

campaign

26 October 2008

A Motivate Publication

AED20



WPP snaps up 60% of The Holding Group

Sir Martin Sorrell's global communications network, the WPP Group, has bought a 60% stake in Dubai-based The Holding Group. **Page 3**



Al Arabiya attempts to woo back viewers

Dubai-based news network Al Arabiya has launched a new TV advertising campaign which it says will emphasise its core values and tempt back lost viewers. **Page 4**



Nancy Ajram signs new Coca-Cola deal

Lebanese pop sensation Nancy Ajram has renewed her lucrative deal with soft drinks giant Coca-Cola to remain its brand ambassador. **Page 5**

Fortune Promoseven takes Cannes Medal of Honor



"We put it all on the table: 24/7 work, blood, sweat, tears, health, family... you name it, everything. We were hungry but now we are starving and want more."

Fadi Yaish, creative director of Fortune Promoseven Doha, on what it took to strike gold at Cannes. Page 15

HIGHLIGHTS IN THIS ISSUE

Do clients still need green specialists?

Ad agencies are all talking a green game now. So is there really still a need for specialist ad agencies offering green and ethical advice? **Page 10**



"If I had a dollar for every time someone asked me for a PR professional in Saudi Arabia, I would be a millionaire right now."

Buchanan CEO Amjed Shacker plans to make Saudi Arabia PR savvy. Page 9

Is it finally time to ditch the ad pitch?

It's expensive, time-consuming and getting ever-more complicated. No wonder agencies are growing increasingly frustrated with the pitch process. **Page 16**

Editorial in Campaign

Campaign is the world's most authoritative magazine for the advertising, marketing and media industries. First published in the UK in 1968, it has been serving the needs of the global communications community for 40 years.

The Middle East edition builds on the UK edition's excellent heritage and is dedicated to celebrating creative excellence in the communications industry whilst

putting creativity firmly in a business context.

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

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



Circulation

- Frequency: Fortnightly
- Print-run: 12,500 copies*

Readership*

Top professionals in:

- Advertising
- Marketing
- Media
- Design
- PR

Distribution

Through retail sales, subscriptions and controlled free circulation in:

- United Arab Emirates
- Saudi Arabia
- Kuwait
- Qatar
- Bahrain
- Oman
- Lebanon

*Publishers own data



In every issue

News

Breaking regional and local industry news relating to the advertising, marketing, PR and media industries.

Close-up

In-depth analysis of live issues affecting the communications industry; profiles of leading industry figures; analysis of recent marketing strategies; debate surrounding the latest media innovations and industry newcomers.

The World

World news covering global account reviews, moves and trends.



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 extensive agency credits.

Features

Comprehensive and analytical features, focusing on local and regional creative, marketing and media issues.

Advertising benefits

- Every issue is devoured by advertising and marketing professionals
- Target the media savvy and difficult-to-reach advertising industry
- Showcase your work alongside the best of the best
- An integral part of your communications campaign

Target market

Providing a balance of marketing, advertising and media coverage, *Campaign* informs, educates and entertains its influential audience and 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.



ADVERTISING RATES

| REGULAR POSITIONS | USD |
|-------------------|-------|
| DPS | 9,250 |
| Full page colour | 5,000 |
| 1/2 page | 3,000 |
| 1/4 page | 1,750 |

| PREMIUM POSITIONS | USD |
|---------------------------|--------|
| Outside Back Cover | 9,000 |
| Inside Front Cover | 8,000 |
| Page-1 | 8,000 |
| Inside Back Cover | 7,500 |
| Double page centre spread | 12,500 |

| SPECIAL REQUESTS | USD |
|---|--------|
| Full page (before contents) | 6,000 |
| Full page (first 25% after contents) | 6,500 |
| Full page (first in a feature) | 6,250 |
| Full page (within a feature) | 6,000 |
| Double page spread (before contents) | 10,000 |
| Double page spread (first 25% after contents) | 11,000 |
| Double page spread (first in a feature) | 10,750 |

| CREATIVE SOLUTIONS | USD |
|--|--------|
| Front Cover GF - 2 ad pages | 15,500 |
| Inside Front Cover Gatefold - 3 ad pages | 20,500 |
| ROP Gatefold - 3 ad pages | 14,500 |
| Book Mark | 11,750 |
| Belly Band | 8,250 |
| Advertorial - Full page | 6,000 |
| Advertorial - Double page spread | 10,500 |

| APPOINTMENTS | USD |
|--------------|-------|
| Full page | 3,750 |
| 1/2 page | 2,250 |
| 1/4 page | 1,250 |
| 1/8 page | 750 |

TECHNICAL DATA

(mm) H x W

| Diagram | Double Page Spread |
|---------|--|
| | Trim: 327 x 480 Bleed: 333 x 486 Type: 298 x 455 |

| Diagram | Full Page |
|---------|--|
| | Trim: 327 x 240 Bleed: 333 x 246 Type: 298 x 215 |

| Diagram | Half Page Horizontal |
|---------|----------------------|
| | Type: 148 x 215 |

| Diagram | Half Page Vertical |
|---------|--------------------|
| | Type: 298 x 107 |

| Diagram | Quarter Page |
|---------|-----------------|
| | Type: 148 x 107 |

| Diagram | Eighth Page |
|---------|----------------|
| | Type: 74 x 107 |

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 black 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

- 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%

- GENERAL INFORMATION**
- 26 issues per year
 - Standard agency commission rates apply

BPA membership applied for October 2008

