campaign Middle East

The Middle East's most authoritative voice for marketing, advertising, media, creative and integrated communications.

Editorial & Events Calendar 2026

Issue Name	Magazine Themes & Titles	Events & Podcasts
Feb 2026 Issue	The 2026 Predictions & Planning Issue Ad Tech, Digital Agencies and Influencer Marketing Guide 2026	Campaign On the Record / Gen Z Edit Podcast Campaign Market Minds Roundtable
Mar 2026 Issue	The AI & Automation Issue Ramadan 2026 Media & Creative Agency Guide 2026 + Agency Map	Campaign Breakfast Briefing: Ramadan Advertising & The Year Ahead on 13th Feb 2026 Campaign On the Record / Gen Z Edit Podcast
April 2026 Issue	Agency Faces to Watch Issue 2026 Generational Marketing Gaming, Esports & Social Media Guide 2026	Campaign Suhoor 2026 Campaign Market Minds CMO Roundtable Campaign On the Record / Gen Z Edit Podcast
May 2026 Issue	The Procurement, Pitching & Pricing Issue The Saudi Report 2026	Campaign Saudi Briefing: Strategy & Technology on 23rd April 2026 Campaign On the Record / Gen Z Edit Podcast
June 2026 Issue	Luxury & Premium Marketing Issue Branding, CX & The Creator Economy Video Guide 2026: TV, CTV, OTT – Attention & Measurement	Campaign Breakfast Briefing: Retail & Commerce Media on 22nd May 2026 Campaign On the Record / Gen Z Edit Podcast
July 2026 Issue	Campaign 40 over 40 Nation Branding, Tourism & Destination Marketing The Audio Guide 2026: Radio, Podcasts & more	Cannes MENA Mixer Campaign Market Minds CMO Roundtable Campaign On the Record / Gen Z Edit Podcast
Aug 2026 Issue	Brand Faces to Watch Issue 2026 Cannes Lions 2026 The Do-Good Issue: Purpose, Sustainability, CSR, Social Impact, DE&I	Campaign On the Record / Gen Z Edit Podcast
Sept 2026 Issue	Women in Advertising Issue Agency models, Brand vs Performance, Data and Creativity Integrated Comms, PR & Experiential Guide 2026	Campaign Market Minds CMO Roundtable Campaign On the Record / Gen Z Edit Podcast
Oct 2026 Issue	Production House Guide 2026 Retail, Digital & Social Commerce Issue The MENA Power List 2026	Campaign Breakfast Briefing : Data, Creativity and Culture on 11th Sept 2026 Campaign On the Record / Gen Z Edit Podcast
Nov 2026 Issue	The Strategy, Talent & Culture Issue: Personalisation, Localisation, Loyalty & Trust Dubai Lynx 2026 The OOH Guide 2027	Campaign Saudi Briefing: Media & Marketing on 15th Oct 2026 Dubai Lynx Festival 2026 Campaign On the Record / Gen Z Edit Podcast
Dec 2026 Issue	Marketing Game Changers Awards Issue Sports, Entertainment & Experiential Marketing The Digital Essays 2026	Campaign Breakfast Briefing: OOH 2027 on 13th November 2026 Campaign On the Record / Gen Z Edit Podcast Athar Festival on 24-25 Nov 2026
Jan 2027 Issue	The 2026 Annual Issue Athar Festival 2026 Agency of the Year Awards MENA 2026	AGENCY OF THE YEAR (AOTY) MIDDLE EAST AWARDS on 10th Dec 2026 Campaign On the Record / Gen Z Edit Podcast

** LAST YEAR'S EDITIONS AND EVENTS ARE HYPERLINKED FOR REFERENCE. PLEASE NOTE: THE ABOVE EDITORIAL & EVENTS CALENDAR IS SUBJECT TO CHANGE IN CASE OF NEW DEVELOPMENTS. REFER PAGE 2-6 FOR MORE DETAILS.*

SYNOPSIS OF CAMPAIGN MIDDLE EAST'S MONTHLY EDITIONS & ANNUAL EVENTS

FEBRUARY 2026
CONTENT SUBMISSION DEADLINE: 9 JANUARY 2026
OUT ON STANDS: 26 JANUARY 2026

The 2026 Predictions & Planning Issue

The Predictions issue is the first edition of the year for *Campaign Middle East* in which industry leaders give insights on the trends and challenges across agency models, brand, marketing, media, creativity, culture, customer experience, performance, programmatic, public relations, personalisation, purpose, communications, sustainability, strategy, sports marketing, gaming, esports, innovation, transformation, generational marketing, experiential marketing, loyalty, and more, thus, setting the stage for the year ahead.

