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
ABOUT CAMPAIGN

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 2023, 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:

READERSHIP

- Advertising
- Marketing
- Media
- Design & Production
- Public Relations
- Digital
DISTRIBUTION

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
OVERALL BRAND REACH COMPARISON

95,800
2021 monthly brand reach

129,000
2022 monthly brand reach

34.6%
audience increase
Delivering more than 60,000 unique visitors every month*

110,000 page views*

20,000 database subscribers

*Source: Google Analytics
EDM PERFORMANCE

Campaign’s average open rate is between 20 TO 25% and CTR 3%.

Campaign’s open rate is way higher compared to the industry standard as we have stopped sending jpeg/flyer images and follow strict best practices and optimisation strategies.

Best dispatch day: MONDAY or TUESDAY.

Best dispatch time: 10.30 to 12.30PM & 2.30 to 4.30PM.
**BRAND PLATFORMS**

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

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

**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.

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

**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.

CampaignME
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.

THE SPIN
A light-hearted look at what happens when the communications profession lets itself down.

APPOINTMENTS
Movers and shakers within the industry.
# Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Issue</th>
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<tbody>
<tr>
<td>JAN</td>
<td>The 2023 Predictions Issue</td>
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<td>Ad Tech &amp; Digital Agencies Guide 2023</td>
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<td>FEB</td>
<td>Data &amp; Measurement Issue</td>
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<td>Ramadan 2023 / Pre Lynx Issue</td>
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<td>Media &amp; Creative Agency Guide 2023</td>
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<td>MAR</td>
<td>Dubai Lynx 2023 Issue</td>
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<td>Know Your Platforms / Social Media Guide 2023</td>
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<td>Influencer Marketing</td>
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<td>APR</td>
<td>TV / Video Guide 2023</td>
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<td>Agencies F2W Faces to Watch Issue</td>
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<td>MAY</td>
<td>Audio / Radio Guide 2023</td>
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<td></td>
<td>AI in Marketing &amp; Advertising</td>
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<td>The Saudi Report 2023</td>
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<td>JUN</td>
<td>The New Marketing &amp; Media Issue</td>
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<td>Marketing F2W Faces to Watch Issue</td>
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<td>Web3: Blockchain, Metaverse, NFTs &amp; Beyond</td>
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<td>JUL</td>
<td>Cannes Lions</td>
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<td></td>
<td>The CX Issue - Customer Experience</td>
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<td>Performance Marketing / Behavioral Targeting</td>
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<td>AUG</td>
<td>PR &amp; Events Guide 2023</td>
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<td>Women in Advertising</td>
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<td>SEP</td>
<td>The Power List 2023</td>
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<td>Campaign’s Production Guide 2023</td>
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<td>Digital Transformation</td>
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<td>OCT</td>
<td>The Ecommerce Issue</td>
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<td>ESG (Environmental, Social &amp; Governance) Issue</td>
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<td>The OOH Guide 2023</td>
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<td>NOV</td>
<td>Campaign’s Marketing Game-Changers 2023</td>
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<td>The Digital Essays 2023</td>
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<tr>
<td>DEC</td>
<td>The 2023 Annual Issue</td>
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<td></td>
<td>Agency of the Year MENA 2023</td>
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</table>
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:

08:00 AM  Registration & Breakfast
09:00 AM  Chair’s opening remarks – Introduction to the topic/industry
09:10 AM  Keynote speech: The state of industry
09:20 AM  Panel discussion 1 on challenges of the industry in the region: 1 moderator + 3 speakers
09:50 AM  Q/As
10:00 AM  Panel discussion 2 on the future of the industry and where it’s headed: 1 moderator + 3 speakers
10:40 AM  Q/As
10:50 AM  Closing Comments
11:00 AM  Sponsored Workshop or Closing Remarks
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.

