



**campaign** Middle East

MEDIA INFORMATION **2025**

**\*/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 AND MARKETING LANDSCAPE**

# ABOUT CAMPAIGN



*Campaign Middle East* is the authority for the brand, 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 2025, 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:

**ADVERTISING**

**MARKETING**

**MEDIA**

**DESIGN & PRODUCTION**

**PUBLIC RELATIONS**

**DIGITAL BRANDS**

**GOVERNMENT ENTITIES**

**ADTECH**

**CREATIVE**

**PR & COMMUNICATIONS**

**GAMING & ESPORTS**

**OUT-OF-HOME LEADERS**

# **DISTRIBUTION**

**The brand reaches an audience across the marketing and 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

**129,000**

2022 monthly  
brand reach

**183,000**

2023 monthly  
brand reach

**263,112**

2024 monthly  
brand reach



**69.55%**

audience increase  
year on year



# EXCLUSIVE DISTRIBUTION



Distributed  
in Business &  
First Class

Campaign Middle East is available to passengers on board Emirates Airlines flights globally. In addition to the 7 First & Business Class Lounges at DXB International. Emirates flies to 137 destinations in 85 countries across six continents from its hub in Dubai. It has a particularly strong presence in the South and Southeast Asian region, which together connect Dubai with more international destinations in the region than any other Middle Eastern airline.

## 137 DESTINATIONS IN 85 COUNTRIES

- **EMIRATES OPERATES 269 AIRCRAFT AND IS THE WORLD'S LARGEST OPERATOR OF THE AIRBUS A380 AND BOEING 777 FAMILY OF AIRCRAFT**
- **NUMBER OF PASSENGERS FLYING FIRST AND BUSINESS CLASS AVERAGE 800,000 PER MONTH\***



\*Publishers own figures

# DIGITAL

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



## ONLINE SECTIONS

News Opinion Featured The Work

Events Guides Directories Saudi Focus

Brand Focus The Spin Pitches Appointments

Delivering more than

**90,000** unique visitors  
every month\*

**150,000**  
page views per month\*

**20,000**  
database subscribers

## SOCIAL MEDIA

f 8,424 Followers  
X 12,400 Followers  
in 63,364 Followers  
@ 16,500 Followers  
🎵 424 Followers

## 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:

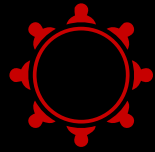
**MONDAY**  
or  
**TUESDAY**



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.



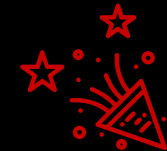
## BREAKFAST BRIEFINGS

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



## 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.



## MAGAZINES

A monthly in-depth publication with cover features, brand-led op-eds, Saudi Focus, thematic coverage and industry updates on news, campaigns, appointments and more.



## AWARDS

An annual recognition of agencies who have raised the bar within the industry in terms of business growth, workplace culture, leadership, as well as diversity and inclusion.



## 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 X CampaignME

# MAGAZINE 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.



## SAUDI FOCUS

An in-depth look into the top conversations within brand and marketing in Saudi Arabia.



## FORUMS

The industry debates the most current and important hot topics.



## PITCHES

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.



## BRAND FOCUS

Client-side marketers share their take on key trends and challenges in the market.

# EDITORIAL CALENDAR

**27**  
**JAN**

**The 2025 Predictions Issue**  
**Ad Tech & Digital Agencies Guide 2025**

**24**  
**FEB**

**The Data & Creativity Issue**  
**Ramadan 2025**  
**Media & Creative Agency Guide 2025 + Agency Map**

**31**  
**MAR**

**Agencies F2W Faces to Watch Issue**  
**Gaming, Social Media & Influencer Marketing Guide 2025**

**28**  
**APR**

**The Procurement, Pitching & Pricing Issue**  
**Dubai Lynx 2025**  
**The Saudi Report 2025**

**26**  
**MAY**

**Luxury Brands Issue**  
**Performance Marketing & Brand Building**  
**The Audio & Video Guide 2025: TV, CTV, OTT, Radio, Podcasts & more**

**30**  
**JUN**

**Marketing F2W Faces to Watch Issue**  
**The Future of Media & Marketing: AI, Automation, Privacy, Search & Engagement**

**14**  
**JUL**

**The Do-Good Issue: Ethical Marketing / Sustainability / CSR**  
**Cannes Lions 2025**

**25**  
**AUG**

**Women in Advertising Issue**  
**PR & Experiential Guide 2025**

**29**  
**SEP**

**Campaign's Production Guide 2025**  
**Issue The Power List & Essays 2025**  
**Ecommerce & Digital Transformation**

**27**  
**OCT**

**The Strategy, CX & Culture Issue: Personalisation, Storytelling, Feedback, Loyalty**  
**The OOH Guide 2026**

**24**  
**NOV**

**Campaign's Marketing Game-Changers Issue**  
**Sports Marketing 2025**  
**The Digital Essays 2025**  
**Athar 2025**

**15**  
**DEC**

**The 2025 Annual Issue**  
**Agency of the Year Awards MENA 2025**

# EVENTS CALENDAR

## JAN

Campaign  
On the Record Podcast

## FEB

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

## MAR

Campaign CMO  
Roundtable

## APR

Campaign Breakfast  
Briefing: Talent  
& Technology  
Campaign  
On the Record Podcast