Ad Tech, Digital Agencies and Influencer Marketing Guide 2026

There is a huge demand from client-side marketers and agencies for a comprehensive ad-tech guide that provides a detailed overview of the region's digital-first agencies, adtech players and influencer marketing agencies. If you are an advertising technology company or an agency offering digital services that range from social media monitoring and generative engine optimisation (GEO) to influencer marketing and programmatic buying, or anything in-between, then you will be featured in this guide.

MARCH 2026
CONTENT SUBMISSION DEADLINE: 6 FEBRUARY 2026
OUT ON STANDS: 28 FEBRUARY 2026

AI and Automation Issue

This issue will give industry experts the opportunity to explore how adopting the latest technologies reshape every step of marketing playbook – from insight generation, strategy, planning and creative production to media activation and customer experience. It would balance practical guidance with strategic context: AI-powered segmentation, personalisation, predictive analytics, and test-and-learn enablement; the use of generative AI in copy, design, video, and interactive formats, with guardrails to preserve brand voice and quality; and automation of workflows, agentic AI capabilities, content pipelines, and programmatic media. This issue will pair real-world case studies with governance frameworks, data privacy with personalisation, and risk management with clear attribution and measurement.

Ramadan 2026

Ramadan is a month unlike any other in the MENA region, when families and friends gather and celebrate together. For many brands, Ramadan is the busiest time of the year, accounting for up to 20-25 per cent of their annual media spend. The focus during Ramadan switches to changing consumer behaviours, culturally attuned campaigns, connecting with communities, togetherness, timeliness, targeted ads and, most importantly, meaningful marketing focused on the key moments during Ramadan. This edition of *Campaign Middle East* will review how brands have positioned themselves during Ramadan 2026 and how they have built on learnings from previous years.

Media & Creative Agency Guide 2026

A detailed guide to the Middle East's top creative and media agencies, with details about their leadership teams, services and capabilities, key clients, background and contact information, awards won, and more.

Event: Campaign Breakfast Briefing: Ramadan Advertising & The Year Ahead – 13th February 2026

Campaign Middle East will host its annual breakfast briefing on Ramadan Advertising and the Year Ahead for media and marketing, inviting more than 200 industry experts – including client-side marketers, creative and digital agency leaders, media owners, production houses, as well as measurement and adtech players – on Friday, 13 February 2026. Leaving the clichés and typical motifs of the past where they belong – in the past – marketers will discuss making meaningful marketing a reality during the Holy Month of Ramadan. Marketers will also discuss key trends likely to set the pace for the year ahead, including ways to better resonate with cohorts of hyper-local communities. They will discuss allocation of budgets, time and resources as they look to be distinctive, deliberate and discerning, but also to curate meaningful customer experiences, create culturally sensitive campaigns, and contribute to social impact in 2026. This event will also include interesting formats such as live debates on stage, 'Ask Me Anything' panels, and educational keynotes.

APRIL 2026
CONTENT SUBMISSION DEADLINE: 6 MARCH 2026
OUT ON STANDS: 30 MARCH 2026

Agency Faces to Watch Issue 2026

Campaign Middle East recognises the most recommended and best performing, upcoming young talent aged 30 and younger in the region's marketing landscape. This is not a ranking, and the profiles will be arranged in alphabetical order based on last names, and separated across the media, creative, digital, experiential, and PR and integrated communications industries.

Generational Marketing 2026

This edition will offer insight into generational marketing, outlining how brands are connecting and co-creating with baby boomers, Gen X, millennials, Gen Z and Gen Alpha through value-driven storytelling while maintaining a cohesive brand core. It guides readers through each generation's values, media habits, shopping motives, preferences, purchase intent, and trust drivers, translating those insights into practical playbooks for messaging, tone, creative formats, and omni-channel experiences — from TV and streaming to social, search and retail. The edition features data-driven segmentation, case studies and thought-leadership from marketers who have succeeded at cross-generational outreach. It will cover channel strategies, influencer and creator partnerships, loyalty programmes, and robust measurement frameworks to track cross-generational impact.

