



identity
Media Kit 2026

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, and features 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 world.

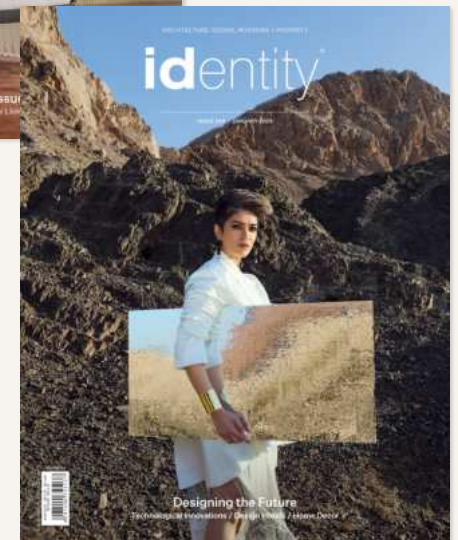
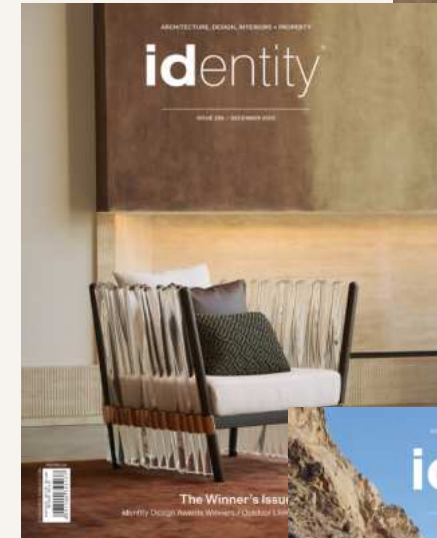
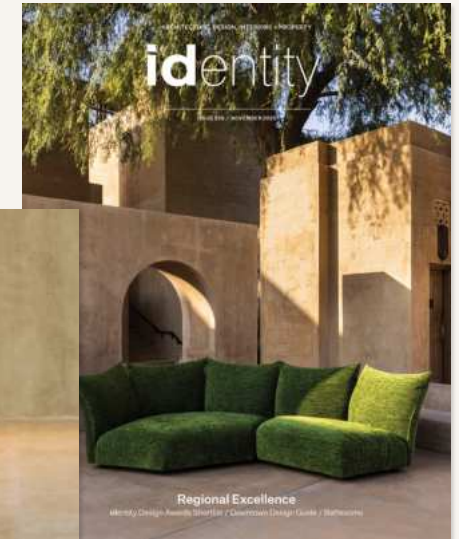
From cutting-edge concepts, smart solutions and inspirational ideas to conversations with some of the world's most talented designers, artists and architects, **identity** creates a bridge from the Middle East to the rest of the world.

- 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 per year –
July/August combined issue)

