

# COMMERCIAL INTERIOR DESIGN

# WHO WE ARE

With almost 20 years in the market, **Commercial Interior Design (CID)** is the leading publication for the design industry in the Middle East.

The monthly magazine, website, social media channels and newsletters are the go-to platforms for project directors, designers, architects, specifiers, and procurement professionals across the region.

CID not only reports the news but helps define it, too, with regular in-depth investigations, panel discussions and the industry-leading awards event.

In 2024, our events and publishing programme is expanding, with new opportunities in Saudi Arabia throughout the year.





# PRINT

The monthly print magazine remains the leading source of commercial interior design industry news and insight.

With the latest innovations, trends and projects being discussed in depth each month, as well as deep-dives into products, suppliers and fit-out firms, the magazine touches on every aspect of the industry.

Our magazine is in the hands of design companies, manufacturers, fit-out firms, suppliers, architects and more, with key decision-makers and executives.

**7,000+** READERSHIP





# DIGITAL AND SOCIAL

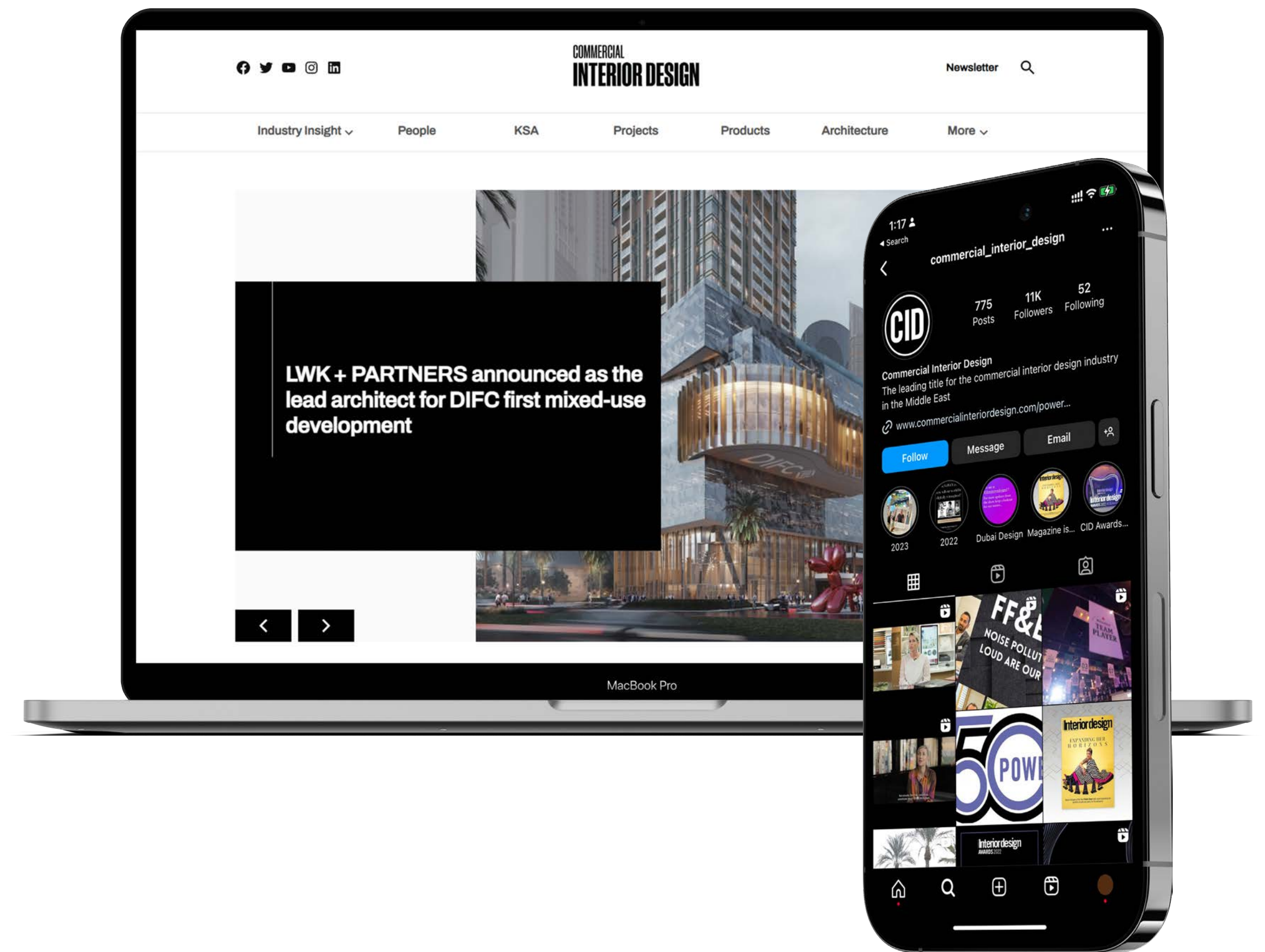
Commercial Interior Design's industry-leading digital content reaches a bigger audience every day.