Gaming, Esports and Social Media Guide 2026

This issue of *Campaign Middle East* will delve into how brands build authentic, long-term connections with niche communities across platforms and regions, reflecting regional esports partnerships, influencer collaboration and platform-driven storytelling. It blends sponsor-tournament case studies, team activations, and creator-led campaigns with platform-specific playbooks for Meta, TikTok, YouTube, Twitch, Instagram, Snap, Kick and X anchored by regional data on reach, engagement and ROI. Expect deep dives into mobile-first gaming trends, in-game integrations, live-streamed events, and metaverse-style activations. Also expect practical guidance on content mix, cadence, and measurement. The issue would also address governance, brand safety, inclusivity, and evolving sponsorship regulations in MENA markets, ending with cross-media narratives that weave gaming experiences into broader brand stories that translate into meaningful outcomes rather than mere impressions.

MAY 2026
CONTENT SUBMISSION DEADLINE: 4 APRIL 2026
OUT ON STANDS: 29 APRIL 2026

Procurement, Pitching and Pricing Issue

Procurement, pricing structures and timely payments remain a pain point within the Middle East marketing industry. While deadlines and margins are getting tighter, leaders are calling for more transparency, greater collaboration, a how-to guide on navigating the regulatory landscape, and the need to build a more sustainable ecosystem. Procurement processes must ensure that resources — whether talent, technology or services — are acquired efficiently and cost-effectively, while focusing on the delivery of value within budget constraints. Pitching concerns around deficient or overweighted briefs; lack of transparency; dearth of feedback; shifting goalposts; unclear evaluation criteria; price-based decisions; confidentiality concerns; intellectual property infringements and more must be discussed. Meanwhile, pricing strategies continue to directly impact an organisation's competitiveness and profitability. This issue will discuss the key challenges that need to be addressed across each of these issues.

The Saudi Report 2026

Saudi Arabia continues to evolve as its economy diversifies, and its society demands a balance between culture, creativity and convenience. For brands, the constant state of change means Saudi Arabia is a land of opportunity. But it also means that neither new entrants to the market nor established players rushing to keep up with the speed of tech adoption and the speed of culture can afford to misstep in the market. *Campaign Middle East's* Saudi Arabia Report offers a guide to the media, marketing and advertising scene in the kingdom. We examine the projects and initiatives that are driving development and look at the clients and sectors that are spending money. We look at developments across sports and entertainment, gaming and esports, brand and performance, culture and creativity and share the latest research insights about the Kingdom to paint a picture of today's Saudi consumer. We offer brands, agencies and adtech players in the Kingdom to share the latest developments and their priorities from their individual perspectives.

Event: Campaign Saudi Briefing: Strategy & Technology on 23rd April 2026

This annual event held in Riyadh, Saudi Arabia, will weave key conversations of strategy and technology in Saudi Arabia, focusing on a score of topics, including aligning brand plans with Vision 2030; connecting with a digital-first and culturally nuanced Saudi consumer; building data-driven, privacy-savvy martech stacks with AI-enabled activation and scalable automation; optimising a multi-channel, Saudi-specific media mix, including short-form video, social, search, programmatic, and retail media; as well as accelerating social commerce and seamless omnichannel experiences. The event will also delve into localising content in specific Arabic dialects, tapping into humour as a differentiator, and ensuring campaigns are emotionally resonant. It will also emphasise measurement, cross-channel attribution, and ROI; how to navigate regulatory and data-privacy updates; how to enhance talent and build partnerships; and will showcase Saudi case studies on influencer programmes and digital acceleration for the year ahead.

JUNE 2026
CONTENT SUBMISSION DEADLINE: 5 MAY 2026
OUT ON STANDS: 29 MAY 2026

Luxury & Premium Marketing Issue

Campaign Middle East will continue its coverage of how luxury and premium brands craft meaning in an era of provenance and scarcity, balancing heritage with contemporary relevance through product design, craftsmanship and storytelling. This issue will examine immersive, experiential and hyper-personalised client journeys, across physical, digital and virtual channels while preserving discretion and exclusivity. This issue will address pricing strategies, selective distribution and partnerships, and the evolving playbook of direct-to-consumer versus retailer ecosystems, alongside new frontiers in social media, influencer ethics, and tech innovations such as AR try-ons, NFTs and metaverse activations. The edition would also address responsible luxury — sustainability, ethical sourcing transparency and supply-chain integrity, offering guidance on governance and narratives that connect with both established connoisseurs as well as younger, aspirational buyers, supported by forward-looking trends shaping the future of luxury market.

