



campaign ^{Middle East}

Marketing Solutions 2025

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 a 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 **1 Million unique visitors** annually who consume 155,000 page views monthly with an average session time of 30 secs on each article.
- ▶ Campaign ME has **100,000+ followers** across its social platforms - [X](#), [Facebook](#), [LinkedIn](#), [Tiktok](#) & [Instagram](#)

Dates	Magazine Themes & Titles
27 Jan 2025	The 2025 Predictions Issue Ad Tech & Digital Agencies Guide 2025
24 Feb 2025	The Data & Creativity Issue, Ramadan 2025 Media & Creative Agency Guide + Agency Map
31 Mar 2025	Agencies F2W Faces to Watch Issue Gaming, Social Media & Influencer Marketing Guide 2025
28 Apr 2025	The Procurement, Pitching & Pricing Issue Dubai Lynx 2025, The Saudi Report 2025
26 May 2025	Luxury Brands Issue Performance Marketing & Brand Building The Audio & Video Guide 2025: TV, CTV, OTT, Radio, Podcasts
30 Jun 2025	Marketing F2W Faces to Watch Issue The Future of Media & Marketing: AI, Automation, Privacy, Search & Engagement
14 Jul 2025	The Do-Good Issue: Ethical Marketing / Sustainability / CSR Cannes Lions 2025
25 Aug 2025	Women in Advertising Issue PR & Experiential Guide 2025
29 Sep 2025	Campaign's Production Guide 2025 Issue The Power List / Essays 2025 Ecommerce & Digital Transformation
27 Oct 2025	The Strategy, CX & Culture Issue: Personalisation, Storytelling, Feedback, Loyalty The OOH Guide 2025
24 Nov 2025	Campaign's Marketing Game-Changers Issue The Digital Essays 2025 Sports Marketing 2025 Athar 2025
15 Dec 2025	The 2025 Annual Issue Agency of the Year MENA 2025

EDITORIAL CALENDAR 2025

All editions are hyperlinked to last years editions for reference. Kindly note the editorial calendar is subject to change in case of any new developments.

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.
- ▶ 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.

PICK OF THE QUARTER

Relevant, rooted and connected Pepsi's Virtual Suhours bring people together even when they are apart

Social distancing and Ramadan are two things that could not have further from one another. Yet Pepsi managed to bring the spirit of the Islamic world, fast during a pandemic, to its core while keeping the sense of community that is central to the Islamic world. And during a pandemic, it is more important than ever for a community to stay as isolated as possible.

This is why Pepsi stepped in to create an online social distancing day to help to mean social isolation. The purpose of the virtual Suhours was to help to mean that there are still non-commercial ways to catch up and stay connected virtually.

Pepsi teamed up with Taha Al Habibi, one of Saudi Arabia's most influential content creators, to host a Virtual Suhour on Instagram Live once a week. They would spend each week with another popular influencer from Instagram by the host, and this week, Taha, and they gathered their own audience and each other through live chat.

The Virtual Suhours were a great way to create an interactive and culturally relevant experience for the influencers, followers, and to give them back some of what they were missing through live chat and other technology to remain relevant, rooted and connected.

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STREAMING INTO THE FUTURE

Spotify's Rakesh Patel asks what the future looks like for audio innovation and what marketers can do right now

RAKESH PATEL, head of content at Spotify Middle East, says: "While there is no doubt that the audio industry will continue to grow rapidly, we are seeing a real shift in the way people consume content. The rise of streaming services has changed the way we listen to music, and we are seeing a real shift in the way people consume content. The rise of streaming services has changed the way we listen to music, and we are seeing a real shift in the way people consume content."

With the rise of streaming, the audio industry will continue to grow rapidly, and we are seeing a real shift in the way people consume content. The rise of streaming services has changed the way we listen to music, and we are seeing a real shift in the way people consume content."

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VIEW FROM

Ramsey Naja

Clare Beale

A CRISIS IS NOT A MEDIA CHANNEL

The things about large, established brands that they tend to do is they tend to do things that they tend to do. They tend to do things that they tend to do. They tend to do things that they tend to do. They tend to do things that they tend to do. They tend to do things that they tend to do.

What is the crisis? The crisis is not a media channel. The crisis is not a media channel. The crisis is not a media channel. The crisis is not a media channel. The crisis is not a media channel. The crisis is not a media channel.

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Global H+K restructure sees Europe and Nordics report in to Middle East

Agency of global restructure H+K has been split into two main entities, one for Europe and Nordics, and one for the Middle East. The Middle East entity will be led by Ramsey Naja, and the Europe and Nordics entity will be led by Clare Beale.

