

# designMENA

architecture, interiors & industrial design

## MEDIA PACK 2017



IN ASSOCIATION WITH

COMMERCIAL **Interior design** ARCHITECT

# //About *designMENA.com*

**d**esignMENA.com is the region's premier website for the design and architecture industry in the Middle East, giving industry professionals a unique perspective on current and future trends, keeping them fully informed and updated.

designMENA.com is a daily resource of information and inspiration attracting an influential audience of architects, interior and industrial designers, academics and critics with its daily news, comment, picture galleries, videos and features.

The website is also home to the digital editions of *Middle East Architect* and its sister title *Commercial Interior Design*, and both titles are also available as apps.

designMENA.com produces a daily eNewsletter, which is delivered directly to the inboxes of 18,200 readers. This subscriber list is available to companies wishing to reach out to potential customers through email and virtual direct mail.

All of designMENA.com's digital platforms offer a wide range of commercial opportunities designed to help advertisers engage with their target audience. For commercial partners, designMENA.com is a powerful, effective and measurable way to reach an influential audience of design professionals with real purchasing power.

The website also represents a formidable promotional tool that can be tailored to deliver a specific brand or product message to a large and qualified audience, introducing them to the very best products, technologies and services.



## //Online Benefits

**ADVERTISING ONLINE AND IN THE NEWSLETTERS OFFERS MANY BENEFITS:**

### **CREDIBILITY**

designMENA.com is driven by two of the region's most respected architecture and design magazines – *Middle East Architect* and *Commercial Interior Design*.

### **TARGETED AUDIENCE**

The sector-specific nature of the site, its editorial content, and the tightly controlled eNewsletter circulation ensure we speak to the right professionals.

### **MEASURABLE RESULTS**

Digital advertising packages include click-through reports that explain how visitors responded to your campaign throughout its duration.

### **INNOVATION**

Digital campaigns give clients the opportunity to showcase their creativity, present their ideas to the market and boost their reputation.



**6,500+**  
FACEBOOK LIKES



**3,700+**  
TWITTER FOLLOWERS



**39,000+**  
AVERAGE UNIQUE  
VISITORS PER MONTH



**111,000+**  
MONTHLY PAGE VIEWS

# // *designMENA.com* features the following:

## NEWS

*designMENA.com* includes all the latest regional architecture and interior design news updated daily, with specialist content from ITP Media Group's portfolio of design titles.

## VIDEOS

*designMENA.com*'s editorial team interview leading design sector professionals from across the region to bring engaging video content on their challenges and opportunities.

## COMMENT & OPINION

In-depth comment on topical issues by a range of design experts can be found in this section, plus opinion pieces by our magazine editors.

## ANALYSIS

*designMENA.com* takes a deep dive into the subjects that matter for the region's design professionals with special reports and news analysis.

## PICTURE GALLERIES

Design projects in the Middle East lend themselves to fabulous photography, and *designMENA.com* features stunning images of the region's latest projects, interiors, product designs and events.

## POWER LISTS

Our annual league tables of the design sector's most influential leaders are always among the most popular features of the year, and the most trafficked section of the website.

## DIGITAL EDITIONS

Users can subscribe to and download any of the current or archived issues of ITP Media Group's design magazines, namely *Commercial Interior Design* and *Middle East Architect*.



## // *designMENA.com* advertising positions

### **BANNERS**

A variety of banner positions of varying size and prominence are available on the site linking viewers directly to advertisers' services and products.

### **SPECIAL BANNER OPS**

Eyecatching activations including eyeblasters, branded backgrounds, page peels, video and interstitial banners are available to stand out from the crowd.

### **EMAIL DIRECT MAILS (EDMS)**

Access to both the *designMENA.com* and eNewsletter subscribers lists are available for companies who wish to reach out to potential clients through email blasts. *designMENA.com* offers a number of email solutions for clients wishing to showcase their products and services to design professionals and architects.

### **MICROSITES**

Our team can create dedicated microsites to match your corporate identity and give your products, events or services an online platform.

### **MOBILE ADVERTS**

With the increase of viewers on mobile devices, advertisers can choose to target design professionals who get their news on the go.

### **PRODUCT SHOWCASES**

These gallery-based solutions are ideal for both standalone products and products in-situ where they have been installed to enhance a particular interior.

### **APP SPONSORSHIP**

Both *Commercial Interior Design* and *Middle East Architect* have their own apps featuring the latest issue and an archive of previous issues, giving an exclusive sponsor unique association with their publication of choice.

