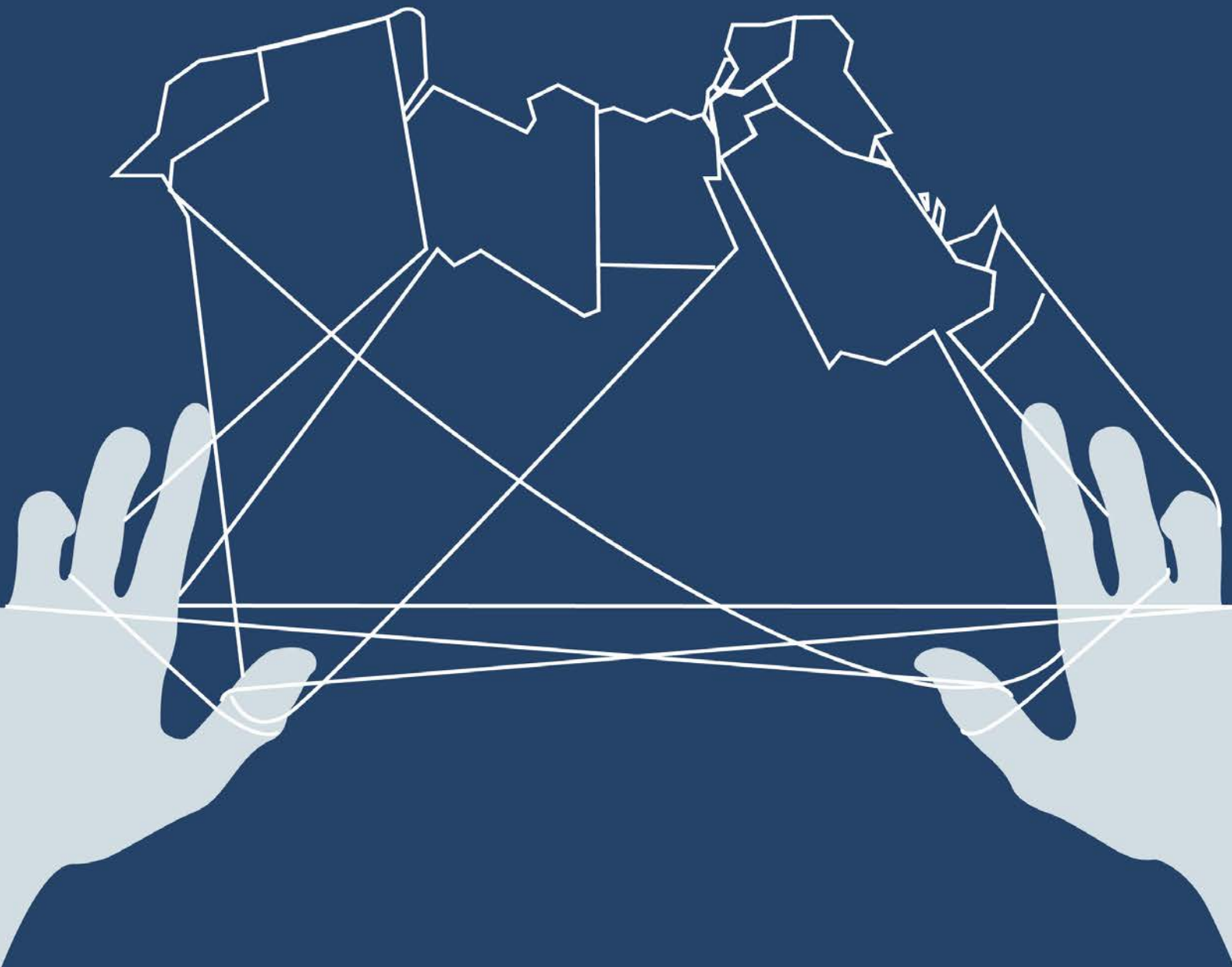


Middle East

campaign



2017 RATE CARD

Editorial In campaign^{Middle East}

Campaign has become the world's most authoritative magazine for the advertising, marketing and media industries since it was first published in the UK in 1968.

Campaign Middle East builds on the UK edition's excellent heritage and is dedicated to celebrating creative excellence in the communications industry whilst putting creativity in a business context.

A lively mix of news, analysis, features and comment, the magazine spans the gamut of advertising, media, direct, experiential, digital, PR and marketing communications, the wider creative industries and more.

Campaign prides itself on its industry-defining insight and the magazine has a strong editorial voice, backed up with comment, views, reviews and insight from industry leaders.

Advertising Benefits

- Every issue is devoured by advertising and marketing professionals
- Targets the media-savvy and difficult-to-reach advertising industry
- Redesigned in mid-2016 to appeal to an even broader reader base, with more for PR, marketing and media professionals
- Reaches agencies, suppliers, media and marketers

Target Market

Campaign provides a balance of marketing, advertising and media coverage to its influential audience. By sharing knowledge, insight and current best practice it helps industry professionals and marketers become more effective in building brands and reaching consumers across a variety of touch points, in an intensively competitive and cluttered marketplace.