LESH & DELVEVO 30-SECOND SOAP

HOME CENTRE MIDDLE EAST A DAD'S JOB

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Marketing Solutions with Campaign Middle East Includes:

- ▶ Print
- ▶ Digital
 - ▶ Website
 - ▶ Podcasts
- ▶ Direct Marketing
 - ▶ Emailers & Newsletters
 - ▶ Social Media Marketing
- ▶ Event Marketing
 - ▶ Campaign Breakfast Briefings – UAE
 - ▶ Campaign Breakfast Briefings - KSA
 - ▶ Campaign Industry Roundtables
 - ▶ Agency of the Year Awards

PRINT

Includes Brand Display Advertising Includes:

- ▶ Full page Ad: \$6,000
- ▶ Double Page Ad: \$11,000
- ▶ Inside Front Cover: \$11,000
- ▶ Outside Back Cover: \$12,500
- ▶ Inside Back Cover: \$10,200
- ▶ Inside Front Cover Spread: \$21,500

smrg.com

Reach 165 million people across MENA.

Covering news, entertainment, travel, business, sports and fashion, our collection of iconic media brands focus on the evolving needs of today's audiences, resulting in unparalleled access to over 165 million people across the MENA region.

Partner with SRMG, the largest integrated media group in the region, and reach your audience today.

لدى SRMG شبكة من المجلات الرائدة في الشرق الأوسط وشمال أفريقيا، والتي تغطي مجموعة متنوعة من المجالات بما في ذلك: أخبار، رياضة، فنون، سفر، تجارة، تكنولوجيا، صحة، ترفيه، وبيئة.

CRITEO

Help your clients predict the unpredictable.

Today's buyer journey is anything but linear. Your clients need to be in the right place at the right time. **Criteo can help.**

Curious how? Scan the QR code to learn more about our full-funnel commerce media solutions for agencies.

anghami Digital Music Services

ANGHAMI, WHERE BRANDS ARE HEARD

Scan the QR code & discover how you can give your brand a voice.

campaign Middle East

BE PART OF HISTORY

The Billboard Arabia Music Awards is coming to the region

Join the first ever Billboard Arabia Music Awards, honoring artists and stars with award categories including: Top Artist, Female Artist, Male Artist, and the year's hottest songs.

SOLVING FOR SUSTAINABILITY

بيلبورد الموسيقي العربية

BE PART OF HISTORY

The Billboard Arabia Music Awards is coming to the region

Join the first ever Billboard Arabia Music Awards, honoring artists and stars with award categories including: Top Artist, Female Artist, Male Artist, and the year's hottest songs.

Enjoy unmatched visibility across TV and social media.

Elevate your brand with international and regional icons.

Engage with millions of fans across the region.

RIYADH, DECEMBER 11

SOCIALEYEZ
CREATE NO MATTER WHAT

ACROSS 4 OFFICES

UAE EGYPT LEBANON KSA

82+ Creative Strategists | 41+ Tech Creatives | 32+ Content Strategists

97+ Account Managers | 15+ Content Creators | 12+ Strategy & Performance

20+ In-house Production

Connect with SOCIALEYEZ

SOCIALEYEZ
CREATE NO MATTER WHAT

SE

SOCIALEYEZ is the Middle East's leading team of creative strategists, combining creative storytelling with a clear strategic vision to transform challenges into actionable solutions.

In an ever-evolving digital landscape, **SOCIALEYEZ** helps its partners achieve tangible goals. Its philosophy, *Create No Matter What*, drives the team to bring bold ideas to life, consistently delivering real results.

With a dedicated in-house team offering end-to-end services - from ideation to execution - **SOCIALEYEZ** ensures every project drives meaningful and transformative outcomes across industries.

Canon **RTA** **Emirates NBD**

ALOKOZAY GROUP **UAE CHERRY** **CDP/8 UAE**

DUBAI FUTURE FOUNDATION **مؤسسة دبي للمستقبل**

Just to be clear. We're on this page because we wanted to be.

KSA UAE EGYPT LEBANON

The Spin

Just to be clear. We're on this page because we wanted to be.

BPG

THE STORY BELONGS TO EVERYONE

alaan TV

FIND US ON DIGITAL

alaan.tv

Print Includes:

Partner Content / Advertorials which includes interviews, company profiles, case studies and content pushing your brand and services.

▶ Full Page: \$12,000

▶ Double Page Spread: \$18,000

The content would also be posted online on www.campaignme.com making it the main lead cover story + inclusion in weekly newsletter + Social media post and tags to Campaign's 100,000 followers on Twitter, Facebook, LinkedIn & Instagram platforms.

