

Middle East campaign

Region's most authoritative voice for the advertising, media and marketing industries

Print Issue date	Editorial Calendar	Events Calendar
13-Jan-19	The 2019 Predictions Issue	
27-Jan-19	Technology issue: Ad Tech & Digital Agencies Guide 2019	Campaign Breakfast Briefing on Adtech Date: 30 Jan 2019
10-Feb-19	The Data Issue*	
24-Feb-19	The Campaign's Agency Guide*	Campaign Breakfast Briefing on Video Date: 27 Feb 2019
10-Mar-19	The Pre-Lynx / Causes Issue* (Distributed at Lynx)	
24-Mar-19	Post-Lynx Issue (Winners and Event coverage)	
7-Apr-19	Faces to Watch – Creative & Digital	Campaign Breakfast Briefing on Story Telling Date: 8 April 2019
21-Apr-19	Faces to Watch – Media & PR	
5-May-19	Ramadan Issue: TV Guide 2019	
19-May-19	MENA Media Report 2019 (Supplement)	
2-Jun-19	The Money Issue*	
16-Jun-19	Radio Guide 2019	Opportunity for sponsored Campaign Breakfast Briefing in June
7-Jul-19	Cannes Lions 2019 Issue	
25-Aug-19	PR & Events Guide 2019*	
8-Sep-19	Production Houses Guide 2019	Campaign Breakfast Briefing on Experiential Date: 2 nd Sept 2019
22-Sep-19	The Power Essays (Supplement)	
6-Oct-19	Top CMOs/ Marketers Issue*	Marcomms360 Date: 2 nd Oct 2019
20-Oct-19	OOH Guide 2019 (Supplement)	Breakfast Briefing on Outdoor: Date: 22 nd Oct 2019
3-Nov-19	Ecom & Performance Marketing Issue*	Breakfast Briefing on Ecom: Date: 6 th Nov 2019
17-Nov-19	The Digital Essays (Supplement)	
1-Dec-19	The Consumer / Customer Experience issue*	Opportunity for Sponsored Campaign Breakfast Briefing in Dec
15-Dec-19	The 2019 Annual Issue.	

Please note that the above editorial calendar and events are subject to change in case of any new developments.

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*Details on Campaign's issue topics

13-Jan-19 The 2019 Predictions Issue

The Predictions issue is the 1st edition of the year for Campaign Middle East where industry leaders give insights on the year ahead for Media agencies, Ad Agencies, Creativity, Marketing, Adtech, PR, Events, Production, Social, Integration and more.

27-Jan-19 Technology issue: Ad Tech & Digital Agencies Guide 2019

The guide would also give a 'state of the nation' report at how digital is performing and what are its prospects for the year. There is a huge demand from agencies & marketers for an Adtech guide giving a detailed overview of the regions technology providers. If you are an agency offering digital services that range from social media monitoring to programmatic buying or anything in-between, and If you are part of an ad-tech company offering crucial technology that allows agencies and marketing managers to thrive in the modern, digital age of marketing, then you both will be featured in this guide.

10-Feb-19 The Data Issue

If data is the new oil, Campaign is going prospecting. This special issue examines what data is out there, and what it can be used for. From understanding consumers to measuring how well campaigns have worked, the magazine shows what the experts do with numbers and what the rest of us can learn from them.

24-Feb-19 The Campaign's Agency Guide

A detailed guide to the Middle East's top Creative and Media Agencies, with details from their management teams, contact info, background information, Awards won to the clients they handle.

10-Mar-19 The Pre-Lynx / Causes Issue (Distributed at Lynx)

Campaign turns its editorial eye to causes large and small. From women's rights in the workplace to mental health to ecologically sound editorial practices, Campaign takes on the big issues that affect the industry in the edition that would be distributed exclusively at the 2019 Dubai Lynx Festival & Awards. The print run for this issue would be higher as Campaign magazine being the host partner would be distributed throughout the 3 day event and would be kept inside all delegate bags and distributed at the gala awards dinner.

24-Mar-19 Post-Lynx Issue (Winners and Event coverage)

One of the biggest issues of the year for Campaign. The Post-Lynx issue is the official Lynx winner's copy is where we would announce the winners, their interviews and whole coverage for the Lynx Festival and the Gala Awards. There would be behind the scenes reporting with exclusive content of unbiased coverage of what exactly happened.

7-Apr-19 Faces to Watch – Creative & Digital

Campaign Middle East honors the best upcoming young talent in the region in the Creative and Digital industries.

21-Apr-19 Faces to Watch – Media & PR

Campaign Middle East honors the best upcoming young talent in the region in the Media and Communications industries.

5-May-19 Ramadan Issue: TV Guide 2019

With the onset of Ramadan, most of the media money gets spent on television, so our guide will make it easy for planners, buyers and everyone else in the industry to get the low down on the best places to buy spots during the Holy Month and the rest of the year and since there is no such hands on, all information in one guide giving a detailed overview of all the channels in the region therefore there is a huge demand for this from marketers and agencies.

