

[compasses] plus

THE MIDDLE EAST ARCHITECTURE & DESIGN MAGAZINE

Dubai - United Arab Emirates free copy combined with **compasses 27**



Special Issue for



16 - 18 SEPTEMBER 2018
DUBAI WORLD TRADE CENTRE



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[mediapackage]



objective

Organization of a media package, within HotelShow, Leisure Show, Index Dubai 2018, 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 HotelShow, Leisure Show, Index Dubai 2018
- 6000 copies distributed at HotelShow, Leisure Show, Index Dubai 2018
- 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

INDEX September 16th – 18th 2018 - Co-located with The Hotel Show and The Leisure Show.

The Hotel Show Dubai, the largest, longest-standing and most prestigious hospitality trade event in the Middle East and Africa leads the way in reshaping and redefining the region's rapidly growing hospitality industry and tourist trade. With over 600 exhibitors from all across the world showcasing products across interiors, lighting and design, technology, security, kitchen and laundry equipment and more, the exhibition provides a 360 degree view of the market. Attracting over 50,000 sector professionals, from GM's and owner operators, through to procurement managers, designers and the all important architects, housekeepers, executive chefs, revenue managers and engineers.



The Leisure Show returns in 2018 for its sixth edition. As an integral part of our hospitality portfolio that boasts of established events such as The Hotel Show Dubai and The Hotel Show Saudi Arabia, The Leisure Show caters to the region's rapidly growing leisure market. With over 150 international suppliers participating, The Leisure Show witnesses over 5,000 industry professionals - architects, designers, commercial developers and key decision makers, visiting the show to network, source the latest innovations, products, and equipment to build, operate and maintain their resort, fitness centre, spa, outdoor area, theme park and other leisure facilities.



Based in Dubai, **INDEX** is the largest and most influential design event. As the business capital of the Middle East and considered by many to be the gateway to the rest of the GCC (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates), INDEX gives international suppliers of original, contemporary and innovative interior solutions the most effective business platform to establish their business in the epicenter of one of the world's wealthiest business markets. INDEX will provide a platform dedicated to bringing buyers and sellers together in an optimum transactional environment to network and do business



[value for advertisers / best offers]

Position		Single Issue
Classic ADV	1.500*	One Full Page on Special Index 2018 Issue Banner on our Compasses News special I 2018 to Middle East Professional data base
Ideas & Trends (2 pages)	1.800*	Two Pages Advertorial on Special I 2018 Issue Banner on our Compasses News special I 2018 to Middle East Professional data base
Inside front cover	2.000*	II Cover Page Banner on our Compasses News special I 2018 to Middle East Professional data base
Inside back cover	1.800*	III Cover Page Banner on our Compasses News special I 2018 to Middle East Professional data base
Outside back cover (1Full page+1Ideas & Trends)	3.000*	IV Cover Page Two Pages Advertorial on Special I 2018 Issue Banner on our Compasses News special I 2018 to Middle East Professional data base
COMBO OFFER: (1Full page+1Ideas & Trends)	2.500*	One Full Page on Special I 2018 Issue Two Pages Advertorial on Special I 2018 Issue Banner on our Compasses News special I 2018 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



A special edition of Compasses will also be issued for:



23 - 25 SEPTEMBER 2018
DUBAI WORLD TRADE CENTRE

DOWNTOWN
DESIGN

13 - 16 NOVEMBER 2018
DUBAI WORLD TRADE CENTRE



26 - 29 NOVEMBER 2018
DUBAI WORLD TRADE CENTRE



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