

ART IN THE MIDDLE



MEDIA KIT 2026

SHAPING THE REGION'S CREATIVE CONVERSATION

ABOUT ART IN THE MIDDLE MAGAZINE

Art in the Middle is an online magazine dedicated to celebrating the dynamic arts and culture scene across the Middle East, with a particular focus on the Gulf Cooperation Council (GCC).

The publication showcases the people, places and ideas shaping the region's creative landscape, connecting readers with the latest exhibitions, influential artists, cultural institutions and creative conversations.

Designed for art enthusiasts, collectors, creatives and the culturally curious, Art in the Middle serves as a trusted source for discovering what's happening across the region. Its editorial coverage includes:



News



Exhibition Spotlights



Artist Features



Guides



Things to Do



Stories & Insights

Through engaging storytelling and informative editorial, Art in the Middle provides readers with a fresh perspective on the Middle East's thriving arts community, making it easy to discover, explore and stay connected with the region's ever-growing cultural landscape.



Our mission is simple yet enduring:

**TO INSPIRE, INFORM, AND CONNECT
THROUGH THE POWER OF ART AND CULTURE.**



OUR READERS

Art in the Middle Magazine reaches a sophisticated, culturally curious audience that values creativity, design, and meaningful experiences. Our readers are influential tastemakers with refined aesthetics and a global perspective.

01 AUDIENCE PROFILE



65%
FEMALE



AGE
25-45

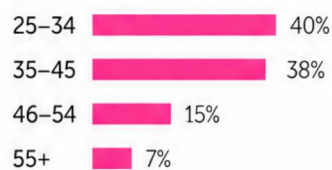


HNWIs
HIGH NET WORTH
INDIVIDUALS

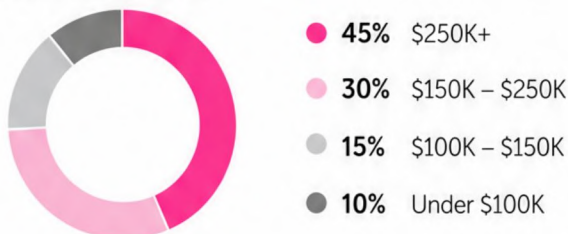
GENDER



AGE RANGE



HOUSEHOLD INCOME



02 PSYCHOGRAPHICS



Passionate about contemporary art, architectural design, and luxury travel.

- ✓ Seek inspiration in creativity, culture, and design that elevate everyday life.
- ✓ Value authenticity, originality, and craftsmanship in everything they choose.
- ✓ Global citizens with an appreciation for diverse cultures and perspectives.
- ✓ Support innovation and emerging talent across art, design, and architecture.
- ✓ Invest in quality over quantity and prioritize meaningful experiences.
- ✓ Environmentally and socially conscious with a desire to make a positive impact.

03 INTERESTS & LIFESTYLE



FINE DINING

Curate exceptional culinary experiences and appreciate the art of hospitality.



SUSTAINABLE DESIGN

Champion thoughtful design that balances beauty, function, and sustainability.



CULTURAL PHILANTHROPY

Support the arts and cultural institutions that enrich communities and preserve creative legacy.



“ They don't just read *Art in the Middle Magazine* they live it. ”



**GLOBALLY
MINDED**



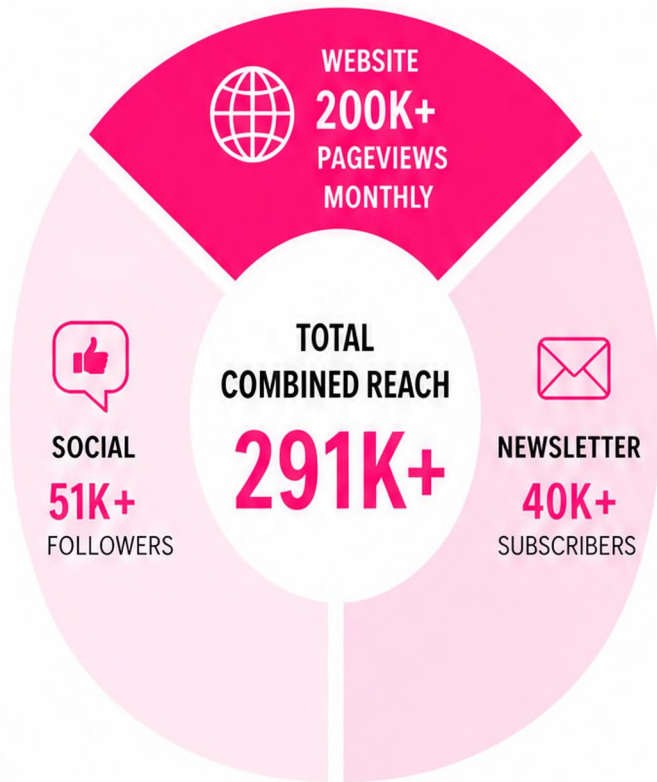
**CULTURALLY
CURIOUS**



**QUALITY
DRIVEN**

BRAND REACH

Art in the Middle connects a creative and engaged audience across digital platforms, email, and live experiences—amplifying diverse voices and inspiring meaningful engagement in the arts and culture space.