Branding, CX and the Creator Economy

With a focus on branding, CX, and the creator economy this issue will map how brands are building lasting identities in a creator-driven era; how celebrities, influencers and content creators are combining the best platform plays and trends with brand-safe content, and how brand identity is translating into seamless customer experiences across channels. This edition will examine brand strategy, positioning, and visual language within the marketing landscape; the design of omnichannel CX, personalisation, and service design; and how creator partnerships, co-created products and community programmes are reshaping marketing models. Expect practical guidance on working with brand ambassadorship, creators, content governance, data ethics and leveraging both employee-generated content and user-generated content at scale. Also, look forward to a deep dive into platform dynamics, AI-assisted tooling, and measurement. The issue would feature thought leadership from brands and creators, and strategic frameworks on how to deliver trust, differentiation and sustainable growth.

Video Guide 2026

In addition to offering the industry an all-in-one guide through a detailed overview of all the key TV, CTV and OTT video channels in the region, this issue will also explore the fragmented video media landscape – how brands plan, buy, and measure video across traditional, linear, CTV and streaming environments. It will cover cross-screen storytelling, audience targeting, and creative optimisation across in-stream, short-form and interactive formats, illustrated with case studies showing impact on awareness, consideration and purchase. It will also dive into measurement and attribution – from viewability and brand safety to attention metrics, brand lift, incremental reach and cross-device analytics – alongside privacy, consent and identity resolution. The issue will examine programmatic versus direct buys, platform and publisher partnerships, and how data informs media-mix optimisation, while offering expert commentary, toolkits, and benchmarks to help marketers implement rigorous testing, ROI modelling and trusted reporting that ties video strategy to real business outcomes in an on-demand world.

Event: Campaign Breakfast Briefing: Retail & Commerce Media on 22nd May 2026

In 2026, the Campaign Breakfast Briefing in May will convene brand, agency, and retailer leaders to explore how to win the shopper's journey across retail media networks, marketplaces and content-commerce experiences. Topics up for discussion will include privacy-preserving data strategies; the use of first-party data and data clean rooms; measurement and attribution frameworks such as incremental lift, MMM, ROAS; monetisation models, programmatic approaches and partnerships; as well as shoppable formats across retailer sites and social/video. Conversations will also focus on

creative optimisation and agile testing for dynamic, personalised experiences, and the evolving ecosystem of retail standards amid the need for better transparency, change management and governance. This event will also include interesting formats such as live debates on stage, 'Ask Me Anything' panels, and educational keynotes.

JULY 2026
CONTENT SUBMISSION DEADLINE: 5 JUNE 2026
OUT ON STANDS: 29 JUNE 2026

Campaign 40 over 40

Campaign Middle East spotlights the top 40 agency leaders aged 40 and older. The list is open to leaders from holding companies, media networks, and independent networks and agencies – across all verticals, including creative, digital, media, social, PR and integrated communications. This list is not open to C-suite leaders – for whom we have a separate MENA Power List later in the year. Leaders for the 40 above 40 list will be nominated by their respective C-suite leaders of their respective agencies, who will be contacted by *Campaign Middle East*. Direct nominations to the list from individuals will not be entertained. This is not a ranking, and the profiles will be arranged in alphabetical order based on last names, recognising extremely respected leaders in the industry, who are truly inspirational and have helped their respective agencies retain clients, drive innovation, establish great workforce culture, and boost business growth.

Nation Branding, Tourism & Destination Marketing

This issue will explore how nations in the Middle East are crafting distinctive and bold brand identities to attract tourists, travellers from across the region and around the globe, while staying true to local communities, cultural narratives, rich history and heritage-based experiences, and storytelling across policy, culture, and investment. It would examine how to define a clear value proposition, govern the brand with multi-stakeholder input, and develop narratives across campaigns, digital content, film, events and experiential offerings. Contributors will also discuss modern and tech-enabled experiences; shifts in personalisation, targeting and segmentation; budgeting, media mix and funding mechanisms; as well as actionable insights, best practices, and a forward-looking agenda for policymakers and marketers shaping nation branding, tourism strategies and the future of destination marketing.

Audio Guide 2026

Campaign Middle East's Audio Guide is a comprehensive directory of radio stations, podcasts, and sonic branding agencies across the Middle East region. It will include key services, reach, demographics and rate-card information, while also evaluating the evolution of radio and on-demand audio, streaming services, platform plays and more.

