

# ART IN THE MIDDLE

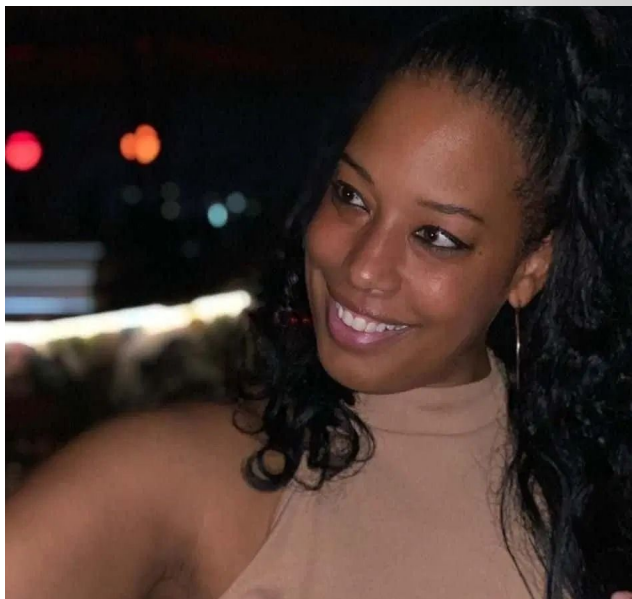


# MEDIA KIT 2025



## Meet Our Founder

Hayley Alexander



A handwritten signature of Hayley Alexander in black ink.

Hayley Alexander, a UAE resident of nearly a decade, is the driving force behind Art in the Middle. With over eight years of experience in as a freelance journalist, she has written extensively about art, hospitality, and dining in the UAE and KSA for top-tier luxury publications.

Passionate about regional culture, Hayley has spent years immersing herself in the Gulf's thriving creative scene, from attending exclusive exhibition launches to covering avant-garde music festivals and emerging fashion designers. Her editorial approach is immersive, insightful, and informed, making Art in the Middle a platform that doesn't just report on culture — but actively shapes the conversation.

When she's not writing, she's enjoying the very subjects she covers — whether it's attending a music festival, an art exhibition, or discovering a new restaurant.

# Content

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# ABOUT ART IN THE MIDDLE

Art in the Middle is online magazine dedicated to uncovering and celebrating the diverse and ever-evolving arts scene in the Middle East, with a strong focus on the GCC region.

From visual arts and design to fashion, music, and theatre, we connect our readers with the artists, innovators, and visionaries shaping the region's creative landscape.

As global interest in the Middle East's creative industries continues to rise, there's a growing need for a platform that not only documents this evolution but actively contributes to the conversation. Art in the Middle does exactly this with in-depth coverage of the region's most compelling cultural movements and stories.

Our platform is a trusted guide for art lovers, collectors, cultural connoisseurs, and industry insiders who are deeply invested in regional creativity and innovation.

We provide them with exclusive interviews, thought-provoking features, and first-hand coverage of the most enticing exhibitions, performances, festivals, and creative happenings across the Gulf.



