

The Middle East's architecture, design, interiors + property magazine

identity[®]

MEDIA KIT 2018

YEAR FIFTEEN

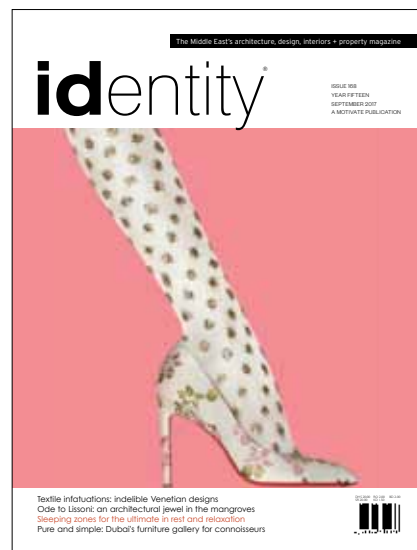
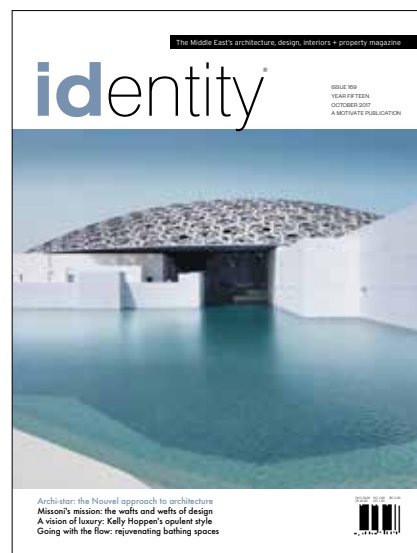
A MOTIVATE PUBLICATION



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

identity®

Now in its 16th 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.



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.



Trends



Profile



Design Formula



Portfolio



Design@Large



Focus



Forum



Books



Icon

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

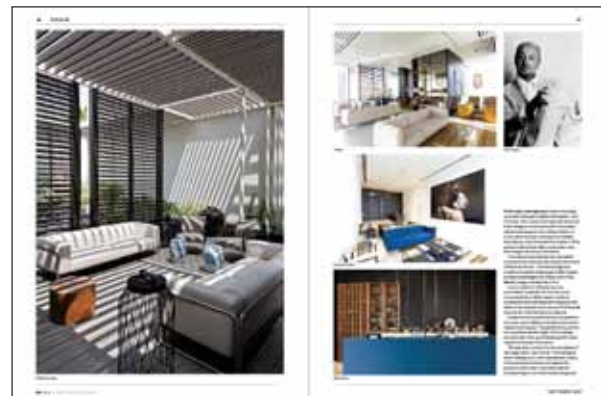
id property: highlights exciting developments and projects + savvy property trends

Exclusive conversations with:

- Philippe Starck
- Daniel Libeskind
- Paola Lenti
- Ora-ïto
- Zaha Hadid
- Jasper Morrison
- Jean Nouvel
- Patricia Urquiola
- Antonio Citterio
- Ross Lovegrove
- Marco Piva
- And many more...



Property



Interior

identity[®]



NEW FOR 2018

- **id** Website Launch
- Extra editorial features
- Increased digital footprint
- More media partnerships
- The road to Dubai 2020
- More hotels and hospitality
- July/August Summer issue
- Bespoke events
- 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
- December/January Winter issue

