

gulfinteriors

sourcing design

mediakit 2010



in each issue

- NEWS
- TRENDS
- ANALYSIS
- SOURCEBOOK
- PROJECT PROFILE
- SUPPLIER INSIGHT
- SHOW PREVIEWS
- SHOW REPORTS
- DESIGN DATES

The essential magazine for the interior design professional in the GCC region

in print – online – e-newsletter

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www.gulfinteriors.com


gulinteriors: the market

Imports of furniture and interior design products in to the GCC states amount to around \$3-billion each year – about 3 percent of total imports into the region. The UAE and Saudi Arabia account for over 62 percent of the market.

Dubai is the main trading centre, re-exporting around 70 percent of its imports to other GCC states, Iran and other Middle Eastern countries, as well as the CIS, the Indian subcontinent, and Africa.

The latest study undertaken by Dubai-based research and analysis think tank Proleads, has identified 1,845

projects worth a combined \$657-billion are still active in the UAE (not cancelled, completed or on-hold). The largest sector, by number of projects as well as by budget, is the commercial and civil sector; the total market consists of 829 projects valued at \$412 billion.

The residential sector is made up of a combined value of \$312-billion. Admittedly, the rate that projects are being cancelled has accelerated over the course of the year although the largest proportion of projects, are still in progress. 



gulinteriors: the magazine


gulinteriors magazine is the established trade publication for interior design professionals in the GCC states. Published ten times a year, it gives a rich and intelligent mix of news and analysis, design ideas and updates, product round-ups and trend reports.

As a result, gulinteriors is an important specifying tool for all decision-makers in the interiors sector in the region.

Now in its 17th year, it is sent to 12,000 named professionals within the interiors industry, including architects, designers, furniture manufacturers and suppliers,

retailers and specifiers – with a total estimated readership of up to 50,000. As the market-leading publication for the interiors industry, it brings you the business leads you want. First published in 1992, the magazine's growth has matched the industry it serves.

- It is the leading interior design and furniture trade publication for professionals in the Gulf region
- It benefits from unique access to the most up-to-date database of professionals in the interiors, furniture and furnishings industry


- It has a long shelf life. It's kept in professionals' libraries for future reference
- It is supported by a professionally managed content-rich website, including a complete page-turning version of the current issue
- It is also supported by a monthly e-newsletter, advising readers and other industry players of upcoming events and previewing the next issue of gulinteriors 

gulinteriors: online

Our website at www.gulinteriors.com includes the latest issue of the magazine in high-definition, page-turning format that allows visitors to read the publication on their computer screen wherever they may be.

The website currently attracts over 8,000 unique viewers every month, and we have a marketing and promotion

programme to increase this number.

Advertisers in the print edition benefit from having their advertisement appear on the online version at no extra charge – with the added advantage of a direct clickable link from the web version of their advert through to their own website. 

media partnerships

gulinteriors is the official media partner for INDEX Dubai. This event is the Middle East's largest and most successful trade exhibition for the textile, furniture and interior design and manufacturing industries.

gulinteriors is also a media partner of all of the other design exhibitions organised throughout the year by dmg world media – The Hotel Show, The Big 5, The Office Exhibition. We will be previewing these shows and distributing copies of the magazine to all the visitors. 



gulfinteriors: features list 2010

Month	Features	Show Distribution
April	Bathrooms Contract Furniture Manufacturers	
May	Floorcoverings Hotel Show - Route Planner Hotel Design	(Domotex) (Hotel Show issue)
June	Window Dressing Kitchen Appliances Seating	
Summer	Interior Automation Showers/Faucets Children's Rooms	
September	Soft flooring Doors and Fittings Aircraft/Yacht Interiors	
October	Wallcoverings Lighting Dining Rooms	(Light Middle East)
November	Kitchens/Bathroom INDEX - Route Planner	(ISH) (INDEX Show issue)
Winter	Outdoor Furniture Bedrooms 10 Designers for 2011	



gulfinteriors: the readership

Profession	Country						
	UAE	KSA	Bahrain	Kuwait	Oman	Qatar	TOTAL
Interior Contractor	970	225	88	90	75	88	1536
Interior Designer	2330	401	105	95	84	124	3139
Agent/Distributor	984	159	38	37	53	45	1316
Trade Buyer	570	168	23	52	48	47	908
Furniture Retailer	675	209	46	66	42	79	1117
General Manager	1054	162	34	39	40	36	1365
Architect/Practice	469	96	16	21	15	27	644
Private Buyer	124	82	28	22	15	11	282
Manufacturer	778	137	38	12	19	35	1019
Hotel/Restaurant	189	44	10	14	19	8	284
Government Dept	217	32	7	3	22	13	294
Others							1068
TOTAL	8360	1715	433	451	431	513	11904

rates

Display advertising	Single insertion	Series 5	Series 10
Double page spread	\$6000	\$5200	\$4600
Single, full page	\$4000	\$3250	\$3000
Half page	\$2500	\$2050	\$1850
Inside cover (front or back)	\$5000	\$3700	\$3400
Outside back cover	\$5500	\$4250	\$4000
Other advertising*			
Half page highlight	\$2400	\$2400	\$2400
Quarter page highlight	\$1600	\$1400	\$1200
Double page advertorial	\$5800	\$5800	\$5800
Single page advertorial	\$3200	\$3200	\$3200



specifications

Technical data (h x w)	
Double page spread bleed	306 x 466 mm
Double page spread trim	300 x 460 mm
Double page spread type area	288 x 448 mm
Full page bleed	306 x 236 mm
Full page trim	300 x 230 mm
Full page type area	288 x 190 mm
Half page (horizontal)	131 x 200 mm
Quarter page	131 x 96 mm
Half page advertisements are horizontal only.	

Artwork for print

Accepted file type	PDF
CMYK images included	300 dpi (120 dpcm)
Greyscale images included	200 dpi (80 dpcm)
Bitmap images included	1200 dpi (360 dpcm)
Fonts	All must be included
All final data	CMYK separated

Please ensure PDFs are at least compliant with PDF/X1-a:2001 standards if possible and that no RGB (or 'spot') colour is included, i.e., all colours are CMYK separated or removed if not in use.



advertorials

Advertorials reflect the style of an editorial feature but use text and images supplied by the advertiser. We will edit the piece and provide a visual for client approval, time permitting.

website advertising

Position	Size	One month	Three months
Top banner	452 x 60 pixels	\$1500	\$3000
Side banner	120 x 80 pixels	\$750	\$1500

NB Add 10% to the above rates if a right-hand page display advertisement is required

email blasts

We can send your sales message by email to a database of over 15,000 interior design professionals in the GCC countries. Please contact us for details.

e-newsletter sponsorship

The giWire e-newsletter is sent regularly to over 3,000 readers, and sponsorship opportunities are available on a solus basis. Please contact us for details.



in addition

- Highlights are featured together in the final section of the magazine. Layout is provided free of charge. All that is needed are 50 words of text (100 for half page), one quality image (1 or 2 for half page), 1 logo and full contact details. Highlights are ideal for product launches, company news, distributor networking, market testing, etc.
- Advertorials reflect the style of an editorial feature. Text and images to be supplied by the advertiser, by prior arrangement with the publisher, and are subject to approval by the editor/art director. A visual will be sent to the advertiser for approval, time permitting.
- We can also organise supplements, flyers and promotional material to be distributed with the magazine to all or selected categories of readers. Please contact us for details.

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