

# [c]

## compassesworld

the architecture & interior design international network | middle east



[2020 media ADV information]



the architecture & interior design international network

*Compassesworld is considered the most knowledgeable international interior design and architecture platform in the Middle East. An architecture and interior design integrated communication system conceived and operated entirely in the Middle East and in particular in the market of the Gulf Countries.*

*The network stands out from other international media as it dedicates at least 40% of its editorial to projects conceived and realized in MENA Countries. Targeted towards a diversified audience composed primarily of professionals such as designers, architects, engineers, contractors, developers and other stakeholders (investors, businessmen, suppliers), in addition to amateur readers and fans of architecture and design.*



**[compasses]**

the magazine

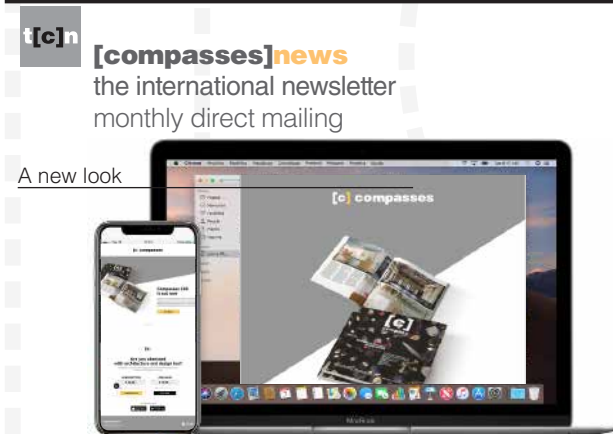
28x28 paper periodical in four-color process



**[compasses]plus**

the special events magazine

28x28 paper periodical in four-color process

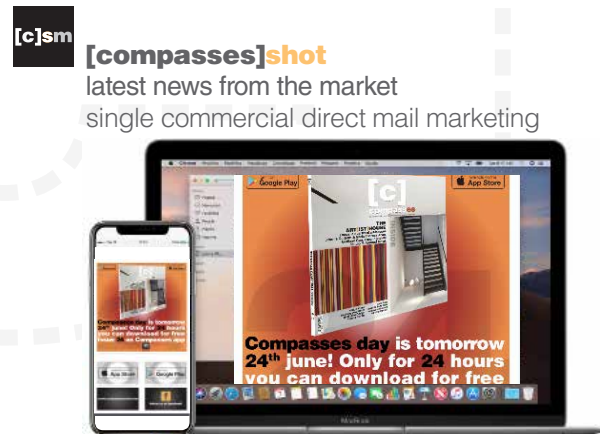


**[compasses]news**

the international newsletter

monthly direct mailing

A new look



**[compasses]shot**

latest news from the market

single commercial direct mail marketing

[the **[c]**  network | the platform]



the architecture & interior design international network



### compassesevents

the event stand  
official exhibition structure in international events



### compassesapp

the [c]app & the [c]+ webreader



The App icon



### compassesocial

the social media life  
official [c] facebook instagram linkedin

A new layout



### compassesite

the website  
official [c] website



[the [c] network | the platform]



the architecture & interior design international network

Compasses quarterly magazine was set up in Dubai in 2007.

Compasses Architecture & Interior Design was originally intended to become a unique showcase of Middle Eastern continuous transformation into a charming, dynamic and contradictory anthropized environment. In its pages you can

appreciate new trends in urban planning and architecture. Compasses is now after ten years of "publishing" a media platform of contents and ideas targeting architects, interior designers, consultants, traders, design and architecture addicts and VIPs. Web portal, digital magazine in Tablet version and social media targeting over 15,000 architects and designers throughout the ME. A periodical newsletter distributed to the Middle Eastern community in a space within the top exhibitions where you can find the magazine and meet the team. The evolving story of Compasses sees in 2016 a new scientific director, Andrea Pane, who is professor of architectural conservation at the University of Naples Federico II. The new layout of the magazine keeps the former base enhancing the scientific contents with a specific section dedicated to longer articles as

essays and papers regarding the main topic of each issue. The latest editorial board is composed of many academics and professionals in the fields of architecture, planning, conservation, design, based both in UAE and Italy. Compasses is moving forward.

Not a commercial magazine, not a periodical mag but what can be better defined as a "technical & trendy book" where a selection of projects, ideas and innovations from the world are published – where architects from Dubai, UAE and the GCC countries can find the perfect Media for those living and working in a developing area with a view to the future and with a strong influence from both Europe and the rest of the world.

Projects from Europe, America, Asia and the Middle East, new Ideas, giving space to possible future plans and to the latest trends.

High quality illustrated printed magazine, digital media and events targeting the right person: a professional, living in the area, interested in projects from around the world, part of the community of architects and interior designers working in the region and from the region, open to new ideas, use of different materials, looking for new international contracts services.

The market continually changes – we follow it – showing it to our target.



index book

**[editorial]**

The main topic of the issue is presented and discussed by the scientific director

**[essays]**

This section proposes reflections and ideas concerning the main topic of the issue based on a critical and historical approach

**[focus]**

A focus article on architecture, interior design and urban planning of the MENA region related to the main topic of the issue

**[architecture & plan]**

A total of 8-10 designs, both architectural and urban scale, of reputable international architects are presented with pictures, renderings, sketches, graphs, comments, etc.

