

Architecture Plus
Advertising information and prices. 2006.

Dubai's premier magazine on architecture and design.



Mission Statement

Architecture Plus 'Architecture of a new world' is distinguished by its commitment to seek out and celebrate significant ideas and developments in architecture and design from geographical regions that cover the Middle East, Africa and Asia, collectively referred to as the 'emerging world'.

Through our young, dynamic and dedicated international team of correspondents we showcase excellence in design, provide an informative database of current and future projects, competition listings and awards as well as a diary of major exhibitions and events.

Our articles reflect a broad range of opinions from well established, together with upcoming professionals and award winning architects. New lines of thought fused with traditional methodology challenge the definition of the

urban environment in this new millennium. Architecture Plus is a realm in which ideas can be explored and rationalised.

We are the canvas of creativity for students of today, the world shapers of tomorrow. By providing a platform, Architecture Plus endeavours to support, nurture and capture the imagination of emerging architects and designers from the numerous schools of architecture, both at home and abroad.

For the advertiser, the original concept of Architecture Plus guarantees to open new avenues that reach a focused professional audience of architects, interior designers, contractors, students, building professionals, product suppliers and property developers amongst others. With distribution that is as far reaching as the Middle East,

Africa and Asia as well as Europe and America, Architecture Plus provides an excellent promotion vehicle for advertisers interested in entering new emerging markets as well as those looking to consolidate their position in established markets.

Architecture Plus connects the heart of the emerging world to the industrialized nations. We offer a new stage of growth for business opportunities, exchange of ideas and long-term investment potentials. The magazine is an essential read for any professional interested in a global perspective on architecture and development.

Architecture Plus is a window of knowledge and opportunity into a new world.



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Architecture of a new world

9 ASSURED DISCRETION

A modern Mediterranean home in Beirut, Lebanon

VIEWPOINT: Learning lessons from the Kabut Bazaar
PROJECTS: Five outstanding architectural projects from the New World region
HOUSE DESIGN: Two contrasting and astounding private homes
INTERIORS: Discovery Asia's new HQ in Singapore + more
ARTS: Images from Alan Keohane's new book
LANDSCAPE DESIGN: Historical and contemporary designs
URBAN DESIGN: Exclusive feature on the Al Azhar Park in historical Cairo
CONSERVATION: Innovative restoration approach from Malaysia
GREEN ARCHITECTURE: The most eco-friendly building in the world + more

ISSN: 1673-3333 © 2008 Architecture Plus Ltd. 1000 Middle East, 1000 India, 1000 USA, 1000 UK, 1000 Europe, 1000 World, 1000 11 00
DESIGNED, CREATED, AND PRINTED BY ARCHITECTURE AND DESIGN FOR THE MIDDLE EAST, ASIA, AFRICA & THE INDIAN SUBCONTINENT

Advertising Rates

Rates (full 4 colour only)

Note:

1. All prices are per advert. Please refer to below for series booking discounts.

2. Loadings: Additional 10% is applicable for preferred positions.

Series booking discounts

Advertorials / Company profiles

Note: Advertorials can only be booked together with minimum one full page advert at full rate

Agency commission

Mechanical data

Publishing schedule 2006

Copy date

Cancellations

Terms of payment

Full Page	US\$ 4,500	Aed 16,500
Double Page Spread	US\$ 6,750	Aed 24,750
Half Page Horizontal	US\$ 3,375	Aed 12,375
Back Cover	US\$ 7,000	Aed 25,795
Inside Front Cover	US\$ 6,500	Aed 23,950
Inside Back Cover	US\$ 6,500	Aed 23,950

Single issue booked	0%
Two issues booked	5%
Four (4) Issues booked	12.5%

Page 1	US\$ 1,500	Aed 5,500
Page 2	US\$ 1,000	Aed 3,685
Pages 3 -10	US\$ 610	Aed 2,250
Pages 10+	US\$ 75	Aed 1,750

Agency commission is strictly limited to 15% off the booking value

Single Page Trim size	275 x 230 mm
Half Page Horizontal	130 x 230 mm
Bleed	Allow min. 5 mm on each side.
Artwork	No films are accepted. All adverts must be delivered in digital format with proof

Issue 11	March 2006
Issue 12	June 2006
Issue 13	September 2006
Issue 14	December 2006

All material to reach publisher's office 30 days prior to cover date.
All cancellations to be received in writing 30 days prior to cover date.
Late cancellations remain chargeable at the printed rate.

Payment will be in two stages: 50% upon confirmation and 50% to be paid within 30 days of the advertisement appearing in the above publication via post-dated cheque.

