Middle East

campaign

MEDIA KIT

2023

/the campaign code/

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.

BRAND PLATFORMS

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

READERSHIP

Campaign is the go-to for the industry at all levels of seniority and experience. Readers work in fields including:

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- 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.

- UAE
- KSA
- BAHRAIN
- LEBANON
- OMAN
- KUWAIT
- EGYPT
- QATAR

CIRCULATION

12,000

COPIES*

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

OVERALL BRAND REACH COMPARISON

95,800
2021 monthly brand reach

129,000
2022 monthly brand reach

34.6%
audience increase

DIGITAL

www.campaignme.com 🎤

ONLINE SECTIONS

- News
- Opinion
- Featured
- The Work

- Events
- Guides
- Directories

SOCIAL MEDIA

- **f** **7,000** Followers
- **𝕏** **12,000** Followers
- **in** **37,000** Followers
- **◎** **9,500** Followers

Delivering more than

60,000 unique visitors every month*

110,000 page views*

20,000 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**

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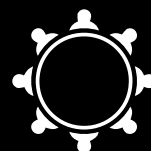
KNOW YOUR PLATFORM (KYP)
Short explainers on what the latest and upcoming functions of each digital platforms are, and how to use them to your advantage.

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.

f ⊙ ♪ CampaignMiddleEast   ✖ in CampaignME
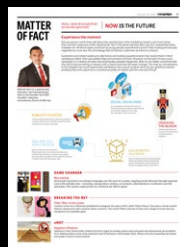
EDITORIAL SECTIONS

NEWS
Breaking regional and local news of the advertising, marketing, PR and media industries.
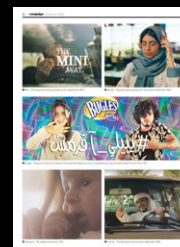
FEATURES
In-depth analysis, profiles, debate and investigations.

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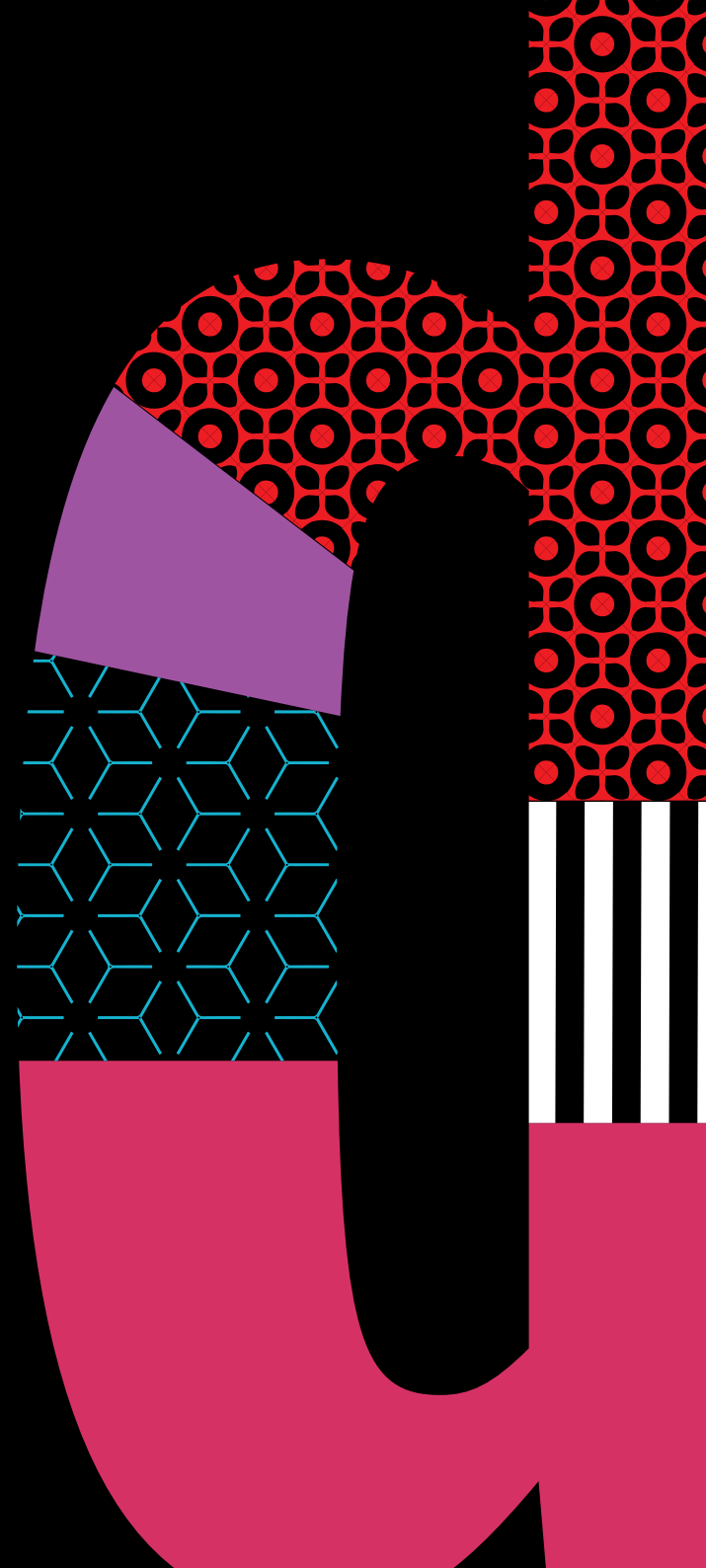
THE SPIN
A light-hearted look at what happens when the communications profession lets itself down.