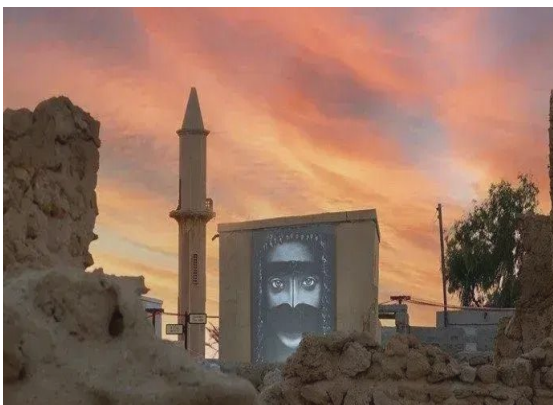
# FEATURED



## **FUTURA on street art, his Les Benjamins collab, and Abu Dhabi's creative energy.**

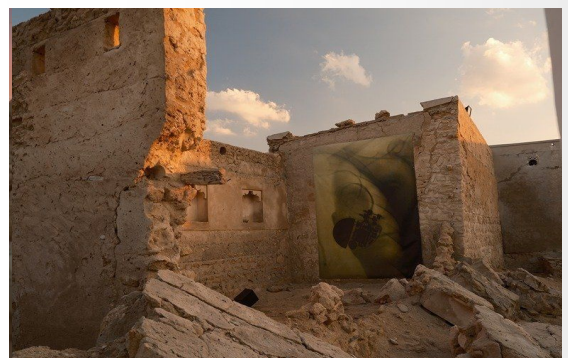
"Midway through BRED Abu Dhabi, we pulled up a chair to chat with street art icon FUTURA.

We were honoured to discuss his creative legacy, his powerful collaboration with Les Benjamins, and why connecting with the next generation of artists is so important."

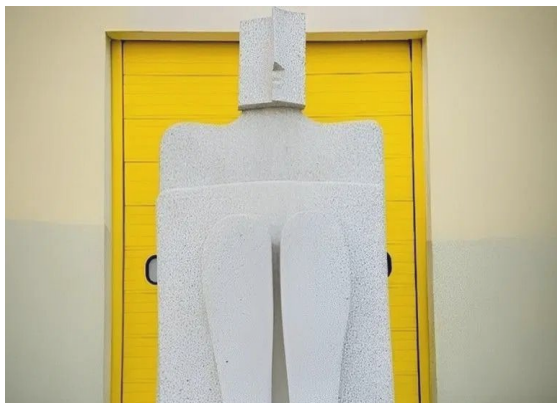


## **A Guide to Ras Al Khaimah Art Festival 2025:**

"In its 13th year, Ras Al Khaimah Arts Festival brings together over 200 local and international artists, the festival invites visitors to explore the power of recollection, nostalgia, and personal storytelling through art."







### The Doha Fire Station Gallery Guide

"There is an old building on a busy highway in Doha that just oozes cool vibes. A place where fire trucks used to hang out, but now it's all about art. In case you didn't guess it, we're talking about the Doha Fire Station."



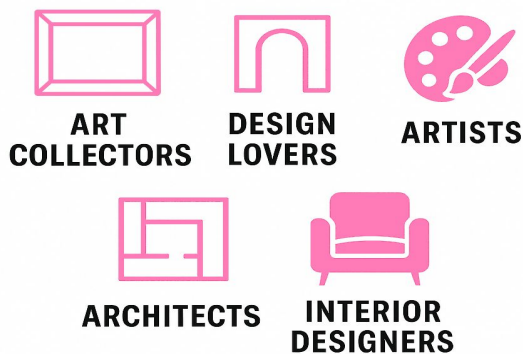
### Exclusive interview with eL Seed.

"An open-air museum on the streets of Dubai? That's exactly what Dubai Culture and Tashkeel have brought to life with Takhayyala striking new public art installation by renowned French-Tunisian calligraphy artist eL Seed."

# WHO'S READING?

Our readers are curious, creative people who care deeply about the art, design, and culture shaping the Middle East. They are always looking for what's new, from boundary-pushing exhibitions and conceptual fashion to bold architecture and emerging music scenes.

## AUDIENCE INTERESTS



## PROFESSION / INDUSTRY

- 40% WORK IN CREATIVE INDUSTRIES
- 25% IN ARCHITECTURE AND DESIGN
- 20% IN EDUCATION OR ACADEMIA
- 15% IN ART BUSINESS AND CURATION

## AUDIENCE INCOME

€ 20K TO 100K

## AUDIENCE AGE

25 TO 65

45% 55%

## SPENDING BEHAVIOR

- 60% Purchase art or design objects yearly
- 35% Invest in luxury or bespoke interior items
- € 2K to 10K Avg. spend per transaction (e-commerce, affiliate)