## MAY

Campaign Saudi Briefing:  
Strategy & Technology  
Campaign  
On the Record Podcast

## JUN

Campaign Industry  
Roundtable  
Campaign  
On the Record Podcast

## JUL

Campaign  
On the Record Podcast

## AUG

Campaign Industry  
Roundtable  
Campaign  
On the Record Podcast

## SEP

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

## OCT

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

## NOV

Campaign Breakfast  
Briefing: OOH 2026  
Campaign  
On the Record Podcast

## DEC

Campaign Agency of the  
Year Middle East 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



**campaign**<sup>Middle East</sup>  
BREAKFAST  
BRIEFING

**campaign**  
SAUDI  
BRIEFING

**ON THE  
RECORD**  
WITH **campaign**<sup>Middle East</sup>

## SPONSORSHIP PACKAGES:

### IN PARTNERSHIP WITH:

Exclusive Welcome speech\* + Branding + Networking Opportunity  
Cost: \$25,000 plus 5% vat.

### GOLD SPONSOR:

Keynote Speaker slot\* + Branding + Networking Opportunity  
Cost: \$20,000 plus 5% vat.

### ASSOCIATE SPONSORS:

Branding + Networking Opportunity  
Cost: \$15,000 plus 5% vat.

### SPONSORED WORKSHOP:

Exclusive Workshop at the end of the event\* + Branding + Networking Opportunity  
Cost: \$15,000 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	\$40,000
Feature Sponsorship – Full page	\$7,500
Book Mark	\$18,000
Belly Band – Horizontal	\$17,000
Bound Insert	\$25,000
Advertorial – Full page	\$10,000
Advertorial – Double page	\$17,000

## 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.



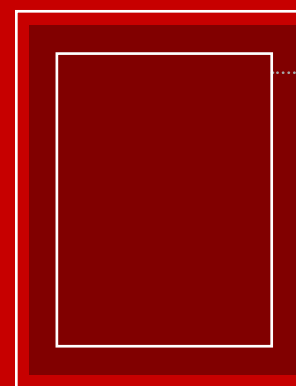
# PRINT TECHNICAL REQUIREMENTS

## 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
<small>(DPS ads need to be given as 2 single pages after 7mm tiling is done on both sides of the spine)</small>			
HALF PAGE			
HORIZONTAL	148 x 215		

## DEADLINES

**Booking:** 7 days prior to publication date  
**Material:** 5 days prior to publication date  
**Cancellation:** 10 days prior to publication date



- TYPE AREA
  - TRIM AREA
  - BLEED AREA
- 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

# 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
High Impact Display ROS	\$120/CPM
High Impact Display with Targeting	\$145/CPM
High Impact Programmatic ROS	\$105/CPM
High Impact Programmatic with Targeting	\$125/CPM
High Impact Programmatic Direct ROS	\$92/CPM
High Impact Programmatic Direct with Targeting	\$110/CPM
Programmatic ROS	\$78/CPM
Programmatic with Targeting	\$94/CPM
Programmatic Direct ROS	\$68/CPM
Programmatic Direct with Targeting	\$81/CPM

## EMAIL MARKETING

EDM	\$313/CPM
Billboard Banner in Newsletter	\$2,500/insertion
Leaderboard Banner in Newsletter	\$2,000/insertion

## WEBSITE CONTENT

Sponsored Content (300 words)	\$6,500/post
Sponsored Content (600 words)	\$7,500/post
1 min Branded Video + 330 Word Article	\$12,000/post
InRead Video	\$120/CPM

## SOCIAL MEDIA

Reels Post	\$6,000
Facebook Post	\$5,000
Facebook Dark Post	\$6,000
Instagram Stories	\$5,000
Instagram Dark Post	\$6,000

## 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: .swf files are not supported

## 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) X1024 pixel (height)

File type: Html file

Max file size: 1mb Max

Required: Sender name & Subject line & Landing page url

## HIGH IMPACT DISPLAY ROS

HIGH IMPACT DISPLAY WITH TARGETING

HIGH IMPACT PROGRAMMATIC ROS

HIGH IMPACT PROGRAMMATIC WITH TARGETING

HIGH IMPACT PROGRAMMATIC DIRECT ROS

HIGH IMPACT PROGRAMMATIC DIRECT WITH TARGETING

970(w) x 250(h)

300(w) x 600(h)

## PROGRAMMATIC ROS

PROGRAMMATIC WITH TARGETING

PROGRAMMATIC DIRECT ROS

PROGRAMMATIC DIRECT WITH TARGETING

728(w) x 90(h)

300(w) x 250(h)

120(w) x 600(h)

# FOR ADVERTISING ENQUIRIES

**Commercial  
Partnerships:**

**NADEEM QURAISHI**  
Publisher  
+971 50 645 3365  
nadeem@motivate.ae

**TARUN GANGWANI**  
Sales Manager  
+971 52 146 6150  
tarun.gangwani@motivate.ae

[CampaignME.com](https://www.campaignme.com)

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PRINT



DIGITAL



CREATE



EVENTS



SOCIAL



CONTENT



STUDIO



CINEMA



TALENT



AERIALS

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