

campaign^{Middle East}

Marketing Solutions 2022



campaign^{Middle East}

BRIEF

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](#)



- 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.

[illegible]

Issue date	Editorial Calendar	Events Calendar
31 Jan 2022	The 2022 Predictions Issue Ad Tech & Digital Agencies Guide 2022	Campaign On the Record Podcast
28 Feb 2022	Campaign 300 th Issue The Data & Measurement Issue Media & Creative Agency Guide 2022	Campaign Breakfast Briefing: Adtech/Martech Campaign Global Agency of the Year Campaign On the Record Podcast
28 Mar 2022	Ramadan 2022 Know Your Platforms/Social Media Guide 2022 Dubai Lynx Issue	Campaign Breakfast Briefing on Ramadan Campaign On the Record Podcast
25 Apr 2022	TV / Video Guide 2022 Agencies F2W Faces to Watch Issue	Campaign Breakfast Briefing on Ecom & Customer Experience Campaign On the Record Podcast
30 May 2022	Audio / Radio Guide 2022; The Saudi Report 2022	Campaign Breakfast Briefing on Data, Content & Blockchain Campaign On the Record Podcast
27 Jun 2022	The New Marketing & Media Issue Marketing F2W Faces to Watch Issue Games Marketing & Esports	Campaign Breakfast Briefing - SAUDI Campaign On the Record Podcast
25 Jul 2022	Startups / Brands to Watch The CX Issue - Customer Experience Performance & Behavioral Targeting	
29 Aug 2022	PR & Events Guide 2022 & Digital Transformation Women in Advertising	Campaign Online Briefing Campaign On the Record Podcast
26 Sep 2022	Campaign's Production Guide 2022 & The Power Essays 2022	Campaign Breakfast Briefing: Audio & Video Campaign On the Record Podcast
31 Oct 2022	Campaign's Marketing Game-Changers 2022 ESG (Environmental, Social & Governance) Issue The OOH Guide 2022	Campaign Breakfast Briefing on Outdoor Campaign On the Record Podcast
28 Nov 2022	The Ecommerce Issue The Digital Essays 2022	Campaign Online Briefing Campaign On the Record Podcast
19 Dec 2022	The Purpose Issue / Customer Loyalty The 2022 Annual Issue	Marcomms360: Predictions2022 Campaign Agency of the Year MENA Campaign On the Record Podcast



Marketing Solutions with Campaign Middle East

Print Advertising

Includes:

1. Display Advertising:

Full page Ad: \$6,000 ; Double Page Ad: \$11,000 ; Half Page Ad: \$4,000

1. Adverts on Premium positions: Outside Back Cover, Inside Front Cover, 1RHS
2. Creative solutions like False Covers, Belly bands, Book marks, Bound Inserts,
3. Partner Content / Advertorials which includes interviews, company profiles, case studies and content pushing your brand and services
4. Special Reports Sponsorships Like MENA Media Report, The Power Essays, The Digital Essays, Social Platforms Guide, Media & Creative Guide, Digital & Adtech Guide, TV Guide, Radio Guide, OOH Guide etc.