# INTERESTS & LIFESTYLE

Our audience is deeply engaged in cultural and artistic experiences, including:

- Frequenting contemporary art galleries, biennales, and conceptual pop-ups across the Gulf, with a keen eye on emerging regional talent.
- Following and supporting homegrown designers, architects, and artists, with a preference for sustainable, locally crafted, and concept-driven pieces.
- Exploring culinary experiences that merge artistry with gastronomy, from chef-led private dinners to immersive dining concepts.
- Travelling for culture—seeking out artistic city breaks, staying at design-led boutique hotels, and attending international art fairs and festivals.
- Being active participants in the art scene, whether as collectors, patrons, artists, designers, or simply individuals with a strong appreciation for creative expression.

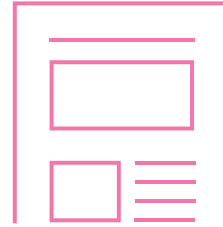
# PSYCHOGRAPHICS

- Aesthetically motivated: Their interest in the arts extends beyond appreciation—they actively shape their personal spaces, wardrobe choices, and travel experiences around artistic influences.
- Forward-thinking: They are always looking ahead to the next big trend, movement, or breakthrough in Middle Eastern culture.
- Community-driven: They value the intersection between art, history, and heritage, seeking to connect with creatives who are pushing boundaries while remaining rooted in the region's rich cultural traditions.

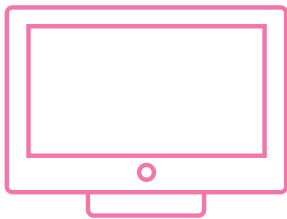
# BRAND REACH



21k readership



6.5k opt-in subscribers



6k unique monthly visitors



500 followers

Total reach  
**75K**

**WEBSITE  
TRAFFIC**  
**21K**  
MONTHLY VISITORS  
**6K**  
UNIQUE VISITORS  
**80K** IMPRESSIONS

**SOCIAL MEDIA  
TRAFFIC**  
**561** INSTAGRAM FOLLOWERS  
**27k**  
MONTHLY REACH  
**5.56%**  
ENGAGEMENT RATE  
**76k** IMPRESSIONS



# DEMOGRAPHIC REACH

**21,000** readership  
across 25 countries



**40%** of readers live in the UAE  
**25%** live in the KSA  
**9%** live in Qatar  
**8%** live in UK  
**5%** live in Bahrain  
**4%** live in US  
**2%** live in Europe  
**7%** live in the rest of the world

## ENGAGEMENT QUALITY

**65%** are returning visitors  
**75%** follow on multiple platforms  
Newsletter open rate: **25%**  
Average time on site: **3.5 mins**

# EDITORIAL APPROACH & CONTENT FOCUS

Art in the Middle covers the Middle East's creative landscape with depth, originality, and a strong editorial voice. We blend thought-provoking commentary with exclusive interviews, cultural deep-dives, and curated guides, ensuring our content remains informative, engaging, and relevant to our audience.

## SIGNATURE WEEKLY FEATURES

- **Art & Dine (Wednesday):** Our signature Wednesday feature that pairs an art-centric activity (exhibition, creative workshop, performance) with a specially selected dining experience — creating the ultimate day date idea for art and food lovers alike, whether solo, with friends, or a partner.
- **Heart in the Middle Round-Up (Thursday):** A curated weekly guide highlighting the best cultural experiences across the GCC, from major art openings and performances to hidden gems and emerging trends.

We also feature editorial picks, including new film releases, unique pop-up events, and standout creative offerings.



# KEY CONTENT PILLARS

## ART & DESIGN

From visual and digital art to architecture, interiors, and product design, we showcase the most innovative artists, designers, and creatives in the region. Our focus is the latest trends and movements shaping the region's creative landscape. Content highlights include exhibitions, cutting-edge architectural feats, and the evolving dialogue between heritage and contemporary design.



