

COMMERCIAL

# Interior design

The essential guide for Middle East interior design professionals



Media Information **2010**

# OVERVIEW

## About Commercial Interior Design

# 2005

Commercial Interior Design magazine was established

**Commercial Interior Design** is delivered to 7,683 readers each month (*BPA audited, June to December 2009*). With an average pass-on readership of four people, **Commercial Interior Design** is read by over 26,245\* chief decision makers each month.

Chief executive officers, managing directors, general managers, directors, designers, specifiers and consultants from across the Middle East read **Commercial Interior Design** on a monthly basis.

**Commercial Interior Design's** readers work not only in interior design companies, architecture firms and for specifiers, developers and contractors, but also in the property sector, for building owners, and in the region's governments.

# 26,245

chief decision makers read **Commercial Interior Design**\*



## THE FACTS

- **Commercial Interior Design** is the leading source of ideas, inspiration and product information for industry professionals across the Middle East.
- **Commercial Interior Design** covers all aspects of commercial interiors, from residential to industrial, offices to retail outlets, hotels to health spas and everything in between.
- Kitchens, bathrooms, flooring, office furniture, lighting, fixtures and fittings all have a home in **Commercial Interior Design**, along with everything else that industry professionals need to create attractive and profitable commercial interiors.
- **Commercial Interior Design** has become an essential monthly read for interior design professionals across the GCC.
- Containing the latest local and international news, product launches and project focuses, contract wins and tender invites, **Commercial Interior Design** offers readers the opportunity to get to grips with key industry trends and opportunities.
- Whether you are a designer looking for inspiration from abroad, a specifier looking for the latest products, or an architect seeking ideas, **Commercial Interior Design** is the magazine for you.
- **Commercial Interior Design** is part of the **Construction Week** stable of titles published by ITP Business, the largest business, technology and construction trade publisher in the Middle East.

# READERSHIP SURVEY

# 95%

of readers have used **Commercial Interior Design** to make purchasing decisions at some stage or another

## Readership

**92%** of **Commercial Interior Design** readers have their copy of the magazine read by more than two people.

## Editorial

**92%** of readers consider **Commercial Interior Design's** editorial to be as good or better than other publications in the sector.

## Competitive Advantage

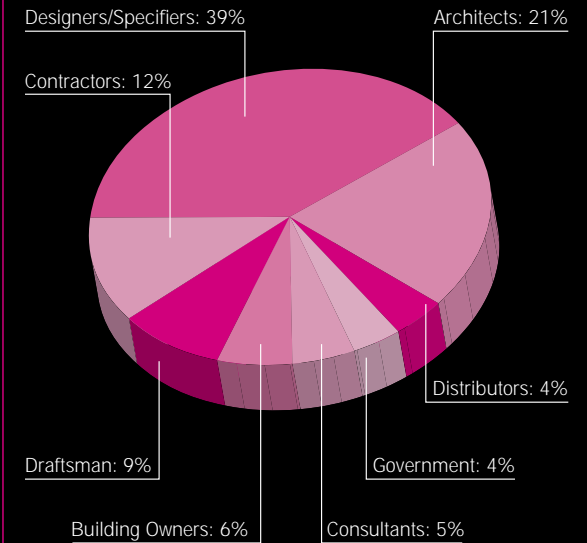
**84%** of readers consider **Commercial Interior Design** to be superior to other publications within the sector in the region.

## Purchasing Decisions

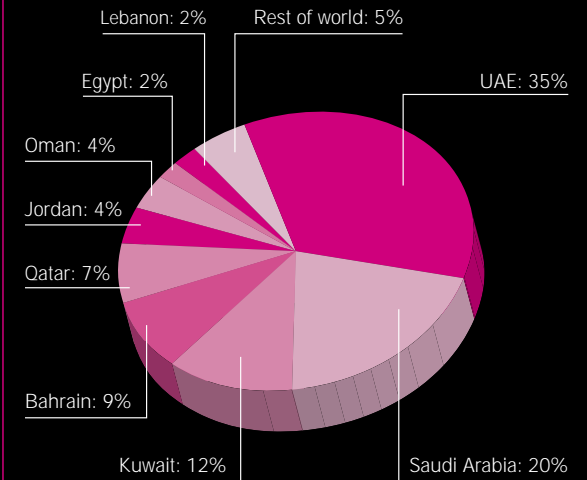
**34%** of readers often use **Commercial Interior Design** to make purchasing decisions based on its editorial and advertising content.

**48%** of readers use **Commercial Interior Design** to make purchasing decisions sometimes, while some 15% rely on the editorial and advertising content of **Commercial Interior Design** to make purchasing decisions all the time.