Single Page

Double Page

May 30, 2022 **campaign** 13

Beyond transformational

Viola is digitising the OOH industry, one LED screen at a time



The digitalisation of our industry is now an accepted reality. However, calling it 'transformational' does an injustice to the processes that have been completely revolutionised to get us to this point. Technological advances are taking place at an incredible rate and amazing innovations are making a huge difference to how we, as the marketing interface between companies and their clients, can exploit this new technology to have a far-reaching effect. Let's face it, we would be guilty of sleeping on the job if we failed to recognise, or at least investigate, the tremendous opportunities that digitalisation can bring to the table. While organisations and governments around the world have a digitisation imperative that is bringing about a change in the way we interact with the world online at a personal level, we are at the sharp end of an industry that has always been highly visible in the public domain, a media for the masses, specifically designed to introduce product to customer, and in the most efficient, charismatic and appealing way. Which is why Viola Outdoor has recently announced a breakthrough advance in the field of outdoor advertising in the capital with the imminent launch of its digital outdoor LED screens and bridge banner display concepts. Viola's long-term presence on the highways and byways of Abu Dhabi has already established the company as the perfect partner to lead the digital evolution of outdoor advertising, having been the principal advertising medium consisting on the main outdoor platforms in Abu Dhabi since 2003, and as such possessing the experience and knowledge necessary to take outdoor marketing to the next phase. The DOOH LED screens will feature state-of-the-art technical design, and will fit in with Viola's communication philosophy, which is to be visible across the UAE. It is important to note that digital OOH will not replace the existing traditional forms in the short term, for which there is still a lot of demand. However, we are in the process of creating a mass communication structure that will be ready, willing and able to adapt to any change in the future, changes that digitalisation will facilitate at the touch of a button. Literally. We are introducing smart network solutions that add a sophisticated backbone to the complex system of advertising cut-off, including

advertiser and audience in equal parts. For example, our Triform Lights are two-sided and will have an interactive element to them, enabling residents, visitors and tourists to get instant information based on their location, and the booking process for advertisers will be digitised and securely accessible on-line, enabling content to be displayed on screens instantly for optimum visibility. Viola's unique digital products provide a vast range of marketing options that actively support the capital city's commitment to digital transformation, reinforced by the capability of embedding creativity and style in their applications coupled with high visibility, creating a better targeted reach for customers and a more refined experience for the general public. Currently, posters on billboards are printed and then manually changed according to customer specs, but digital displays provide the ability to bypass this process and directly change any image, whether static or animated, video or graphic, instantly and remotely, adding speed, adaptability, sustainability, environmental friendliness and the extra dimension of immediacy and safety to the process. Digitisation offers clients the opportunity to invest in a range of marketing possibilities, whether multiple versions of a single campaign across the city, multiple campaigns run on a single unit across the Viola Digital Out of Home products, or a mix and match campaign that combines a full range of options, and we are very excited about how these city-wide smart screens will help Viola highlight the future. By introducing this transformative technology in Abu Dhabi, Viola Communications is actively contributing to the digital evolution taking place in the emirate in the short term, for which there is still a lot of demand. However, we are in the process of creating a mass communication structure that will be ready, willing and able to adapt to any change in the future, changes that digitalisation will facilitate at the touch of a button. Literally. We are introducing smart network solutions that add a sophisticated backbone to the complex system of advertising cut-off, including

"The screens will feature several unique technical designs, and will fit in with Viola Communications' existing strategic locations across Abu Dhabi."

Anshu Doshi, CEO of Viola Communications

June 26, 2022 **campaign** 03

PICK OF THE QUARTER

In partnership with **Meta**

Unforgettable Ramadan with Maggi

The 'Experience a Ramadan like no other with Maggi!' campaign served up personalised content for women, writes **Justin Harper**



During Ramadan food brand MAGGI - NESTLE FOOD, part of Nestle Middle East, most personified content to help women make a difference in their cooking through its products and services. "Experience a Ramadan like no other with Maggi" campaign was launched for Ramadan, the most food-centric time of the year. Regardless of cooking skills, it focused on the fact that there's always the challenge of deciding what to cook every day for 30 days. "I never discover their moment of glory." The brand aimed personalised content to celebrate the essence of Ramadan, which is rooted in bringing joy and culinary delight to all. Maggi created tailored recipes and tips for each persona representing different demand moments and highlighting different aspects of the Ramadan experience. The different profiles included: "The Professional persona ensures a stress-free Ramadan with delicious preparation. Maggi provides resources to create sophisticated menus and provide delightful meals in advance." "For the One on the Go who enjoy quick and convenient products and recipes without compromising on taste or nutrition." "Transform your flare with inspiration and innovative ideas from Maggi for the One Who Bring Home the

