



MEDIA KIT 2020



THE POWER OF A GLOBAL BRAND

About AD Middle East

Part of the Condé Nast stable, Architectural Digest Middle East has become the most trusted voice on design and luxury lifestyle in the region since it launched in March 2015. Home to a discerning audience of design enthusiasts and professionals, the brand targets the premium sector of the market and showcases both residential and commercial design. Through its print and digital editions, admiddleeast.com, social media, and signature events, AD Middle East provides an exclusive view into the world's most beautiful spaces, inspiring its influential readers to redesign and refresh their lives. Architectural Digest US was first published in 1920 and there are now a total of 10 global editions with a highly engaged combined audience of millions.



CELEBRATING THE EXCEPTIONAL

Every edition of AD Middle East features a curated mix of places, people and passions. It shines a spotlight on the most inspirational design, architecture, art and style in the region (and the world) by engaging in an ongoing conversation with the tastemakers who are setting the aesthetic agenda.



MAGAZINE SECTIONS

RADAR

All that is new and noteworthy on the design, architecture and art scenes, from people to places and products.

STYLE

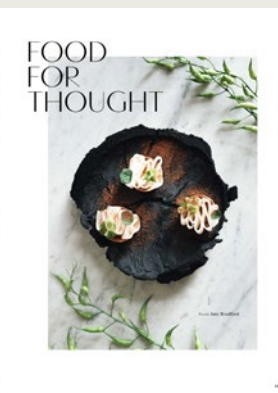
A selection of exceptionally crafted items spanning fashion, watches & high jewellery, motoring, yachts and fragrance.

ARENA

The most luxurious and inspiring homes and interiors in the Middle East and beyond. Access sets AD apart from its competitors.

ESCAPE

A sophisticated mix of ideas to indulge in beyond the home. Travel and culinary adventures, plus insider tips from style-setters.



ACCESS TO THE ELITES

AD Middle East is regularly granted access to local and international royals:

Sheikha Latifa Bint Mohammed Bin Rashid Al Maktoum

Sheikha Fatima Rashed Al Maktoum

Sheikha Lulu Al Sabah

Sheikha Lateefa Bint Maktoum

Sheikha Wafa Bint Hasher Al Maktoum

Sheikha Maryam Bint Mohammed Bin Zayed Al Nahyan

Sheikha Hoor Al Qasimi

Prince Faisal Al Saud

Princess Hayfa Abdullah Al Saud

Sheikh Rashed Bin Khalifa Al Khalifa

Sheikh Faisal Bin Qassim Al Thani



EDITORIAL CALENDAR 2020

February/March **THE TREND ISSUE**

The most inspiring themes in the world of design, art and fashion from boundary-pushing designs to cool creative spaces. Inside the homes of the world's top decorators and style setters.

March Event, Dubai: AD Design Awards 2020

April/May **THE CULTURE ISSUE**

Leading contributors celebrate the influences and ideas shaping the rapidly evolving cultural landscape of the Middle East.

Plus AD Design Awards Special

June/July **THE ESCAPE ISSUE**

Inspiring holiday homes around the world
Travel Special - weekend city breaks, dream destinations and intriguing trips to broaden our readers' horizons.

Milan Design Week Report

August/September **THE STYLE ISSUE**

Portfolio of the most stylish spaces in the world, including the homes of international tastemakers and fashion world insiders. Directional developments in art, fashion and gastronomy.

Watches and High Jewellery Special

October/November **THE CRAFT ISSUE/EXPO 2020**

The issue will have an emphasis on luxury and savoir faire, showcasing the most influential international collections and impressive regional makers. Exceptional finds from furniture and fashion to fine jewellery.

Nov Event, Riyadh: Art of Dining

December/January **THE ROYAL ISSUE**

VIP issue of AD Middle East featuring dazzling palaces across the Middle East and far beyond.

Exclusive interviews with regional and global royals

AD50 - Regional talent hotlist.

Dec Event, Dubai: AD50 cocktail Party



| <u>Issue date</u> | <u>Material deadline</u> | <u>On Sale</u> |
|-------------------|--------------------------|----------------|
| Jan | 20th Dec | 2nd Jan |
| Feb/March | 20th Jan | 2nd Feb |
| April/May | 20th Mar | 2nd Apr |
| June/July | 20th May | 2nd Jun |
| Aug/Sept | 20th July | 2nd Aug |
| Oct/Nov | 20th Sep | 2nd Oct |
| Dec/Jan | 20th Nov | 2nd Dec |

AD ONLINE

The Gateway to Luxury

Admiddleeast.com is the recently launched digital platform from the most trusted authority on design, architecture and luxury living in the region. The platform targets the premium sector of the market and showcases both residential and commercial interiors, architecture, travel, fashion, fragrance, travel, watches and fine jewellery.