campaign Middle East

Premium Positions in Campaign Middle East

IFC - \$11000 Gross



IFCS - \$21,500 Gross



False Cover - \$25,000



Reverse Gatefold - \$22,500 Gross



IBC - \$10,200 Gross

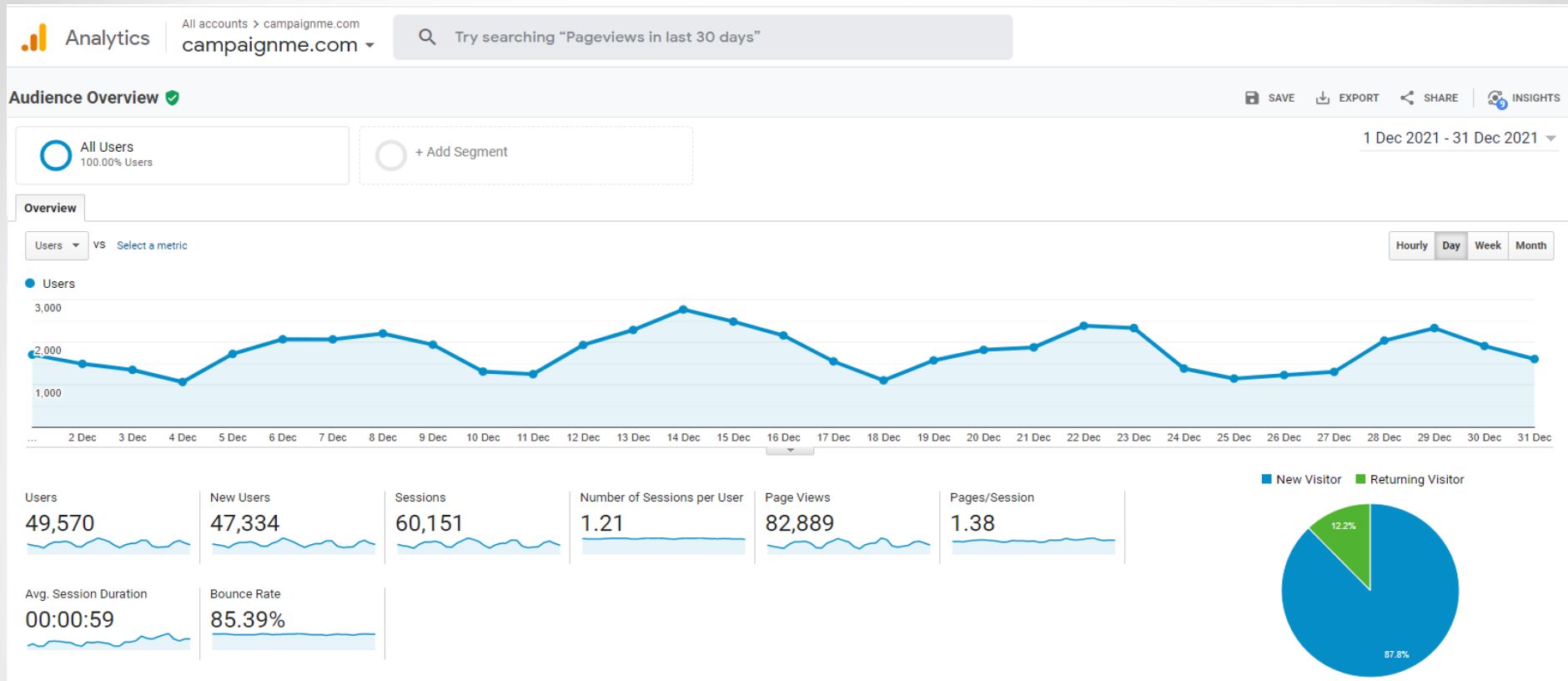


OBC - \$12500 Gross



campaign Middle East

Marketing Solutions with Campaign Middle East



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.



campaign Middle East

Marketing Solutions with Campaign Middle East

Website - Online Advertising

Includes:

1. **ROS Banners:** Leaderboard, Billboard, MPU, 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.

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

Sponsored content (300 words)	\$4,500/post
Sponsored content (600 words)	\$5,500/post
1 min branded video + 330 word article	\$9,500/post

ONLINE DIRECTORY

Premium Annual Listing	\$2,000/year
------------------------	--------------

The screenshot shows the campaign website with various digital advertising formats highlighted by red arrows:

- Leaderboard:** 728(w) x 90(h) - Located at the top right of the page.
- Skins:** 160(w) x 600(h) - Located on the left side of the page.
- MPU:** 300 (w) x 250 (h) - Located at the bottom right of the page.

campaign Middle East

Marketing Solutions with Campaign Middle East

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%.

