



**campaign** Middle East

MEDIA INFORMATION **2024**

# **\*/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

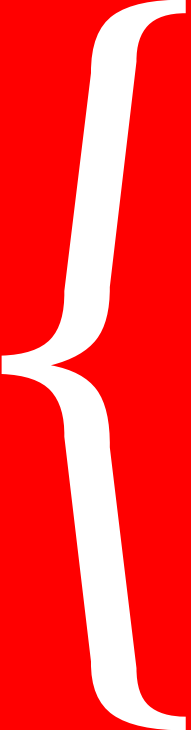
Building on a strong legacy, the *Campaign* brand continues to go from strength to strength. Its respected mix of news, views, information and analysis, events, directories, digital content, video and more will continue into 2023, while we also develop our newer brand extensions including case studies, 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



*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**

# **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**

\*Publisher's own data

# OVERALL BRAND REACH COMPARISON



**95,800**

2021 monthly  
brand reach

**129,000**

2022 monthly  
brand reach

**183,000**

2023 monthly  
brand reach

**41.86%**

audience increase



# DIGITAL

[www.campaignme.com](http://www.campaignme.com)



## ONLINE SECTIONS

News

Opinion

Featured

The Work

Events

Guides

Directories

Jobs

## SOCIAL MEDIA

8,000 Followers

12,400 Followers

50,400 Followers

12,500 Followers

Delivering more than

**80,000** unique visitors  
every month\*

**135,000**  
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.



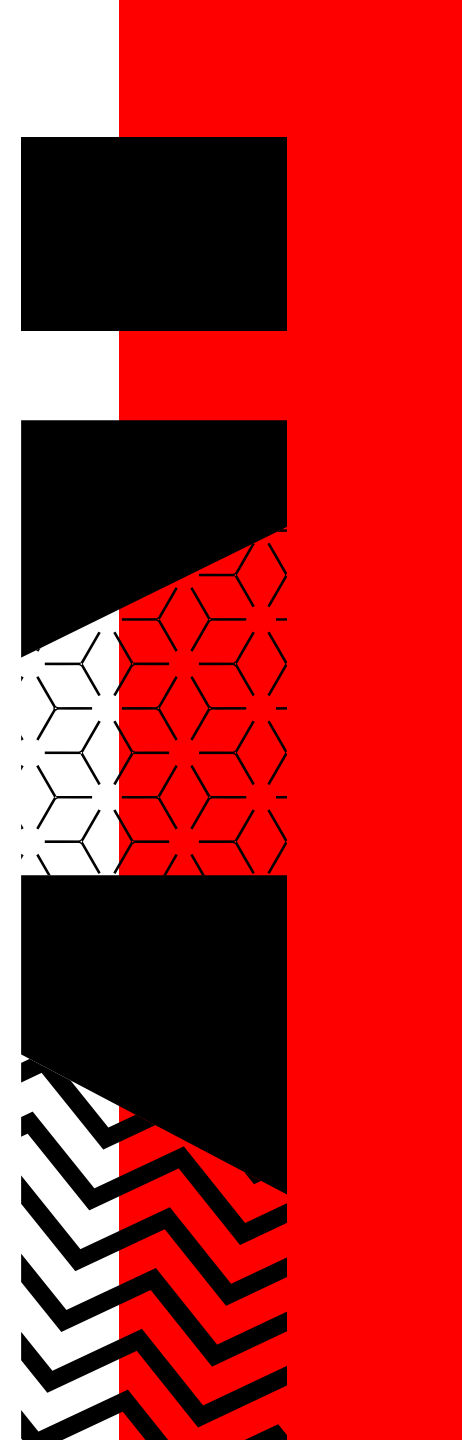
Best dispatch day:

**MONDAY**  
or  
**TUESDAY**

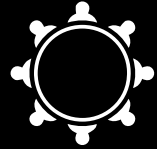


Best dispatch time:

**10:30 AM** to  
**12:30 PM**  
& **2:30 PM** to  
**4:30 PM**



# BRAND PLATFORMS



## ROUND TABLES

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



## BREAKFAST BRIEFINGS

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



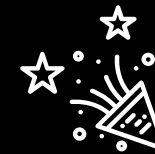
## KNOW YOUR PLATFORM (KYP)

Short explainers on what the latest and upcoming functions of each digital platforms are, and how to use them to your advantage.



## ON THE RECORD - PODCAST

Experts and thought leaders discuss and debate on some of the latest topics.



## INDUSTRY NIGHTS

The exclusive meet-and-mingle networking events for 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 @ d © ▶ CampaignMiddleEast ✕ in CampaignME



## NEWS

Breaking regional and local news of the advertising, marketing, PR and media industries.



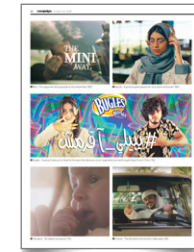
## FEATURES

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.