## MUSIC & PERFORMANCE

The Middle East's music scene is a fusion of tradition and innovation. We highlight emerging and independent artists, live performances, and festivals that are shaping the region's unique sonic identity.



## FASHION & STYLE

Our fashion content is driven by a love for regional craftsmanship, and homegrown designers. We spotlight bold regional creatives, share trend insights, and showcase the evolution and dynamic fusion of Gulf aesthetics on a global stage.



## TRAVEL & EXPERIENCES

For those who seek inspiration through travel, offering insider tips on luxury escapes, artsy hotels, and immersive cultural experiences. Our monthly City Break feature takes readers to creative hotspots, complete with curated art itineraries, from galleries and boutiques to concerts and design showcases.





# CONTENT CALENDAR

Each month, our coverage is curated around a distinct theme, weaving in design, music, fashion, and the arts. Our editorial themes for 2025 are designed to align with the most significant cultural moments in the region.

## 02 | FEBRUARY

Ramadan: Exploring the artistic and cultural essence of Ramadan, from traditional to contemporary interpretations.

## 04 | APRIL

Art & Technology: The rise of digital art, NFTs, and AI-driven creativity.

## 06 | JUNE

Sustainability in Art: The shift toward eco-conscious design, fashion, and cultural initiatives..

## 08 | AUGUST

Photography: Stunning visual storytelling, industry insights & emerging photographers.

## 10 | OCTOBER

Dining & Creativity: Exploring the intersection of food and artistry.

## 12 | DECEMBER

Festive Culture: Holiday art, cultural traditions, and creative celebrations.

## 03 | MARCH

Luxury Travel: Exclusive resort stays, bespoke experiences & high-end escapes.

## 05 | MAY

Emerging Artists: A showcase of the next wave of talent defining the Gulf's art scene.

## 07 | JULY

Summer Culture: The best summer festivals, escapes, and creative getaways.

## 09 | SEPTEMBER

Fashion Week: Coverage of Dubai, Riyadh, London, Milan & New York Fashion Weeks.

## 11 | NOVEMBER

Music & Festivals: A deep dive into the Middle East's thriving live music scene.

# PARTNER WITH US

Collaborating with Art in the Middle means connecting with a growing community of art lovers, collectors, and cultural tastemakers. Our team includes art writers and curators with strong industry ties, offering brands, galleries, and creatives the perfect platform to showcase their work.



# ADVERTISING & VISIBLE OPPORTUNITIES

## SPONSORED CONTENT

At Art in the Middle, we're passionate about working with advertisers to create custom content that resonates with our audience. An advertorial is the ideal combination of advertising and editorial, effortlessly blending your brand's story with our art-focused content across design, fashion, music and travel.

## Weekly Listing

Be featured in our signature weekly round-ups: Heart in the Middle and Art & Dine. **Heart in the Middle** is published every Thursday, offering a curated guide to the best cultural experiences across the GCC.

**Art & Dine**, released every Wednesday, pairs art-centric activities with curated dining experiences, perfect for the ultimate day date.

Our editorial team works closely with you to craft content that aligns with our unique style, ensuring it resonates meaningfully with our readers. Be a part of the community.



# SOCIAL MEDIA AMPLIFICATION

## ■ VIDEO CONTENT CREATION

Professional Reels featuring behind-the-scenes artist visits, exhibition walkthroughs, and interviews.

## ■ INSTAGRAM COMPETITION

A themed contest designed to boost engagement and visibility, complete with hashtag tracking and winner announcements.

## ■ INSTAGRAM VIDEO PLACEMENT

Feature your pre-produced content on our Instagram grid for maximum exposure, with geo-tagging and a call-to-action link.

# NEWSLETTER & WEBSITE BANNERS

## ■ E-NEWSLETTER

Prime placement in our bi-monthly newsletter, distributed to a highly-engaged audience.

## ■ DEDICATED EMAIL BLAST

A standalone email sent to our subscribers, perfect for product launches, events, or campaigns.