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Architecture of a new world

8 CIRCLE OF LIFE
The Al Maha Desert Resort & Spa

SPECIAL REPORT The Aga Khan Awards and the Architecture + Awards 2004
PROJECTS Project features of the winners
HOUSE DESIGN Five family habitats from Japan to America
INTERIORS Three features from Bygghuset to Poland
ARTS A diverse selection of regional artists
LANDSCAPE DESIGN Award-winning project from South Africa + more
URBAN DESIGN The award-winning Dubai Mall + more
CONSERVATION The award-winning Omega Awards from Kibera
GREEN ARCHITECTURE Eco-friendly solutions
PRACTICE Industry news + Laurie Baker
STUDENTS + more

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EXCLUSIVE COVERAGE OF ARCHITECTURE AND DESIGN FROM THE GCC, MIDDLE EAST, ASIA, AFRICA & THE INDIAN SUBCONTINENT

Circulation

Print Run = 15,000

Book Shop Sales

Dubai's premier magazine on architecture and design, Architecture Plus is available through bookshops in the following countries:

United Arab Emirates
Saudi Arabia
Qatar
Kuwait
Bahrain
Oman
Lebanon & Syria (finalising agreements now)
Egypt (finalising agreements now)
Jordan
India
Hong Kong
Singapore (finalising now)
USA (New York)
Canada (Toronto)
England (London)
Spain (Barcelona, Madrid, Majorca + others)
Cyprus
Greece
Germany (finalising agreements now)

Switzerland (Geneva)
France (Finalising agreements - slow)
South Africa (Finalising agreements)

Direct Subscription Sales

Available as subscription
The magazine is currently subscribed by readers in 27 countries, from Bangladesh, Japan, to Russia!

Subscription Agencies

1. Magazine subscriptions are handled by Inhouse Creative directly from Dubai.
2. We have a subscription agency in India that handles the Indian subcontinent market
3. EBSCO magazine services handle Europe subscriptions
4. The magazine is available to subscribe online at Amazon.com for US based customers.

Back issues

Like most professional magazines, Architecture+ back returned issues are sold

as well; it is a reference magazine that people collect and keep. Also, being the only regional magazine in the world that promotes architecture and design of our region, the back issue are actually priced higher (US\$ 25 each) and are ordered individually by readers.

Readership profile

The bulk of the readers of Architecture+ to date include practicing architects, interior designers, professionals supplying to the architecture and design industry; and educated members of the public with a flair for design and the money to spend on goods of distinct quality.

1. Architects & Engineers: 50%
2. Interior Designers: 25%
3. Contractors (civil and specialists): 12%
4. Students: 10%
5. Public: 3%

Achievements and anticipated growth

Since its inception, Architecture+ is actively marketed through:

Exhibitions

- a. The Hotel Show (annually)
- b. The Airport Design and Build Show (annually)
- c. The Index
- d. Big 5 (annually)
- e. Cityscape Dubai 2002, 2003, 2004
- f. Architecture & Conservation Exhibition (bi- annually)
- g. The kitchen, Bathroom and Lighting Show (annually)
- h. The Fire and Security Exhibition (annually)
- i. Cityscape UK 2004
- j. The Hotel Emotion Exhibition in Verona Italy 2006

Media Partner to events including:

- a. Official Media Partner to Cityscape, Dubai 2002 and 2003.
- b. Official International Media Partner to Cityscape, UK 2004.
- c. Official Media Partner The Architectural Conservation

- a. and Preservation Summit, Dubai by the Dubai Municipality
- d. Official Media Partner The Index Conference 2004.
- e. Official Media Partner to the kitchen and Bathroom Show, 2005.
- f. Official media partner to Architecture for Humanity Organization's ongoing programs for the developing world; other partners include the ID design
- g. Official Collaborating Organiser to the International Conference on Universal Design (2004) in Brazil, by Architecture & Adaptive Environments; other partners include Metropolis magazine and various global institutes of Architecture)
- h. Official Regional Media Partner to the Hotel Emotion Exhibition in Verona, Italy 2005
- i. Official Media Partner to the Light Middle East 2006 (in discussion)

Architecture+ initiatives

- a. Architecture+ Cityscape Young Architect Award 2003
- b. Architecture+ Cityscape Awards 2003 *Design for a New World*
- c. Architecture+ Awards 2004 *Design for a New World*
- d. The Architecture+ Awards 2006 (2nd Cycle) *Design for a New World*
- e. The Regional Institute for Architects and Designers (RIAD) (under construction!)
- f. The Architecture+ Foundation (Humanitarian Fund) for 'Hope of a New World'

Syndication

Architecture+ is continuously identifying strategic partners to provide exclusive content. Exclusive agreements include Jotun Paint's website for architects and designers in the Middle East with a readership of 19,000 profession related individuals and Remix magazine aimed at the Urban youth of Dubai.