restaurant like dining experience. "Improve your guests with extraordinary dining experiences using an array of recipes, tips and tricks for the One Who Create Showstopping Gatherings." The campaign's target audience included female aged between 20-45, families spending time together, those who enjoy traditional foods and locales. Objectives were to building brand equity, engagement and traffic to the website. The key results from the campaign included a 3.4 points lift in reported actions towards buying Maggi post the campaign, and a 4.4 point lift among 25-44 year-olds. There was also a 9.0 points lift in recall for the campaign and a 4 point lift in a custom question (Will you use Maggi in your cooking) during the campaign. Overall, the campaign achieved a 11 per cent reach of the target audience, 1.6 million video views, 200,000 clicks and a 6 per cent active engagement rate. This campaign stood out as it was the first time the brand did a test on reported actions towards purchasing Maggi to understand if there was an increase in their consumers. The brand saw positive results on this front. It also worked on a Boost first activation, working with a creative agency and creators to produce native content beyond the feed and story content.

Abhishek, Head of OOH, Nestle Middle East, thanked for their contribution to the successful Ramadan campaign. Maggi has consistently been at the forefront during this crucial period. By leveraging their Meta brand equity strategy, Maggi effectively drove brand affinity among GenZ. Our collaboration has strengthened Maggi's presence and far beyond meaningful connections, further empowering them in navigating ever-changing digital landscape."

Abhishek, Head of OOH, Nestle Middle East

Justin Harper, Editor Campaign

Creative Solutions Print Advertising Includes :

- ▶ False Cover: \$40,000
- ▶ Bound Insert with Outer Tab: \$25,500
- ▶ Bellyband with a Double Page Centre Spread: \$28,000
- ▶ 8 Page Butterfly Gatefold: \$40,000

Belly band with a double page center spread



False Cover

Bound Insert with outer

8 Page Butterfly gatefold



Headline or Gold Sponsorship of Campaign Annual Special Reports:

- ▶ The Power List
- ▶ The Digital Essays
- ▶ Influencer Marketing Guide
- ▶ Media & Creative Agency Guide
- ▶ Digital & AdTech Agency Guide
- ▶ TV, Radio & Audio Guide
- ▶ OOH Guide
- ▶ The Saudi Report 2025

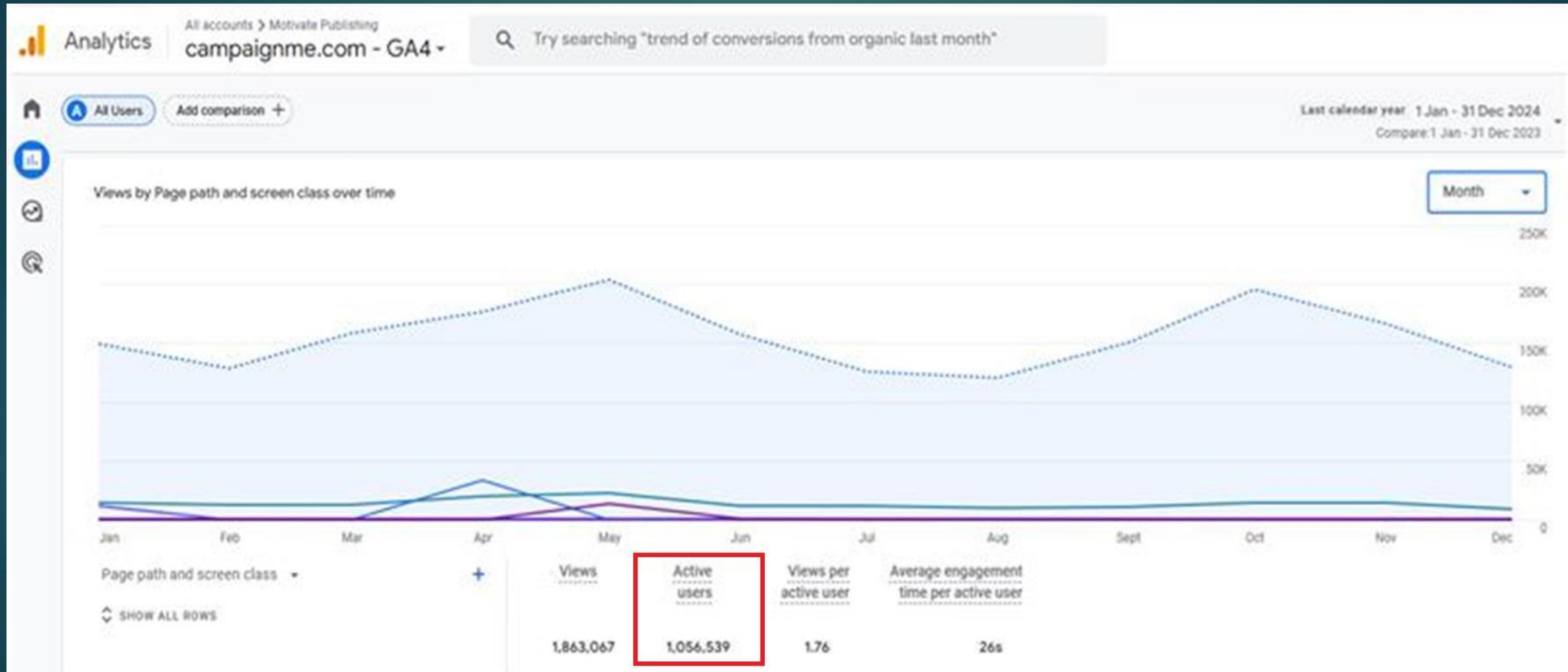
This sponsorship would include Logo branding on the Front Cover along with a Double Page Content and a Full Page Brand Advert.

