



# campaign<sup>Middle East</sup>

Marketing Solutions 2026

# 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](http://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](#)

Editorial & Events Calendar 2026

Date	Magazine Themes & Titles	Events & Podcasts
26 Jan 2026	<a href="#">The 2026 Predictions &amp; Planning Issue</a> <a href="#">Ad Tech, Digital Agencies and Influencer Marketing Guide 2026</a>	<a href="#">Campaign On the Record / Gen Z Edit Podcast</a> <a href="#">Campaign Market Minds Roundtable</a>
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# EDITORIAL CALENDAR 2026.

Download [the latest Calendar here.](#)

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## EDITORIAL SECTIONS

- ▶ NEWS - Breaking regional and local news of the advertising, marketing, PR and media industries
- ▶ FEATURES - In-depth analysis, profiles, debate and investigations – Cover stories, Industry Forums etc.
- ▶ 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.



## Marketing Solutions with Campaign Middle East Includes:

### ▶ **Print**

- ▶ Supplements
- ▶ Special Reports

### ▶ **Digital**

- ▶ Website
- ▶ Social Media Marketing
- ▶ Podcasts

### ▶ **Direct Marketing**

- ▶ Branded Emailers & Newsletters

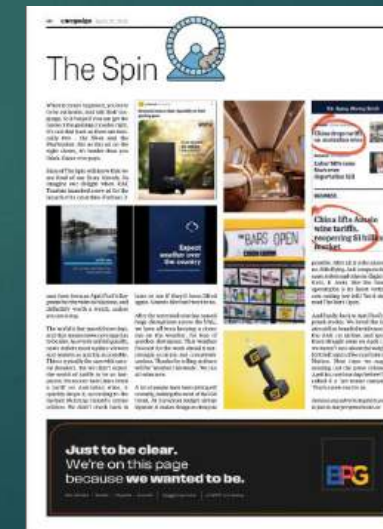
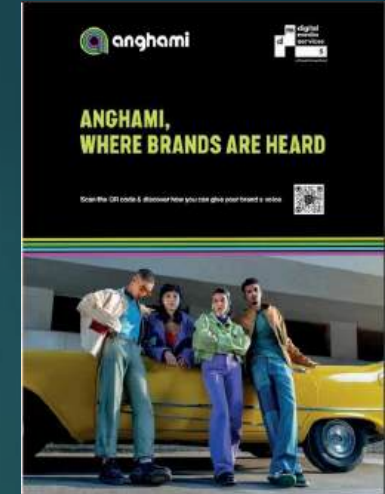
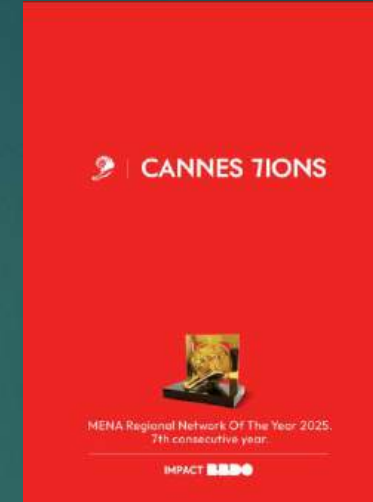
### ▶ **Event Marketing**

- ▶ Agency of the Year Awards
- ▶ Campaign Breakfast Briefings – Dubai
- ▶ Campaign Saudi Briefings - Riyadh
- ▶ Campaign Industry Roundtables
- ▶ Networking Events – Campaign Cannes Mixer, Campaign Industry Nights, Campaign Suhoor.