As the premier digital destination for a discerning audience of industry insiders and design enthusiasts, our new digital platform provides our partners with new possibilities in video, animation and mobile media capabilities, enriching our existing offering of print and digital edition opportunities, social media support, and signature events.



THE WORLD'S MOST
BEAUTIFUL HOMES



IDYLIC HOTELS &
DESTINATIONS



UNIQUE DESIGNS



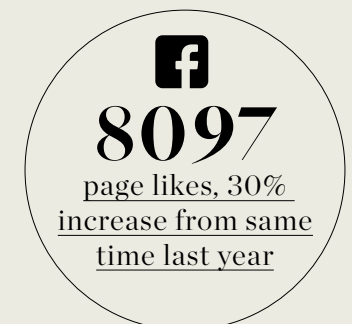
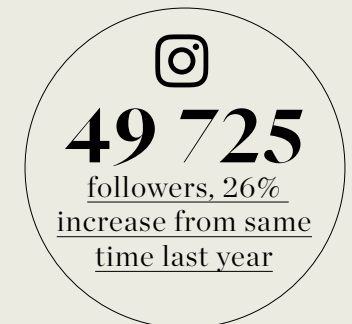
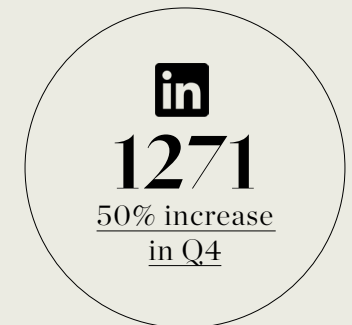
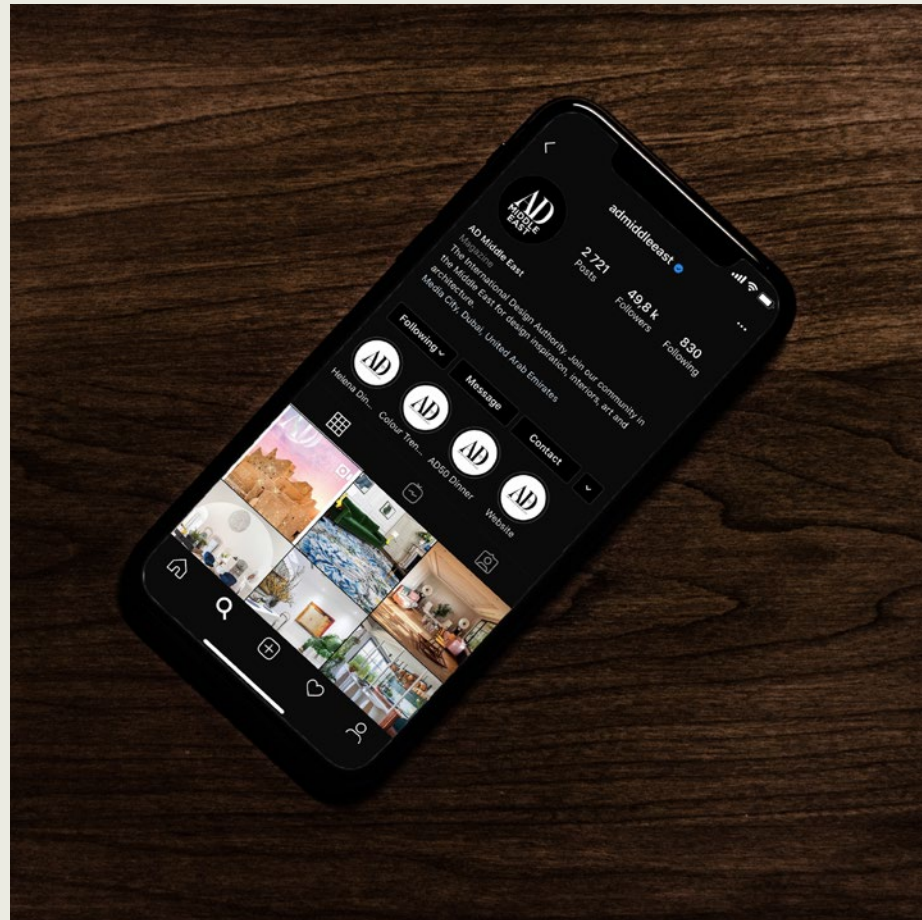
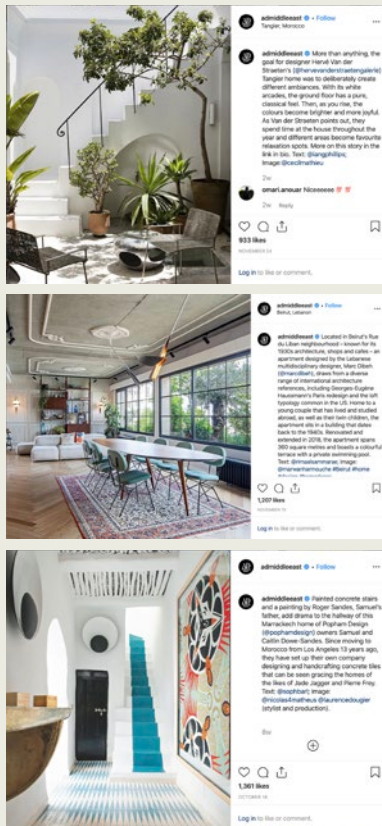
REGIONAL
EXCLUSIVES



