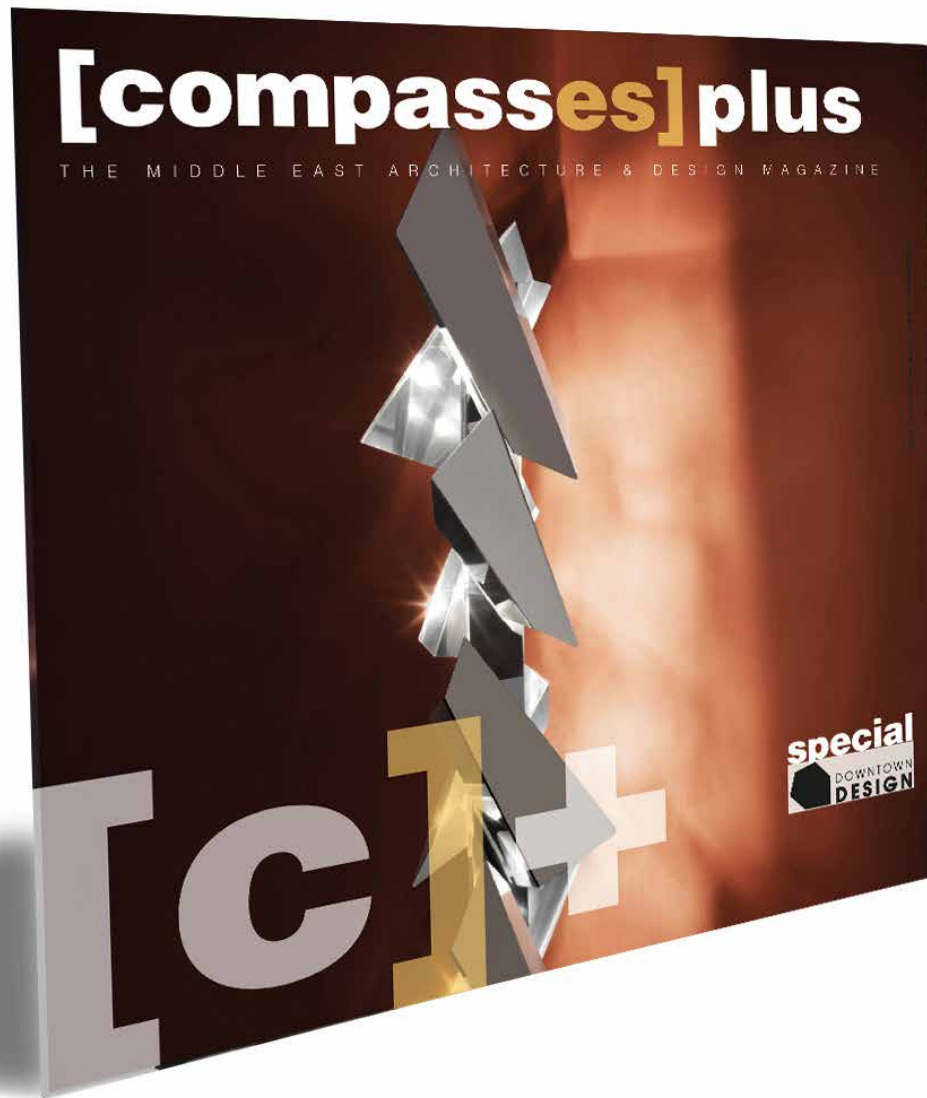


[compasses]plus

THE MIDDLE EAST ARCHITECTURE & DESIGN MAGAZINE

Dubai - United Arab Emirates free copy combined with **compasses 26**



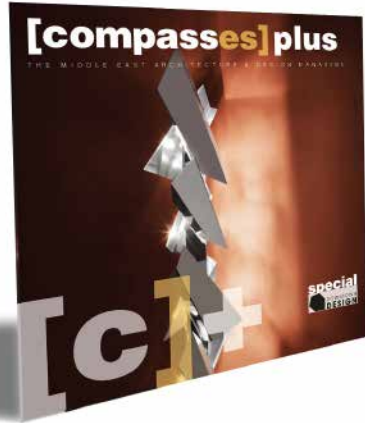
Special Issue for



14 – 17 NOVEMBER 2017 DUBAI

[mediapackage]





objective

Organization of a media package, within Downtown Design 2017, targeted towards International and Middle Eastern audience.