## 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





## Creative Solutions in Print Advertising Includes :

- ▶ False Cover: \$40,000
- ▶ Bound Insert with Outer Tab: \$25,000
- ▶ Bellyband with a Double Page Centre Spread: \$28,000
- ▶ 8 Page Butterfly Gatefold: \$50,000
- ▶ Reverse Gate Gold: \$22,500

Belly band with a double page center spread

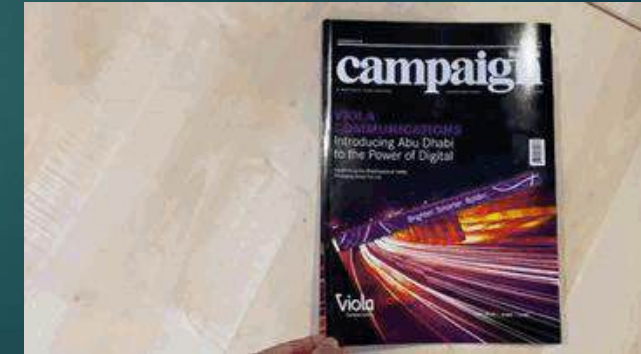
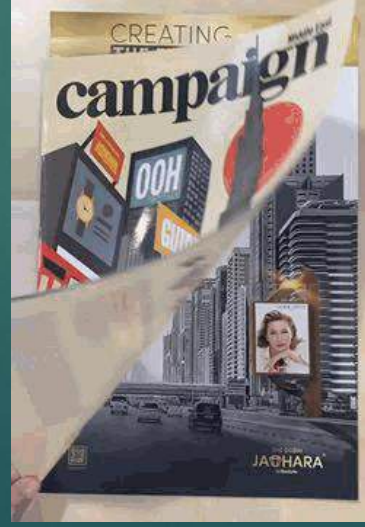


False Cover

Bound Insert with outer

8 Page Butterfly gatefold

Reverse Gatefold

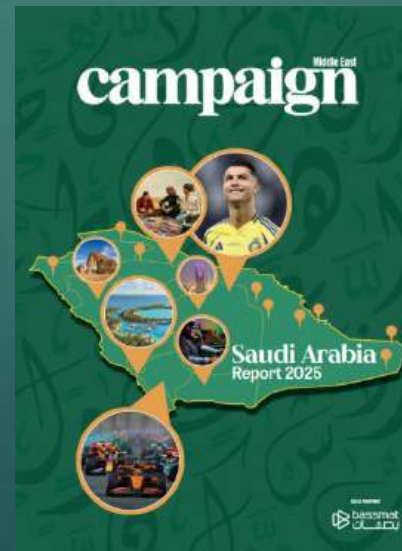


Headline or Gold Sponsorship of Campaign Annual Special Reports:

- ▶ The Power List
- ▶ The Digital Essays
- ▶ Media & Creative Agency Guide
- ▶ Digital & AdTech Agency Guide
- ▶ Influencer Marketing Guide
- ▶ TV, Radio & Audio Guide
- ▶ OOH Guide
- ▶ The Saudi Report 2026

