OUR AIM IS TO CHAMPION CREATIVITY AND BEST PRACTICE AND TO ACT AS A CONSTRUCTIVE FORUM FOR DEBATE IN THE MIDST OF AN EVER-EVOLVING MEDIA LANDSCAPE
Campaign Middle East is the authority for the marketing and communications industry in the region. It provides essential and market-leading coverage of advertising, media, marketing, PR, events and experiential, digital, the wider creative industries and more.

Produced by Motivate Media Group, Campaign Middle East builds on 50 years of brand legacy and expertise, while focusing on the MENA region. It celebrates all aspects of communications, putting the creative and commercial sides of the marketing communications industry into a wider business and social context.
Building on a strong legacy, the *Campaign* brand continues to go from strength to strength. Its respected mix of news, views, information and analysis, events, directories, digital content, video and more will continue into 2021, while we also develop our newer brand extensions including case studies, webinars, podcasts and round tables. This broad mix will allow greater reach for the brand’s strong editorial voice and its trademark lively mix of comment, views, reviews and insight from industry leaders.

- Magazine
- Website
- Database of Industry Contacts
- Newsletter
- Social Media
- Supplements & Special Reports
- Videos
- Conferences & Events
- Virtual Events
- Podcasts
Campaign is the go-to for the industry at all levels of seniority and experience. Readers work in fields including:

- Advertising
- Marketing
- Media
- Design & Production
- Public Relations
- Digital
The brand reaches an audience across the communications spectrum, including those in media, creative, PR and digital agencies. It also reaches top clients and suppliers through its print and digital offerings - available by subscription in retail outlets - and events.
CIRCULATION

12,000 COPIES*

Through retail sales, subscriptions and controlled free circulation across the region

*PUBLISHER’S OWN DATA
DIGITAL

www.campaignme.com

ONLINE SECTIONS
- News
- Opinion
- Featured
- The Work
- Events
- Guides
- Directories

Delivering more than
38,708 unique visitors every month*

75,968 page views*

12,000 database subscribers

AVERAGE VISITORS PER CONTENT SECTION:
- Advertising: 4,112
- Creative: 2,192
- Digital: 11,605
- Marketing: 13,003
- Media: 16,896
- PR: 4,978

SOCIAL MEDIA
- Facebook: 6,276 Followers
- Twitter: 11,743 Followers
- LinkedIn: 13,456 Followers
- Instagram: 2,376 Followers

*Source: Google Analytics
CAMPAIGN ONLINE BRIEFING - VIRTUAL EVENT
Webinars with leading panelists and experts sharing their opinions on the latest topics.

ON THE RECORD - PODCAST
Experts and thought leaders discuss and debate on some of the latest topics.

BREAKFAST BRIEFINGS
Morning breakfasts with leading panelists, with knowledge sharing and networking.

KNOW YOUR PLATFORM (KYP)
Short explainers on what the latest and upcoming functions of each digital platforms are, and how to use them to your advantage.

ROUND TABLES
Senior management and key decision makers debate and discuss hot-button topics from the industry.

SOCIAL MEDIA
Follow our social media channels as we keep the industry up to date with the latest news from the region.

CampaignMiddleEast  CampaignME  Campaignme  CampaignMiddleEast
<table>
<thead>
<tr>
<th>Date</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 Jan</td>
<td>The 2021 Predictions Issue &amp; Ad Tech &amp; Digital Agencies Guide 2021</td>
</tr>
<tr>
<td>02 Feb</td>
<td>The Data &amp; Measurement Issue &amp; Media &amp; Creative Agency Guide 2021</td>
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<tr>
<td>03 Mar</td>
<td>Ramadan 2021 &amp; Know Your Platforms / Social Media Guide 2021</td>
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<td>04 Apr</td>
<td>TV / Video Guide 2021 &amp; Agencies F2W Faces to Watch Issue</td>
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<td>06 Jun</td>
<td>The New Media Issue &amp; Marketing F2W Faces to Watch Issue</td>
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<td>07 Jul</td>
<td>The CX Issue - Customer Experience / Performance &amp; Contextual Marketing / Behavioural Targeting</td>
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<tr>
<td>08 Aug</td>
<td>PR &amp; Events Guide 2021 &amp; Digital Transformation</td>
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<td>09 Sep</td>
<td>Campaign’s Production Guide 2021 &amp; The Power Essays Supplement</td>
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<tr>
<td>10 Oct</td>
<td>The E-Commerce Issue &amp; OOH Guide 2021 Supplement</td>
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<tr>
<td>11 Nov</td>
<td>Campaign’s Marketing Game-Changers &amp; The Digital Essays (Supplement)</td>
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<td>12 Dec</td>
<td>The Purpose Issue / Customer Loyalty &amp; The 2021 Annual Issue</td>
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# EVENTS CALENDAR

<table>
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<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
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<tr>
<td>Campaign Breakfast / Online Briefing on Behavioral Targeting</td>
<td>Campaign Breakfast / Online Briefing on Adtech On the Record Podcast Campaign Industry Night</td>
<td>Campaign Breakfast / Online Briefing on Ecommerce On the Record Podcast Campaign Industry Night</td>
<td>Campaign Breakfast / Online Briefing on Video On the Record Podcast Campaign Industry Night</td>
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<th>MAY</th>
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<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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Campaign Breakfast Briefing provides the marketing community with thought-provoking opportunities to learn about where our industry is heading next. CBB is a platform for marketing heads, agencies, media owners and suppliers to come together for a networking breakfast and discuss the hottest trending topics with industry experts.