APPOINTMENTS
Movers and shakers within the industry.

EDITORIAL CALENDAR

01
JAN

The 2023 Predictions Issue

Ad Tech & Digital Agencies Guide 2023

02
FEB

Data & Measurement Issue
Ramadan 2023 / Pre Lynx Issue
Media & Creative Agency Guide 2023

03
MAR

Dubai Lynx 2023 Issue
Know Your Platforms / Social Media Guide 2023
Influencer Marketing

04
APR

TV / Video Guide 2023

Agencies F2W Faces to Watch Issue

05
MAY

Audio / Radio Guide 2023
AI in Marketing & Advertising
The Saudi Report 2023

06
JUN

The New Marketing & Media Issue
Marketing F2W Faces to Watch Issue
Web3: Blockchain, Metaverse, NFTs & Beyond

07
JUL

Cannes Lions
The CX Issue - Customer Experience
Performance Marketing / Behavioral Targeting

08
AUG

PR & Events Guide 2023

Women in Advertising

09
SEP

The Power List 2023
Campaign's Production Guide 2023
Digital Transf ormation

10
OCT

The Ecommerce Issue
ESG (Environmental, Social & Governance) Issue
The OOH Guide 2023

11
NOV

Campaign's Marketing Game-Changers 2023

The Digital E ssays 2023

12
DEC

The 2023 Annual Issue

Agency of the Year MENA 2023

EVENTS CALENDAR

JAN
Campaign
On the
Record Podcast

FEB
Campaign Global Agency of the Year

Campaign Breakfast Briefing: Ramadan Advertising & The Year Ahead for Marketing & Media

Campaign On the Record Podcast

MAR
Campaign Breakfast Briefing: Marketing Strategies 2023: Audio, Video, CTV and more

Campaign On the Record Podcast

APR
Campaign
On the
Record Podcast

MAY
Campaign Saudi Briefing: Digital 2023 – Topic TBC

Campaign On the Record Podcast

JUN
Campaign Breakfast Briefing: The Future is Now Web3, Metaverse, Blockchain & NFTs in Marketing

Campaign On the Record Podcast

JUL

AUG
Campaign
On the
Record Podcast

SEP
Campaign Breakfast Briefing: The New Marketing AI / Adtech / Performance Marketing & Measurement

Campaign On the Record Podcast

OCT
Campaign Saudi Briefing: Media 2023 – Topic TBC

Campaign On the Record Podcast

NOV
Campaign Breakfast Briefing: Outdoor 2024

Campaign On the Record Podcast

DEC
Campaign Agency of the Year MENA

Marcomms360: Predictions2024

Campaign On the Record Podcast

campaign Middle East
BREAKFAST
BRIEFING

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:

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

TYPE AREA

TRIM AREA

BLEED AREA
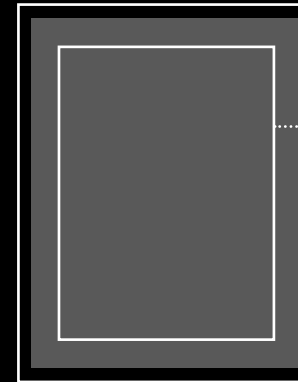
PRINT SPECS (h x w) mm

SPACE	TRIM	TYPE	BLEED
FULL PAGE	327 x 240	298 x 215	337 x 250
DPS	327 x 480	298 x 455	337 x 490

(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: Max 100Kb

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

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MOTIVATE
MEDIA GROUP

HEAD OFFICE
34th Floor, Media One Tower,
PO Box 2331, Dubai, UAE
T: +971 4 4273000
F: +971 4 4282260
E: motivate@motivate.ae

ABU DHABI
PO Box 43072,
Abu Dhabi, UAE
T: +971 2 6772005
F: +971 2 6770124
E: motivate-adh@motivate.ae

SAUDI ARABIA
Office 451/452, Al Hamad Tower,
King Fahad Road, Al Olaya, Riyadh, KSA
T: +966 11 834 3595 / +966 11 834 3596
F: +966 11 834 3501
E: motivate@motivate.ae

LONDON, UK
Acre House, 11/15 William Road,
London NW1 3ER, UK
E: motivateuk@motivate.ae