

[compasses]plus

the **architecture & interior design** international magazine



special issue for

DOWNTOWN DESIGN

8-12 November 2021

DUBAI DESIGN WEEK 2021

8-13 November 2021

IN PARTNERSHIP WITH



[mediapackage]





contents

- An editorial by our guest curator Ema Curti and Ivan Parati on the new scene in the UAE Area – Nature the new creative science
- An interview with the Guest Curator on the event Fatma al Mohmoud
- Various articles Compasses-style on the design and contents from EXPO 2020 Dubai from the Earth Pavillion to Abhad the Dubai Design Week 21 Pavillion.
- 4 pages dedicated to product shooting of young designers
- Ideas&trends and Design&products from the market
- Ads pages

Compasses / Compasses Plus

Compasses is a high quality interior design magazine published worldwide with a strong focus on Dubai and the Mena area, to which over the last two years more than 1000 contributions have been received with projects from all over the world.

Compasses targets high level architecture and interior designers in the region and international architecture and interior design firms who work on projects in the area.

Compasses Plus, the digital light version, in this time of pandemic is an opportunity to further spread the influence of the magazine within its wide network of architects, interior designers, academics and final year university students, master schools, contractors and public firms.

**Our target is your client.
Advertise on Compasses Plus!**





Organization of a media package, within Dubai Design Week 2021 and Downtown Design 2021

The media package is composed by 4 main parts:

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

Media package features: special issue

- 24 / 36 pages dedicated to the Dubai Design Week 2021
- 3.000 copies distributed at Downtown Design
- E-shot to a proprietary database of 20.000 ME contacts
- Massive animations through digital platform (facebook, instagram, linkedin, website)
- Promoting of the Cplus with a digital advert in the Downtown Design e-catalogue that will be put up on Downtown Design's website and distributed to all the Downtown Design database.





Dubai Design Week is held under the dedicated patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of **Dubai Culture and Arts Authority (DCAA)**. The region's leading platform for regional design and creativity, as well as an active catalyst for the growth of the creative community in the UAE, Dubai Design Week's 2021 edition will take place 8-13 November. Staged in strategic partnership with **Dubai Design District (d3)**, the festival's varied programme consists of design-related events, exhibitions, installations, competitions, talks and workshops across multiple creative disciplines. Key components of Dubai Design Week include the region's leading fair for high-quality, original design, **Downtown Design**; **MENA Grad Show**, an exhibition of impact innovation projects from students studying in universities across the Middle East and North Africa region; **Abwab**, the annually remodelled, interactive platform for creative talent from the Middle East, North Africa and South Asia; alongside an extensive, hybrid talks and workshop programme.

Downtown Design is the commercial centerpiece of Dubai Design Week, the region's largest creative festival reflecting Dubai's position as the design capital of the Middle East. Staged in strategic partnership with Dubai Design District (d3), and supported by Dubai Culture & Arts Authority, the festival's varied programme consists of design-related events, exhibitions, installations, competitions, talks and workshops across multiple creative disciplines.

Dubai Design Week's 2021 edition will take place 8-13 November.





Price List

FULL PAGE ADV € 1.000

- 1 full page adv on Cplus
- Logo on our Compasses News special Cplus to professional database
- Post social on our social channel

DOUBLE PAGE € 1.500

- 1 double page adv on Cplus
- Logo on our Compasses News special Cplus to professional database
- Post social on our social channels

IDEAS&TRENDS € 1.500

- Two pages advertorial on Cplus
- Logo on our Compasses News special Cplus to professional database
- Advertorial on our website (1 month)
- Post social on our social channels

DESIGN&PRODUCTS € 300

- One product selected

[design&products] double page example



[ideas and trends] double page example



[design&products] double page some example magnification



COMBO OFFER € 1.900,00

- 1 Full Page Adv + 1 Ideas&Trends + 1 Design&Products



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