

NEAR+ FAR

The Middle East's independent magazine for design,
travel and beautiful living.





N+F

WELCOME TO A NEW ERA OF NEAR+FAR

Near+Far enters a bold new chapter as the Middle East's foremost independent lifestyle and travel magazine – now reimagined with a premium, design-led focus.

Still rooted in exceptional travel, the magazine now expands to champion design, interiors and homeware across the GCC, spotlighting the region's evolving creative identity with fresh, visual and beautifully curated storytelling.

Published three times a year, Near+Far bridges:

NEAR – the region's best in interiors, creative spaces, homeware, design talent and contemporary culture (UAE + KSA led)
FAR – exceptional hotels, destinations and global stories shaped by design and architecture

A large-format, collectible print magazine supported by a powerful digital ecosystem, Near+Far places design and travel at the heart of modern Middle Eastern living.

ISABELLA CRADDOCK, FOUNDER AND
EDITOR-IN-CHIEF

Academy Chair for The World's 50 Best Hotels, global travel journalist and former editor of Conde Nast Traveller Middle East,



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NEAR+FAR PRODUCTS

1

A thrice-yearly coffee table print publication showcasing the very best of the season and inspiration for the next. The print magazine is distributed across the UAE and select European stockists in elegant hospitality venues, five-star hotels, first/business class airport lounges, private aviation terminals, co-working spaces, members' clubs, luxury car showrooms and C-suite offices.

2

A weekly Substack newsletter bringing regional interiors and homeware buys, relevant travel news, staycation and vacation inspiration, attractive deals, celebrity travel interviews and the world's best hotels, both near and far, to a growing database of thousands of readers.

3

Social channels including Instagram, Facebook, Pinterest, TikTok and LinkedIn (already with an engaged following).

4

A digital magazine and living archive, offering a web version of NEAR+FAR and its full backlog of articles, from both print magazines and its digital era, ensuring longevity for partner content, search-ability and authority.

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THE NEAR+FAR READERS

Our readers have a love for beautiful places, and experiences, and are after more local offerings rather than big chain and big brands. They are hungry for new hotels, destinations, inspiration, but also affordable travel options.

The Near+Far reader is an independent, curious, modern traveller living in the Middle East, or wanting to explore the Middle East and know the best and most authentic places to go away from the tourist traps.

The Near+Far reader has a passion for eating and drinking well, serviced by our foodie and restaurant guides, and has disposable income to spend on travel and products getting ready for travel – such as travel wardrobes, travel must-buys, etc.

Near+Far is also for the at-home lifestyle of a discerning traveller, and showcases new cultural activities, places to dine, things to see, recipe ideas, and everything that elevates their modern, globe-trotting lifestyle.



United Arab Emirates	42%
Saudi Arabia	19%
United Kingdom	15%
United States	12%
Other GCC Countries	12%



TRAFFIC + READERSHIP

Since launching in March 2023, Near+Far has grown at a rapid pace, showcasing the quality of content, engaged audience and trust factor from readers.

Our community knows hotels and destinations featured on Near+Far are the very best, and news stories and features are the most relevant and life affecting, thanks to its globally connected, in-the-know Founder and Editor. Interiors, design and homeware will feature from Winter 2025/6's issue - appealing to travellers with great taste, connecting the worlds of travel and design, and bringing the hotel experience, home.



80K Monthly Page Views
60K Unique Visitors
5 Minutes Average Spent On Site

SOCIAL MEDIA



Likes & Followers: 2.6K
Reach: 50K per month



Followers: 10.3k
Reach: 75K per month



Reach: 70K impressions per month



Newly launched with
over 120k views



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NEAR+FAR PRINT EDITION

Lovingly curated to bring the best of the world to the Middle East and the Middle East to the world, Near+Far's print product is unlike any other travel magazine in the region. As a coffee table-esque read, it's designed to stay relevant and topical for long periods, delighting readers with its stunning visuals, immersive travel photography and editorial and brand storytelling – providing unrivalled inspiration and escapism for destinations both Near and Far.