2 SOCIAL

Engaging communities across platforms that love art and creativity.



INSTAGRAM

3,242
FOLLOWERS

51K
REACH

Engagement rate of 3.5%.



PINTEREST

3.5K
MONTHLY VIEWS

1 WEBSITE

A high-traffic destination for art, culture, and creative inspiration.

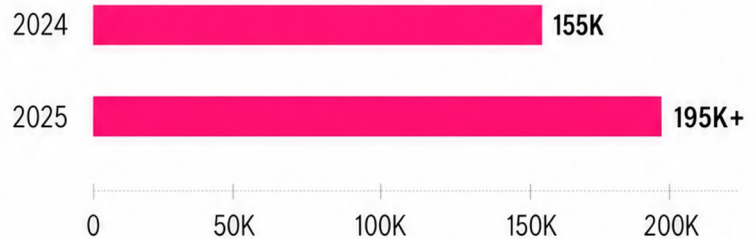


80K+
VISITORS
MONTHLY



200K+
PAGEVIEWS
MONTHLY

WEBSITE TRAFFIC GROWTH (ANNUAL)



3 NEWSLETTER

Our newsletter delivers curated stories, artist features, and opportunities straight to an engaged audience.

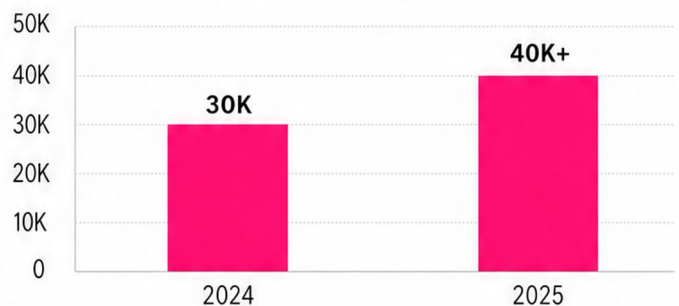


40K+
SUBSCRIBERS



32%
OPEN RATE

SUBSCRIBER GROWTH (ANNUAL)



EDITORIAL EXCELLENCE

Art in the Middle Magazine delivers authoritative, beautifully crafted editorial that informs, inspires and connects our sophisticated global audience to the art, ideas and experiences shaping our region and beyond.

EXHIBITION SPOTLIGHT



Aida Muluneh at Efie Gallery

A landmark solo exhibition by the acclaimed Ethiopian artist, exploring identity, memory and belonging through photography, performance and installation.

[READ MORE →](#)

THE GUIDE



The Gulf's Best Art Fairs 2026

Your essential guide to the region's must-visit art fairs, with expert insight, key highlights and insider tips for collectors and culture seekers.

[READ MORE →](#)

THE INTERVIEW



Sylvia Ong on Creating Art that Slows Us Down

The Singaporean artist on material, mindfulness and the power of stillness in a world that never stops moving.

[READ MORE →](#)

THE FEATURE



The Lana Dorchester Collection Dubai Review

An in-depth review of Dubai's most anticipated hotel opening—where art, design and impeccable hospitality come together.

[READ MORE →](#)

SKETCHY SUPPER

MERGING ART, DESIGN, AND
COMMUNITY THROUGH IMMERSIVE
DINING EXPERIENCES.

An exclusive event series where
the region's creative community
connects over fine dining and
collaborative art.



ADVERTISING & SERVICES

ADVERTORIAL & EDITORIAL PARTNERSHIPS

Art in the Middle Magazine offers sophisticated storytelling solutions that connect your brand or initiative with a culturally engaged, globally minded audience. Our partnerships are crafted with editorial integrity, creativity, and precision—ensuring your message resonates with authenticity and impact.



01. SPONSORED FEATURE

Refined storytelling based on client-provided content.

You provide the foundation—key messaging, assets, and objectives. Our editorial team shapes it into a compelling, publication-quality feature that aligns with our voice and engages our audience. Ideal for announcements, launches, programs, and brand stories with a clear message.

[VIEW SAMPLE →](#)



02. TOPIC-BASED FEATURE

Fully bespoke content developed by our editorial team.

We craft original, on-brand content around a theme, initiative, or industry topic—seamlessly integrating your brand in a natural, story-driven context. Ideal for thought leadership, cultural moments, partnerships, and category storytelling.

[VIEW SAMPLE →](#)



03. IN-DEPTH EDITORIAL FEATURE

Long-form cultural context for brands and initiatives.

An immersive, long-form editorial that explores your brand, initiative, or impact within the broader cultural landscape. Includes in-depth reporting, expert perspectives, rich visuals, and extended narrative. Ideal for foundations, institutions, major projects, and purpose-driven storytelling.