AUGUST 2026
CONTENT SUBMISSION DEADLINE: 6 JULY 2026
OUT ON STANDS: 20 JULY 2026

Brand Faces to Watch Issue

Campaign Middle East recognises the best upcoming client-side young talent aged 30 and younger in the region. This is not a ranking. Recommended sector-agnostic entries who have proven their performance over the past 12 months will be featured, arranged alphabetically based on last name.

Cannes Lions

The issue will include in-depth coverage from the Cannes Lions International Festival of Creativity 2026, which is the largest gathering of the advertising and creative communications industry across the globe. Work from the Middle East has a habit of winning big at Cannes, and *Campaign Middle East* will be on the ground to bring the latest award wins, news updates, platform announcements, in-depth interviews, heated debates and more from the French Riviera.

The Do-Good Issue: The Do-Good Issue: Purpose, Sustainability, CSR, Social Impact, DE&I

Ethical marketing, data privacy, sustainability, DEI, CSR, social impact and purpose-driven marketing were major discussion topics for the industry in 2025, and we believe this momentum will continue. But more than just focusing on saving the planet, brands are increasingly looking at doing good in other ways – for their customers, their employees and the disadvantaged. Brands are looking to come across as more human and ethical in their marketing and sales tactics. We put the spotlight on this ongoing trend, as companies strive to be authentic, especially with younger generations.

SEPTEMBER 2026
CONTENT SUBMISSION DEADLINE: 7 AUGUST 2026
OUT ON STANDS: 31 AUGUST 2026

Women in Advertising

Campaign Middle East celebrates women shaping the marketing and advertising industry in the Middle East. And we are making a point by not doing this on International Women's Day. This edition will offer each of them the opportunity to put their area of expertise and topics that they're passionate about front and centre, as they continue chip relentlessly at the glass ceiling and make the industry better for all. This is not a ranking, and the profiles will be arranged in alphabetical order based on last names, recognising extremely respected leaders in the industry.

Agency Models, Brand vs Performance, Data and Creativity

This issue will offer a practical tour of how brands and agencies navigate three interlocking pillars: agency models, brand versus performance, and data-driven creativity. It surveys how different structures – from the Big 6 holding companies to independent networks, boutique and independent agencies shops, and hybrid partnerships — shape strategies, speed-to-market, pricing, governance, capabilities and collaboration rituals. This issue will also weigh the tension between building enduring brand equity and delivering measurable performance, offering frameworks for balancing long-term storytelling with short-term ROI, attribution challenges, and cross-channel measurement. The edition will also probe data and creativity as inseparable partners – including how data informs insights and personalisation while preserving human imagination, the ethical use of consumer data, and creative autonomy in a data-rich era. This will include practitioner playbooks, provocative debates, and forward-looking scenarios to guide marketers and agency leaders toward smarter, more human-centred decisions.

Integrated Communications, PR & Experiential Guide 2026

A detailed guide to the Middle East's top integrated communications, public relations, events, and experiential agencies, with details about their leadership teams, services and capabilities, key clients, background and contact information, awards won, and perspectives on key industry conversations.

OCTOBER 2026
CONTENT SUBMISSION DEADLINE: 7 SEPTEMBER 2026
OUT ON STANDS: 30 SEPTEMBER 2026

Production House Guide 2026

Building on the success of our popular annual Production House Guides, we are bringing this issue back to look at all things production. From 'traditional' production houses to freelance content producers and high-tech virtual and augmented reality creators, this edition will offer an updated directory of all agencies offering production support to brands, with an in-depth look at their leadership structures, specialisations and key clients.

Retail, Digital & Social Commerce Issue

This issue will focus on how brands and retailers are collaborating to monetise shelf space and digital storefronts, covering the expansion of retailer media networks, programmatic strategies, auction dynamics, and investments across omnichannel touchpoints. It will dissect measurement and attribution across the shopper journey – incremental lift, cross-channel ROI, data partnerships, and privacy and compliance – along with budgeting and media strategies in a first-party data era. Practical content would include case studies from category leaders on launch playbooks for RMN campaigns, creative best practices for on-site and off-site placements, and optimisation tactics for search, discovery, product listings and shoppable media. The issue will also explore evolving formats – shoppable video content, livestreams, in-store digital, and QR-triggered experiences – while discussing the evolving retailer-brand collaboration model, contract terms, benchmarking, and how to balance brand building with performance.