identity WEBSITE

Launching 2018



SOCIAL MEDIA

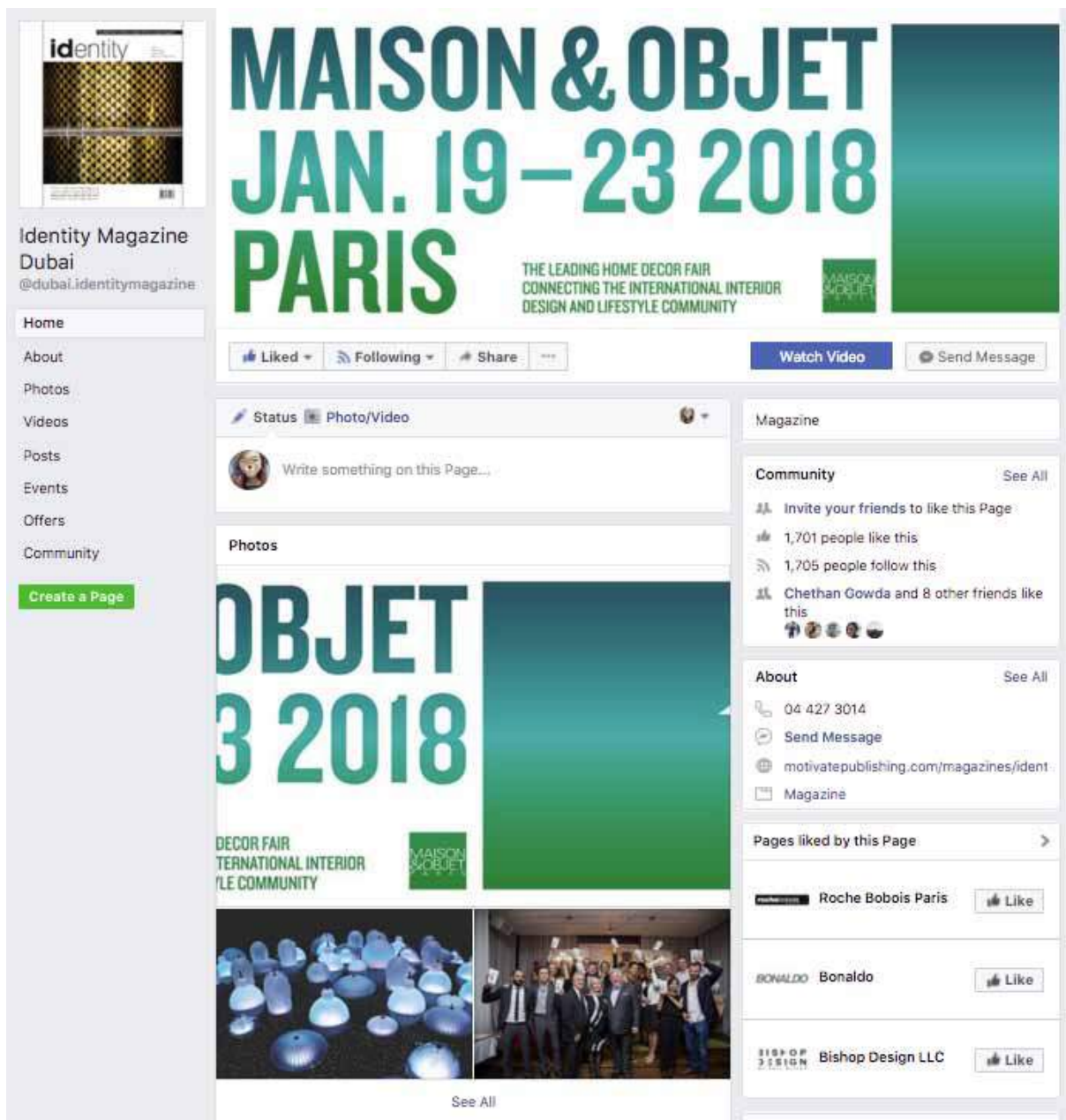
Follow us for the latest design updates



10,194

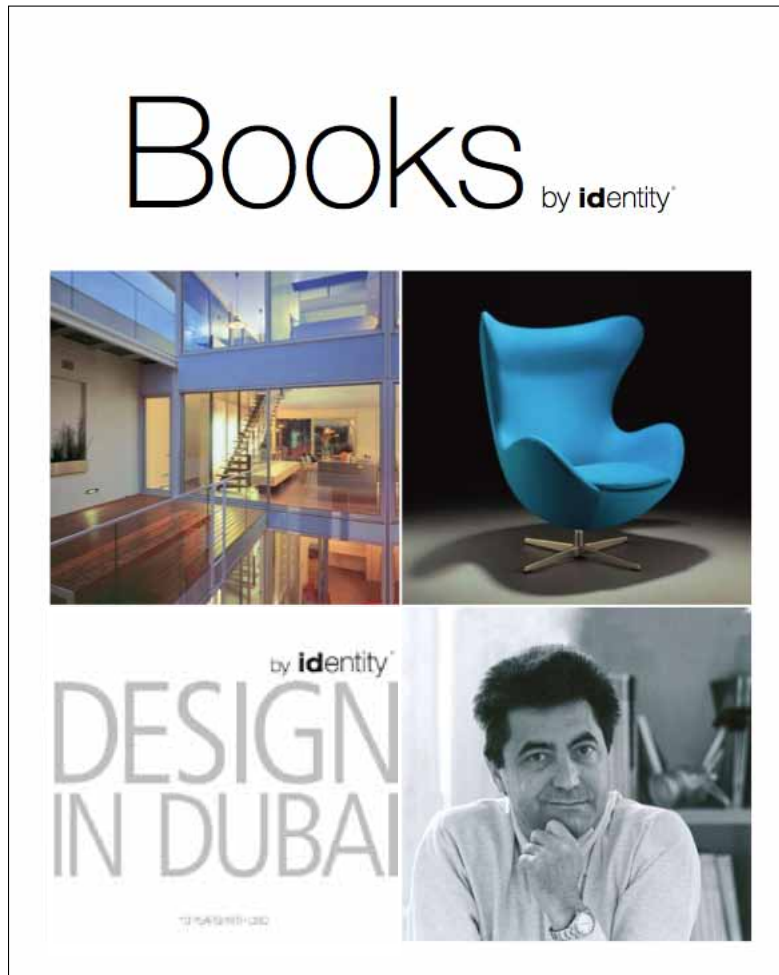


facebook



The screenshot shows the Facebook page for Identity Magazine Dubai. The main header features a large green and white graphic for "MAISON & OBJET JAN. 19-23 2018 PARIS". Below the header, there are navigation buttons for "Liked", "Following", "Share", "Watch Video", and "Send Message". The page content includes a status update area with a "Write something on this Page..." prompt, a "Photos" section with a "See All" link, and a "Community" section with "See All" and "Invite your friends to like this Page" options. The "About" section displays the phone number "04 427 3014", a "Send Message" button, and the website "motivatepublishing.com/magazines/identity". The "Pages liked by this Page" section lists "Roche Bobois Paris", "Bonaldo", and "Bishop Design LLC", each with a "Like" button.

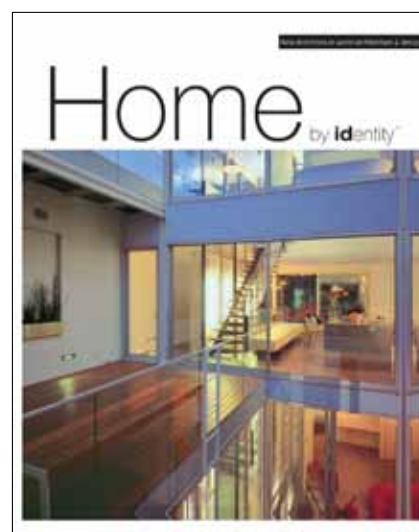
A NEW **identity** IN CONTEMPORARY DESIGN BOOKS



Books by **identity**



Design in Dubai by **identity**



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

BESPOKE EVENTS

YOUR INVITATION TO A DESIGN EVENT 25/02/2016

Design dialogues