14,000+

Print run

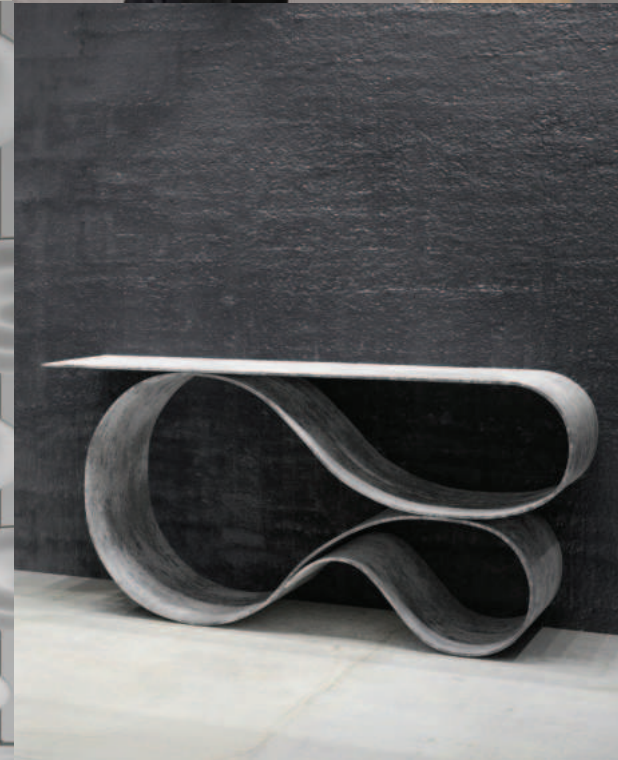
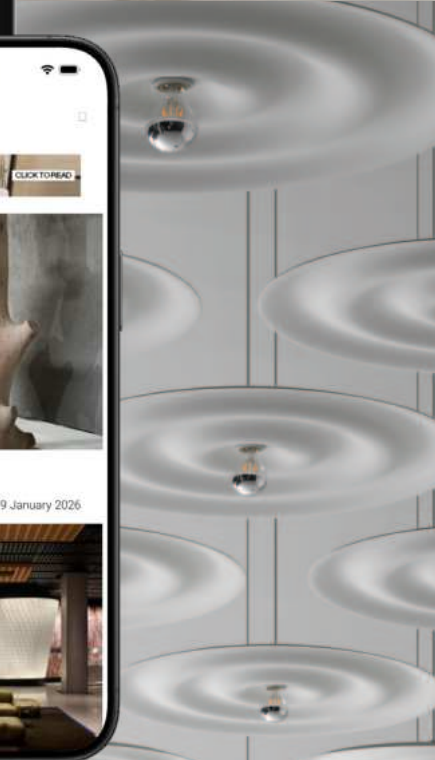
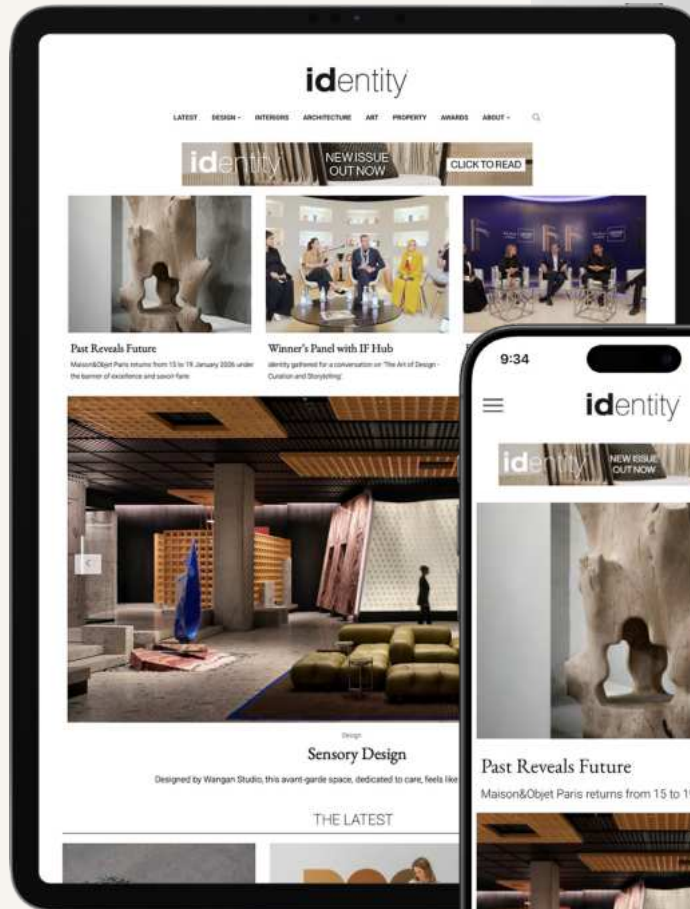
Circulation available at all major book stores, government offices, first and business class at eminent airlines, and supermarkets across the Gulf – Bahrain, Kuwait, Oman, UAE and KSA – with specialist distribution to 5-star hotels, art galleries, VIP private residences and design showrooms.

Digital brand experience

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

80,000+

Targeted monthly views

Brand presence at international fairs including Maison&Objet in Paris, Salone del Mobile in Milan and Downtown Design in Dubai.

25,000+

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.