## READERSHIP BY JOB TYPE\*



## READERSHIP BY GEOGRAPHY\*



# ADVERTISING RATES

## Commercial Interior Design Magazine Advertising Rates

POSITION	TRIM SIZE WIDTH X HEIGHT (MM)	SINGLE ISSUE PRICE	SIX SERIES PRICE	TWELVE SERIES PRICE
First double page spread	450 x 300*	AED 29,300	AED 123,000	AED 211,000
Double page spread	450 x 300*	AED 25,300	AED 106,000	AED 182,000
Full page	225 x 300*	AED 16,500	AED 69,300	AED 118,800
1st half right-hand page	225 x 300*	AED 20,200	AED 84,840	AED 145,440
Right-hand page	225 x 300*	AED 19,000	AED 79,800	AED 136,800
First half of magazine	225 x 300*	AED 19,000	AED 79,800	AED 136,800
Half page vertical	97.5 x 260	AED 11,000	AED 46,200	AED 79,200
Half page horizontal	195 x 130	AED 11,000	AED 46,200	AED 79,200
Quarter page	195 x 65	AED 7,300	AED 30,600	AED 52,500
Inside front cover	225 x 300*	AED 23,800	AED 100,100	AED 171,300
Inside back cover	225 x 300*	AED 20,200	AED 84,800	AED 145,500
Outside back cover	225 x 300*	AED 33,000	AED 138,600	AED 237,600
Inserts	Specifications on application	AED 22,000 (up to 4gms)	AED 92,500	AED 158,500
Gatefold	447 x 300*	Price upon application	Price upon application	Price upon application
Cover mount	Specifications on application	Price upon application	Price upon application	Price upon application
Belly band	Specifications on application	Price upon application	Price upon application	Price upon application
Advertorial	Specifications on application	Price upon application	Price upon application	Price upon application

\* please add 5mm bleed

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# CID AWARDS 2010



Long-held misconceptions about the maturity and sophistication of the region's interior design industry are being irreversibly broken down, allowing the Middle East to stand alongside its international peers when it comes to world-class design. With versatility and variety on its side, the region's design industry is at a unique phase in its development. Now, more than ever, is the time to celebrate the ambition, imagination and quality of interior design in the region.

The **Commercial Interior Design Awards** pay tribute to the projects, interior design firms and designers making their mark on the region's interior design industry. Now in its fourth year, the success of the awards is testament to the trust that readers place in the magazine, and reinforces the strength of the **Commercial Interior Design** brand.

For more information, visit [www.constructionweekonline.com/cidawards](http://www.constructionweekonline.com/cidawards)

## Award Categories

- Interior Design of the Year: Retail
- Interior Design of the Year: Office
- Interior Design of the Year: Residential
- Interior Design of the Year: Leisure & Entertainment
- Interior Design of the Year: Hospitality
- Interior Design of the Year: Public Sector & Institutional
- Environmentally Sustainable Design
- Innovative Lighting Award
- Outdoor Design Award
- Behind the Scenes
- Young Interior Designer of the Year
- Interior Designer of the Year
- Interior Design Firm of the Year
- Reader's Choice Award – voted by the industry



# DESIGN ETC.

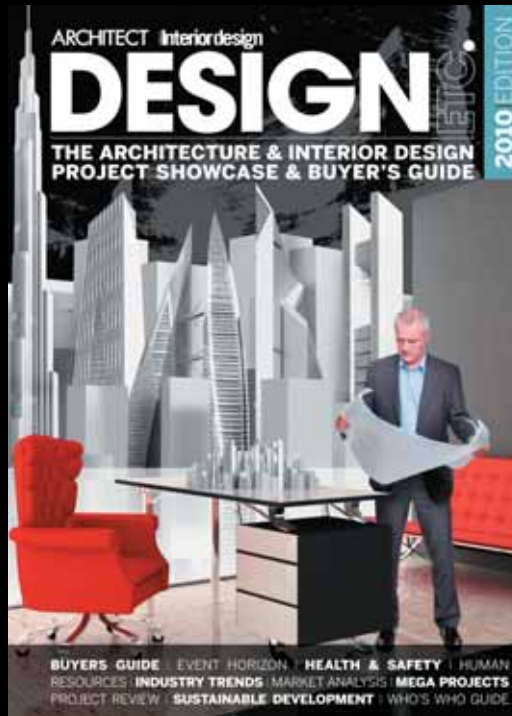
# DESIGN ETC.

THE ARCHITECTURE & INTERIOR DESIGN PROJECT SHOWCASE & BUYER'S GUIDE

# 2500+

GCC contacts are in the **Design Etc. Architecture & Interior Design Project Showcase & Buyer's Guide**

The **Design Etc. Architecture & Interior Design Project Showcase & Buyer's Guide** is the ultimate reference tool for individuals and organisations involved in the Middle East's construction design industry. Available in print and online from early 2010, **Design Etc.** contains contact details for over 2500 residential, industrial and outdoor construction design related contractors, suppliers and service providers operating in the GCC. Divided into master categories and multiple subsections, **Design Etc.** is an invaluable tool for organisations looking to expand their network of business partners in the region. Produced by the Middle East's leading trade publisher for the construction sector, users of **Design Etc.** can be sure that this reference tool will deliver the information they require, while advertisers can ensure their products and services are known to the most influential decision makers across the GCC.