The media package is composed by three main parts:

- Special Issue of **Compasses [c]+** devoted to the event
- local action
- digital promotion through **compasses channels**

media package features: special issue

- 24 / 36 pages dedicated to the Downtown Design 2017
- 6000 copies distributed at Downtown Design 2017
- 1000 copies sent to a proprietary database of professionals
- E-shot to a proprietary database of 27.000 ME contacts
- massive animations through digital platform (facebook, website)



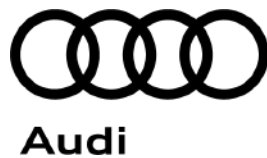


the event

Downtown Design is the only platform in the Middle East for the region's trade professionals to discover original, high quality design from all over the world. In its fifth edition, the Fair will take place at the Dubai Design District and present a carefully edited roster of established and emerging brands across a range of product categories; including furniture, lighting, bathrooms, kitchens, textiles and accessories.

Fostering greater interaction, connectivity and commercial opportunity, Downtown Design is dedicated to providing a dynamic environment for buyers and brands to do business easily and efficiently. Downtown Design will run from November 14th to 17th 2017 as a key part of Dubai Design Week.

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**DISCOVER ORIGINAL
DESIGN IN DUBAI**



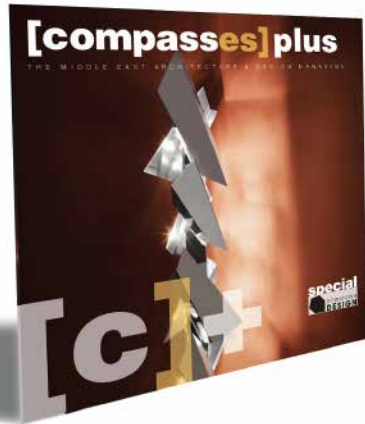


Contents

How design is changing Dubai and how Dubai is changing design. A decade ago, the conception of modernity was still yet to come in a forever-transient place as Dubai used to be. Still it is but few more fix points seems to place a new Dubai on the constellation of creativity. Are we going to witness a new Copernican revolution, were Dubai is becoming the next center of now? This time might not be the next cool ads on the travel channel but a true necessity, come hell or (high water) low oil.

- + Interview William Knight, Managing Director and Head of Design, Art Dubai Group
- + Dubai Design Week Highlights
- + Dubai Modern - the crucial role of architectural heritage in fostering the identity of the Nation toward the conference DTD





[value for advertisers / best offers]

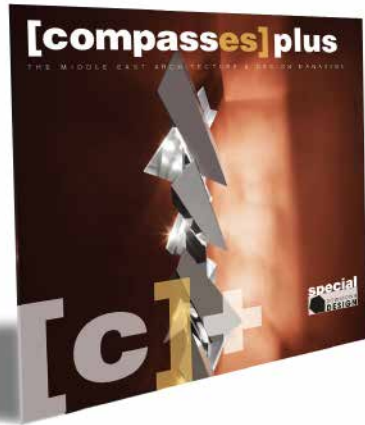
Position		Single Issue
Classic ADV	1.500*	One Full Page on Special DD 2017 Issue Banner on our Compasses News special DD 2017 to Middle East Professional data base
Ideas & Trends (2 pages)	1.800*	Two Pages Advertorial on Special DD 2017 Issue Banner on our Compasses News special DD 2017 to Middle East Professional data base
Inside front cover	2.000*	II Cover Page Banner on our Compasses News special DD 2017 to Middle East Professional data base
Inside back cover	1.800*	III Cover Page Banner on our Compasses News special DD 2017 to Middle East Professional data base
Outside back cover (1Full page+1Ideas & Trends)	3.000*	IV Cover Page Two Pages Advertorial on Special DD 2017 Issue Banner on our Compasses News special DD 2017 to Middle East Professional data base
COMBO OFFER: (1Full page+1Ideas & Trends)	2.500*	One Full Page on Special DD 2017 Issue Two Pages Advertorial on Special DD 2017 Issue Banner on our Compasses News special DD 2017 to Middle East Professional data base
Belly band	3.000*	

In addition to the traditional adv formats it is possible to conceive:

- flyers
- inserts
- supplements

*price in euros





the venue / Dubai Design District - d3

14 November	15:00 - 18:00	VIP Preview (invitation only)
	18:00 - 21:30	Trade and Public visitors
15 November	13:30 - 21:30	
16 November	13:30 - 21:30	
17 November	13:30 - 21:30	

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