.in)

**ITALY** IMM Italia; Tel +39 023 653 4433  
[lucia.colucci@fastwebnet.it](mailto:lucia.colucci@fastwebnet.it)

**JAPAN** Tandem Inc.; Tel + 81 3 3541 4166  
[all@tandem-inc.com](mailto:all@tandem-inc.com)

**NETHERLANDS** GIO Media; Tel +31 6 2223 8420  
[giovanni@gio-media.nl](mailto:giovanni@gio-media.nl)

**SOUTH AFRICA** Ndure; Tel: +27 11 234 9875  
[gisela@imrsa.co.za](mailto:gisela@imrsa.co.za)

**SPAIN** IMM International; Tel +331 40 1300 30  
[n.devos@imm-international.com](mailto:n.devos@imm-international.com)

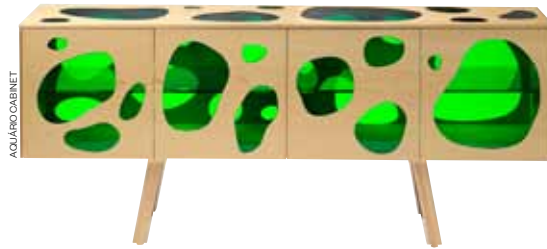
**TURKEY** Media Ltd.; Tel +90 212 275 5152  
[mediamarketingtr@medialtd.com.tr](mailto:mediamarketingtr@medialtd.com.tr)

**UK** Spafax Inflight Media; Tel +44 207 906 2001  
[nhopkins@spafax.com](mailto:nhopkins@spafax.com)

**USA** Totem Brand Stories; Tel +212 896 3846  
[brigitte.baron@totembrandstories.com](mailto:brigitte.baron@totembrandstories.com)



ZUCCHETTI



AQUARO CABINET

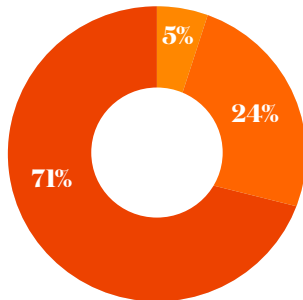


NANIMARQUINA

## STATISTICS\*

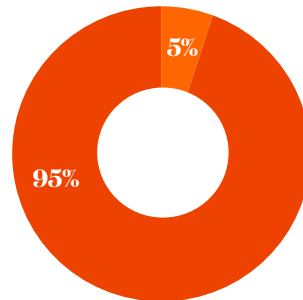
### How long do you keep your copy of identity?

- one month
- six months+
- one year+



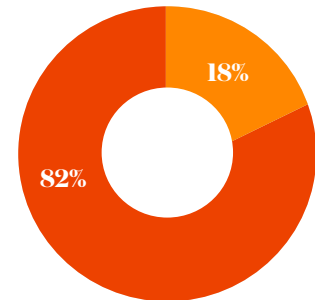
### The advertising fits with the content of the magazine?

- yes
- no



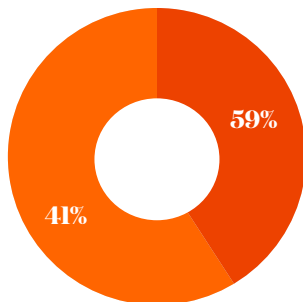
### The advertising provides information on a brand

- yes
- no



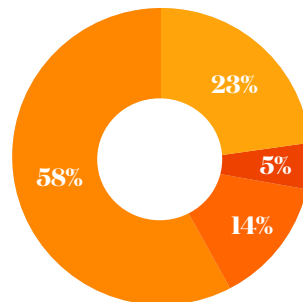
### Gender

- men
- women



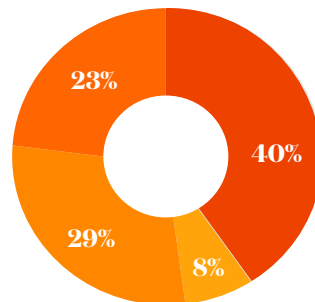
### Education

- University graduates
- University students
- High school
- Other



### Income (Dhs per month)

- 20,000 - 25,000
- 25,000 - 30,000
- 30,000 - 40,000
- 40,000 +



\*Source: identity readership survey