19-May-19 MENA Media Report 2019

This annual supplement takes a look at the regions media industry by covering the advertising demographics of the following countries in detail: UAE, Saudi Arabia, Egypt, Bahrain, Kuwait, Lebanon, Oman, Jordan & more. With a huge demand of a regional report giving a detailed overview of the media, Campaign comes out every year with this highly awaited report giving a state of the nation look at how each country's industry is performing and what its prospects are for the coming 12 months. Each report will feature information on new entrants into the market, data relating to adspend, adspend forecasts, media consumption, upcoming/proposed launches, adspend by media split and other information that will be retained in the hands of all marketers throughout the year.

2-Jun-19 The Money Issue

Who is paying for what? How much are they paying, and how are they paying it? Campaign looks at budgeting, agency remuneration models, budgeting, the relationship between procurement, finance and marketing departments, and all things financial in this look at the business of advertising.

16-Jun-19 Radio Guide 2019

Campaign's Radio Guide examines the radio stations across the UAE and wider Middle East. It has a comprehensive directory of terrestrial stations with reach, demographics and rate-card information. And we look at the evolution of radio and its digital forms such as radio on demand, streaming services and podcasts.

7-Jul-19 Cannes Lions 2019 Issue

Cannes Lions is known as the world's biggest ad festival, Campaign being the official representative of Cannes in this region has exclusive rights to be part of this festival. The Cannes issue would be the insights to the festival with exclusive interviews with Jury, speakers, and of course the winners! The print run for this issue will increase substantially as Campaign being the Middle East media partner would have exclusive content for this much awaited festival of creativity.

25-Aug-19 PR & Events Guide 2019

A detailed guide to the Middle East's top PR and Events agencies, with details from their management teams, contact info, background information, Awards won to the clients they handle.

8-Sep-19 Production Houses Guide 2019

This directory is a hands-on, all information in one guide giving a detailed overview of all the studios in the region as there is a huge demand for this from marketers and agencies. The Production guide will list the main production houses in the region, along with their in-house specialisms and all their details. The guide will stand as a ready reference for all clients and agencies – from PR to creative to media – that need quality video content.

22-Sep-19 The 2019 Power Essays

Campaign Middle East is proud to announce for the 11 consecutive year, its highly successful edition of The Power Essays supplement. The Power Essays will include 15 essays by some of the region's most influential advertising and media personalities. They will discuss the most important topics, issues and developments affecting the region's advertising community. Each essay will be on a topic of their choice, but will be an important enough issue to raise significant questions and trigger debate within the industry.

6-Oct-19 Top CMOs/ Marketers Issue

Campaign shortlists & profiles the region's top best Marketing heads driving real change in their companies and the media, advertising and communications industry.

20-Oct-19 OOH Guide 2019 Supplement

There is a huge demand for such a regional outdoor guide giving a detailed overview of the OOH media in this region and Campaign Middle East published this exclusive and comprehensive UAE Outdoor Guide. This directory would feature information on all the outdoor suppliers in the UAE including their contact details and In the middle centrespread of the report, there would be a huge pullout UAE map with all of the outdoor properties marked with their suppliers for easy reference for media planners, buyers and marketing heads.

3-Nov-19 Ecom & Performance Marketing Issue

We take a look at the bottom of the funnel: converting audiences into consumers. How is the regional e-commerce scene shaping up, who are the big players, and how can marketers make sure they are as good or better at selling goods and services digitally as they are at taking on the traditional, analogue world.

17-Nov-19 The 2019 Digital Essays

The supplement also in its 11th year follows the same format as the Power Essays and will include 15 essays by some of the region's most influential digital professionals. They will discuss the most important topics, issues, developments & innovations affecting the digital media landscape be it social media, mobile, the web, programmatic etc. The Essays presents an opportunity for thinkers, innovators and leaders of the digital field in the Middle East a chance to share their thoughts, ideas and experiences with their colleagues, their competitors, their customers and more importantly with the leaders of tomorrow. Digital Essays is a round table for dialogue, in which we discuss obstacles and solutions, goals and styles, ethics and practices. In short, the digital essays is your voice that reaches to everyone associated with digital in the Middle East.

1-Dec-19 The Consumer / Customer Experience issue

The consumer isn't an idiot; she's who Campaign is examining in this special report into customer experience & the consumer journey. From forging relatable brand identities to making sure your customer has the same level of satisfaction at every touch point, this special issue puts the consumer front & center and asks how we can serve them better.

15-Dec-19 The 2019 Annual Issue

Campaign Middle East's Annual 2019 issue would be published as the last issue of the year. This special issue is the much awaited review of the year 2019 in the fields of Advertising, Media, Digital and Marketing. The Best global agencies and networks would be bestowed for the finest works of the entire year and the top 10 works will be recognized in the fields of Film, Print & Outdoor, Digital & Social, PR & Activation, Integrated, Top 10 Pitches, etc. The top 10 news stories along with the top 10 media milestones will be covered in this issue. These above awards make this issue of Campaign Middle East have a high shelf life too plus it's also a good issue to reach out to the entire industry with your message at the end of the year.