CULTURAL
HIGHLIGHTS

SOCIAL MEDIA PLATFORMS

@ADME



ADVERTISING RATES

PRINT

| Insertion | Gross Rate \$ |
|------------------------|---------------|
| IFC Gatefold spread | \$41,000 |
| Reverse Gatefold DPS | \$35,500 |
| IFCS-DPS | \$30,000 |
| DPS 1 | \$22,000 |
| DPS 2 | \$21,000 |
| DPS 3 | \$19,500 |
| DPS 4 | \$18,200 |
| DPS 5 | \$17,000 |
| Opposite Contents 1 | \$14,000 |
| Opposite Contents 2 | \$14,000 |
| Opposite Contents 3 | \$14,000 |
| Opposite Masthead | \$14,000 |
| Opposite Ed's Letter | \$14,000 |
| IBC | \$16,000 |
| OBC | \$22,000 |
| Single Pages first 30% | \$12,500 |
| Single Page ROP | \$10,000 |
| DPS ROP | \$16,000 |



MATERIAL SPECIFICATIONS

| | Trim Size | Bleed Size | Type Area |
|------------------|-----------|------------|-----------|
| Full Page | 215 x 275 | 225 x 285 | 200 x 260 |
| DPS | 430 x 275 | 440 x 285 | 415 x 260 |
| Reverse Gatefold | 426 x 275 | 436 x 285 | 410 x 260 |

- All above sizes in mm
- Preferred file format: PDF, CMYK at 300dpi, No spot colours

ADVERTISING RATES

ONLINE

| BANNERS/ IMPRESSIONS | AED CPM | USDS CPM |
|-------------------------|---------|----------|
| Leaderboard | 330 | \$90 |
| MPU | 349 | \$95 |
| Double Skyscraper | 312 | \$100 |
| Billboard | 514 | \$140 |
| Billboard XL | 643 | \$175 |
| Inread Video | 734 | \$200 |

| FIXED PLACEMENT | AED | USDS |
|-------------------------------|--------|-------------------|
| Homepage - Takeover | 36,720 | \$10,000 per day |
| Homepage - Leaderboard Banner | 44,064 | \$12,000 per week |
| Homepage - Double Skyscraper | 36,720 | \$10,000 per week |
| Section - Leaderboard Banner | 29,376 | \$8,000 per week |
| Section - Double Skyscraper | 23,868 | \$6,500 per week |
| Section - Exclusive Sponsor | 44,064 | \$12,000 per week |

| BRANDED CONTENT | AED | USDS |
|-------------------------------|--------|----------|
| Branded Content Article | 55,080 | \$15,000 |
| Branded Video Content Article | 66,096 | \$18,000 |

| SPONSORED E-NEWSLETTERS | AED CPM | USDS CPM |
|----------------------------|---------|----------|
| Leaderboard | 11,016 | \$3,000 |
| MPU | 12,852 | \$3,500 |
| Sponsorship | 14,688 | \$4,000 |
| Exclusive | 25,704 | \$7,000 |
| Sponsored Content | 25,704 | \$7,000 |

| VIDEO CONTENT | VIDEO LENGTH | VIDEO EDITS | RATE CARD |
|--------------------|-----------------|----------------|---------------|
| Product Showcasees | 3-10 mins | 3 | \$25,000 |
| Destination Guides | 3-10 mins | 3 | From \$35,000 |
| How To Guides | 3-10 mins | 3 | From \$15,000 |
| Behind the Scenes | 3-10 mins | 3 | \$15,000 |

