



Middle East
campaign

MEDIA INFORMATION **2026**

***/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 – English & Arabic
- Online Directories
- Newsletter
- Social Media
- Supplements & Special Reports
- Videos
- Events
- Roundtables
- Podcasts
- Press Conference
- Awards

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

183,000

2023 monthly
brand reach

263,112

2024 monthly
brand reach

299,860

2025 monthly
brand reach

14.55%

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 140+ 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.

140+ 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



ONLINE SECTIONS

News Opinion Featured The Work

Events Guides Directories Saudi Focus

Brand Focus The Spin Pitches Appointments

Delivering more than

76,000 unique visitors
every month*

326,500
page views per month*

20,000
database subscribers

SOCIAL MEDIA

f 8,700 Followers
X 12,400 Followers
in 77,425 Followers
@ 27,500 Followers
d 538 Followers

AVERAGE VISITORS PER CONTENT SECTION:

Advertising: 13,000
Creative: 17,000
Digital: 15,000
Marketing: 26,000
Media: 18,000
PR: 22,000

*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:

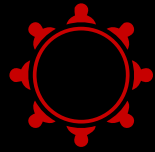
MONDAY
or
TUESDAY



Best dispatch time:

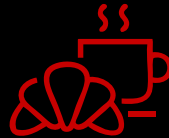
10:30 AM to
12:30 PM
& **2:30 PM** to
4:30 PM

BRAND PLATFORMS



ROUND TABLES

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



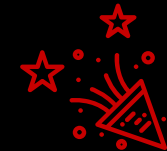
BREAKFAST BRIEFINGS

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.

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MAGAZINE SECTIONS



NEWS

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



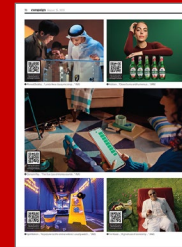
FEATURES

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.



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.



SAUDI FOCUS

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



BRAND FOCUS

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

EDITORIAL CALENDAR

FEB
2026 **The 2026 Predictions & Planning Issue**
Ad Tech, Digital Agencies and Influencer Marketing Guide 2026

MAR
2026 **The AI & Automation Issue**
Ramadan 2026
Media & Creative Agency Guide 2026 + Agency Map

APR
2026 **Agency Faces to Watch Issue 2026**
Generational Marketing
Gaming, Esports & Social Media Guide 2026

MAY
2026 **The Procurement, Pitching & Pricing Issue**
Dubai Lynx 2026
The Saudi Report 2026

JUN
2026 **Luxury & Premium Marketing Issue**
Branding, CX & The Creator Economy
Video Guide 2026: TV, CTV, OTT – Attention & Measurement

JUL
2026 **Campaign 40 over 40**
Nation Branding, Tourism & Destination Marketing
The Audio Guide 2026: Radio, Podcasts & more

AUG
2026 **Brand Faces to Watch Issue 2026**
Cannes Lions 2026
The Do-Good Issue: Purpose, Sustainability, CSR, Social Impact, DE&I

SEP
2026 **Women in Advertising Issue**
Agency models, Brand vs Performance,
Data and Creativity
Integrated Comms, PR & Experiential Guide 2026

OCT
2026 **Production House Guide 2026**
Retail, Digital & Social Commerce Issue
The MENA Power List 2026

NOV
2026 **The Strategy, Talent & Culture Issue:**
Personalisation, Localisation, Loyalty & Trust
The OOH Guide 2027

DEC
2026 **Marketing Game Changers Awards Issue**
Athar Festival 2026
Sports, Entertainment & Experiential Marketing
The Digital Essays 2026

JAN
2027 **The 2026 Annual Issue**
Agency of the Year Awards MENA 2026

EVENTS CALENDAR

JAN

Campaign On the Record
/ Gen Z Edit Podcast
Campaign Market Minds
Roundtable

FEB

Campaign Breakfast
Briefing: Ramadan
Advertising & The Year
Ahead
Campaign On the Record
/ Gen Z Edit Podcast

MAR

Campaign Suhoor 2026
Campaign Market Minds
Roundtable
Campaign On the Record
/ Gen Z Edit Podcast

APR

Campaign Saudi Briefing:
Strategy & Technology
Campaign On the Record
/ Gen Z Edit Podcast

MAY

Campaign Breakfast
Briefing: Retail &
Commerce Media
Campaign On the Record
/ Gen Z Edit Podcast

JUN

Cannes MENA Mixer
Campaign Market Minds
Roundtable
Campaign On the Record
/ Gen Z Edit Podcast

JUL

Campaign On the Record
/ Gen Z Edit Podcast

AUG

Campaign Market Minds
Roundtable
Campaign On the Record
/ Gen Z Edit Podcast

SEP

Campaign Breakfast
Briefing : Data, Creativity
and Culture
Campaign On the Record
/ Gen Z Edit Podcast

OCT

Campaign Saudi Briefing:
Media & Marketing
Campaign On the Record
/ Gen Z Edit Podcast

NOV

Campaign Breakfast
Briefing: OOH 2027
Campaign On the Record
/ Gen Z Edit Podcast
Athar Festival 2026

DEC

Agency of the Year
Middle East Awatds
Campaign On the Record
/ Gen Z Edit 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: 200+ 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

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

09:10 AM Keynote speech: The state of industry

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

09:50 AM Q/As

10:00 AM Panel discussion 2 on the future of the industry and where it's headed: 1 moderator + 3 speakers

10:40 AM Q/As

10:50 AM Closing Comments

11:00 AM Sponsored Workshop or Closing Remarks



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.

PODCAST:

Cost: \$20,000 plus 5% vat.

ROUNDTABLE:

Cost: \$25,000 plus 5% vat.

* 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 5	\$5,000

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
Wrap Around	\$50,000

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.

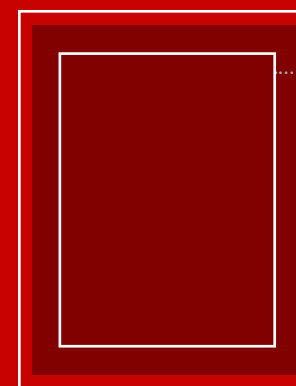
PRINT TECHNICAL REQUIREMENTS

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
LinkedIn 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	\$2,500/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) X 1024 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
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PRINT



DIGITAL



CREATE



EVENTS



CONTENT



SOCIAL



STUDIO



CINEMA



TALENT

motivatemediacom