We have created the magazine we've always wanted to read – a collection of beautiful imagery, ideas, inspiration and things to pack along the way.

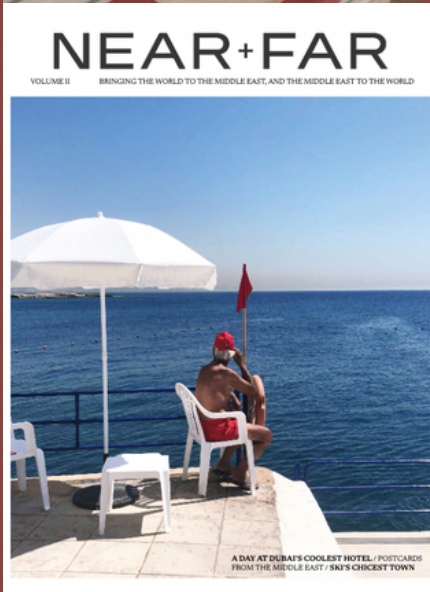
In Near+Far, the photography leads and tells the story, bringing the reader in and inspiring through images first - replicating the visual pull of social media.

Near+Far editorial features are told by writers who have experienced these travels first-hand and who are trusted, discerning and stylish figures in the industry telling their personal experiences and sharing advice and inspiration with the reader. At the helm is Isabella Craddock, a former Editor of Conde Nast Traveller, Academy Chair for The World's 50 Best Hotels, KOL and a ferocious and fussy traveller who knows how crucial superlative, rewarding travel experiences are in today's fast-paced world.



NEAR+FAR

Bring the world to the Middle East
and the Middle East to the world



NEAR+FAR

VOLUME II BRINGING THE WORLD TO THE MIDDLE EAST, AND THE MIDDLE EAST TO THE WORLD

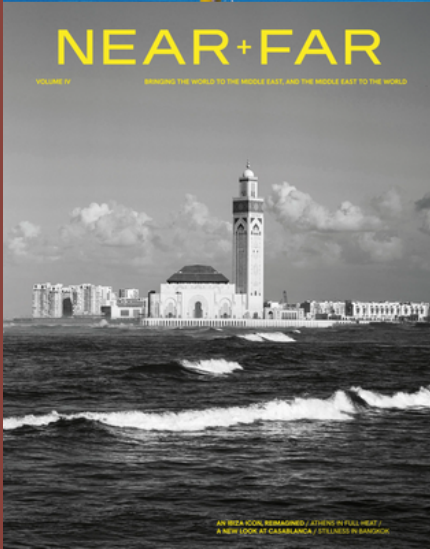
A DAY AT DUBAI'S COOLEST HOTEL / POSTCARDS FROM THE MIDDLE EAST / SKI'S CHICEST TOWN



NEAR+FAR

VOLUME III BRINGING THE WORLD TO THE MIDDLE EAST, AND THE MIDDLE EAST TO THE WORLD

SAUDI IN FOCUS // THE KING OF THE WAJAZZ / A GREEK COMEDY / ARAVIA CHROME TRAVEL / SUCCESSOR STYLE BEATS



NEAR+FAR

VOLUME IV BRINGING THE WORLD TO THE MIDDLE EAST, AND THE MIDDLE EAST TO THE WORLD

AN IRIZA KOOL REIMAGINED / ATHERS IN FULL HEAT / A NEW LOOK AT CASABLANCA / STILLNESS IN BANGKOK

NEAR+FAR PRINT

The Near+Far team has meticulously studied how people consume print media – and, instead of leaving our issues to wilt on newsstands, we are placing the book where people will read, touch, enjoy and take home – available on a complimentary basis across the UAE and in KSA at key touch points.

