

Editorial & Events Calendar 2025

Date	Magazine Themes & Titles	Events & Podcasts
27 Jan 2025	The 2025 Predictions Issue Ad Tech & Digital Agencies Guide 2025	Campaign On the Record Podcast
24 Feb 2025	The Data & Creativity Issue Ramadan 2025 Media & Creative Agency Guide 2025 + Agency Map	Campaign Breakfast Briefing: Ramadan Advertising & The Year Ahead for Media & Marketing on 7th Feb Campaign On the Record Podcast
31 Mar 2025	Agencies F2W Faces to Watch Issue Gaming, Social Media & Influencer Marketing Guide 2025	Campaign CMO Roundtable
28 Apr 2025	The Procurement, Pitching & Pricing Issue Dubai Lynx 2025 The Saudi Report 2025	Campaign Breakfast Briefing: Talent & Technology (Workshops and talks) on 11th April 2025 Campaign On the Record Podcast
26 May 2025	Luxury Brands Issue Performance Marketing & Brand Building The Audio & Video Guide 2025: TV, CTV, OTT, Radio, Podcasts & more	Campaign Saudi Briefing: Strategy & Technology on 15th May 2025 in Riyadh, KSA Campaign On the Record Podcast
30 Jun 2025	Marketing F2W Faces to Watch Issue The Future of Media & Marketing: AI, Automation, Privacy, Search & Engagement	Campaign Industry Roundtable Campaign On the Record Podcast
14 Jul 2025	The Do-Good Issue: Ethical Marketing / Sustainability / CSR Cannes Lions 2025	Campaign On the Record Podcast
25 Aug 2025	Women in Advertising Issue PR & Experiential Guide 2025	Campaign Industry Roundtable Campaign On the Record Podcast
29 Sep 2025	Campaign's Production Guide 2025 Issue The Power List & Essays 2025 Ecommerce & Digital Transformation	Campaign Breakfast Briefing: The Future is Now AI, VR, AR, Performance Marketing on 12th Sept 2025 Campaign On the Record Podcast
27 Oct 2025	The Strategy, CX & Culture Issue: Personalisation, Storytelling, Feedback, Loyalty The OOH Guide 2026	Campaign Saudi Briefing: Media & Marketing on 16th Oct 2025 in Riyadh, KSA. Campaign On the Record Podcast
24 Nov 2025	Campaign's Marketing Game-Changers Issue Sports Marketing 2025 The Digital Essays 2025 Athar 2025	Campaign Breakfast Briefing: OOH 2026 on 21st Nov Campaign On the Record Podcast
15 Dec 2025	The 2025 Annual Issue Agency of the Year Awards MENA 2025	CAMPAIGN AGENCY OF THE YEAR ME AWARDS on 11th Dec 2025 Campaign On the Record Podcast

*EXTERNAL EVENTS. LAST YEARS EDITIONS ARE HYPERLINKED FOR REFERENCE. KINDLY NOTE THE ABOVE EDITORIAL & EVENTS CALENDAR IS SUBJECT TO CHANGE IN CASE OF ANY NEW DEVELOPMENTS. PLS GO TO PAGE 2 FOR MORE DETAILS ON ALL EDITIONS.

Synopsis of Campaign's monthly editions

27 January 2025

The 2025 Predictions Issue

The Predictions issue is the first edition of the year for Campaign Middle East where industry leaders give insights on the trends and challenges within creativity, marketing, media agencies, ad agencies, ad-tech, PR, production, social, events, communications, integrated marketing and more.

Ad Tech & Digital Agencies Guide 2025

There is a huge demand from agencies & marketers for an ad-tech guide giving a detailed overview of the region's technology providers. If you are an agency offering digital services that range from social media monitoring to programmatic buying or anything in-between, and if you are part of an ad-tech company offering crucial technology that allows agencies and marketing managers to thrive in the modern, digital age of marketing, then you both will be featured in this guide.

24 February 2025

The Data and Creativity Issue

This issue will give industry experts the opportunity to share their take on the balance between data and creativity, from the spark and originality needed to capture attention, evoke emotions, and build meaningful connections with audiences to the invaluable insights into consumer behaviours, preferences, and trends, enabling marketers to target their messaging more precisely and optimise their strategies for maximum impact. By combining the imaginative power of creativity with the analytical strength of data, brands can create personalised and relevant experiences that not only engage but also convert. While this is great in writing, what does this look like in practice on the ground.

Ramadan 2025

Ramadan is a month unlike any other in the MENA region, when families and friends gather and celebrate together. For many brands, Ramadan is the busiest time of the year, and they were able to play an important role in helping people come together, through imaginative and innovative executions from special offers to virtual reality to online iftars and more. So how will this year's Ramadan look for brands? What new traditions will be carried on from last year? Campaign looks at the learnings from earlier years at how 2025 will be even bigger & better despite the challenges the world faces.

Media & Creative Agency Guide 2025

A detailed guide to the Middle East's top creative and media agencies, with details from their management teams, contact info, background information, awards won to the clients they handle.