Cost for each sponsorship: \$30,000 onwards



DIGITAL

Includes Campaign Middle East Website



Campaign Middle East website stats

Campaign's website has a 20% increase year on year with around 1 Million unique visitors visiting the website annually for fresh content, insights and trends. The top slide shows Campaign Middle East's **Google Analytics** audience, which shows we have an average of **90,000** unique visitors every month with an average of minimum 1.7 articles each session.

Online Banner Advertising

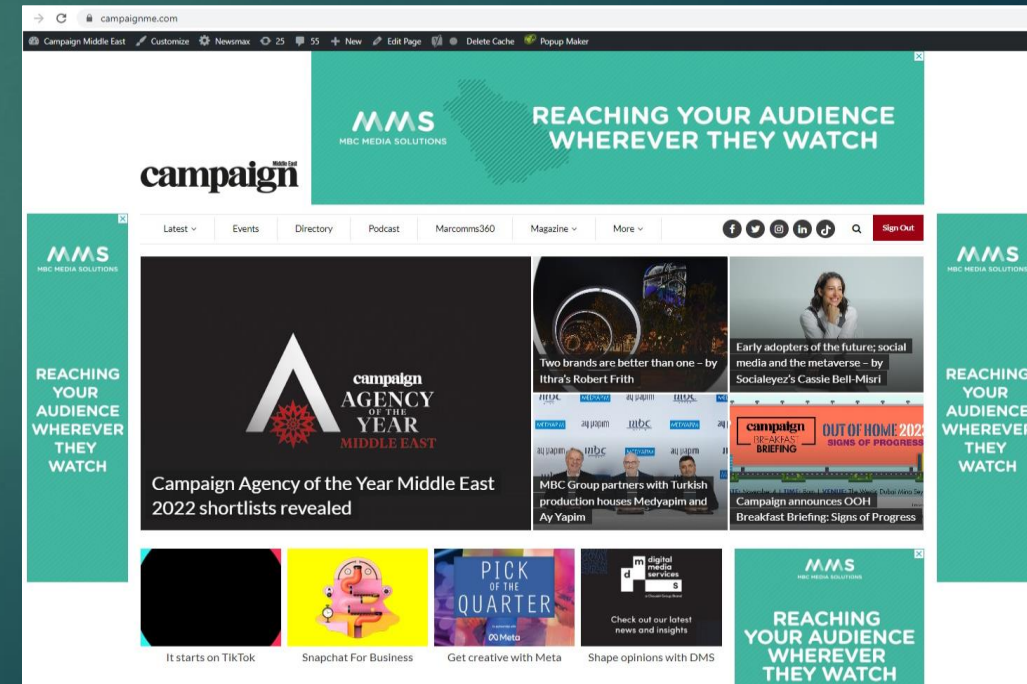
- ▶ ROS Banners: Leaderboard, Billboard, MPUs, Skins, Half pages
- ▶ Rich Media: InReads, Videos, Mobile Interscroller, Ewraps etc.
- ▶ Creative solutions: Site takeovers, Roadblocks, Overlays etc

DIGITAL ADVERTISING RATES	
DISPLAY ADVERTISING	
Leaderboard	\$78/CPM
MPU	\$89/CPM
Half Page	\$105/CPM
Skin	\$120/CPM
Static Button/month	\$2000/month

Homepage Takeover

Takeover of all advertising banners on Campaign's home page for 1 week.

Cost: \$10,000



Online content on Campaign website

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.