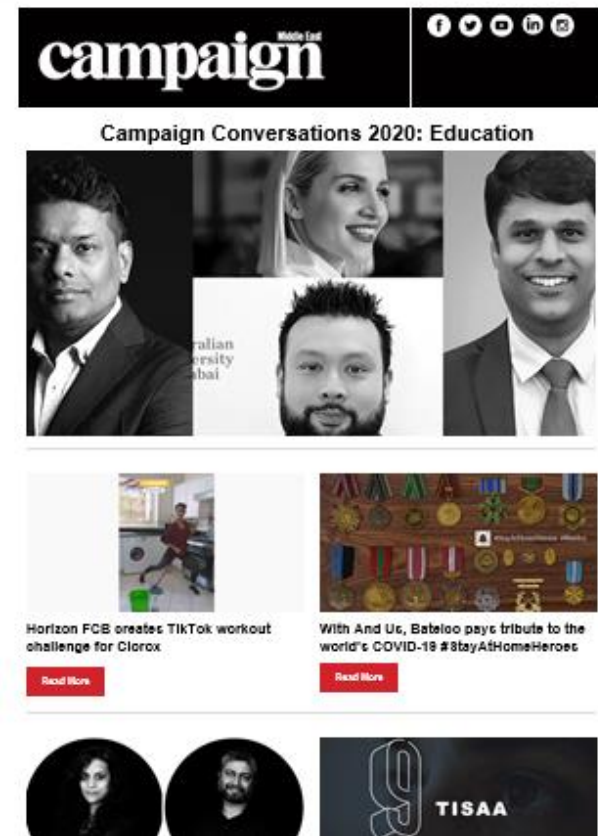
Cost for 1 EDM to 25k @\$220/CPM = \$5,500



Campaign Middle East <newsletter@email.campaignme.com>

Campaign Conversations 2020: Education

If you're having problems with how this message is displayed, click here to view it in a web browser



campaign Middle East

Marketing Solutions with Campaign Middle East

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:

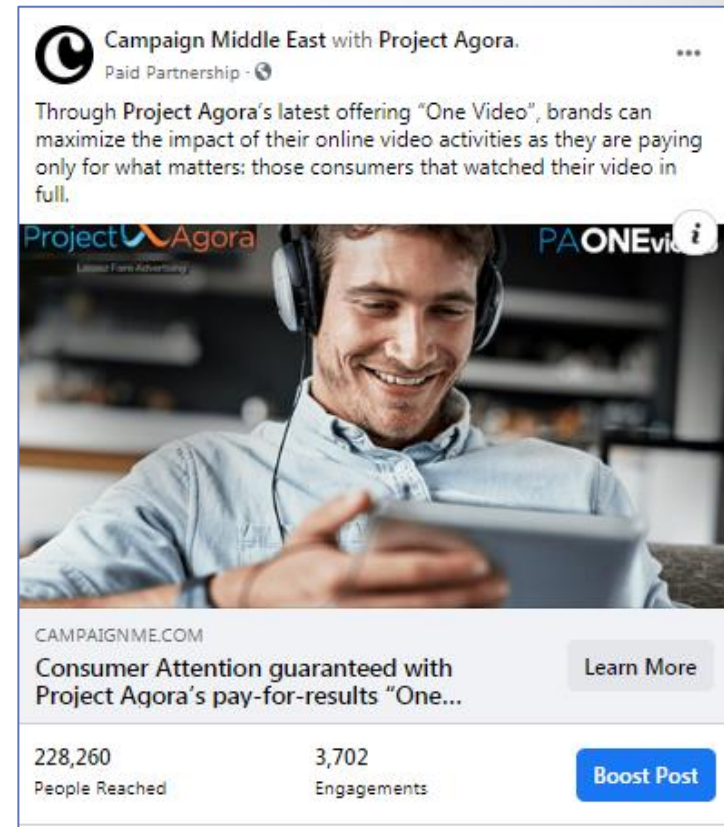
[Twitter](#) followers - 12,000,

[Facebook](#) followers – 7,000,

[LinkedIn](#) followers – 22,000,

[Instagram](#) followers – 5,400

Total number of followers: 45,000



Campaign Middle East with Project Agora.
Paid Partnership · 🌐

Through Project Agora's latest offering "One Video", brands can maximize the impact of their online video activities as they are paying only for what matters: those consumers that watched their video in full.