## ■ WEBSITE BANNER ADS

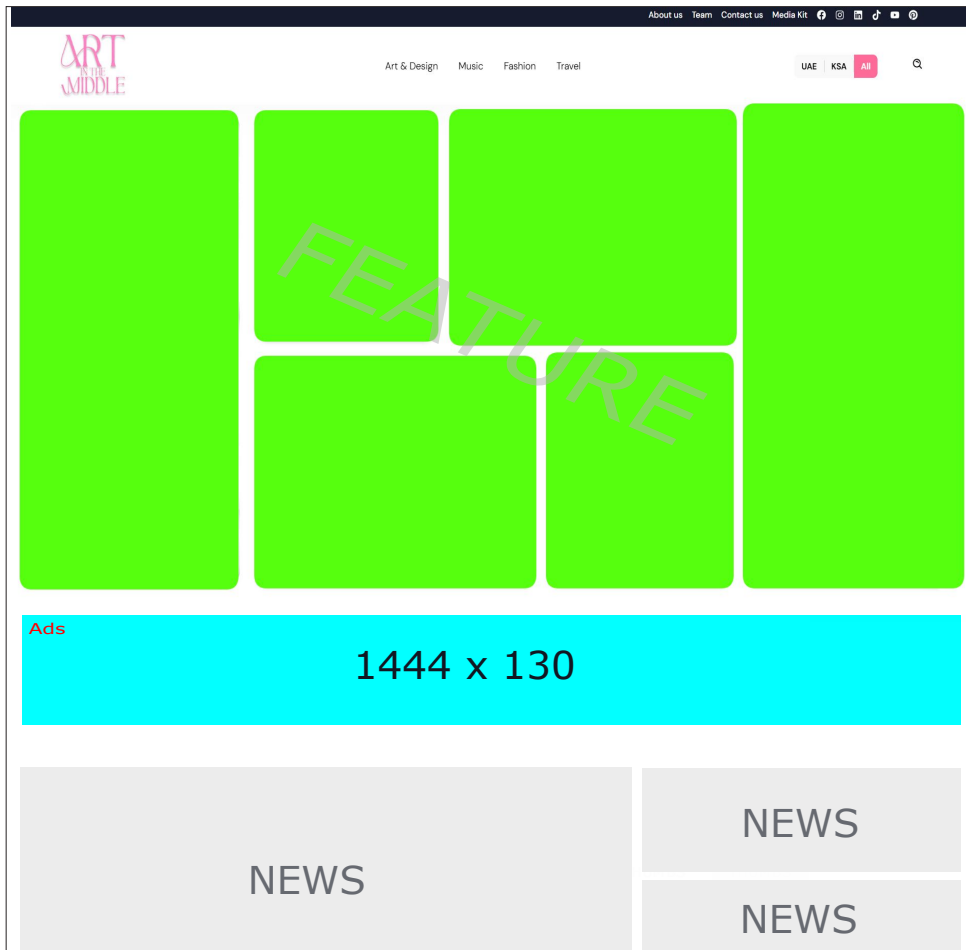
Premium digital placement for art brands, galleries, and cultural institutions, ensuring high visibility among art enthusiasts.

# WEBSITE BANNERS

## TOP LEADERBOARD BANNER

### ■ EXCLUSIVE PLACEMENT

Your banner dominates the top of our homepage, a static banner ensuring maximum visibility.