Cost:

SPONSORED WEBSITE CONTENT	
Online Article – 400 Words	\$6,500/post
Online Article – 700 Words	\$7,500/post

The screenshot shows a webpage from 'campaign Middle East'. The navigation bar includes 'Latest', 'Events', 'Directory', 'Podcast', 'Jobs', 'Agency of the year', and 'More'. Below the navigation, there are links for 'ADVERTISING', 'CREATIVE', 'DIGITAL', 'FEATURED', 'INSIGHTS', 'MARKETING', 'MEDIA', 'NEWS', and 'PARTNER CONTENT'. The article is dated 'posted on Oct. 31, 2024 at 9:30 am'. The main headline is 'Unlocking deeper insights: MBC Media Solutions adopts KSA TAM' by Anup Oommen. The article text states: 'KSA TAM is a sophisticated audience measurement solution that provides an accurate reflection of content consumption across screens.' There are three social media icons (Facebook, X, LinkedIn) on the left. The main text continues: 'MBC Media Solutions (MMS) will adopt the newly introduced TV and streaming audience measurement tool, KSA TAM, starting 1 January, 2025. This follows the decision by the General Authority of Media Regulation to establish KSA TAM as the official national benchmark for audience measurement in Saudi Arabia. KSA TAM is a sophisticated data integration solution that provides an accurate and comprehensive view of audience behaviour across screens. It tracks granular audience engagement, providing a holistic view of content consumption patterns and allows for post-campaign evaluation, offering insights into audience behaviour and demographics, which enhances understanding of TV consumption.'

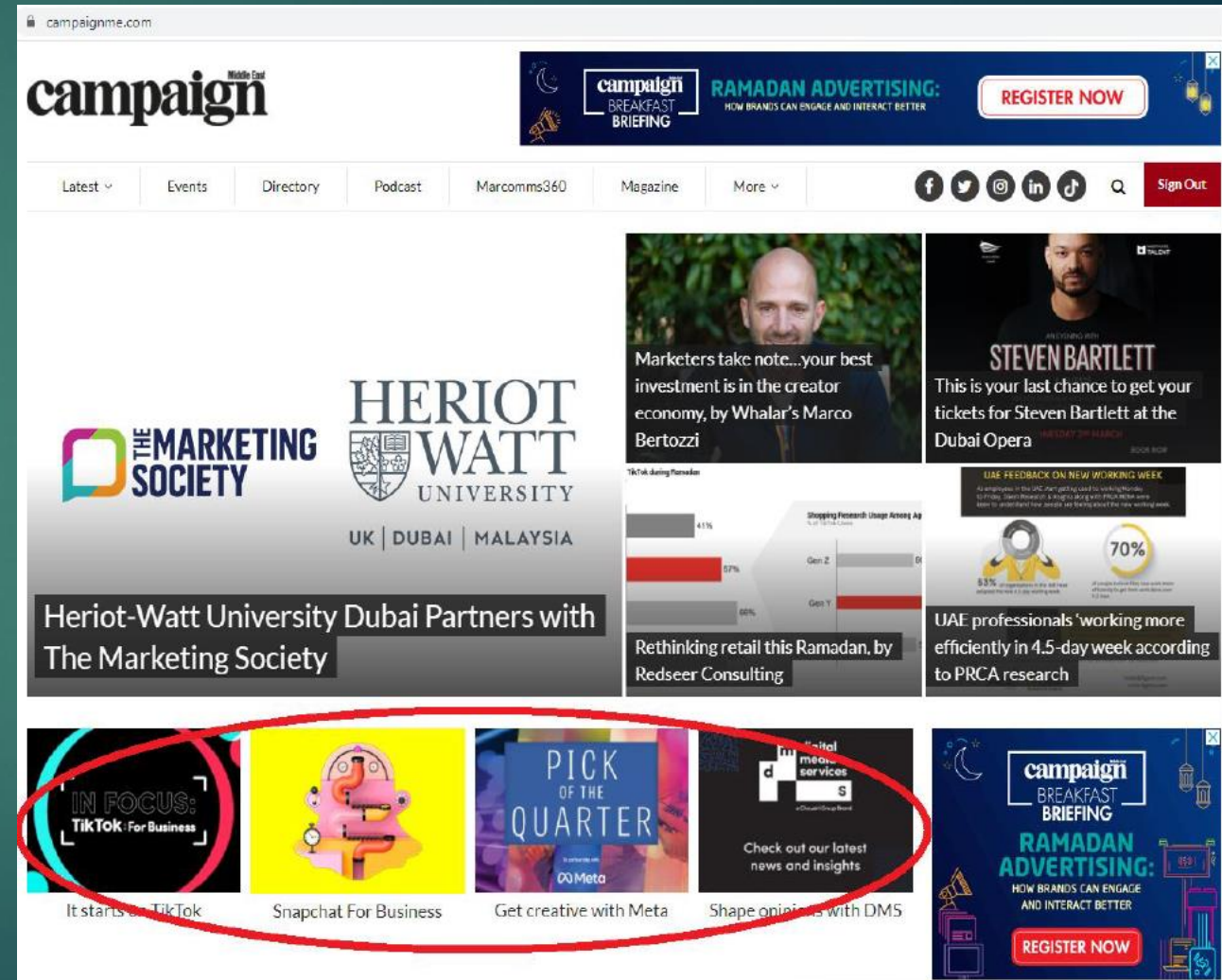
Content Hubs

We can create a branded section hosted on Campaign main homepage above the fold with a 100% Share of Voice (SOV) - constantly visible to all of Campaign's website visitors & would be linked to a microsite containing all your articles in one location.