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

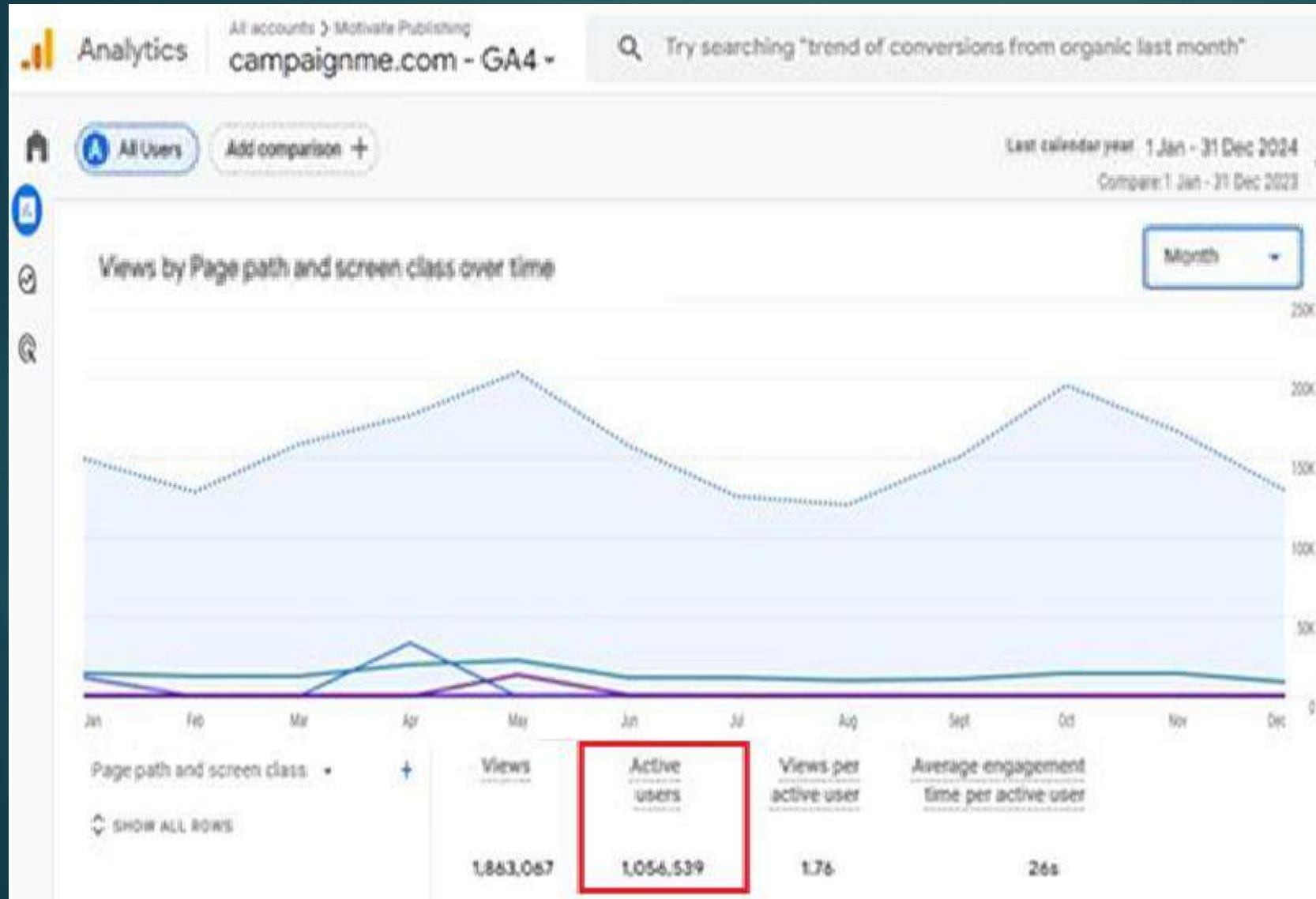
Cost for each sponsorship: \$30,000 onwards



# DIGITAL

## Campaign Middle East Website

campaign <sup>Middle East</sup>



### 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

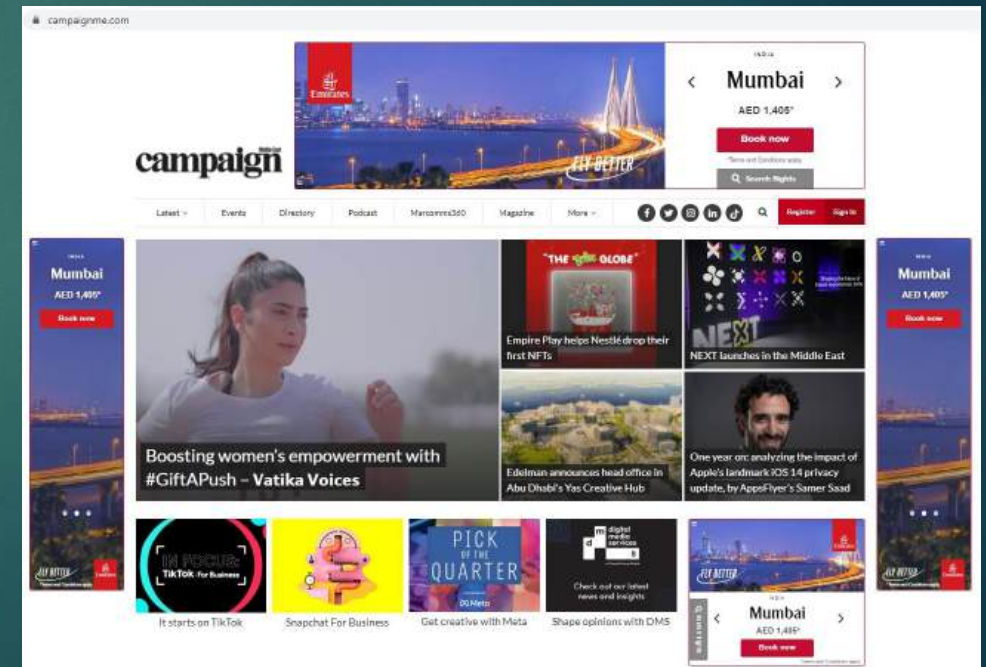
- ▶ ROS Banners: Leaderboard, Billboard, MPUs, Skins, Half pages
- ▶ Rich Media: InReads, Videos, Mobile Interscroller, Ewraps etc.
- ▶ Creative solutions: Site takeovers, Roadblocks, Overlays etc