Reach: 50k+

UAE and GCC stockists
First/Business Class airport lounges, including Etihad and Jetex private terminal and onboard select aircrafts.
Luxury showrooms, including Rolls-Royce Motor Cars
C-Suite offices and HNWI hangouts, including ICD Brookfield Place
Cafes and coffee shops, including all EATX and The Lab Holding venues
Five-star hotels including Bulgari, EDITION, Ennismore, Accor, Marriott brands and more
And
Members' clubs
NYC and London
Private offices and select hotels

Sold to individuals online at nearfarmag.com

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A VOICE OF AUTHORITY

NEAR+FAR'S GLOBAL ACCLAIM AND INFLUENCE

Being featured in, and associated with Near+Far, is a stamp of approval - aligning with a praised and authoritative media brand respected in international markets with trusted editorial voice and judgement. Working with Near+Far offers opportunities to be in this world - on Near+Far, and in turn, in international media.

To name a few, Near+Far has been featured in and on:



MEDIA — DUBAI

Q&A

Isabella Craddock
Editor, 'Near+Far'

New Dubai-based publication *Near+Far* offers a Middle Eastern perspective on hospitality and travel. Its stories range from those on the Palestinian art scene to coverage of Dubai's latest hotel openings. The magazine's founder and editor, Isabella Craddock, tells *MONOCLE* about its audience, the tourism industry and her aim to dispel regional clichés. — *FF*

Why is Dubai a fitting place to launch this title?

There's space here for a homegrown, independent title such as mine. I have worked in publishing for more than 20 years but it's still exciting to launch a new magazine.

What's the main aim of your publication?

As the title suggests, I want to go near and far. The first part of the magazine is all about the Middle East. The second is about other places but with travellers from this region in mind - though anyone can read it.

Is tourism booming across the region?

Tourism numbers are very positive. Great hotels are opening, not only in Dubai. Saudi Arabia is also an exciting place for tourism. In *Near+Far*, I try to dispel the clichéd image of the region as one of camels and desert dunes. There's more to it.

To hear the full interview with Isabella Craddock, tune in to 'The Stack' on *Monocle Radio*.

ART — POLAND

To those who wait

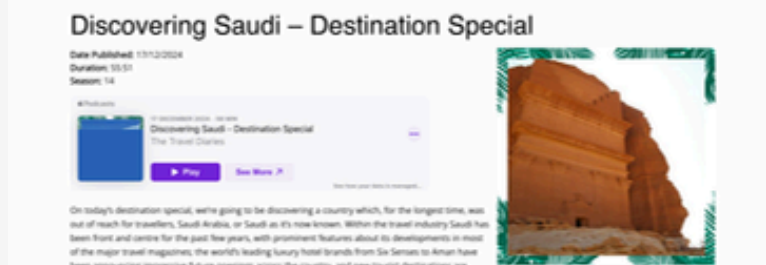
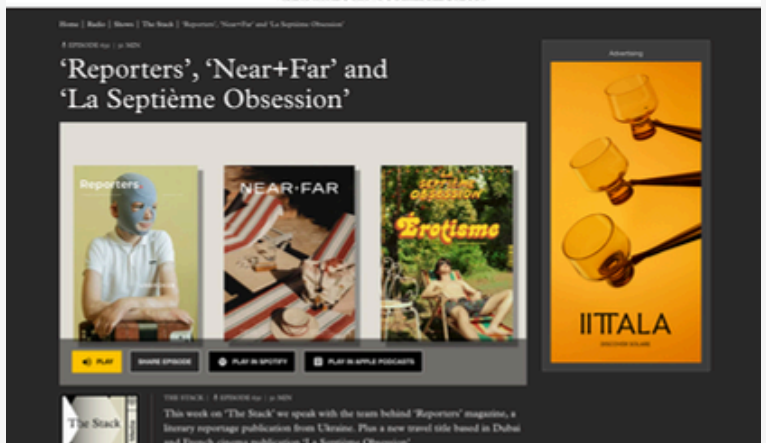
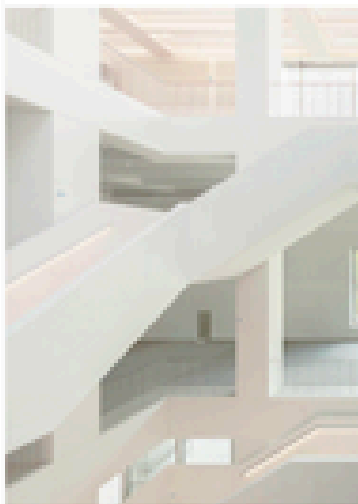
Muzeum Sztuki Nowoczesnej (MSN) has been a long time coming. "These newspaper articles from the 1990s ring for a dedicated modern-art musee Warsaw," says Sebastian Cichoński, its curator. Now it has finally arrived.

