



identity
Media Kit 2024

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

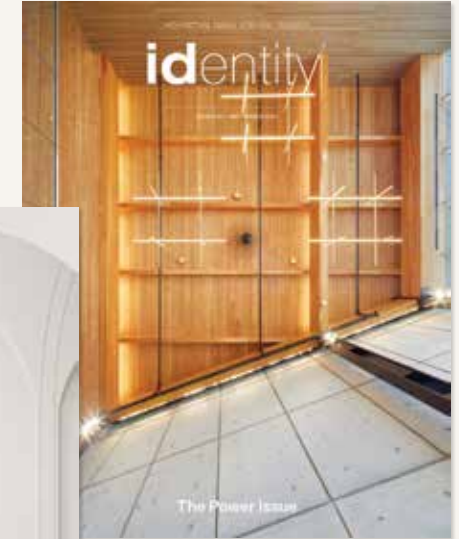
- Exploring global narratives around design and design culture, architecture, interiors, arts and property

- 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





Monthly

Frequency
(11 Issues – July/ August
combined issue)

12,000+

Print run

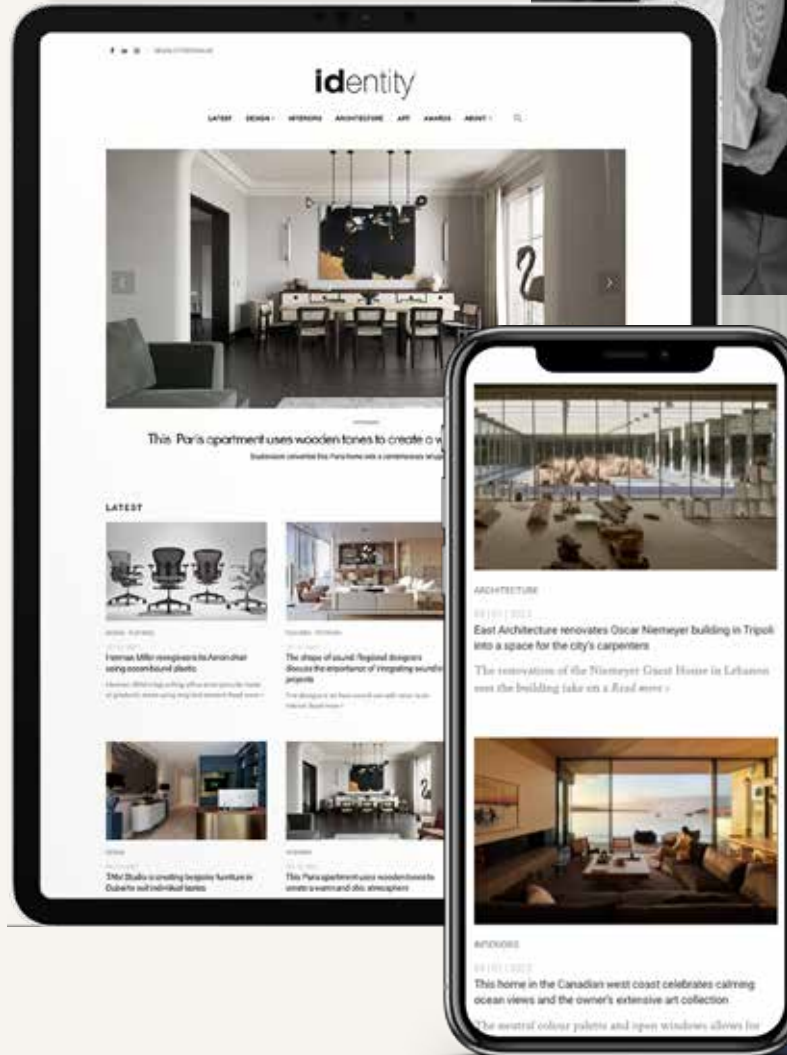
Circulation available at all major book stores and supermarkets across the Gulf – Bahrain, Kuwait, Oman, UAE and KSA – with specialist distribution to 5-star hotels, art galleries, VIP private residences, and design showrooms.

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.



Audience

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

Social Media

Newsletter

50,000+

Targeted monthly views

19,000+

Social media following

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.

15%

Average open rate

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.

Audience profile

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

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

25-55

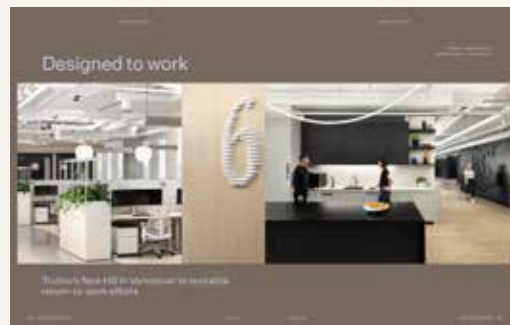
Age of target readers

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

\$4.5m

Average household income per annum

Editorial content





Editorial calendar

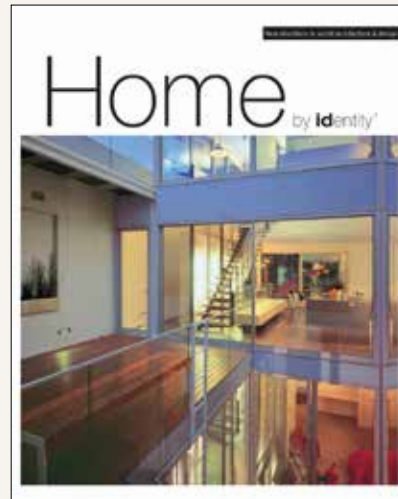
MONTH	THEME	DESIGN FOCUS
January	<i>The Sustainability Issue</i>	Lighting
February	<i>The Power List</i>	Luxury Design
March	<i>The Influential Issue</i>	Residential
April	<i>Innovation in Design</i>	Bathrooms
May	<i>The Craft Issue</i>	Living Spaces
June	<i>Redesigning the Status Quo</i>	Kitchens
July/August	<i>Bold Design</i>	Walls, floors and surfaces
September	<i>Greener Perspective</i>	Home décor
October	<i>New Outlook</i>	Kitchens
November	<i>Regional Excellence</i>	Bathrooms
December	<i>The Winner's Issue</i>	Outdoor

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



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.



Rates and specs

Print

POSITION	USD
Full Page (ROP) after Contents	6,500
ROP-DPS	12,300
1/2 page Solus	4,800
OBC	14,100
IFC spread	23,400
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
CREATIVE SOLUTIONS	USD
Bookmark	16,500
Belly band	15,600
Bound insert	16,500
Advertorial FP	8,100
Advertorial DPS	14,500

Digital

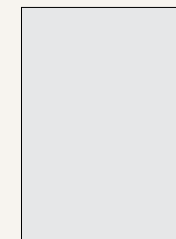
POSITION	USD
Website takeover	1,500/day
Leaderboard	89/CPM
MPU	89/CPM
Halfpage	105/CPM
Skin	120/CPM
EDM	220/CPM
Content - 300 words	5,500/post
Content - 600 words	7,250/post
Branded Video (1min) / Article (300 word) Package	9,500/post
Instagram Post	2,000/post
Instagram Stories	2,000/post
Facebook Post	2,000/post
Facebook Carousel	2,000/post
LinkedIn Post	2,000/post
In Read Videos	120/CPM
Bespoke Rich Media Creation	on request
Bespoke Video Creation	on request
Video Show Sponsorship	on request
Panel discussion	on request



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



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