### **eNEWSLETTER**

More than 18,000 *designMENA.com* readers elect to receive relevant and up-to-date round ups of the day's news stories from the design and architecture industry, six times a week.

### **DIGITAL REPRINTS**

Do you like what *designMENA.com* or our magazines have written about you and your company? You can order a digital reprint of the article to use on your own website and social media, or to send to your clients, with the implicit endorsement of the region's leading design media brand.

### **NATIVE ADVERTISING**

See content options (right).



## // Content marketing

**ADVERTISERS CAN ENGAGE READERS WITH THEIR OWN CONTENT, TO SPEAK OF THE WIDER CHALLENGES AND DEVELOPMENTS IN THE MARKET**

### **BRAND VIEW**

Design sector product and service providers can take advantage of sponsored content opportunities on *designMENA.com* to demonstrate their thought leadership, innovations and client case studies. Produced with the guidance of our editorial team, this native advertising content solution is designed to engage readers with an informative and authoritative showcase of a company's capabilities.

### **PROJECT FOCUS**

Many clients have projects that they are particularly proud of and are very keen to let our readers see what they are capable of by featuring the end result. Project Focus allows clients to "talk through" the brief received and challenges they faced in the execution of the projects. Project Focus will also showcase the various applications and aesthetics of the products used.

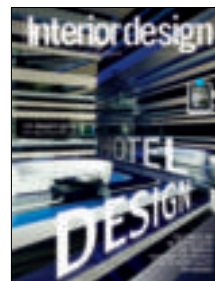
### **MEET THE TEAM**

'Meet the team' features are an excellent way of humanising your company and showing the faces behind the business. This builds credibility as it allows companies to showcase their teams' experience and expertise, plus promote their brand to our readers.

MEDIA	TYPE	RATE CARD/INSERTION (AED)
Web Banners	Leaderboard	AED 367 CPM
	MPUs	AED 367 CPM
	Spacebanner	AED 367 CPM

## //Advertising & Sponsorship

MEDIA	TYPE	RATE CARD/INSERTION (AED)
Special Report	Report Sponsorship	AED 14,688/dispatch
Mobile Adverts	Banners	AED 367 CPM
eZine	eZine Sponsorship (Brought to you by)	AED 14,688
Apps	App Sponsorship (Brought to you by)	AED 14,688
Interstitial	Display	AED 550 CPM
Video	TVC (client provided)	AED 550 CPM
Key Words	Single mention highlight	AED 1,836
	All usage highlight	AED 5,508
Branded Background	Display	AED 7,344/Week
Button	Display	AED 44,064/Month
Survey Sponsorship	Display	On request
Custom-made Banner	Display	On request



## //Content Advertising

MEDIA	DETAILS	RATE CARD (AED)
<b>Content Marketing</b>	News Announcement	AED 11,016
	Spokesperson Q&A	AED 18,360
	Case Study	AED 18,360
	Company Profile	AED 25,704
	Product Profile	AED 14,688
	Image Gallery	AED 11,016
	Special Report	AED 29,376
	Brandview	AED 29,376
	Brandview Print and Online	AED 51,408
	Video Content (see below)	
<b>Mobile Adverts</b>	Native Adverts	AED 550CPM
	Native Mobile Adverts	AED 550CPM
	Native Desktop Adverts	AED 550CPM
<b>Microsites</b>	Single Page + Tab	AED 25,704
	Double Page + Tab	AED 29,376
	Three Pages + Tab	AED 33,048
	Four Pages + Tab	AED 36,720
	Five Pages + Tab	AED 40,392
	Six Pages + Tab	AED 44,064
<b>Social Media</b>	Facebook promotion event/product/service	AED 14,688
	Twitter promotion event/product/service	AED 14,688
	Video post	AED 22,032
<b>Dedicated eNewsletter</b>	Subject specific	N/A
	Subject specific (including company story)	N/A
	Company specific	N/A
	eNewsletter Takeover	AED 540
<b>Product Gallery</b>	0-5 images	AED 5,508
	6-10 images	AED 11,016
<b>Surveys</b>	Custom made	On request

## //Email Marketing

MEDIA	DETAILS	RATE CARD (AED)
<b>EDMS</b>	Data Capture Form	AED 25,704
	Branding	AED 1,469 CPM
	Lead Generation	AED 1,469 CPM

## //Video Marketing

MEDIA	DETAILS	DURATION	RATE CARD (AED)
<b>Video</b>	Content (created)	90 second Product Preview	On request
		5 minute Product Showcase	
		3 Minute Interview, plus 90 second Social Media Version	

IN ASSOCIATION WITH

COMMERCIAL **Interior design** **ARCHITECT**

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