# EDITORIAL SECTIONS



## 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

**29**  
**JAN**

**The 2024 Predictions Issue**  
**Ad Tech & Digital Agencies Guide 2024**

**26**  
**FEB**

**The Data Issue**  
**Ramadan 2024**  
**Media & Creative Agency Guide 2024 + Map**

**25**  
**MAR**

**Dubai Lynx Issue**  
**Know Your Platforms: Gaming & Social Media**  
**Influencer Marketing 2024**

**29**  
**APR**

**TV / Video Guide 2024**  
**Agencies F2W Faces to Watch Issue**

**27**  
**MAY**

**Luxury Brands Edition**  
**The Audio Issue**  
**The Saudi Report 2024**

**24**  
**JUN**

**The Future of Marketing & Media**  
**Marketing F2W Faces to Watch Issue**  
**AI in Marketing & Advertising**

**15**  
**JUL**

**The Strategy Issue**  
**Cannes Lions 2024**  
**The CX Issue - Customer Experience**

**26**  
**AUG**

**Women in Advertising**  
**PR & Events Guide 2024**

**30**  
**SEP**

**The Power List 2024**  
**Campaign's Production Guide 2024**  
**Ecommerce & Digital Transformation**

**28**  
**OCT**

**The Do-Good Issue:**  
**Ethical Marketing / Sustainability / CSR**  
**The OOH Guide 2024**

**25**  
**NOV**

**Campaign's Marketing Game-Changers 2024**  
**The Digital Essays 2024**

**16**  
**DEC**

**The 2024 Annual Issue**  
**Agency of the Year MENA 2024**



# EVENTS CALENDAR

**JAN**

Campaign  
On the Record Podcast

**FEB**

Campaign Breakfast Briefing:  
Ramadan Advertising &  
The Year Ahead for  
Marketing & Media  
Campaign  
On the Record Podcast

**MAR**

Campaign Breakfast Briefing:  
Marketing Strategies 2024:  
Gaming, Audio, Video and  
more  
Dubai Lynx

**APR**

Campaign  
Media Networking Night

**MAY**

Campaign Saudi Briefing:  
Talent & Technology 2024  
Campaign  
On the Record Podcast

**JUN**

Campaign Breakfast Briefing:  
The Future is Now  
AI, VR, AR, Web3 etc in  
Marketing  
Campaign  
On the Record Podcast

**JUL**

Campaign  
On the Record Podcast

**AUG**

Campaign  
On the Record Podcast

**SEP**

Campaign Breakfast Briefing:  
The New Marketing  
Topics TBC  
Campaign  
On the Record Podcast

**OCT**

Campaign Saudi Briefing:  
Media & Marketing 2024  
Campaign  
On the Record Podcast

**NOV**

Campaign Breakfast Briefing:  
OOH 2024  
Athar Festival 2024  
Campaign  
On the Record Podcast

**DEC**

Campaign Agency of the Year  
ME Awards  
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:** 100+ 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

**09:20 AM** Panel discussion 1 on challenges of the industry in the region: 1 moderator + 3 speakers

**10:40 AM** Q/As

**09:00 AM** Chair's opening remarks – Introduction to the topic/industry

**09:50 AM** Q/As

**10:50 AM** Closing Comments

**09:10 AM** 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

\*Agenda time and structure may vary depending on each topic or additional panels.



**campaign** Middle East  
BREAKFAST  
BRIEFING

**campaign**  
SAUDI  
BRIEFING

**ON THE  
RECORD**  
Middle East  
WITH **campaign**

## 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:

**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

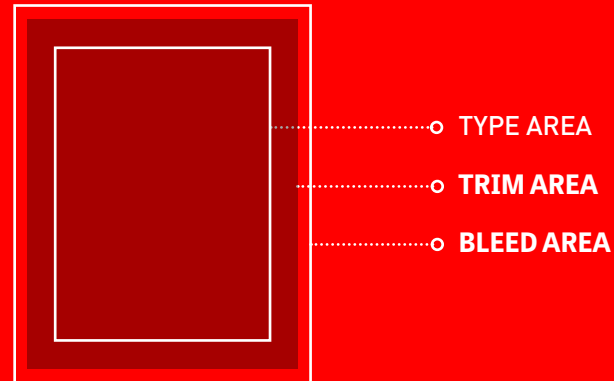
## PRINT SPECS (h x w) mm

| 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   | \$2,500/insertion |
| Leaderboard Banner in Newsletter | \$2,000/insertion |

## WEBSITE CONTENT

|  |               |
|--|---------------|
| Sponsored Content (300 words)          | \$5,500/post  |
| Sponsored Content (600 words)          | \$7,250/post  |
| 1 min Branded Video + 330 Word Article | \$11,500/post |
| InRead Video                           | \$120/CPM     |

## ONLINE DIRECTORY

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



# DIGITAL TECHNICAL REQUIREMENTS

## LEADERBOARD

728(W) X 90(H)

File type: Jpeg, Png , gif, Javascript tags or  
Html5 tags

File size: Max 100Kb

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## BILLBOARD

970 (w) x 250 (h)

File type: Jpeg, Png , gif, Javascript tags or  
Html5 tags

File size: Max 100Kb

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## SKINS

160 (w) x 600 (h)

File type: Jpeg, Png , gif, Javascript tags or  
Html5 tags

File size: Max 100Kb

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## 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

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## HALF PAGE

300 (w) x 600 (h), expands left to 600 (w) x 600

File type: Jpeg, gif, png, javascript tags or html  
tags

File size: 100kb to 150kb for images

Note: we don't support .Swf files

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## MOBILE LEADERBOARD

320 (w) x 50 (h)

File type: Jpeg, Png , gif, Javascript tags or  
Html5 tags

File size: Max 100Kb

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## 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

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## 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**

**+971 50 645 3365**

**nadeem@motivate.ae**

**TARUN GANGWANI**

**Sales Manager**

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**CampaignME.com**



**CampaignMiddleEast**



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PRINT



DIGITAL



CREATE



STUDIO



EVENTS



CONTENT



SOCIAL



CINEMA



TALENT



ACADEMY



OOH



AERIALS

**motivatemediacom**