31 March 2025

Agencies F2W Faces to Watch Issue

Campaign Middle East recognises the best upcoming young talent aged 30 and younger in the region within the media, creative, PR and digital industries.

Gaming, Social Media & Influencer Marketing Guide 2025

The world of social media moves quickly, with new features constantly being added and tools for creators and brands. From the old guard of Facebook to trending apps such as Snap, Instagram, and TikTok, we give the comprehensive guide on what's what in social media. The guide also makes room for gaming and esports platforms which are becoming increasingly 'social'. This is a great chance for platforms to showcase their strengths and champion their work with brands. Additionally, influencers are everywhere, and brands are opening up their budget for them. This year, we decided to dip our toes in the world of influencer marketing. The issue will feature insights on how brands and influencer marketing platforms are engaging with influencers, what they look for, their spend and how they measure their success and ROI.

28 April 2025

Procurement, Pitching and Pricing Issue

Procurement, pricing structures and timely payments remain a pain point within the industry, while deadlines and margins are getting tighter, resulting in a clarion call from leaders for greater collaboration, a how-to guide on navigating the regulatory landscape, and to work together to build a more sustainable ecosystem. Discussing procurement, pitching, and pricing is crucial for aligning business objectives with creative endeavors. Procurement processes ensure that resources — whether talent, technology, or services — are acquired efficiently and cost-effectively, enabling creative teams to deliver high-quality work within budget constraints. Pitching serves as a vital platform for agencies and creative firms to showcase their innovative ideas and strategic approaches, demonstrating their value proposition to potential clients. Meanwhile, pricing strategies directly impact an organisation's competitiveness and profitability. This issue will discuss the key trends and challenges that need to be addressed across these issues.

Dubai Lynx Issue

The post-Dubai Lynx issue is the official Lynx winner's copy is where we would announce the winners, their interviews and whole coverage for the Lynx Gala Awards. There would be behind the scenes reporting with exclusive content of unbiased coverage of what exactly happened.

The Saudi Report 2025

The Saudi Arabia of today is almost unrecognisable compared with only a couple of years ago. And the kingdom is constantly evolving as its economy diversifies and its society demands a balance between culture, creativity, and convenience. For brands, the constant state of change means Saudi Arabia is a land of opportunity. But it also means that neither new entrants to the market nor established players rushing to keep up with developments can afford to put a foot wrong. Campaign's Saudi Arabia Report offers a guide to the media, marketing and advertising scene in the kingdom. We examine the projects and initiatives that are driving development and look at the clients and sectors that are spending money. We look at the latest research to paint a picture of today's Saudi consumer. And we look at the industry scene there, from established multinational networks to independent start-up agencies, talent to technology.

26 May 2025

Luxury Brands Issue

Campaign Middle East will continue its coverage of luxury brands in this issue. Be it the world of fashion, hotels or cars, we give the low-down on what luxury brands are doing in advertising and marketing. Luxury brands play by different rules to mainstream brands and deserve an issue all to themselves given their unique positioning and strategies to attract high-end consumers.

Performance Marketing and Brand-Building

In the brand, marketing, and creative industry, finding the right balance between performance marketing and brand building is crucial for achieving both immediate and long-term business goals. Performance marketing focuses on driving measurable results, such as conversions, clicks, and ROI, through targeted campaigns and data-driven strategies. This approach offers quick wins and quantifiable outcomes, essential for demonstrating effectiveness and justifying marketing spend. However, an overemphasis on performance can lead to a transactional view of marketing that overlooks the intangible yet vital benefits of brand building. Brand building nurtures brand equity, fosters customer loyalty, and establishes a strong brand identity and emotional connection with the audience—elements that are crucial for sustaining success and differentiation over time. How are brands and agencies finding this balance? We look to answer this question within this issue of the magazine

Audio and Video Guide 2025

Video is where most of the media money gets spent, so our guide will make it easy for planners, buyers and everyone else in the industry to get the low down on the best places to buy video spots for the rest of the year and since there is no such hands on, all information in one guide giving a detailed overview of all the channels in the region therefore there is a huge demand for this from marketers and agencies. Meanwhile, Campaign's Audio Guide examines all aspects of audio marketing including a directory of all radio stations across the UAE & wider Middle East. It has a comprehensive directory of terrestrial stations with reach, demographics and rate-card information. And we look at the evolution of radio and its digital forms such as radio on demand, streaming services and podcasts.

30 June 2025

Marketing F2W Faces to Watch Issue

Campaign ME recognises the best upcoming client-side young talent aged 30 & Under in the region.

The Future of Marketing & Media

There are many factors at play influencing the future of marketing and media in this region. Technology, shifting consumer habits and government policies are all helping to change the landscape when it comes to marketing and media. Whether you are a creator, brand or agency, you need to stay one step ahead of what is happening in marketing and media. This issue covers the latest trends, speaking to industry experts about how these sectors are changing. Campaign's also addresses AI, automation, and data analytics in advertising. The industry already uses AI to build creative ads, identify and segment audiences and improve ad performance. The issue will feature how AI is being used innovatively by brands and advertisers alongside challenges that need to be addressed.