Project Agora Latest Form Advertising **PA ONE Video** i

CAMPAIGNME.COM
Consumer Attention guaranteed with Project Agora's pay-for-results "One..." [Learn More](#)

228,260	3,702
People Reached	Engagements

[Boost Post](#)



Marketing Solutions with Campaign Middle East

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.

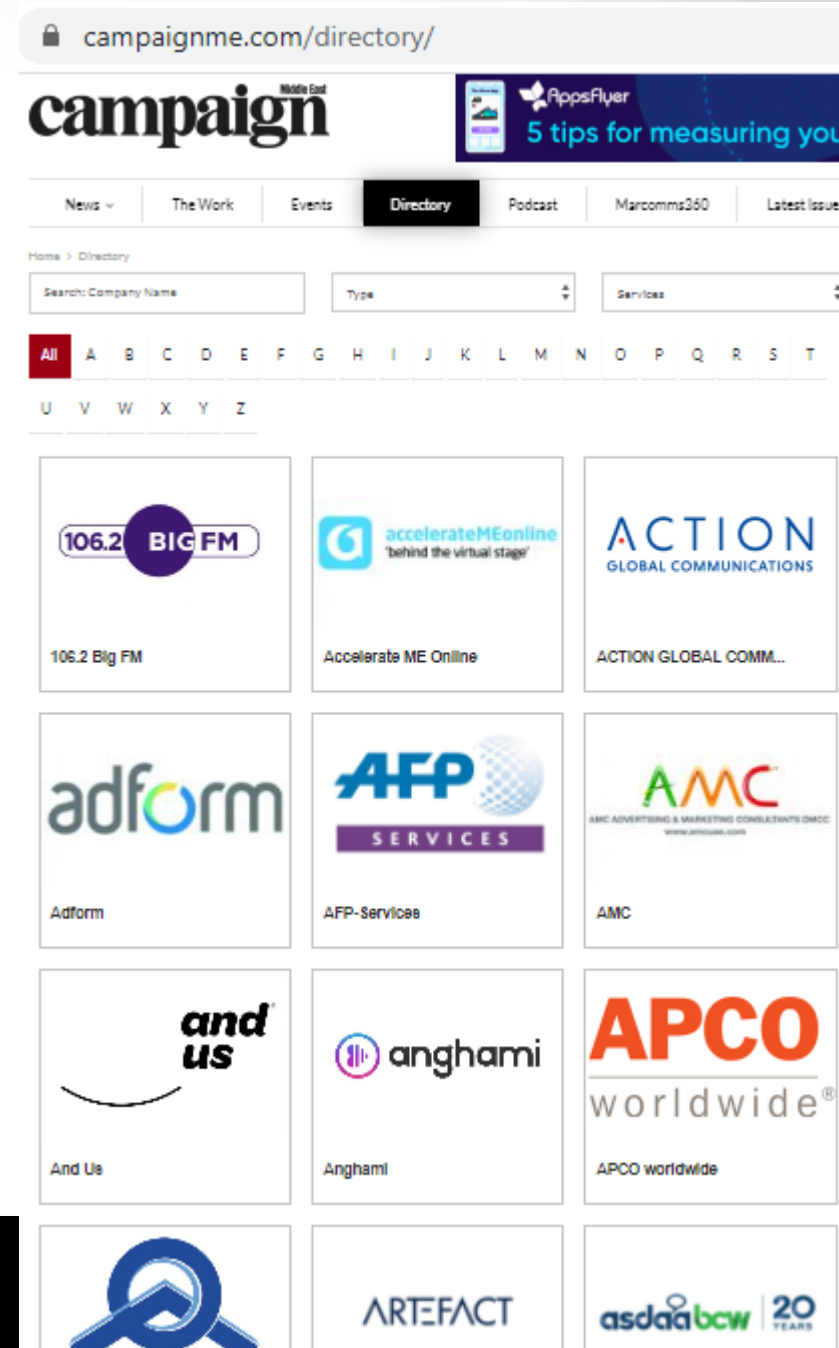
For example: <https://campaignme.com/agency/active-dmc/>

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/>

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.