Content Hub examples circled in red.

You would also get the leaderboard banner branding inside your microsite. [Here is an example](#) of the microsite.

Cost for 1 year: \$85,000



Campaign Middle East Website - [Online Directory](#)

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.

View the Online Directory here: <https://campaignme.com/directory/>

We have 2 options to list:

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.

ONLINE DIRECTORY

Premium Annual Listing

\$2000/year

Campaign On The Record Podcast

On the Record - Campaign Video Podcasts 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.

All podcasts are available on Campigns website - <https://campaignme.com/category/podcast/>

Who would listen: CMOs, Advertising / Media / Digital Agencies, Digital Marketers, consultants etc.

Inclusions: Podcast speaker opportunity, podcast to be hosted in Campaign ME's Studios, Topic & agenda moderated by Campaigns Editor, production & postproduction, Podcast to be published on Campaigns Youtube, Anghami, Spotify and Apple Podcast channels and amplified across Campaign's website and social media platforms.

Partnership cost: \$20,000 per podcast.



Podcast: Snap and OMG share impact of AR on attention, outcomes and demand

25K views • 2 months ago



Podcast: How SMC is 'hitting a home run in the Kingdom'

26K views • 3 months ago

Fresh insights delivered | From Ads to Zeitgeist Report



Amazon Ads <partners@email.campaignme.com>

If you are having trouble reading this email, read online.



From Ads to Zeitgeist: Download our report exploring trends shaping culture

To better understand the relationship between advertising and culture today, Amazon Ads conducted a study including focus groups and consumer surveys informed by expert interviews and trend analysis. *From Ads to Zeitgeist* presents fresh insights, emerging perspectives, and actionable recommendations for brands looking to be part of the cultural conversation.



78% agree that brands bring people together.

Brands have the power to help build culture through the communities they forge. In some cases, a brand is the culture they shape, and not just the products that they sell. Download the full report to learn more.

[Learn more](#)

73% feel that it's important to see the "weirdness"

We are seeing a swing toward the surreal, the random, and the serendipitous. As the ability to curate individual taste has grown, the cultural value of uniqueness and the unusual is at an all-time high. Discover more in the full report.

[Download Report](#)



Did you read about SUBWAY's breakfast campaign?

Over a two-week period, 100,000 SUBWAY branded Amazon Fresh bags were distributed, supported by a multifaceted online campaign. Click here to read the full case study.

[Read more](#)

Missed out on 11/11 and White Friday?

Together, Sony and Amazon Ads, along with media agency UM, crafted a campaign during the shopping periods of 11/11 and White Friday to help increase product sales and also strengthen Sony's brand awareness. Learn more about how Sony's Q4 campaign achieved a 33% year-over-year growth in revenue.

[Read more](#)



amazon ads

DIRECT MARKETING

Emailers / EDMs

An emailer can be sent to the 20,000 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.

DIGITAL ADVERTISING RATES	
EMAIL MARKETING	
EDM	\$313/CPM

Cost for 1 Emailer to Campaign Database: \$6000

Coldplay, Costing and Consistency



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

Market outlook for marketers: Is AI moving into the fast lane in 2025?



Landor's Chris Moody: "Simply making noise isn't enough anymore"



"Delivering Incredible Performances" by Aramex



Dubai Lynx PR Jury President on what she's looking for in a standout submission



EternityX enters Middle East with ex-Dentsu China leadership hire



Newsletters

Banners advertising in Campaign's weekly newsletters to the 20,000 active subscribers. The open rate is above 20% and the CTR averages 5%.

DIGITAL ADEVRTISING RATES

EMAIL MARKETING

Newsletter Banner

\$2000 each

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 5. Social boost for more extensive reach to relevant target audience

Campaign Social Media Platforms followers :

- ▶ X - 12,400
- ▶ Facebook – 8,400
- ▶ LinkedIn – 64,500
- ▶ Instagram – 17,100
- ▶ Total number of followers: 102,000

Cost for 1 social media post across all Media Platforms: \$6000

 Campaign Middle East
9 September 2024 · 🌐

FROM ITALY, WITH LOVE: Say 'Ciao' to summer with the best of Italian luxury this Fall.

Explore Reset For The New Season online at Bloomingdale's, luxury brands in Dubai and Abu Dhabi, UAE,

- ✅ Free Shipping
- ✅ Free Returns
- ✅ Cash On Delivery.