[VIEW SAMPLE →](#)

ADVERTISING & SERVICES

EDITORIAL SERIES & VIDEO



4. INTERVIEW FEATURE

In-depth profiles of artists and creative leaders.

We go beyond the surface to tell the stories that shape creative practice and cultural impact. Each interview is thoughtfully researched, beautifully written, and paired with striking visuals to highlight the artist's journey, inspiration, and vision.

[VIEW SAMPLE →](#)



5. SEASONAL GUIDES

Curated guides for major regional cultural events.

Timely, beautifully designed guides that spotlight must-see exhibitions, fairs, festivals, and art week highlights. Our seasonal editions help audiences discover what's happening and plan their cultural calendar.

[VIEW SAMPLE →](#)



6. EXHIBITION SPOTLIGHT

Dedicated features for exhibition launches.

We shine a focused light on new exhibitions with in-depth previews, artist insights, installation views, and key details. Each spotlight is crafted to generate awareness, drive attendance, and extend the reach of your launch.

[VIEW SAMPLE →](#)



7. VIDEO PRODUCTION

High-impact Reels and Shorts for social engagement.

We produce dynamic, vertical-first video content designed for today's platforms. From artist studio visits to exhibition previews and behind-the-scenes moments, our Reels and Shorts capture attention and drive engagement.

[VIEW SAMPLE →](#)

ADVERTISING & SERVICES



EMAIL & NEWSLETTER CAMPAIGNS

Direct, targeted, and impactful. Reach an engaged community of art lovers, collectors, and industry professionals through our email and newsletter channels.



8. BESPOKE EDM / E-BLAST

STANDALONE CAMPAIGNS TO 40K+ SUBSCRIBERS.

Your message takes center stage. We design and deliver a dedicated email campaign (EDM) to our opt-in subscriber base of 40K+ art enthusiasts and professionals. Ideal for product launches, event promotions, announcements, and time-sensitive offers.

[VIEW SAMPLE →](#)



9. NEWSLETTER BANNER (LEADERBOARD)

PREMIUM TOP-OF-NEWSLETTER PLACEMENT.

Maximum visibility in a prime position. Your banner appears at the very top of our newsletter, above the fold and seen by every subscriber. Perfect for driving awareness and directing high traffic to your website, exhibition, or campaign.

[VIEW SAMPLE →](#)



10. STANDARD NEWSLETTER BANNER

STRATEGIC IN-BODY PLACEMENT.

Position your message within the heart of our newsletter content. Your banner is placed alongside curated articles and features, ensuring strong visibility and engagement from a highly targeted, interested audience.

[VIEW SAMPLE →](#)

ADVERTISING & SERVICES

Extend your brand's reach and impact through strategic placements across our digital platforms. Engage a creative, culturally curious audience where they discover, connect, and take action.



SOCIAL MEDIA & WEBSITE PLACEMENTS



11. INSTAGRAM SPONSORED CONTENT

Carousels and Stories with direct CTAs.

Promote your brand with visually engaging Instagram content that stops the scroll and drives action. Options include: carousel posts (up to 10 slides) and Stories (single frame or multi-frame). Each placement includes strategic copywriting, relevant hashtags, tagging, and a direct call-to-action such as "Learn More," "Visit Site," or "Shop Now."

- ✓ High engagement
- ✓ Brand tagging
- ✓ Link in bio or Story CTA

[VIEW SAMPLE](#) →



12. WEBSITE HERO BANNER

Home page hero carousel placement.

Feature your brand prominently in the rotating hero carousel at the top of our home page. This high-impact placement guarantees visibility to every visitor and links directly to your website or campaign landing page.

- ✓ Premium visibility
- ✓ Click-through to your site
- ✓ Rotating placement

[VIEW SAMPLE](#) →



13. WEBSITE DISPLAY BANNERS

In-feed and vertical sidebar placements.

Increase brand exposure with display banners placed throughout the site. Choose from in-feed banners within article content or a vertical sidebar placement that remains visible across multiple pages.

- ✓ Multiple placement options
- ✓ High visibility
- ✓ Drives traffic & awareness

[VIEW SAMPLE](#) →

Trusted by leading names across
art, culture, design, hospitality,
and luxury.

THANK YOU TO OUR PARTNERS

OMNIYAT
THE ART OF ELEVATION


الجامعة الكندية دبي
CANADIAN UNIVERSITY DUBAI
Your portal to Canadian education

world
art
dubai
فنون العالم دبي


MERATH
MIDDLE EAST MUSEUM
AND HERITAGE EXPO

ma'an
TOGETHER, WE MAKE SPACE
TOGETHER, WE FIND A WAY


Emirates
EMIRATES AIRLINE
FESTIVAL OF
LITERATURE

DUBAI
DESIGN
DISTRICT


LET'S SHAPE THE FUTURE OF CULTURE TOGETHER.

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