14 July 2025

The Do-Good Issue

Ethical marketing, data privacy, sustainability, and purpose-driven marketing were major discussion topics for the industry in 2024, and we believe this momentum will continue. But more than just focusing on saving the planet, brands are increasingly looking at doing good in other ways – for their customers, their employees and the disadvantaged. Brands are growing a conscience, becoming more human and ethical in their marketing and sales tactics. We put the spotlight on this latest trend, as companies strive to be authentic, especially with the younger generation.

Cannes Lions

Cannes Lions, a five-day International Festival of Creativity, is the largest gathering of the advertising and creative communications industry. UAE work always has a habit of winning big at Cannes including an unprecedented two Grands Prix at last year's festival. Campaign's Cannes Lions issue will look at the work submitted from this region and the big winners of the year.

25 August 2025

Women in Advertising

Campaign celebrates the women shaping the industry. And we are making a point by not doing this on International Women's Day. The leaders we profile in this issue are driving media, marketing and advertising forwards and upwards all the time, not only on one day of the year, and we are celebrating their successes as they chip relentlessly at the glass ceiling and make the industry better for all.

PR & Experiential Guide 2025

A detailed guide to the Middle East's top PR, events, and experiential agencies, with details from their management teams, contact info, background information, awards won to the clients they handle.

29 Sept 2025

The MENA Power List & Essays 2025:

Campaign's MENA Power List 2025, a refined and more exclusive update to our long-established Power Essays supplement. It will profile the most powerful men and women in the region's media, marketing and advertising industry, alongside their essays comprising of insights and predictions for business trends. The list will be exclusive, and only select agencies, media owners and representatives will be invited to nominate the heads of their companies.

Campaign's Production Guide 2025

Building on the success of our ever-popular Production Houses Guide, this issue will look at all things production. From 'traditional' production houses to freelance content producers and high-tech virtual and augmented reality creators, this is the place to see who is producing what. It will also carry a listing of leading production houses, freelancers and resources.

Ecommerce & Digital Transformation

From in-store marketing to e-commerce, the shopping issue looks at the consumer journey and how brands can make the most out of the modern shopping experience. This is where to look for everything shopping-related, from

performance metrics to shopper experience. 2025 is set to be a year of consolidation, where marketers take a look at what has worked for them and what needs development. Campaign helps them do this with expert insights and opinion into all things digital and how to manage structural change.

27 Oct 2025

The Strategy, CX and Culture Issue

Putting together a marketing strategy takes effort, increasingly becoming omni-channel and increasingly digital. At the heart of any winning strategy is the consumer, so this issue focuses heavily on customer experience and how this is constantly being refined. We discuss the latest tool being used to enhance customer experience both online and offline. We examine how top-notch customer service can keep your consumers happy and loyal, and we find out what it means to provide an experience that keeps them coming back for more. Campaign also brings together a range of other topics which can all play a part in forming a top-notch strategy.

OOH Guide 2026 Supplement

There is a huge demand for such a regional outdoor guide giving a detailed overview of the OOH media in this region and Campaign Middle East published this exclusive and comprehensive MENA Outdoor Guide. This directory would feature information on all the outdoor suppliers in the MENA region including their contact details and In the middle centerspread of the report, there would be a huge pullout UAE & Saudi Arabia map with all of the outdoor properties marked with their suppliers for easy reference for media planners, buyers and marketing heads.

24 Nov 2025

Campaign's Marketing Game Changers 2025

Campaign shortlists & profiles the region's top best Marketing heads driving real change in their companies and the media, advertising and communications industry.

The Digital Essays 2025

The supplement also in its 17th year follows the same format as the Power Essays and will include 15 essays by some of the region's most influential digital professionals. They will discuss the most important topics, issues, developments & innovations affecting the digital media landscape be it social media, mobile, programmatic etc. Digital Essays is a round table for dialogue, in which we discuss obstacles and solutions, goals and styles, ethics and practices. In short, DE is your voice that reaches to everyone associated with digital in the Middle East.

15 Dec 2025

The 2025 Annual Issue

Campaign Middle East's Annual 2025 issue would be published as the last issue of the year. This special issue is the much-awaited review of the year 2025 in the fields of Advertising, Media, Digital and Marketing. The Best top 10 works will be recognized in the fields of Film, Print & Outdoor, Digital & Social, PR & Activation, Pitches, Integrated etc. This makes this issue have a high shelf life too plus it's also a good issue to reach out to the entire industry with your message at the end of the year.

Agency of the Year MENA 2025

Most agency focused awards in the region focus on the work produced – either its pure creativity or its effectiveness. Agency of the Year, however, focuses on their business success (year on year growth, financial achievements, agency culture and diversity, equity and inclusion, etc.) and the people and teams driving this forward. Campaign's last issue of the year will also focus on the winners of the Agency of the Year Awards MENA 2025. This issue is the official AOTY winner's copy is where we would see the big winners of the night, their interviews and whole coverage for the Awards.

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