## Homepage Takeover

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

Cost: \$10,000 per week  
\$2500 per day

DIGITAL ADVERTISING RATES	
DISPLAY ADVERTISING	
Leaderboard	\$75/CPM
MPU	\$89/CPM
Half Page	\$105/CPM
Skin	\$120/CPM
Static Button/month	\$2000/month



## 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

**campaign** Middle East

[Latest](#)
[Events](#)
[Directory](#)
[Podcast](#)
[Jobs](#)
[Agency of the year](#)
[More](#)

[ADVERTISING](#) | [CREATIVE](#) | [DIGITAL](#) | [FEATURED](#) | [INSIGHTS](#) | [MARKETING](#) | [MEDIA](#) | [NEWS](#) | [PARTNER CONTENT](#)

posted on Oct. 31, 2024 at 9:30 am

## Unlocking deeper insights: MBC Media Solutions adopts KSA TAM

Anup Oommen

KSA TAM is a sophisticated audience measurement solution that provides an accurate reflection of content consumption across screens.

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.

[capt

## 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: \$80,000

The screenshot shows the campaign Middle East website homepage. At the top, there's a navigation bar with links for Latest, Events, Directory, Podcast, Marcomms360, Magazine, and More. A 'Sign Out' button is also present. Below the navigation bar, there's a large banner for 'HERIOT WATT UNIVERSITY' with the text 'UK | DUBAI | MALAYSIA' and 'Heriot-Watt University Dubai Partners with The Marketing Society'. To the right of this banner, there's a section for 'MARKETERS take note...your best investment is in the creator economy, by Whalar's Marco Bertozzi'. Below this, there's a section for 'STEVEN BARTLETT' with the text 'This is your last chance to get your tickets for Steven Bartlett at the Dubai Opera'. Further down, there's a section for 'UAE professionals 'working more efficiently in 4.5-day week according to PRCA research'. At the bottom, there's a row of five content hubs, each with a red circle around it: 'IN FOCUS: TikTok For Business', 'Snapchat For Business', 'PICK OF THE QUARTER', 'Check out our latest news and insights', and 'Shape opinions with DMS'. The bottom right corner features a 'campaign BREAKFAST BRIEFING' banner for 'RAMADAN ADVERTISING: HOW BRANDS CAN ENGAGE AND INTERACT BETTER' with a 'REGISTER NOW' button.

## Campaign Middle East Magazine Directory

Campaign published and exclusive directory 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.

Options are as below to list:

1. Half Page Listing, includes extended information with company leadership and logo
2. Full Page listing - includes extended information with company leadership and logo + interview with the CEO.
3. Double Page Listing - includes extended information with company leadership and logo + interview with the CEO + 1 Full Page Ad

ONLINE DIRECTORY	
Half Page	\$4000
Full Page	\$6000
Double Page	\$11000

The screenshot displays a full-page listing for FP7McCann. The layout includes a header with 'Full Page Listing' and 'Free Listings' tabs. The main content area features a large profile picture of a man in a white thobe and ghutra, with text detailing the agency's services and leadership. To the right, there are sections for 'Extend The Ad Network', 'Four Communications', and 'Five Colors'. The bottom right corner shows a 'Half Page Listing' for FUJION, featuring a grid of smaller profile pictures and text.

