

campaign Middle East

Middle East's most authoritative voice for the advertising, media and marketing industries

Print Issue date	Editorial Calendar	Events Calendar
12-Jan-20	The 2020 Predictions Issue	
26-Jan-20	Ad Tech & Digital Agencies Guide 2020	Campaign Breakfast Briefing on Adtech Date: 3 rd Feb 2020
09-Feb-20	The Data & Automation Issue	
23-Feb-20	Media & Creative Agency Guide 2020	Campaign Breakfast Briefing on Video Date: 26 th Feb 2020
08-Mar-20	Regular Issue.	
22-Mar-20	Know Your Platform Guide 2020.	
26-Apr-20	Faces to Watch Issue / TV Guide 2020	
31-May-20	The New Media Issue	Campaign Online Briefing Webinar Ecommerce Date: 18 th May 2020
28-Jun-20	The Audio Issue / Radio Guide 2020	
26-Jul-20	The New Marketing Issue	
23-Aug-20	PR & Events Guide 2020	
06-Sep-20	Campaign's Production Guide 2020	
27-Sep-20	Power Essays Supplement	
11-Oct-20	The Shopping issue	
25-Oct-20	OOH Guide 2020 (Supplement)	Campaign Breakfast Briefing on Outdoor Date: 26 th Oct 2020
08-Nov-20	Campaign's Marketing Game-Changers 2020	Marcomms360 – Predictions2021 Date: 19 th Nov 2020
22-Nov-20	The Digital Essays (Supplement)	Campaign Annual Industry Night 2020 Date: Nov 2020
06-Dec-20	The Purpose Issue	Campaign Crunch Networking Evening Date: 9 th Dec 2020
20-Dec-20	The 2020 Annual Issue	

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Please note that the above editorial calendar & events are subject to change in case of any new developments.

Details on Campaign's editorial calendar

12-Jan-20 The 2020 Predictions Issue

The Predictions issue is the 1st edition of the year for Campaign Middle East where industry leaders give insights on the year ahead for Media agencies, Ad Agencies, Creativity, Marketing, Adtech, PR, Events, Production, Social, Integration and more.

26-Jan-20 Ad Tech & Digital Agencies Guide 2020

There is a huge demand from agencies & marketers for an Adtech guide giving a detailed overview of the regions technology providers. If you are an agency offering digital services that range from social media monitoring to programmatic buying or anything in-between, and If you are part of an ad-tech company offering crucial technology that allows agencies and marketing managers to thrive in the modern, digital age of marketing, then you both will be featured in this guide.

09-Feb-20 The Data & Automation Issue

This issue will look at all aspects of gathering & using data. It will cover legislation and privacy, the process of crunching the numbers & what data is being used for, what it has been used for in the past & how it can be used in the future. The issue will look at topics including programmatic ad-buying, serving the right media to the right people & digital creative optimisation.

25-Feb-20 Media & Creative Agency Guide 2020

A detailed guide to the Middle East's top Creative and Media Agencies, with details from their management teams, contact info, background information, Awards won to the clients they handle.

08-Mar-20 Regular Issue

22-Mar-20 Know Your Platform Guide 2020

This will be a directory of the main social media platforms & apps in the region, with a focus on how marketers can use them best. It is a chance for platforms to showcase their strengths and champion their work with brands. The directory will have a detailed listing of each major platform, from user numbers to contact details, as well as insight from each platform's senior management. Platforms and brands will also have the opportunity to highlight case-studies of work with each platform.

26-Apr-20 Faces to Watch & TV Guide 2020

Campaign ME honors the best upcoming young talent in the region in the Media, Creative, Comms & Digital industries. With the onset of Ramadan, most of the media money gets spent on television, so our guide will make it easy for planners, buyers and everyone else in the industry to get the low down on the best places to buy spots during the Holy Month and the rest of the year and since there is no such hands on, all information in one guide giving a detailed overview of all the channels in the region therefore there is a huge demand for this from marketers and agencies.

24-May-20 The New Media Issue

While talk of 'the new normal' has become something of a marcomms cliché in recent years, it is fair to say that the Covid-19 pandemic has finally bridged the gap between rhetoric and reality. 'The new normal' is actually becoming the new normal. Media, marketing and advertising have been transformed by lockdown, and when things return to 'normal' – yes, the new normal – they won't suddenly un-transform. Media leaders in this issue will look at the effects of covid-19 and how it will change the industry in the long term.