**Attendees:** 60+ leaders consisting of CMOs, Advertising / Media / Digital Agencies, Digital Marketers, Tech Suppliers, etc.

Agenda structure for the CBB event is as below:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>08:00 AM</td>
<td>Registration &amp; Breakfast</td>
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<tr>
<td>09:00 AM</td>
<td>Chair’s opening remarks - Introduction to the topic/industry</td>
</tr>
<tr>
<td>09:10 AM</td>
<td>Keynote speech: The state of industry</td>
</tr>
<tr>
<td>09:20 AM</td>
<td>Panel discussion 1 on challenges of the industry in the region: 1 moderator + 3 speakers</td>
</tr>
<tr>
<td>09:50 AM</td>
<td>Q/As</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Panel discussion 2 on the future of the industry and where it’s headed: 1 moderator + 3 speakers</td>
</tr>
<tr>
<td>10:40 AM</td>
<td>Q/As</td>
</tr>
<tr>
<td>10:50 AM</td>
<td>Closing Comments</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Sponsored Workshop or Closing Remarks</td>
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</table>
### Sponsorship Packages:

**In Partnership With:**
- Exclusive Welcome speech* + Branding + Networking Opportunity
  - Cost: $20,000 plus 5% vat.

**Gold Sponsor:**
- Keynote Speaker slot* + Branding + Networking Opportunity
  - Cost: $15,000 plus 5% vat.

**Co-Sponsors:**
- Group Panel Moderator/Speaker slot* + Branding + Networking Opportunity
  - Cost: $10,000 plus 5% vat.

**Sponsored Workshop:**
- Exclusive Workshop at the end of the event* + Branding + Networking Opportunity
  - Cost: $15,000 plus 5% vat.

**Associate Sponsors:**
- Branding + Networking Opportunity
  - Cost: $6,000 plus 5% vat.

*Content approval based on editor’s discretion.*
## PRINT ADVERTISING RATES*

**REGULAR POSITIONS**
- Double Page Spread: $10,150
- Full Page Colour: $5,500
- Half Page: $3,850

**PREMIUM POSITIONS**
- Outside Back Cover: $12,100
- Inside Front Cover: $9,900
- Inside Front Cover Spread (2 pages): $19,800
- Inside Back Cover: $9,350
- Front Cover Reverse Gatefold (2 pages): $20,625
- Inside Front Cover Gatefold (3 pages): $26,650
- ROP Gatefold (3 pages): $15,950
- Full Page - Page 4: $7,150
- 1st Double Page Spread: $15,150
- 1st Right Hand Side: $7,800
- Double Page Centre Spread: $12,500

**CREATIVE SOLUTIONS**
- False Cover + Inside Front Cover: $25,000
- Feature Sponsorship – Full page: $7,500
- Book Mark: $16,500
- Belly Band – Horizontal: $15,650
- Bound Insert: $15,500
- Advertorial – Full page: $9,000
- Advertorial – Double page: $15,000

**INSERTIONS DISCOUNT**
- Minimum 4 insertions: 5% discount
- 4 - 9 insertions: 10% discount
- 10 and above insertions: 20% discount

*All invoice amounts are in US$ and exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.
PRINT TECHNICAL REQUIREMENTS

PRINT SPECS (h x w) mm

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<tr>
<td>FULL PAGE</td>
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<td>298 x 215</td>
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<tr>
<td>HORIZONTAL</td>
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- All text or logos must be at least 10mm away from the trim on all sides.
- No image loss in the spine

DIGITAL MEDIA FORMATS
Artwork must be sent only as press ready PDF file (version 1.3) generated through Illustrator/Quarkxpress or InDesign, saved on maximum resolution (300dpi) in actual size with bleed and crop marks. All Files must be CMYK format and all black text as overprint

DEADLINES
- Booking: 7 days prior to publication date
- Material: 5 days prior to publication date
- Cancellation: 10 days prior to publication date
**DIGITAL ADVERTISING RATES***

**DISPLAY ADVERTISING**
- Leaderboard: $75/CPM
- MPU: $89/CPM
- Half Page: $105/CPM
- Skin: $120/CPM
- Static Button/month: $2,000/month

**EMAIL MARKETING**
- EDM: $220/CPM

**WEBSITE CONTENT**
- 300 words: $3,500/post
- 600 words: $4,750/post
- 1 min branded video + 330 word article: $5,500/post
- Sponsored content: $2,500/post

**ONLINE DIRECTORY**
- Premium Annual Listing: $2,000/year

*All invoice amounts are in US$ and exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.
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<thead>
<tr>
<th>Ad Type</th>
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<td>VIDEO MPU</td>
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<td>15 to 30</td>
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<td>0-9999</td>
<td>Play, Pause, Volume</td>
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<td>VIDEO HALFPAGE</td>
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**DIGITAL TECHNICAL REQUIREMENTS**

- **File types**: Jpeg, Png, gif, Javascript tags or Html5 tags
- **File size**: Max 100Kb
- **Note**: we don't support .Swf files