The MENA Power List & Essays 2026

Campaign Middle East's MENA Power List 2026 is a refined and exclusive list of the most powerful and influential agency leaders across Middle East holding companies, media networks, as well as independent networks and agencies. It will offer each leader the opportunity to share key takeaways for the marketing and advertising industry in the form of Power Essays. It will also provide readers with a look at all the human side of top industry leaders through an informal rapid-fire questionnaire. This is not a ranking, and leadership profiles will be arranged in alphabetical order based on last names, recognising extremely respected leaders in the industry, who are truly inspirational and have helped their respective agencies drive innovation, growth and expansion across the region.

Event: Campaign Breakfast Briefing: Data, Creativity and Culture on 11th Sept 2026

This Campaign Breakfast Briefing will explore how data informs authentic, culturally resonant storytelling while respecting diversity and nuance. Topics will include translating consumer insights into creative concepts, turning dashboards into evocative campaigns, and measuring creative impact beyond vanity metrics. Discussions and debates will also address ethical data use, privacy, transparency and bias mitigation; balancing personalisation with privacy concerns and cultural sensitivity; the role of AI in accelerating creativity without diluting brand voice; case studies where data-led cultural insights yielded breakthrough work; as well as best practices for cross-disciplinary collaboration. This event will also include formats such as live debates on stage, 'Ask Me Anything' panels, and informative keynotes.

NOVEMBER 2026
CONTENT SUBMISSION DEADLINE: 5 OCTOBER 2026
OUT ON STANDS: 30 OCTOBER 2026

The Strategy, Talent & Culture Issue: Personalisation, Localisation, Loyalty & Trust

This issue dives deep into the role of strategists within agencies; the challenges facing talent acquisition, retention and succession planning, as well as how organisations stay culturally resonant – internally as well as in the work they produce for clients. It will highlight how diverse, agile teams empower rapid, cross-functional execution. It will feature hyper-local case studies on tailored campaigns, localised product and messaging, and loyalty programmes that reflect community values. CMOs, marketers, data scientists, and local market leaders will illustrate how talent development and inclusive leadership unlock scalable personalisation, while mapping future risks and opportunities arising from the evolving consumer-brand relationship, as brands pursue loyalty and consumers keep an eye on trust.

Dubai Lynx Issue 2026

The post-Dubai Lynx issue is the official Lynx winner's copy, where *Campaign Middle East* announces the winners and offers an overview of the Dubai Lynx Awards. Expect behind-the-scenes coverage with exclusive content and photographs of the top winners from the Awards night.

OOH Guide 2027 Supplement

There is huge demand for a regional outdoor guide that offers a detailed overview of the out-of-home (OOH) media in the region. Every year, *Campaign Middle East* publishes an exclusive and comprehensive MENA OOH Guide, which features information on all top outdoor suppliers in the MENA region, including their contact details and assets. In the middle centerspread of the report, we feature a huge pullout map of the UAE, Saudi Arabia, Qatar and other MENA countries with all salient outdoor properties – including unipoles, megacoms, lamp posts, mupis, in-mall digital media, elevators screens, building wraps, bridges, bus shelters, hoardings, scaffolds, metro pillars, metro stations, airport media, backlit banners, rooftop screens and more – marked by media owners to provide an easy reference for media planners, buyers and heads of marketing.

Event: Campaign Saudi Briefing: Media & Marketing on 15th Oct 2026

With an eye on Vision 2030, this Campaign Saudi Briefing will reveal the latest updates within digital transformation in the Kingdom's media and marketing landscape. It will cover the importance of localisation, culturally attuned dialogues, and best practices to navigate regulatory and ethical frameworks such as data privacy, advertising standards, and brand safety, while optimising across TV, streaming, radio, out-of-home, and the fast-growing digital and social ecosystems. Topics will include the latest trends within storytelling to Saudi audiences, segmentation, the use of technology and AI advances within marketing, multi-touch attribution, ROI-driven measurement and influencer strategies. The event will also address content partnerships, practical case studies, and talent gaps that need to be addressed.