WEBINARS:

**LIVE WEBINARS:** $16,500
**RECORDED WEBINARS:** $10,900

* Content approval based on editor’s discretion.
# Print Advertising Rates*

## Regular Positions
- Double Page Spread: $11,000
- Full Page Colour: $6,000
- Half Page: $4,000

## Premium Positions
- Outside Back Cover: $12,500
- Inside Front Cover: $11,000
- Inside Front Cover Spread (2 pages): $21,500
- Inside Back Cover: $10,200
- Front Cover Reverse Gatefold (2 pages): $22,500
- Inside Front Cover Gatefold (3 pages): $30,000
- ROP Gatefold (3 pages): $17,500
- Full Page - Page 4: $8,000
- 1st Double Page Spread: $16,500
- 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: $18,000
- Belly Band – Horizontal: $17,000
- Bound Insert: $18,000
- Advertorial – Full page: $9,800
- Advertorial – Double page: $16,500

## 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

<table>
<thead>
<tr>
<th>SPACE</th>
<th>TRIM</th>
<th>TYPE</th>
<th>BLEED</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>327 x 240</td>
<td>298 x 215</td>
<td>337 x 250</td>
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<tr>
<td>DPS</td>
<td>327 x 480</td>
<td>298 x 455</td>
<td>337 x 490</td>
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(DPS ads need to be given as 2 single pages after 7mm tiling is done on both sides of the spine)

HALF PAGE
HORIZONTAL 148 x 215

- All text or logos must be at least 10mm away from the trim on all sides
- Image loss in the spine is 3 mm on either side

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**
- Billboard: $120/CPM
- Leaderboard: $89/CPM
- MPU: $89/CPM
- Half Page: $105/CPM
- Skin: $120/CPM
- Home Page Take Over: $2,500/day

**EMAIL MARKETING**
- EDM: $220/CPM
- Billboard Banner in Newsletter: $1,500/insertion
- Leaderboard Banner in Newsletter: $1,000/insertion

**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
- InRead Video: $120/CPM

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

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DIGITAL TECHNICAL REQUIREMENTS

LEADERBOARD
728(W) X 90(H)
File type: Jpeg, Png, gif, Javascript tags or Html5 tags
File size: Max 100Kb

BILLBOARD
970 (w) x 250 (h)
File type: Jpeg, Png, gif, Javascript tags or Html5 tags
File size: Max 100Kb

SKINS
160 (w) x 600 (h)
File type: Jpeg, Png, gif, Javascript tags or Html5 tags
File size: Max 100Kb

VIDEO MPU
300 (w) x 250 (h)
Min 24fps Video
Length: 15 to 30 sec max
Audio: User initiated
Video: User Initiated/Auto Initiated
Z index: 0 – 9999
Controls: Play, Pause, Volume, Reply buttons HTML 5 tags, Javascript tags.

INREAD VIDEO
File Type: .mp4
Maximum File Size: 10MB
Video Format:
Ratio: 16:9 / FPS: 24
Dimension: 1280wx720hpx
(Responsive to the page level)
Video Duration: 15/30 sec
Tags Accepted: 1x1; VAST; VPAID JS. All tags must be SSL only

MPU (MEDIUM RECTANGLE)
300 (w) x 250 (h), expands left to 500 (w) x 250 (h)
File type: Jpeg, gif, png, javascript tags or html tags
File size: 100kb to 150kb for images
Note: we don’t support .Swf files

HALF PAGE
300 (w) x 600 (h), expands left to 600 (w)x600
File type: Jpeg, gif, png, javascript tags or html tags
File size: 100kb to 150kb for images
Note: we don’t support .Swf files

MOBILE LEADERBOARD
320 (w)x50 (h)
File type: Jpeg, Png, gif, Javascript tags or Html5 tags
File size: 100kb to 150kb for images
Note: we don’t support .Swf files

EXPANDABLE LEADERBOARD
728(w) x 90(h), expands down to 728 (w) x 315 (h)
File type: Jpeg, gif, png, javascript tags or html tags
File size: 100kb to 150kb for images
Note: we don’t support .Swf files

EDM
728 pixel (width max) X 1024 pixel (height)
File type: Html file
Max file size: 1mb Max
Required: Sender name & Subject line & Landing page url
FOR ADVERTISING ENQUIRIES

Commercial Partnerships:

NADEEM QURAISHI
Publisher
+97150 645 3365
nadeem@motivate.ae

www.campaignme.com  CampaignMiddleEast  CampaignME