07-Jun-20 Mental Health Issue & Radio Guide 2020

Mental Health Issue - Advertising and communications can be a tough industry with long hours, tough targets and harsh criticism. As a creative industry, the strains of hard work often take more of a mental than a physical toll on workers. This issue looks at the mental health stresses and dangers that advertising and the modern workplace in general put upon people of all levels, and asks what we as an industry can do to make things easier and help those in trouble. Radio Guide 2020- Campaign's Radio Guide examines the radio stations across the UAE and wider Middle East. It has a comprehensive directory of terrestrial stations with reach, demographics and rate-card information. And we look at the evolution of radio and its digital forms such as radio on demand, streaming services and podcasts.

5-Jul-20 The New Marketing Issue

Campaign examines how sectors of the region's economy will change their marketing following the Covid-19 pandemic. When coronavirus hit and lockdowns were imposed, marketers shifted to digital channels and virtual experiences. But as curfews are relaxed, no one plans to return to the old ways. Campaign speaks to marketing managers and industry experts across several verticals to ask how their sectors are adapting and how their media, marketing and advertising tactics and strategies have changed.

23-Aug-20 PR & Events Guide 2020

A detailed guide to the Middle East's top PR and Events agencies, with details from their management teams, contact info, background information, Awards won to the clients they handle.

06-Sep-20 Campaign's Production Guide 2020

Building on the success of our ever-popular Production Houses Guide, this issue will look at all things production. From 'traditional' production houses to freelance content producers and high-tech virtual and augmented reality creators, this is the place to see who is producing what. It will also carry a listing of leading production houses, freelancers and resources.

27-Sep-20 The Power Essays Annual Supplement: Campaign is proud to announce for the 12 consecutive year, its highly successful edition of The Power Essays supplement. PE will include essays by some of the region's most influential advertising and media personalities. They will discuss the most important topics, issues and developments affecting the region's advertising community. Each essay will be on a topic of their choice, but will be an important enough issue to raise significant questions and trigger debate within the industry.

11-Oct-20 The Shopping issue

From in-store marketing to e-commerce, the shopping issue looks at the consumer journey and how brands can make the most out of the modern shopping experience. This is where to look for everything shopping-related, from performance metrics to shopper experience.

25-Oct-20 OOH Guide 2020 Supplement

There is a huge demand for such a regional outdoor guide giving a detailed overview of the OOH media in this region and Campaign Middle East published this exclusive and comprehensive UAE Outdoor Guide. This directory would feature information on all the outdoor suppliers in the UAE including their contact details and In the middle centrespread of the report, there would be a huge pullout UAE map with all of the outdoor properties marked with their suppliers for easy reference for media planners, buyers and marketing heads.

08-Nov-20 Campaign's Marketing GameChangers 2020

Campaign shortlists & profiles the region's top best Marketing heads driving real change in their companies and the media, advertising and communications industry.

22-Nov-20 The 2020 Digital Essays

The supplement also in its 12th year follows the same format as the Power Essays and will include 15 essays by some of the region's most influential digital professionals. They will discuss the most important topics, issues, developments & innovations affecting the digital media landscape be it social media, mobile, programmatic etc. Digital Essays is a round table for dialogue, in which we discuss obstacles and solutions, goals and styles, ethics and practices. In short, DE is your voice that reaches to everyone associated with digital in the Middle East.

06-Dec-20 The Purpose Issue

. As marketers cite stats showing Generation Z is uninterested in brands that don't stand for something, others accuse those same marketers of 'woke washing'. So what is purpose, is it necessary, who is doing it right and what does it mean to you? This issue is the place to find out.

20-Dec-20 The 2020 Annual Issue

Campaign Middle East's Annual 2020 issue would be published as the last issue of the year. This special issue is the much awaited review of the year 2020 in the fields of Advertising, Media, Digital and Marketing. The Best top 10 works will be recognized in the fields of Film, Print & Outdoor, Digital & Social, PR & Activation, Pitches, Integrated etc. This makes this issue have a high shelf life too plus it's also a good issue to reach out to the entire industry with your message at the end of the year.