AD MIDDLE EAST READER PROFILE

INFLUENCE

36% Are from the trade, being architects, consultants and interior designers

46% Are proprietors/owners of their business

54% Attend or show interest in international design shows

52% Shop for home decor items in both UAE and overseas

AFFLUENCE

70% Of our readers own 2 or more cars

31% Of our readers are members of exclusive private clubs

26% Of our readers travel in business class

45% Own a second home/vacation home outside their area of residence

53% Travel at least once a year overseas for leisure

28% Travel once in 6 months overseas for work

PRINT RUN 19,500

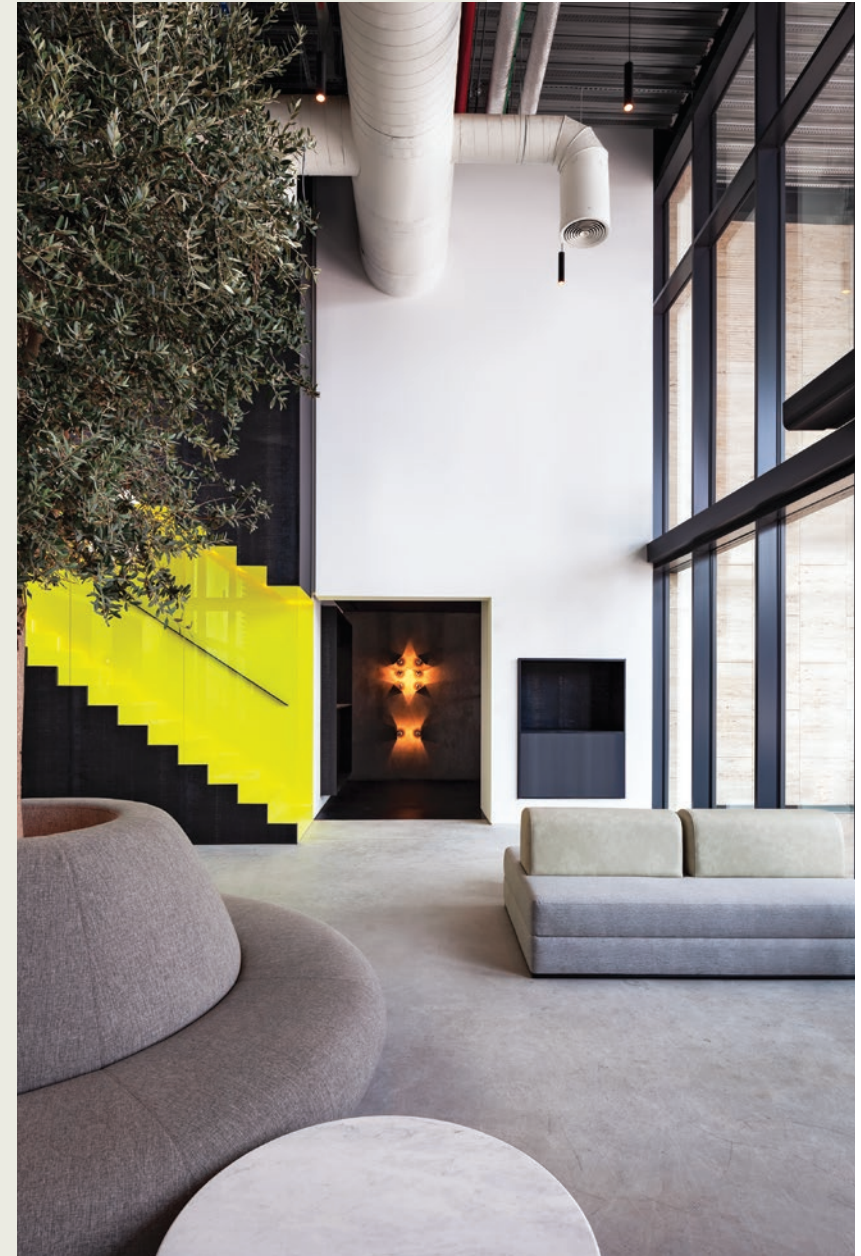
- Circulation available at all major book stores and supermarkets accross the Gulf - Bahrain, Kuwait, Oman, UAE, KSA and Lebanon - with specialist distribution to 5-star hotels, art galleries, VIP private residences, and design showrooms. Also available in London

- Frequency: bi-monthly

- Readers per copy: 4

- Average household income: over USD 4 million per annum

- Target is well distributed between MEN and WOMEN with high socio-economic profile (target age 25-55)



AD BRAND PARTNERS

AD Middle East works with top-tier clients in all sectors, including:

Anantara

Grohe

Roberto Cavalli

Artearredo

Hermes

Rolex

Audemars Piguet

Intercontinental
Maldives

Rubelli

Axor Hansgrohe

Saint Laurent

Bentley

Iwan Maktabi
interiors llc

Turri

Boghossian

Jotun

Vakkaru

Cartier

Lladro

Van Cleef &
Arpels

Chanel

Lasvit

Damas

Maserati

Dolce & Gabbana

Minotti

Dior

Natuzzi

Etro

Patek Philippe

Flexform

Richard Mille

Galerie Glustin

Rimadesio



CONTACT

SALMA EDDINARI

Commercial Director

T +971 4 444 3588

M +971 52 129 3068

E Salma.Eddinari@itp.com

CHAITALI KHIMJI

Senior Sales Manager

T +971 4 444 3157

M +971 55 147 6324

E Chaitali.Khimji@itp.com