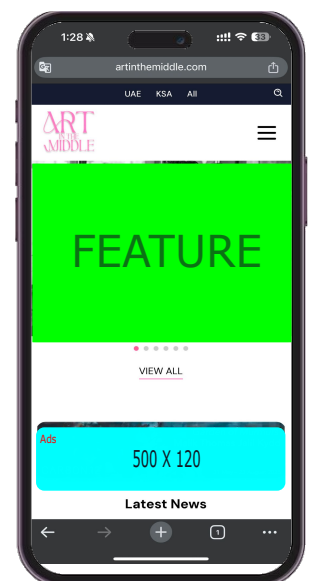


#### ONLINE ADVERTISING INFORMATION

- Displayed on artinthemiddle.com, which receives an average of 21K visitors.
- This is a dedicated banner space for your brand—not shown in the carousel.
- Located at the top of the homepage for maximum visibility.
- Average CTR is 10–12%.
- Available for weekly or monthly bookings.
- Displayed on both desktop and mobile.

#### Specifications:

- Desktop Size: 1444 x 130 px
- Mobile Size: 500 x 120 px
- File Types: JPG or PNG
- Max File Size: 70 KB
- Include a clickable URL relevant to your banner.

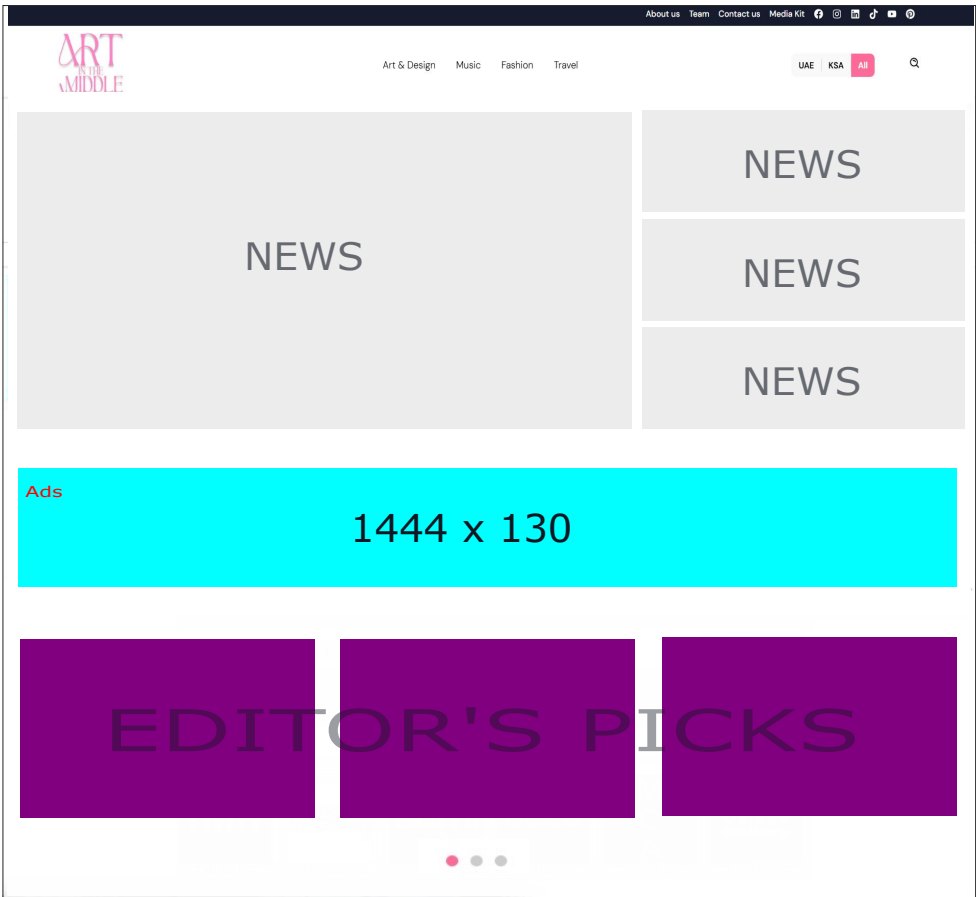


- This section features our editorial articles—six boxes dedicated solely to content, not ads or promotions.
- This section is for ads—centrally placed for maximum visibility when users access the main website.
- This section features our latest news—updated daily across five boxes, with no space for ads or promotions.