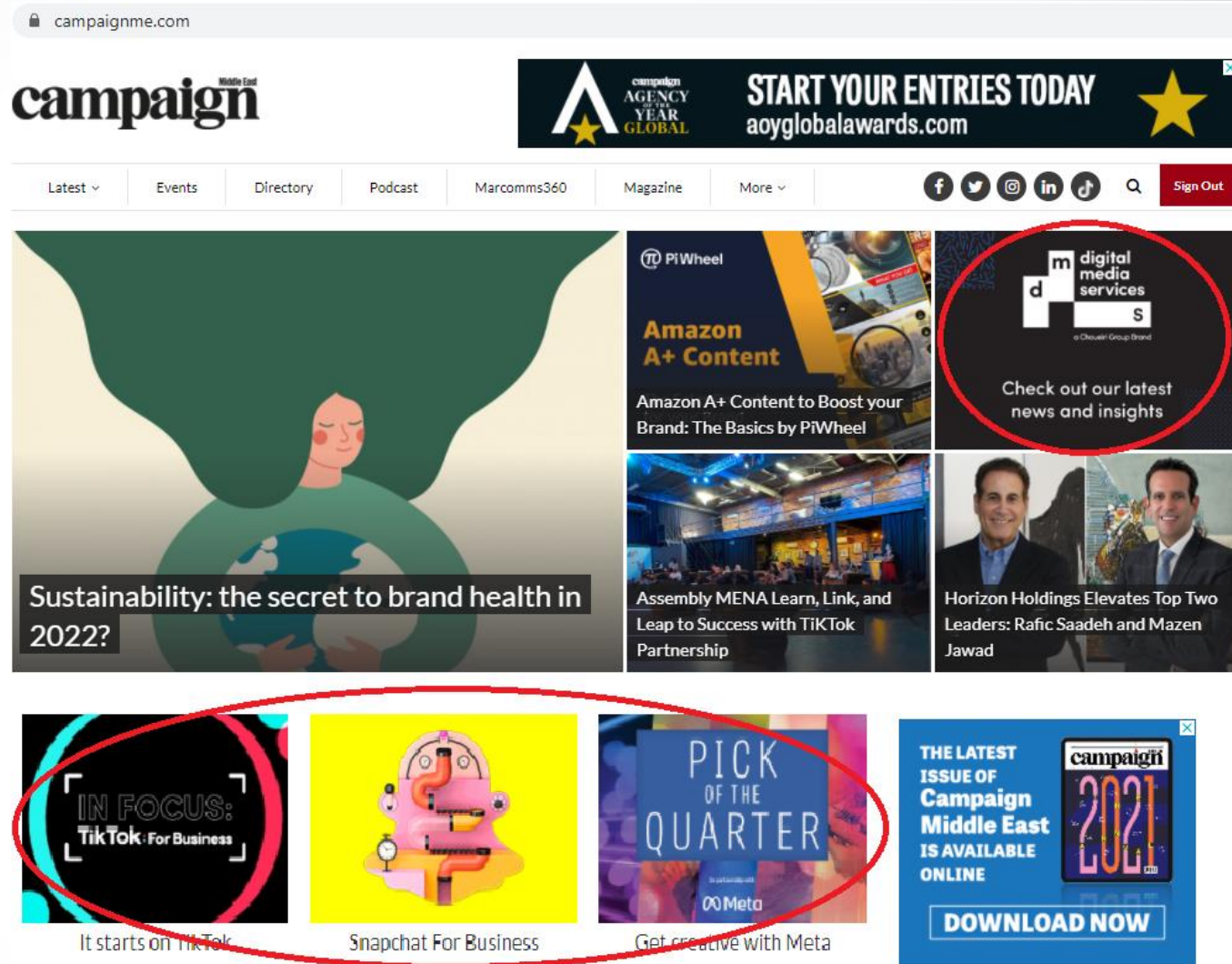


Marketing Solutions with Campaign Middle East

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.