Circulation

Frequency: Fortnightly
Print run: 14,000 copies*

Readership

Top professionals in:

- Advertising
- Marketing
- Media
- Design & production
- PR

Distribution

Through retail sales, subscriptions and controlled free circulation in:

- UAE
- Saudi Arabia
- Kuwait
- Qatar
- Bahrain
- Oman
- Lebanon

In Every Issue

News

Breaking regional and local industry news on the advertising, marketing, PR and media industries. Pitches, wins, celebrations and scandal are all in the industry's organ of record.

Features

In-depth analysis of issues affecting the communications industry; profiles of leading industry figures; analysis marketing strategies; debate surrounding the latest media innovations; and investigation of the most pressing topics.

Opinion

Including an editor's column, guest columnists, readers' letters and regular Campaign essays.

The Work

The lowdown on the latest creative print, TV, digital, ambient and outdoor advertising campaigns, including peer reviews of regional campaigns and extensive agency credits.



Forums

The industry debates the most current and important media- and agency-related hot topics.

Appointments

Movers and shakers within the industry.

Data

From television viewership to media spend to trending searches, Campaign catalogues and charts the numbers that shape the industry.

The Spin

Campaign's back page is often its most read but seldom where its readers want to find themselves mentioned. A light-hearted look at what happens when the communications profession lets itself down.

*Publisher's own data

Advertising Rates

REGULAR POSITIONS	USD
Double Page Spread	9,500
Full Page Colour	5,000
Half Page	3,750
PREMIUM POSITIONS	USD
Outside Back Cover	11,000
Inside Front Cover	9,000
Inside Back Cover	8,500
Double Page Centre Spread	12,500
Inside Front Cover Spread (2pages)	18,000
1st Right Hand Side	7,500
Opposite Contents Page/Page 4	6,500
1st Double Page Spread	15,000
CREATIVE SOLUTIONS	USD
Front Cover Reverse Gatefold – 2 pages	18,900
Inside Front Cover Gatefold – 3 pages	24,300
False Cover + Inside Front Cover	25,000
Book Mark	15,000
Advertorial – Full page	7,000
Advertorial – Double page	12,000
Belly Band - Horizontal	14,250
Bound Insert	15,000
APPOINTMENTS	USD
Full Page	4,000
Half Page	3,000

All invoice amounts are 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.

DEADLINES

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

SERIES DISCOUNT

- 3-5 insertions 5%
- 6-10 insertions 10%
- 11-15 insertions 15%
- 16-26 insertions 20%

2017 Media Calendar

CAMPAIGN MIDDLE EAST'S SPECIAL ISSUES PLANNED FOR 2017

ISSUE	2017 SPECIAL EDITIONS
January 2017	Predictions Issue
5 March 2017	Pre- Lynx Issue
19 March 2017	Post – Lynx Issue
July 2017	Cannes Lions Issue
August 2017	The Graduate Issue
October 2017	Technology Issue
December 2017	The Annual Issue

CAMPAIGN MIDDLE EAST'S SPECIAL SUPPLEMENTS PLANNED FOR 2017

ISSUE	2017 SUPPLEMENTS
May 2017	MENA Media Report Supplement
September 2017	Power Essays Supplement
October 2017	Regional Media Report Supplement
November 2017	Digital Essays Supplement



GENERAL INFORMATION

- 25 issues per year
- Standard agency commission rates apply

Technical Data



DPS ads needs to be supplied in 2 separate pages



Units in mm

DOUBLE PAGE SPREAD

Trim: 327 x 480
Bleed: 333 x 486
Type: 298 x 455

FULL PAGE

Trim: 327 x 240
Bleed: 333 x 246
Type: 298 x 215

HALF PAGE HORIZONTAL

Trim: 148 x 215
Bleed: 151 x 218

Campaignme.com rates

DISPLAY ADVERTISING

Leaderboard	\$75/CPM
MPU	\$89/CPM
Half Page	\$102/CPM
Wallpaper/week	\$2,000/week
Static Button/month	\$2,000/month

EMAIL MARKETING

EDM	\$220/CPM
Newsletter	\$150/CPM

WEBSITE SPONSORSHIP

Takeover including logo branding spot and end of the article sponsorship \$6,000/month

NATIVE ADVERTISING

Conception, design & content + guaranteed impressions* from \$10,000 sponsored content (supplied by advertiser) from \$4,000/week

Digital Media Format

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (1.3 version) generated through illustrator/Quark XPress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks.
- All files must be CMYK format and all back text as over print.
- A colour printout of the saved artwork should be sent for reference along with the CD. However, please note that colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD.
- For bleed size add 3mm extra on all four sides after crop marks.
- All text to be within type area or at least 10mm away from the crop marks.



For advertising enquiries contact +971 4 47 3000 or sales@motivate.ae