Please note: Art in the Middle may request image changes to fit layout and content standards.

# IN-MAIN PAGE BANNER

■ A seamless digital ad placement that blends between our editorial's picks and the latest news on the main page to engage readers organically without disrupting their experience.



- This section features our latest news—updated daily across five boxes, with no space for ads or promotions.
- Ads Section—carousel banner on the main page, featuring up to 5 rotating ads for high visibility.
- Editors’ Picks—3 curated carousel boxes, reserved for editorial content only. No ads or promotions.

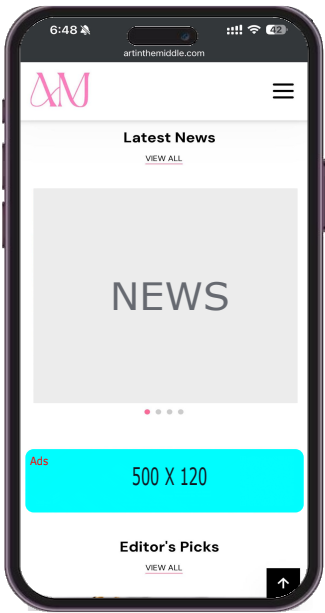
Please note: Art in the Middle may request image changes to fit layout and content standards.

### ONLINE ADVERTISING INFORMATION

- Displayed on artinthemiddle.com, which receives an average of 21K visitors.
- This is a carousel banner on the main page, featuring up to 5 rotating ads for high visibility
- Placed midway on the homepage, between the Latest News and Editors’ Picks sections, visible after users scroll down.
- Average CTR is 7–10%.
- Available for weekly or monthly bookings.
- Displayed on both desktop and mobile.

### Specifications:

- Desktop Size: 1444 x 130 px
- Mobile Size: 500 x 120 px
- File Types: JPG or PNG
- Max File Size: 70 KB
- Include a clickable URL relevant to your banner.