**[experiences]**

This section is exclusively dedicated to architectural projects completed or under construction in the countries of MENA Region

**[materials & interiors]**

The interiors section is devoted to interior design, new materials, new forms of design, etc.

**[academia]**

The new academia section is devoted to publishing and diffusing top quality works produced by young talents within the universities of the MENA region and abroad

**[smart food]**

Highlights news and trends on food design considered from an aesthetic point of view

**[ideas & trends]**

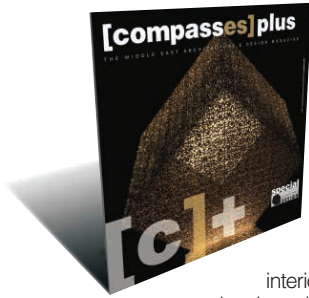
A showcase for the business community to present their new proposals and projects

**[events & fairs]**

This section is devoted to the major exhibitions and conferences held in the MENA



[the [c] history & structure]



the architecture & interior design international network

Compasses Plus is a light version of Compasses magazine, focused on architecture, interior design and urban planning related to the main exhibitions and conferences of the area. A different magazine is published for each of the events where we are present – focusing on the main topics of the event with articles regarding the event itself and others on topics related to it. Design, architecture, analysis of the market, interviews, abstracts from seminars or congresses, people of interest, new trends in the area, use of different materials and services. With free distribution on the racks in the exhibition area and directly from our staff. Digital version sent to our data base focusing on people interested in the topic of that particular Cplus issue. Compasses Plus is the way to have a strong visibility before and during the exhibition.



index book

**[editorial]**

The main topic of the issue is presented by the scientific director

**[topic focus]**

A focus article on architecture, interior design or urban planning of the MENA region related to the exhibition or event topics

**[experiences]**

This section is exclusively dedicated to architectural projects completed or under construction in the countries of MENA Region.

**[the events]**

This section is devoted to the major exhibitions and conferences held in the MENA region that are of importance to the readers

**[ideas & trends]**

A showcase for the business community to present their new proposals and projects

issue calendar



Middle East Design & Hospitality Week september 2020

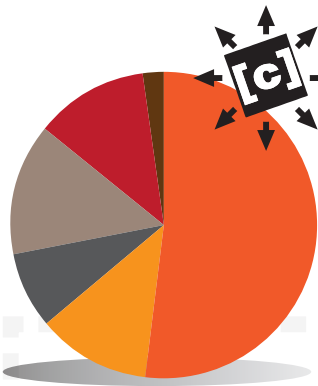


Downtown Design Dubai november 2020



Big Five (Dubai) november 2020

[the [c]+ structure]

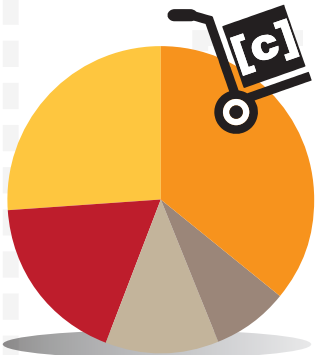


**Where**

- Arab Emirates 52
- Saudi Arabia 12
- Qatar 8
- Bahrain + Lebanon + Oman + Kuwait+ 14
- Jordan 12
- Europe 12
- Other 2

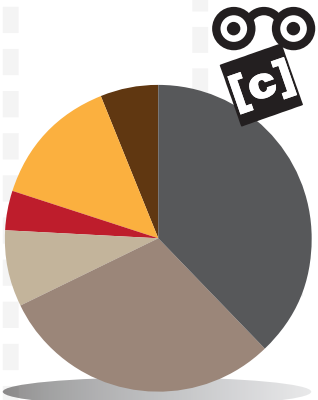
%

Targeted towards a diverse audience, composed of primarily of professionals such as designers, architects, engineers, contractors, developers and other stakeholders (investors, businessmen, suppliers), in addition to amateur readers and fans of architecture and design.



**How**

- Subscriptions 36
- Direct distribution 8
- Hotels e Lounges 12
- Events & exhibitions 18
- Bookstores 26



**Who**

- Interiors Designers 38
- Architects 30
- Engineers 8
- Consultants 4
- Developers & Contractors 14
- Students & Academics 6





**issues & topics**

issue <b>33</b>	march 2020	interior design
issue <b>34</b>	july 2020	far east
issue <b>35</b>	november 2020	new topic

**events**

		Index Saudi Arabia	february 2020
		Hotel Show Saudi Arabia	april 2020
		Salone del Mobile (Milan)	april 2020
		100% Design London	september 2020
		Cersaie Bologna	september 2020
		Maison&Object Paris	september 2020
		Middle East Design and Hospitality Week	september 2020
		NextMove Egypt Cairo	october 2020
		Saie Bologna	october 2020
		Downtown Design Dubai	november 2020
		Dubai Design Week Dubai	november 2020
		Big Five Dubai	november 2020
		Cairo Wood Show Cairo	december 2020



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