Shop reset for the new season UAE | Dubai, Abu Dhabi: <https://bloomingdales.ae/bloomingdales-new-season/>

#bloomingdales #FromItalyWithLove



Dates	Event Name
Jan 2025	
7 th Feb 2025	<u>Campaign Breakfast Briefing: Ramadan Advertising & The Year Ahead for Media & Marketing</u>
Mar 2025	Campaign Industry Roundtable
11 th Apr 2025	<u>Campaign Breakfast Briefing: Talent & Technology</u>
15 th May 2025	<u>Campaign Saudi Briefing: Strategy & Technology on 15th May 2025 in Riyadh, KSA</u>
Jun 2025	Campaign Industry Roundtable
12 th Sep 2025	<u>Campaign Breakfast Briefing: The Future is Now AI, VR, AR, Performance Marketing</u>
16 th Oct 2025	<u>Campaign Saudi Briefing 2: Media & Marketing in Riyadh, KSA.</u>
21 st Nov 2025	<u>Campaign Breakfast Briefing: OOH 2025</u>
11 th Dec 2025	<u>CAMPAIGN AGENCY OF THE YEAR ME AWARDS</u>

EVENTS CALENDAR 2025

All Events are hyperlinked to last years events for reference. Kindly note the events calendar is subject to change in case of any new developments.

INDUSTRY ROUNDTABLES SPONSORSHIP

A roundtable is a powerful way to build a community and get in front of your target audience. We engage a group of senior decision-makers on a hot topic then gather them at a premium venue over breakfast or dinner.

Marketers, agencies and media owners come together and share challenges, trends and ideas. Attendees share knowledge and different perspectives – as well as building strong industry relationships. Roundtables are always a wonderful exchange of expertise and an opportunity for your best brand ambassadors to spark meaningful conversations. In real life.

After each event, we tell the story in print and online, capturing the key quotes and insights: a piece of evergreen content posted on Campaign's next print issue and on our website and distributed to our engaged subscribers.

Roundtables: CMOs, Media Agencies, Creatives, Production & Adtech providers.

Attendees: 10 high net individuals across each industry across Brands CMOs, Advertising / Media / Digital Agencies, Tech suppliers etc.

Roundtable Partnership cost: \$20,000.

Benefits: Includes 1 slot at the roundtable + Networking + Branding across all event marketing - pre, post and onsite.



EVENT SPONSORSHIP

Campaign Briefings Events: Campaign Breakfast Briefings are hosted in Dubai and KSA providing the marketing community with thought-provoking opportunities to learn about where our industry is heading next. Campaign Events are 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: 200 persons across 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.

For all Campaign events, please visit our Events page: <https://campaignme.com/event/>

Gold Partnership cost: \$20,000 per event.

Event Gold Partner Benefits: Includes Keynote/ Panel Speaker slot + Activation + Networking + Branding across all event marketing - pre, post and onsite 1 VIP table for 10 persons.



AGENCY OF THE YEAR AWARDS SPONSORSHIP



Most agency-focused award schemes look on the work produced – either its pure creativity or its effectiveness. Agency of the Year Middle East (AOTYME), 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. AOTYME includes agencies of all shapes, sizes and specialisms.

Attendees: The crème de la crème of the industry turned up with force and flair to AOTY Awards 2024. More than 600 people from agencies across the region attended the awards, with many flying in from other countries with the hope of holding a trophy aloft. Agencies from the UAE, Saudi Arabia, Jordan, Qatar, Oman, Egypt and Iraq were recognised for their business successes. More than 20 top CMOs handed out the awards across 40 different categories

AOTY Awards Gold Partnership cost: \$20,000

Benefits: Event Gold Partner Benefits: Branding across event website, all promotional marketing for the awards including social media and emails, shortlist announcements and on stage and across the event onsite. Opportunity to also participate in the judging process with the top marketers as an official judge. Opportunity to Hand-out the award to the winner of the Sponsored Awards category on main stage, 1 VIP table (10pax) for clients and colleagues to attend the awards celebration & Activation space in the networking area.



ANNUAL PARTNERSHIPS

To collaborate and work with us across the year, 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 Industry Forum, Private View, Brand Focus, Saudi Focus & Spin. All these editorials would not be branded and subject to the editor's approval.

For series bookings of commercial partnerships, we will be able to provide this discount structure on all the above rates:

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

THANK YOU

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

TARUN GANGWANI

Sales Manager, Campaign Middle East

T +971 4 427 3000 / D +971 4 427 3078 / M +971 52 146 6150 / F +971 4 428 2274

Email: Tarun.gangwani@motivate.ae

Campaign Advertising industry news: www.campaignme.com

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

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