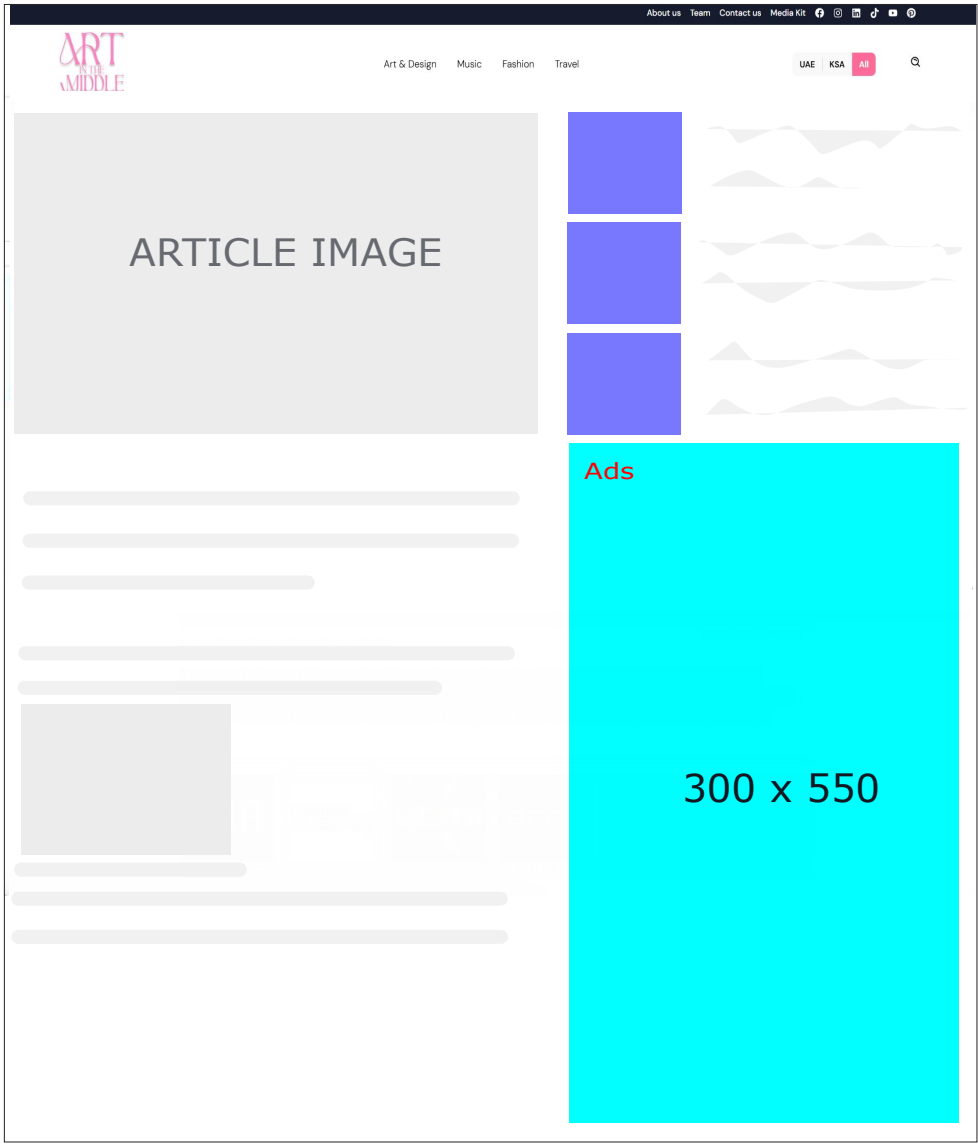
# SKYSCRAPER BANNER

## ■ NICHE TARGETING

Your ad appears alongside articles focused on your niche, such as in-depth interviews with artists, or reviews of high-profile and trending spots. The banners will appear via desktop on the main and in-content pages for maximum visibility.

## ■ SUBTLE YET IMPACTFUL

Ideal for long-term branding campaigns targeting our engaged readership.

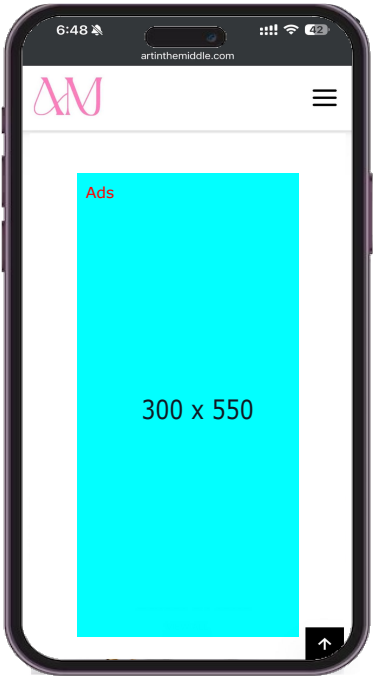


### ONLINE ADVERTISING INFORMATION

- Displayed on artinthemiddle.com, which receives an average of 21K visitors.
- Carousel vertical banner on content pages, featuring up to 5 rotating ads.
- Placed inside articles, right side, and scrolls with the reader for continuous visibility.
- Average CTR is 9–10%.
- Available for weekly or monthly bookings.
- Displayed on both desktop and mobile.

### Specifications:

- Desktop Size: 300 X 550 px
- Mobile Size: 300 X 550 px
- File Types: JPG or PNG
- Max File Size: 70 KB
- Include a clickable URL relevant to your banner.



- This section features a mix of articles—news, features, listicles, interviews, and more.
- Ads Section—vertical banner with up to 5 rotating ads, scrolls with the user for increased visibility.
- Popular Articles—3 static boxes auto-selected based on top related content. Not available for ads or promotions.

Please note: Art in the Middle may request image changes to fit layout and content standards.

Be part of shaping the region's creative conversation.



## CONTACT US

For editorial enquiries, partnerships, or more information,  
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