Marketing Solutions
2022
To offer your brand a partnership opportunity for maximum exposure to all Campaign Middle East readers and create awareness about your agency’s services across all of Campaign’s print, digital, social & events platforms leaving an strong impression in the region’s advertising market.

TACTICS

- Campaign is the world’s leading business media brand serving the marketing, advertising and media communities.
- Our mission is to provide professionals from these industries with the firepower they need to attract and delight consumers. In doing so, we help strengthen brands and enhance their business success and with our objective stance and a critical point of view, we aim to contribute to the rise of quality in the region. We help our readers to make informed decisions on marketing, advertising with accurate and reliable research & data.
- Campaign Middle East being MENA’s most authoritative title in the region with the highest distribution in the region with 90% market penetration in the marcomms industry with our major strengths in the fields of marketing, advertising, media, digital, creative, PR and communications.
- Campaign has 14,000 copies circulated bi-weekly, the highest for any marcomms title in the region. The magazine is also available on ISSUU to view and download. Our readers are from affluent media organizations with a high spending power and high online dwell time.
- Campaign Middle East website www.campaignme.com has 50,000 unique visitors every month who consume 115,000 page views with an average session time of 2 minute on each article.
- Campaign ME has 45,000 followers across its social platforms - Twitter, Facebook, LinkedIn & Instagram
EDITORIAL SECTIONS

- NEWS - Breaking regional and local news of the advertising, marketing, PR and media industries
- FEATURES - In-depth analysis, profiles, debate and investigations.
- OPINION - Guest columnists, readers’ letters, editor’s opinion and regular essays.
- THE WORK - The lowdown on the latest creative campaigns, including peer reviews.
- FORUMS - The industry debates the most current and important hot topics
- DATA - From viewership and readership audits to trending searches, Campaign catalogues the numbers that shape the industry.
- APPOINTMENTS - Movers and shakers within the industry.
- REGULAR COLUMNS – Lessons from the ladder, Top 10 Tips & My Secret Work Weapon
- THE SPIN - A light-hearted look at what happens when the communications profession lets itself down.
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<td>Ramadan 2022 Know Your Platforms/Social Media Guide 2022 Dubai Lynx Issue</td>
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Print Advertising

Includes:

1. Display Advertising:
   - Full page Ad: $6,000  ; Double Page Ad: $11,000 ; Half Page Ad: $4,000
2. Adverts on Premium positions: Outside Back Cover, Inside Front Cover, 1RHS
3. Creative solutions like False Covers, Belly bands, Book marks, Bound Inserts,
4. Partner Content / Advertorials which includes interviews, company profiles, case studies and content pushing your brand and services

Marketing Solutions with Campaign Middle East
Premium Positions in Campaign Middle East

ICF - $11,000 Gross

IFCS - $21,500 Gross

False Cover - $25,000

Reverse Gatefold - $22,500 Gross

IBC - $10,200 Gross

OBC - $12,500 Gross
Campaign Middle East Website:
Campaign’s website has a 20% increase year on year with around 500,000 unique visitors visiting the website for fresh content, insights and trends. The top slide shows Campaign Middle East's Google Analytics audience for the month of Dec 2021, which shows we have an average of 50,000 unique visitors every month with an average of minimum 1.2 articles each session and 1 minute on each article.
Website - Online Advertising

Includes:
1. **ROS Banners:** Leaderboard, Billboard, MPUs, Skins, Half pages
2. **Rich Media:** InReads, Videos, Mobile Interscroller, Ewraps etc.
3. **Creative solutions:** Site takeovers, Roadblocks, Overlays etc
4. **Online Partner Content / Advertorials** which includes interviews, company profiles, case studies and content pushing your brand and services. Online article pinned to lead story position for 24hrs for more visibility.

350,000 impressions available every month on campaign website.
Direct Marketing

Includes:

1. **EDMs** - An emailer can be sent to the 25,000 Emailer Subscribers of Campaign + Gulf Business database which include Brands Marketers, CMOs, MDs, CEOs, from different organizations & Advertising, Media, Social, Digital buyers, planners, consultants etc.

2. **Weekly Newsletter** – Banners would be provided in Campaign’s weekly newsletters to the 15,000 active subscribers

The open rate is above 20% and the CTR averages 5%.

Cost for 1 EDM to 25k @$220/CPM = $5,500
Social Media Marketing

Includes
- Social Posts with social handles, hashtags etc.
- Post pinned to the top of the page for 24hrs
- Average of 1,000 impressions per social posts.
- Promoting your content on social media through Social boost for more extensive reach to relevant target audience

Campaign Social Media Platforms:
- Twitter followers - 12,000,
- Facebook followers – 7,000,
- LinkedIn followers – 22,000,
- Instagram followers – 5,400
Total number of followers: 45,000
Online Directory Listing

Campaign has started listing all media, creative, digital, production agencies and all media suppliers in our online directory, where each agency/supplier gets its own page, which they can regularly update with their latest news, work & detailed information. All agencies stand to benefit from this as brands, agencies and marketers can now search for services in the Online Directory throughout the year based on their requirements thus generating new leads and business for all the agencies listed.