The museum was originally slated open 10 years ago. In 2005 planning in earnest for the new building on Defilada, the capital's central square, to the Stalinist-era Palace of Culture Science. The project, however, was delayed by several false starts and detours.

After such a long wait, it seems the only appropriate way to celebrate museum's launch was with a three-party. In October, the MSN's curators up more than 160 events over 16 including performances by US musician Kim Gordon and Lebanese contemporary artist Tarek Atoui. The festivities and public programme will carry on until full opening in February, when visitors be able to see the full extent of the collection, which focuses on art made since

"Much of this space was hand by craftsmen from Warsaw," says Th Pfifer of the 20,000 sq m building New York-based architect's design minimalist box in white concrete. "It's a sense of abstraction," he says. "It's simple, very heavy and all about the light."

The MSN's ground floor is open to the public and serves as a shortcut to the square, where the city is building performing-arts theatre (also design Pfifer) and a park. A symmetrical sta





PRINT RATE CARD

All print bookings come with digital replication and organic social media. Guaranteed reach and social media boosting can also be applied, for additional budget.

SIZE / POSITION

RATES

FIXED AD PLACEMENT

Inside Front Cover	AED 9,000
Inside Back Cover	AED 8,500
Outside back cover	AED 10,000
DPS1	AED 8,000
Full page	AED 4,500
DPS	AED 7,000
Front cover content package	From AED19,000

ADVERTORIAL CONTENT

Full page	AED 4,500
DPS	AED 7,500
Four page	AED 12,500

INSERT & BESPOKE SHOTS

Tailored to brand & partner	RATES ON APPLICATION
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CASE STUDY

25hours Hotel Dubai One Central

All print bookings come with digital replication and organic social media. Guaranteed reach and social media boosting can also be applied, for additional budget.

NEAR+FAR

VOLUME II BRINGING THE WORLD TO THE MIDDLE EAST, AND THE MIDDLE EAST TO THE WORLD



25hours Hotel Dubai One Central partnered with Near+Far on a standout multi-platform editorial collaboration, beginning with an original print cover and a six-page feature celebrating the hotel's playful, design-driven identity. This was supported by two high-performing digital stories that amplified the hotel's positioning, community relevance and cultural impact across Dubai.

DELIVERABLES

- 1 x original print cover
- 6-page hero feature in Near+Far magazine
- 2 x digital articles
- Social amplification across Near+Far platforms

DIGITAL RESULTS

1. "Why 25hours is Still the Coolest Hotel in Dubai"
A deeply reported editorial spotlighting the hotel's cultural relevance, design personality and community role, including an interview with the General Manager.
190,000+ reach
5,000+ clicks
2. '25hours Turns Two'
A lively recap of the hotel's anniversary event, showcasing photography, talent, programming and atmosphere — curated to drive buzz and ticket interest.
250,000+ reach
7,000+ clicks

IMPACT

This collaboration positioned 25hours as Dubai's most creative, culturally connected hotel — driving awareness, digital engagement and footfall, and reinforcing its status as a design-forward lifestyle destination.



BRANDS WE WORK WITH



EDITION

ĀMAN



N+F

Advertising, events and commercial enquiries

advertising@nearfarmag.com

Editorial enquiries and invites

isabella@nearfarmag.com

