

INSIDEOUT

MEDIA
INFORMATION

SHOPPING



HOMES



DECORATING



PROPERTY



GARDENS

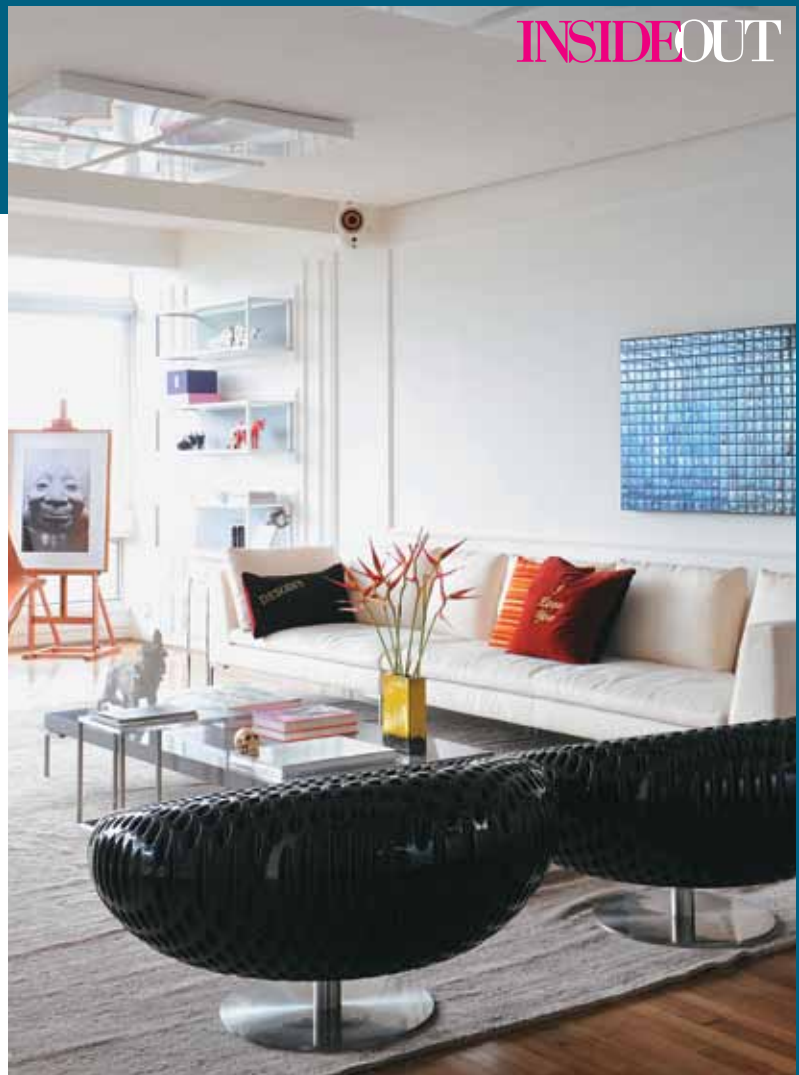


THE BRAND

INSIDEOUT

Mission statement

InsideOut is the essential guide for the region's stylish, affluent and design-conscious homemakers. As the leading quality interiors magazine in the UAE, *InsideOut* offers an unparalleled source of inspiration and information to its smart, discerning readership. The title is dedicated to showcasing the very best in local and international homes alongside stylish ideas for outdoor living, leading design and decorating trends, and must-have buys. Our content also features a dream property section, the latest interior news, and not least, the rising stars of the design world.



Circulation

16,000 copies are distributed throughout the UAE in interior design firms, industry-related offices and prime residential communities. *InsideOut* is also available in retail and via subscriptions. The title is BPA audited.



EDITORIAL CALENDER

INSIDEOUT

SUPPLEMENT KITCHENS & BATHROOMS

Cool Kitchens – Featuring the best kitchens the UAE has to offer, along with must-have appliances and the ultimate accessories, all guaranteed to give every kitchen – big or small – the wow factor.

Beautiful Bathrooms – From luxury bathrooms to stylish shower rooms, inspirational ways to transform your bathroom – be it a brand new suite, or smart new ways to update an existing scheme.

With May issue



SUPPLEMENT OUTDOOR LIVING

Make the most of the balmy winter months with our essential guide to outdoor living. From large gardens to bijou balconies – we reveal the best furniture, accessories and more to create a stunning outdoor space.