Celebrate: The art of Italian design
With: Edi Snaidero, President & CEO Snaidero Group
 + Paolo Pininfarina, Chairman Pininfarina + Identity
Topic: The opening of the Snaidero Design Studio - Dubai

25/02/2016
 18:00 Cocktails and Italian bites
 19:30 Design Talk

Snaidero Design Studio
 Dubai Design District
 Building 4, DDM
 G/F - Lat: 25.20259 Long: 55.25094

RSVP before 24/02/2016 to Tel: 056 2206088
www.snaidero.com






DESIGN EXHIBITIONS AND EVENTS: MEDIA PARTNERS



identity[®]



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 **2018** award ceremony to be held in the last quarter, would be revealed soon.

For more information go to identitydesignawards.com



ADVERTISING BENEFITS

- 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 • Asnagli • 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

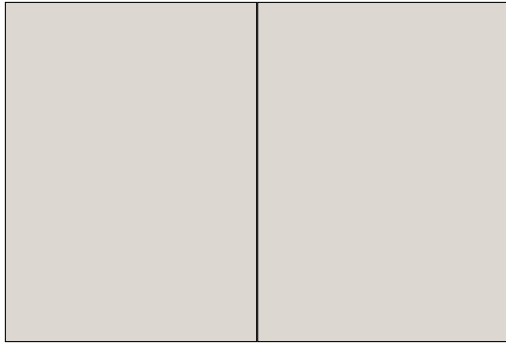
READERSHIP

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

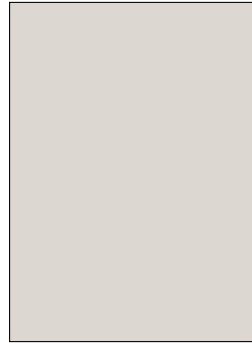
Published monthly
12,000+ copies nationally and internationally
Retail and controlled distribution
Individual and bulk subscriptions
Digital subscriptions available on App store + Magzter.com
Leading bookstores + supermarkets + furniture boutiques
Major regional global design events and exhibitions