We have 2 options to list at the moment:

**Free Listing:** Basic information of the agency is provided here. For example: [https://campaignme.com/agency/active-dmc/](https://campaignme.com/agency/active-dmc/)

**Paid Listing:** Extensive information is provided here about the agencies with logo on the main page (as seen here in pic). For example: [https://campaignme.com/agency/omd/](https://campaignme.com/agency/omd/)

The Paid listings includes all the contact details and the leadership panel. We also tag all the stories we carried about your agency in this page so that anyone visiting your page has complete and the latest details on your company.

The cost for an annual paid listing is $2000 for 1 year.
Bespoke Partnerships

We can create a bespoke proposal, where we can create a fixed branded section for your brand on Campaign’s homepage above the fold which is constantly visible to all of campaign’s website visitors. Examples circled in red select.

We can also offer platforms and agencies recognition for your best brand partnerships.
Event Marketing includes

Campaign Breakfast Briefings: Campaign Breakfast Briefings provide 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.

Speakers: Brands, Agencies, Publishers, tech providers, industry experts.

Attendees: Brands CMOs, Advertising / Media / Digital Agencies, Digital Marketers, Tech suppliers, consultants etc.

Marketing: Online Article with Registration page, Online banners, EDMs, Social Media posts, Newsletters etc.

Post event exposure: Event Video/Article online and in print.

Campaign Online Briefings/webinars: Campaign will also run webinars/online briefings focusing on one key topic in the region and beyond. Our online panelists, experts in the region, will share analysis, data and insight on the topic and the latest developments. The event is free to attend online and will allow attendees to get ahead of the curve, be ready for conversations as they arise, and discuss the issues that are facing within the industry.

Post both the events, we will host the highlights video on our Events page: https://campaignme.com/event/. Our events are always houseful and super successful with more than 500 registrations, 100 attendees, 400 conversations, 2000 impressions online & more than 20,000 views across Zoom & Facebook Live.

Partnership cost: $15,000 per event.
Event Marketing

Includes

**On the Record - Campaign Podcasts**
Campaign On the Record podcast, will look at the biggest stories and trends in the region’s advertising, marketing, media and technology, along with 2 other suitable partners, we will cover indept analysis for latest topics on this ever increasing audio format.

Who would listen:
CMOs, Advertising / Media / Digital Agencies, Digital Marketers, consultants etc.

Partnership cost: $10,000 per podcast.
Event Marketing
Includes

Campaign’s Know Your Platform (KYP)

Know Your Platform events will be short explainers of max 3 hours on what the latest and upcoming functions of your platform are, and how to use them to your advantage. They will be explained by representatives from the platform, independent agency experts, and brands who have made those functions work for them.

Who would attend: CMOs, Advertising / Media / Digital Agencies, Digital Marketers, consultants etc.

Partnership Options: Campaign can create bespoke events for your platform inviting 80/60 top delegates as per your requirements on a venue, date and time of your choice. The marketing for the event would involve print advert, online banners, EDMs and editorials. The cost of each event would be based on the type of delegates and number of attendees.

Partnership cost: $15,000 per event.
**Marcomms360: Predictions 2023**

10 SPEAKERS. 20 MINUTES EACH. A POWER-PACKED EVENT.

Attend Predictions 2023 to discuss the future of media, marketing, industry best practice, technology and more. Discover, network, debate and leave better prepared for all the change this industry is facing.

Our agenda for this year’s Marcomms360 – Predictions 2023 is bring inspiration, vision and clarity on what the next 12 months will bring for the industry. The speeches are concise, the speakers are industry leaders who have done the hard work of cutting out inessential ideas and bringing in only the facts that matter. Every word of a Marcomms360 speaker will focus on what to expect in 2023.

**Topics for Sponsorship include:** Main Keynote: Regional Overview; Media; Television; Creativity; PR/Integrated; Communications; Adtech; AI/Data/Technology; Video; Customer Experience; Social Media; Influencer Marketing; Experiential; Effectiveness; Outdoor; Radio; Production; E-commerce; Measurement, etc.

**Gold Sponsorship Cost:** $20,000
To collaborate and work with us, we offer a mix of commercial and advertorial deliverables and support you with editorials pieces like your latest News, Work, Thought leadership pieces, Opinion pieces, Appointments and our regular columns like Lessons from the Ladder, My Secret Work Weapon & Tech Tips. All these editorials would not be branded and subject to the editor’s approval. Here’s more details on them:

- **Latest News & Work**: Please email us these details in a word format along with high res pics and videos.
- **Opinion / Thought Leadership pieces**: First, please share with us the topic a small brief and then the Campaign’s editor adds his suggestions and gives the final approval to write it.
- **Lessons from the Ladder, My Secret Work Weapon or Tech Tips**: Please provide 400 words and with a high res pic of the author.
- **All these free editorials should not push your services and brand and will be subject to the editor’s approval**.

For series bookings of commercial partnerships, we will be able to provide this discount structure on all of the above rates:

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<td>Minimum 4 insertions</td>
<td>5% discount</td>
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<tr>
<td>4 - 9 insertions</td>
<td>10% discount</td>
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<tr>
<td>10 and above insertions</td>
<td>20% discount</td>
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Contact Details

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