# 17,000

print copies of **Design Etc.** will be delivered to industry related professionals in the GCC region

## PRINT VERSION

**Design Etc. Architecture & Interior Design Project Showcase & Buyer's Guide** has three key sections, namely classified, brands and company profiles, for easy reference by the business community. ITP Business has proven print distribution competencies across titles such as **Commercial Interior Design** and **Middle East Architect**, its eNewsletters and multiple websites, which include [arabianbusiness.com](http://arabianbusiness.com), [constructionweek.com](http://constructionweek.com) and [itp.net](http://itp.net).

The print version of **Design Etc.** will have a readership of 57,800, based on a distribution of 17,000 copies, which will be delivered across an identified audience of industry professionals in the GCC region.

The publication will also have a significant request-based circulation outside the Middle East, in geographies such as Europe, Asia, USA and Australia, markets where business entities have developed a significant interest in the regional industry.

## ONLINE VERSION

The online version of **Design Etc.** will be located at [www.constructionweekonline.com/directory](http://www.constructionweekonline.com/directory), and will offer users updated and comprehensive information on the industry in a digital format. This website is registered with all the leading search engines to ensure priority display. The site is also mirrored to an element within one of the leading business portals in the Middle East, [arabianbusiness.com](http://arabianbusiness.com), which receives over 900,000 page impressions and 140,000 unique users per month.

**Design Etc.** therefore ensures zero wastage in communicating your business identity and offers optimal value for your investment.

# ONLINE

## ConstructionWEEKonline.com

ConstructionWeekOnline.com is the Middle East's premier website for the construction industry, with daily news on all aspects of the industry, from developers and designers, to material costs and MEP. Complemented by thought-provoking comment, interviews and insight, it is often the first port of call for those who want to get inside the region's construction sector.

NAME	FORMAT	DIMENSIONS	FILE SIZE	POSITION	RATE
Leaderboard	GIF, JPEG, FLASH	728x90 px	50KB	Above the masthead	AED 350 CPM
Banner	GIF, JPEG, FLASH	334x60 px	35KB	Top of page, next to the masthead	AED 275 CPM
Vertical 'white space' banner	GIF, JPEG, FLASH	220x550 px	50KB	The space on the right side of the page	AED 340 CPM
MPU (multi-page unit)	GIF, JPEG, FLASH	300x250 px	50KB	Within the central column of ALL pages	AED 375 CPM
Email direct marketing	HTML	640 px wide (maximum)	100KB	Permission marketing	AED 991 CPM



# 17,000+

subscribers receive the eNewsletter from **ConstructionWeekOnline.com**

### eNEWSLETTER

In addition to the range of content on **ConstructionWeek Online.com**, **Commercial Interior Design** readers also receive relevant eNewsletters, bringing them up-to-date news from the interior design world and across their wider industry. Every two weeks, over 17,000 readers receive the **Construction Interior Design** eNewsletter, with the latest news, analysis and comment on industry issues. Readers also receive daily updates from **ConstructionWeekOnline.com's** daily eNewsletter, containing all the latest breaking news from the wider construction industry.

Both the **ConstructionWeekOnline.com** and eNewsletter subscriber lists are also available to companies wishing to reach out to potential customers through e-mail blasts and virtual direct mail.

NAME	FORMAT	DIMENSIONS	FILE SIZE	SINGLE ISSUE PRICE (PER INSERTION)	TWELVE SERIES PRICE (PER INSERTION)	TWENTY FOUR SERIES PRICE (PER INSERTION)
Sponsorship banner	GIF, JPEG	645x200 px	50KB	AED 22,032	AED 21,206	AED 20,411
Marquee banner	GIF, JPEG	340x60 px	20KB	AED 14,688	AED 14,137	AED 13,607
Vertical banner	GIF, JPEG	120x 240 px	20KB	AED 11,016	AED 10,603	AED 10,205

# About ITP Business & Construction

ITP Business publishes more trade magazines for the construction industry than any other company in the Middle East. As one of the region's fastest growing sectors, ITP Business' publications cover the full spectrum of the construction sector, from the design, to the build, to the fit-out and finally the management of finished residential and commercial buildings.

Currently, the ITP Business construction & design portfolios include **Construction Week**, **MEP Middle East**, **Commercial Interior Design**, **Facilities Management Middle East**, **Middle East Architect** and **Plant Machinery Vehicles**. We are also able to capitalise on synergies with ITP Business' hospitality portfolio, and ITP Business delivers a number of associated awards ceremonies, events and trade show publications.

CONSTRUCTION  
**Interiordesign**

ARCHITECT  
**ARCHITECT**

**ConstructionWEEK**

**facilities**  
MIDDLE EAST  
**management**

MIDDLE EAST  
**MEP**

**PMV**  
MIDDLE EAST  
PLANT • MACHINERY • VEHICLES

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