TECHNICAL DIMENSIONS - MAGAZINE



Double Page Spread

Trim: 320mm x 480mm
Type: 280mm x 440mm



Full Page

Trim: 320x240
Type: 280 x 200

GENERAL INFORMATION

- 10 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%

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

ADVERTISING RATES*

REGULAR POSITIONS	US\$
Full Page	3,500
Double Page Spread	6,650

PREMIUM POSITIONS	US\$
Inside Front Cover	6,350
Page One	6,300
Inside Back Cover	5,950
Outside Back Cover	7,700

INSPIRATIONS only	US\$
Half Page	1,000
Quarter Page	750

CREATIVE SOLUTIONS	US\$
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

*ALL RATES EXCLUSIVE OF VAT

SPECIAL REQUESTS	US\$
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 (prior to feature)	7,750

EVENTS

Bespoke solutions for design celebrations

DIARY

Feature your event with **identity**

MEDIA PARTNERSHIPS

Prices upon request

DEADLINES

Booking: 12th of month prior to publication

Material: 15th of month prior to publication

Cancellation: 4 weeks prior to publication

ENQUIRIES

Deputy Sales Manager	Micheline Leon
Telephone Direct:	+971 4 427 3431
Mobile:	+971 54 441 5437
E-mail:	micheline.leon@motivate.ae sales@motivate.ae

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.



INTERNATIONAL MEDIA REPRESENTATIVES

Australia/New Zealand Okeeffe Media;

Tel + 61 89 447 2734
Okeeffekev@bigpond.com.au

Benelux M.P.S. Benelux;

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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

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Vermarktung GmbH;**

Tel +49 8151 550 8959
W.Jaeger@imv-media.com

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Hemant@sonneymedia.com

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Lucia.colucci@fastwebnet.it

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Netherlands Gio Media;

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Giovanni@gio-media.nl

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N.devos@imm-international.com

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Mediamarketingtr@Medialtd.com.tr

UK Spafax Inflight Media;

Tel +44 207 906 2001
Nhopkins@Spafax.Com

USA Totem Brand Stories;

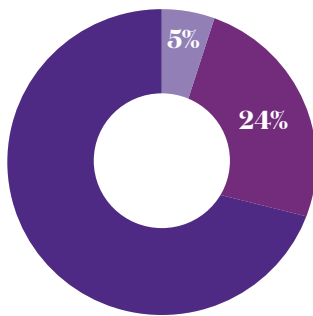
Tel +212 896 3846
Crigitte.baron@totembrandstories.com

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STATISTICS*

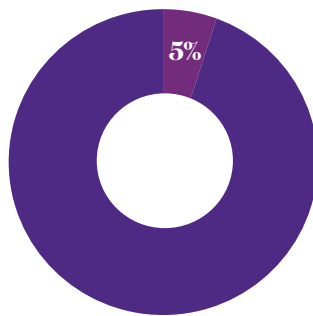
How long do you keep your copy of **identity**?

- one month
- six months+
- one year+



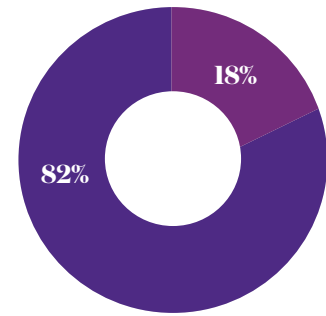
The advertising fits with the content of the magazine?

- yes
- no



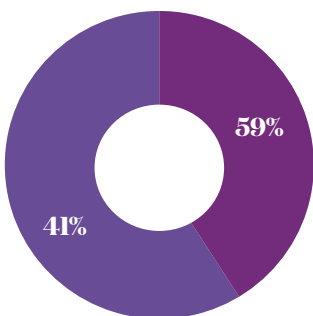
The advertising provides brand information

- yes
- no



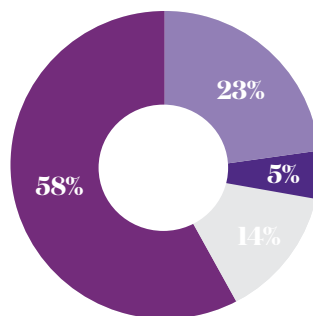
Gender

- men
- women



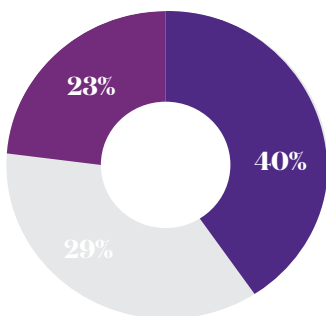
Education

- 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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