DECEMBER 2026
CONTENT SUBMISSION DEADLINE: 6 NOVEMBER 2026
OUT ON STANDS: 30 NOVEMBER 2026

Marketing Game Changers Awards 2026

After a highly successful debut awards in 2025, *Campaign Middle East* brings back its Marketing Game Changers Awards – a dedicated platform to celebrate client-side marketers shaping the future of the Middle East marketing landscape. These awards are free to enter and open to CMOs, VPs and Heads of Marketing, and senior client-side marketers across the MENA region. Nominees must have held their current role for at least one year and must have worked in the MENA region for a minimum of two years. Entries will be judged by heads of agencies, media networks, advertising bodies and will be based on a standard set of criteria, including leadership and talent development; creativity and innovation; performance and business impact; contributions to building a strong brand; social impact; and wider industry contributions. The top 10 winners, as judged by a jury of 30+ agency heads, will be featured in the November edition of the *Campaign Middle East* magazine.

Sports, Entertainment & Experiential Marketing

The December 2026 issue will also demonstrate how brands can win at the intersection of sports, entertainment, and experiential marketing, tracing the full activation lifecycle from strategic partnerships to fan-first storytelling. It will dissect sponsorship design paired with scalable digital and social content and showcase live activations – from stadium activations and premiere-event experiences to immersive pop-ups and in-venue engagements. This will include deep dives into experiential tech, content strategies that travel across platforms, and performance metrics that prove the value of experiential spend. The issue would also tackle sustainability and inclusivity, localisation versus global scaling, licensing and merchandising dynamics, influencer and creator partnerships, and the shifting economics in a streaming- and rights-driven landscape, offering practical frameworks and expert perspectives for brand marketers, agencies, and media players.

The Digital Essays 2026

This supplement – currently in its 18th year – follows the same format as the Power Essays and will include essays by some of the region's most influential digital professionals. They will discuss the most pressing issues, developments and innovations affecting the digital media landscape across search, social media, mobile, programmatic and more. Digital Essays is an open avenue for dialogue, in which we discuss obstacles and solutions, goals and styles, ethics and practices. In short, it offers leaders a platform to voice their thoughts to a digital-first audience in the Middle East.

Event: Campaign Breakfast Briefing: OOH 2027 on 20th November 2026

Campaign Breakfast Briefing: Out of Home 2027 gathers the region's leading marketers, agencies, and media innovators to explore how the OOH landscape is transforming through technology, creativity, data, programmatic and measurement. While media owners are still busy bidding for prime locations, bigger and bolder, the speed of tech advancement is opening possibilities for far more exciting developments from real-time audience analysis and ad delivery to more connected and multi-channel ad campaigns. Leaders will discuss the latest trends and challenges facing the OOH and DOOH sectors in the Middle East, and brands will share media spending plans and key focal areas for outdoor advertising in the Middle East.

JANUARY 2026
CONTENT SUBMISSION DEADLINE: 27 NOVEMBER 2026
OUT ON STANDS: 18 DECEMBER 2026

The 2026 Annual Issue

Campaign Middle East's Annual 2026 edition will be the final issue of the year. This special issue is the much-awaited review of 2026 with a detailed overview of how conversations around advertising, media, digital and marketing have evolved through 2026. This edition also recognises and lists out the top 10 campaigns across film, print, outdoor, digital, social, PR, activations, and lists out the top 10 pitch wins and platform updates. Taking a bird's eye view of the industry, this issue maintains a high shelf life and sets the tone for the year ahead.

Athar Festival 2026

This edition will feature *Campaign Middle East's* exclusive reportage from Athar Festival 2026, covering key conversations, exclusive interviews, and on-the-ground insights from industry leaders. This will offer a lens into the current state and future trajectory of marketing, advertising, media, and creative landscape in Saudi Arabia. The edition will also highlight winners of Athar Awards 2026.

Event: Campaign Middle East's Agency of the Year Awards 2026

Most agency-focused awards in the region judge the work produced by agencies for brands – and their creative effectiveness. *Campaign Middle East's* Agency of the Year, however, stands apart by focusing on the business success – including year-on-year growth, financial achievements, client wins and retention, workplace culture, social impact and implementation of diversity, equity and inclusion – of all the agencies in the region. These awards also honour people and teams who have contributed the most to agency growth, client satisfaction, innovation, and positive agency culture through 2026. *Campaign*'s year-ending annual issue will focus on the winners of the Agency of the Year Awards MENA 2026. This issue is the official AOTY winner's copy is where we would see the big winners of the night, their interviews and whole coverage for the Awards.

For partnership opportunities, please contact:

NADEEM QURAISHI
Publishing Director
+971 50 645 3365
nadeem@motivate.ae

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

For editorial opportunities, please contact:

ANUP OOMMEN
Editor
anup.oommen@motivate.ae