With a growing number of subscribers to the website and engaged followers across our social media channels and newsletters, we reach thousands of design and architecture professionals every day with breaking news, in-depth analysis, interviews, features and more.

**150,000+** MONTHLY  
PAGE VIEWS

**35,000+** SOCIAL MEDIA  
FOLLOWERS

**6,400+** NEWSLETTER  
SUBSCRIBERS





# EVENTS

Now in its 18th year, the Commercial Interior Design Awards has introduced a new and expanded programme for 2024.

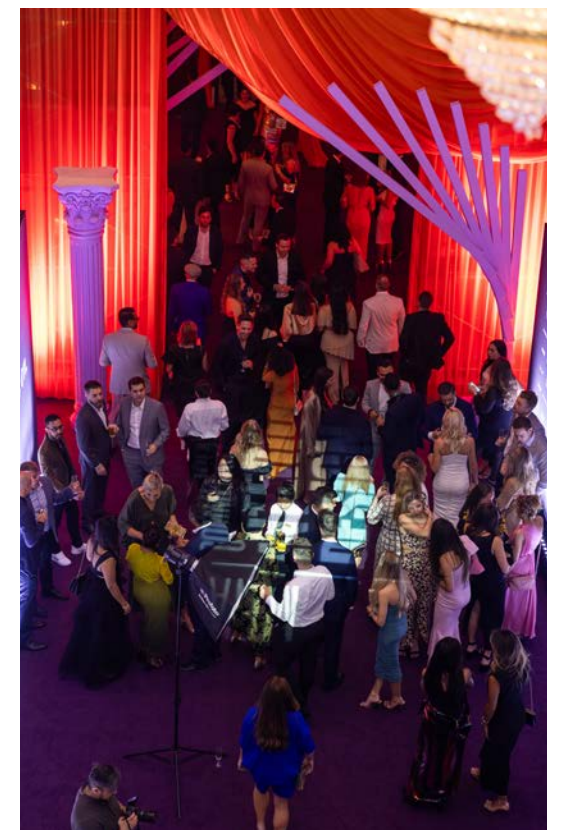
Three Commercial Interior Design Awards will take place over the course of 2023, kicking off with the brand's new **Commercial Interior Design Awards 2024: Saudi**, held in early February in Riyadh, Saudi Arabia.

Next up is the **Commercial Interior Design Awards 2024: Hospitality**. Taking place at the end of June in Dubai, the Awards will focus on the hotel, restaurant and bar space.

The year culminates with CID's flagship, region- and category-wide event **Commercial Interior Design Awards 2024: MENA** in September.

CID's **Power Panels** also take place throughout the year, with discussions about the most pressing issues of the day taking place with the region's leading industry voices.

There are also various round tables and other laser-focused events across the calendar.





# EDITORIAL CALENDAR 2024

MONTH	CONTENT FOCUS	SPECIAL REPORT	EVENT
January	2024 Preview	Bathroom	
February	The Design of Branded Residences	Lighting: Hospitality & F&B	Commercial Interior Design Saudi Awards
March	Women in Design	Art	
April	Fit-out Firm Power List	Healthcare	
May	The Year’s Design Trends	Retail	
June	Saudi Design Power List	Wellness	Commercial Interior Design Hospitality Awards
July	The Future of Design & Young Designer Spotlight	Fit-out special	
August	Where Architecture & Design Meet	FF&E	
September	Outdoor Design Trends	Surfaces	Commercial Interior Design MENA Awards
October	Sustainable Design	Lighting: Commercial	
November	Bringing Design to Life	Office	
December	CID Power List & Downtown Design in Review	Textiles	

*\*subject to change at editors’ discretion*

# WORK WITH US

From display adverts in the magazine and on our website to sponsored content and partnering

PRINT	USD
Full page	6,250
Half page	3,125
Double page spread	10,500
Inside front cover	7,950
Inside front cover spread	13,900
Inside back cover	7,950
Outside back cover	9,950
Full page advertorial	8,125
Double page advertorial	12,250

DIGITAL	USD
Digital advertorial	15,000
Mixed display banners	150/CPM
Email marketing	150/CPM
Newsletter banner	3,500/per week
Social media dark post	150/CPM
Section takeover (100% SOV)	7,500/day
Channel takeover (100% SOV)	15,000/day

SPECIAL ACTIVATIONS	USD
Front cover collaboration	POA
Content marketing	POA
Video interview	POA
Video creation	POA
Knowledge partner (print and digital thought leadership)	22,250

EVENT	USD
Power Panel events	POA
Round Table series	POA

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