With October issue



January

THE OUTDOOR LIVING ISSUE

The best garden furniture, tableware, lighting and more to make the most of your outdoor space.

February

THE FAMILY ISSUE

Nurseries, playrooms and teenage dens... furniture, decor and accessories guaranteed to impress!

March

THE FINISHING TOUCHES ISSUE

From stunning artwork to stylish accessories... discover the essential elements that bring your home to life.

April

THE LIVING ISSUE

Sofas, chairs, coffee tables, soft furnishings and more... give your living room the comfort factor.

May

THE LIGHTING ISSUE

From task lighting to an ambient glow, find out how to make an illuminating choice with our essential guide.

June

THE COLOUR ISSUE

Colour counts – how to choose the very best in paints, papers and more to make an impact.

July

THE FLOORING ISSUE

Carpets, rugs, tiles, marble, wood... we lay out the options available for customising floors beautifully.

August

THE STORAGE ISSUE

From the smallest boxes to large-scale cabinets, discover the smartest ways to keep your home in order.

September

THE OFFICE ISSUE

Make your home office a functional stylish space with the best furniture and decor solutions.

October

THE BEDROOM ISSUE

From master suites to guest rooms and nurseries, everything you need to create a peaceful retreat.

November

THE CELEBRATION ISSUE

Stylish decorating ideas and fabulous gifts for homemakers – get set for the holiday season.

December

THE ENTERTAINING ISSUE

Your festive entertaining guide – from setting the perfect table to stylish party decorating.

SUPPLEMENT HOMES OF THE YEAR

Having been invited into some of the most stunning homes in the UAE and abroad, the *InsideOut* team reveal their favourites of the year. From penthouses in the Marina to palatial villas in Emirates Hills and beyond... Revisit the best homes, and find new inspiration in your own home.

With December issue



EDITORIAL PILLARS

INSIDEOUT

Real homes

In every issue, *InsideOut* features stunning real homes in both the UAE and throughout the world. From exquisite villas to stylish family homes, each one is carefully chosen for its fabulous design, stunning decor, and inspirational ideas.



Gardens

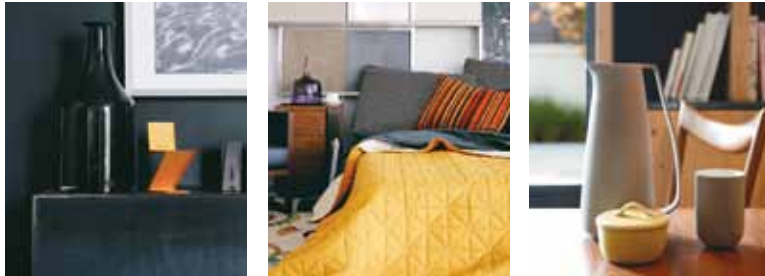
Create inviting outdoor spaces for entertaining or relaxing in the sunshine. We provide stylish ideas for patios and terraces, pools, courtyards and more, alongside essential planting and landscaping advice.

EDITORIAL PILLARS

INSIDEOUT

Decorating inspiration

Whether you're planning a brand-new scheme, or simply looking to refresh an existing one, *InsideOut* showcases the latest trends, designs and fabulous new ideas, guaranteed to inspire.



Stylish buys

From must-have statement pieces to special finishing touches, every issue features a sourcebook of great new buys for every aspect of your home.



Dream properties

Our unique property section features stunning homes on the market both here in the UAE and worldwide. With detailed information, stunning photography and need-to-know information, this is a go-to guide for today's discerning buyer.

ADVERTISING DETAILS

INSIDEOUT

RATE CARD

GENERAL DISPLAY

Size	AED
Full page	14,500
Double page spread	27,900
Gatefold	83,700
Prime positions available on request	

INSIDE OUT MARKETPLACE

Size	AED
Half page	6,000

ONLINE

Size	AED
Leaderboard	3,500
Wallpaper	4,900
MPU	2,800
Rich Media (price on request)	

NEWSLETTER & EBLAST

Size	AED
Newsletter sponsor	5,000
Dedicated emailshot.....	10,000

For sponsorships & event opportunities please contact the sales team



ADVERTISING SIZES

Double page bleed	456 x 291
Double page trim	450 x 285
DPS print area	410 x 257
Full page bleed	228 x 291
Full page trim.....	225 x 285
Full page print area.....	181 x 257

Marketplace

Half page horizontal.....	199 x 133
Quarter page regular	98 x 131

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