The screenshot shows the Campaign Middle East website homepage. At the top, there is a navigation bar with links for Latest, Events, Directory, Podcast, Marcomms360, Magazine, and More. A search icon and a Sign Out button are also present. Below the navigation bar, the main content area features several branded sections. A large illustration of a person holding a globe is accompanied by the text "Sustainability: the secret to brand health in 2022?". To the right, there are several smaller sections, including "Amazon A+ Content" by PiWheel, "digital media services" (circled in red), "Assembly MENA Learn, Link, and Leap to Success with TikTok Partnership", and "Horizon Holdings Elevates Top Two Leaders: Rafic Saadeh and Mazen Jawad". At the bottom, there are three more sections: "IN FOCUS: TikTok For Business" (circled in red), "Snapchat For Business" (circled in red), and "PICK OF THE QUARTER" by Meta (circled in red). A large blue banner on the right side promotes the "LATEST ISSUE OF Campaign Middle East IS AVAILABLE ONLINE" with a "DOWNLOAD NOW" button.



campaign Middle East

Marketing Solutions with Campaign Middle East

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.



Marketing Solutions with Campaign Middle East

Event Marketing

Includes

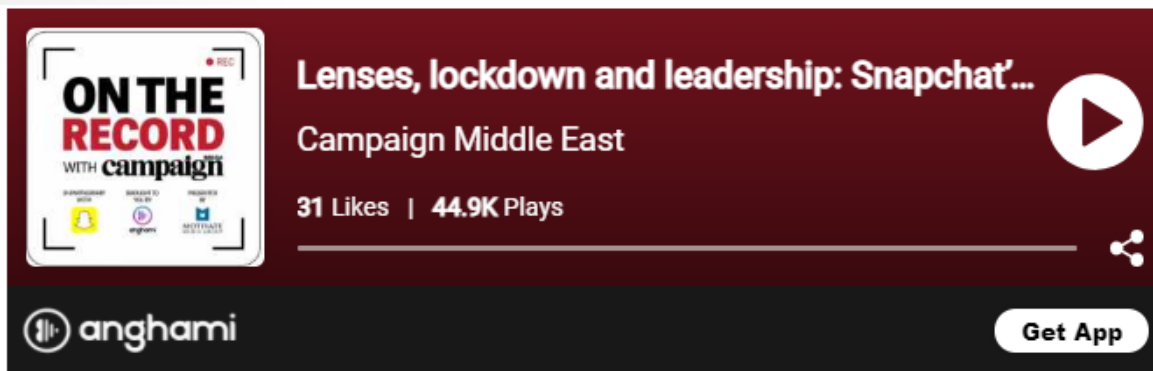
On the Record - Campaign Podcasts

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.



campaign Middle East

Marketing Solutions with Campaign Middle East

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.



campaign Middle East

Marketing Solutions with Campaign Middle East

Marcomms360: Predictions 2023

<https://campaignme.com/marcomms360>

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



campaign Middle East

Campaign Middle East Proposal

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.
- Examples are hyperlinked for your reference: [News](#), [Work](#), [Thought leadership/ Opinion pieces](#), [Latest Appointments](#) and our regular columns like [Lessons from the Ladder](#), [My Secret Work Weapon](#) & [Tech Tips](#) and Private View where you review recent work.
- 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:

Insertions	Discount
Minimum 4 insertions	5% discount
4 - 9 insertions	10% discount
10 and above insertions	20% discount



Contact Details

NADEEM QURAISHI

Publisher, Campaign Middle East

T +971 4 427 3000 / D +971 4 427 3422 / M +971 50 645 3365 / F +971 4 428 2274

Email: Nadeem@motivate.ae

Campaign Advertising industry news: www.campaignme.com

Motivate Publishing, 34th Floor, Media One Tower, Dubai Media City,
PO Box 2331, Dubai, UAE

MAGAZINES | BOOKS | CONTRACT PUBLISHING | DIGITAL | EVENTS | CINEMA



campaign Middle East