16%

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 are 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 / Students

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





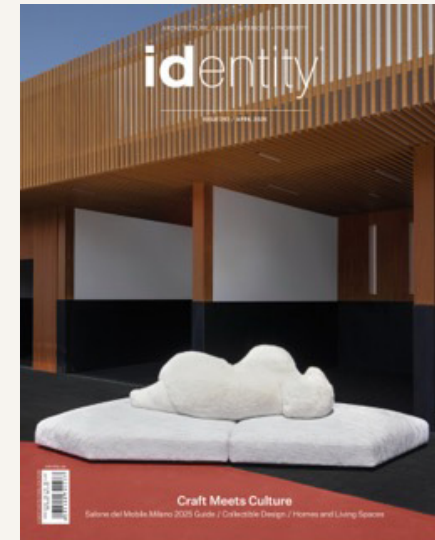
Editorial calendar

| MONTH | THEME | DESIGN FOCUS |
|--------------|---------------------------------------|--|
| January | <i>Designing the Future</i> | Home décor and accessories |
| February | <i>Bold Design</i> | Health & wellness, lighting and product design |
| March | <i>The Influential Issue</i> | Living spaces and home makeovers |
| April | <i>Innovations in Design</i> | Kitchens, luxury indoor spaces and art |
| May | <i>New Generations</i> | Walls, floors and surfaces, spaces that matter |
| June | <i>Shaping Destinations in Design</i> | Summer escapes and hospitality |
| July/August | <i>The Power Issue</i> | Power list (ID 50) – Top 50 design experts |
| September | <i>The Legacy Issue</i> | Sustainable design, fitouts and space renovations |
| October | <i>The Luxury Issue</i> | Luxury living and wardrobes |
| November | <i>The Design Issue</i> | Bathrooms |
| December | <i>The Winner's Issue</i> | Outdoors, festive décor and identity Design Awards winners list |

Creative solutions

Bespoke events & cover collaborations

identity's role as a trusted and connected source for regional design and architecture has led to a wide range of bespoke events and cover collaborations with branded partners, from live and online panel discussions and 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.



The brand podcast

New audio initiative designed for ongoing storytelling and collaborations

Launched in 2025, 'In Design With' is a podcast that dives into the minds of eminent designers across architecture, interiors and design, offering an exploration of their inspirations, creative processes and defining works. Each episode uncovers the personal stories, cultural influences and unique philosophies that shape their vision, while spotlighting signature projects and forward-thinking ideas. Thought-provoking and inspiring, the podcast celebrates the diversity of design and serves as a platform both for professionals and enthusiasts to connect with the stories behind transformative spaces and creations.

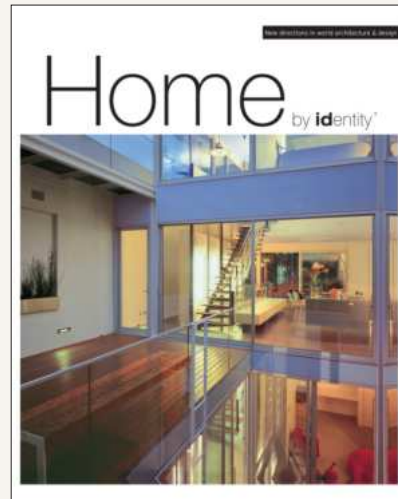


A publishing platform

Backed by Motivate Media Group, **identity** continues to expand its coffee-table book publishing – creating collectible books rooted in design and architecture.



Design in Dubai is an inspiring collection of LW Design Groups' hospitality interior design, and 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.

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 800+ annual submissions.

SPONSORSHIPS

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Special integrations

Activations and installations



Commercial opportunities

identity has become the most trusted voice in the design, luxury living and architecture industry in the Middle East. Through **identity**, your brand message reaches out to an elite audience with proven interest in design trends locally and globally. **identity** inspires its readers by keeping them up-to-date on regional and international interior design trends.

Advertisers benefit from **identity**'s brand presence in leading design fairs and niche design events, including Maison&Objet Paris, Feria Habitat Valencia in Spain, Salone del Mobile Milan and Dubai Design Week Dubai, as well as local and international industry events organised by APid and IFID.