The screenshot displays a double-page listing for the bold group. The layout is split into two columns. The left column features a large profile picture of a man in a white thobe and ghutra, with text detailing the agency's services and leadership. The right column features a grid of smaller profile pictures and text. The bottom of the page includes a section for 'the bold group' with a logo and contact information.

## 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.

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

\$2500/year

The screenshot displays the profile of Havas Middle East on the Campaign Middle East website. The header includes navigation links like 'Latest', 'Events', 'Directory', 'Podcast', 'Jobs', and 'Agency of the year'. The agency's name 'Havas Middle East' is prominently displayed. Below this, key statistics are listed: Type of agency (Creative agency, Digital agency, Media agency), Ownership (Havas Group), Head office, Number of staff (250), and Year founded (2005). The 'AGENCY BIO' section describes Havas Middle East as part of the Havas Group, a global communications powerhouse. It also lists several awards, including being the #2 Most awarded agency and #10 Best Agency in the world according to the WARC Rankings (2022). The 'LEADERSHIP PANEL' features four team members with their names and titles: Dany Naaman (CEO - Havas Middle East), Houda Tohme (CEO, Havas Media), Dana Tahir (Managing Director - Havas Red), and Fabio Silveira (Managing Director - Havas Creative). An advertisement for 'AN EVENING WITH JOHN CLEESE' is visible on the right side of the page.

## Campaign On The Record Podcast

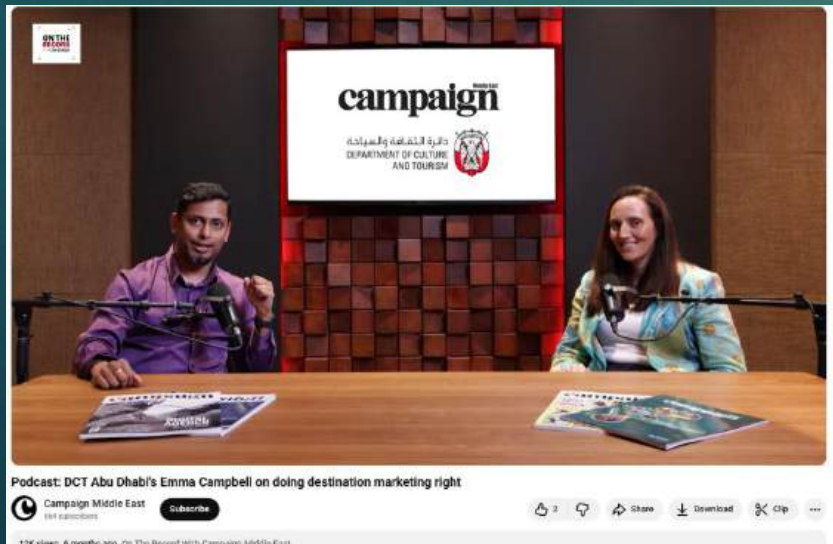
**On the Record - Campaign Video Podcasts** will look at the biggest stories and trends in the region's advertising, marketing, media and technology, along with 2 other suitable partners, we will cover in-depth analysis for latest topics on this ever-increasing audio format.

All podcasts are available on Campaign ME's 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

\$320/CPM

Cost for 1 Emailer to Campaign Database: \$6400

## Coldplay, Costing and Consistency



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

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



Lander'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 Social boost for more extensive reach to relevant target audience

## Campaign Social Media Platforms followers :

- ▶ X - 12,400
- ▶ Facebook – 8,800
- ▶ LinkedIn – 76,000
- ▶ Instagram – 27,000
- ▶ Total number of followers: 125,000 +

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

**Short Videos** that can be used as Reels and Social posts as we found this drove engagement and exposure this year. These short 2 min videos would be produced, edited and posted by us and can be used from your end for C-Suite Interviews, Event wrap-ups, Global and Regional Awards coverage, Meet the team, Latest Announcements, New Senior Appointments, Client Interviews etc.

- ▶ Cost for 1 Instagram Reel post: \$6000



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## 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.

Middle East  
**campaign**



Retail media round table: Marketers call for collab on education, trust and change management

## 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 2025. 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 Lessons from the Ladder, My Secret Work Weapon & Tech Tips. 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

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