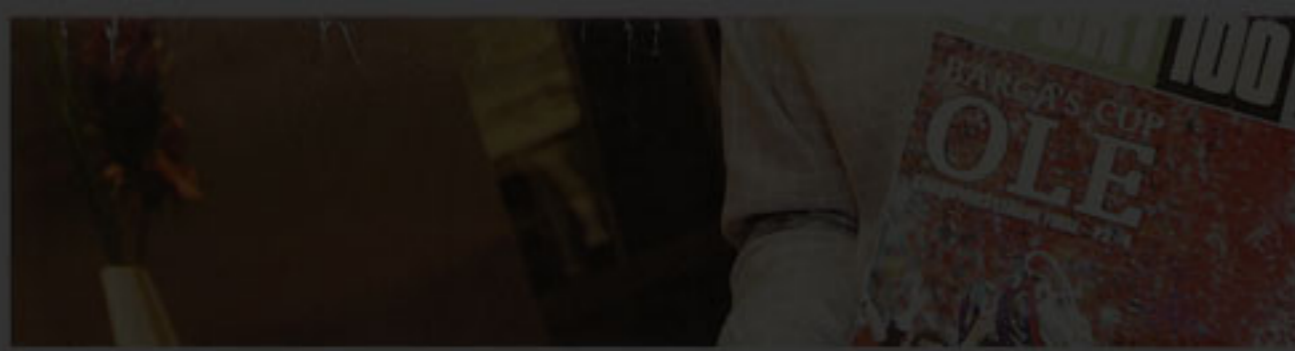


experienced UK investors. The paper's editorial and layout will be produced in the UK and sent electronically to Dubai for printing, with presses being able to run as late as 2.30am in order to accommodate late sports results from Europe.

"The ambition is to have a



Northcote... "The ambition is to have a product that will have the opportunity to go into other markets"

and is expected to be popular with men.

Sports featured will include cricket, football, rugby, tennis, golf, horse racing, athletics and motor sport, as well as sport lifestyle features.

Ad sales for *Sport100* are being handled by Adline in **Turn to page 3**

Brain... says darkness is lifting

and 21% said the Israeli-Palestinian conflict. Extremism and the war in Iraq registered 11% and 9% of the vote respectively.

The numbers are an improvement on the 2004 survey, when 36% listed the Israeli-Palestinian conflict as their primary association, 20% said extremism and 11% said the war in Iraq.

When asked if they would consider doing business in the region again, 87% of US executives replied positively compared to 40% of European business leaders and 43% of Asian leaders.

David Brain, president and CEO for Europe at Edelman, said: "The study is not only an indicator of sentiment in a relationship often muddled with mixed signals and misunderstandings, but an effective temperature gauge.

"The closed door is opening, the darkness lifting, and signs of a much calmer, reasoned and sustainable rapport are slowly emerging. For the Arab world, right now is the right time to reach out."

Consultancy takes on Emaar creative pitch

Property giant Emaar has hired a consultancy to manage one of its creative pitches in what is thought to be a first for the region, *Campaign* can reveal.

The UAE-based developer has hired IK Consult to oversee the selection of an advertising agency for what Emaar calls a "major international corporate project".

IK Consult will manage all aspects of the process for

Emaar. Four agencies have been selected to take part, including incumbents Team Y&R and Face to Face, in addition to TBWA\Raad and GreyWorldwide.

The use of outside consultants to manage creative and media pitches is common in markets outside of the region.

Emaar's decision to use IK Consult, which is the regional partner of Agency Assessments International — one

of the largest management consultancy's based in the UK — is thought to be a first for the Middle East.

Details on which international project the winning agency will be working on is being kept under wraps by Emaar, but the company has projects in countries including Saudi Arabia, Egypt, Turkey, India and Tunisia.

Imad Kublawi, chief executive officer at IK Consult, re-

fused to comment on the pitch process, but *Campaign* understands that the results will be announced in mid-June.

Kublawi was the former chief operating officer for JWT in the Middle East.

After leaving JWT in August last year following 16 years of service, Kublawi told *Campaign* that internal politics at advertisers and agencies were hampering effective brand communications.

HIGHLIGHTS IN THIS ISSUE

Media owners are doing it for the kids

Our feature looks at how the Middle East's media owners rank against the rest of the world when it comes to targeting children through advertising. **Page 22**

"We feel this will become the strongest news destination in the Arab world. We are going to be more edgy in our approach."

Maktoob.com's Ahmed Nassef unveils a major redesign. Page 9



A half century of hard-hitters

To mark our 50th edition, don't miss our Power 50, the essential guide to the most influential figures in Middle East advertising and media. **Inside**

UAE freesheet sees circulation rise 10%

UAE newspaper *7Days* has increased its circulation by 10%, according to the latest audit by the BPA Worldwide.

The freesheet, which is distributed in Dubai and Abu Dhabi, had an average daily circulation for the six months ending March 2006 of 70,906, up from its first audit figure of 64,298.

The newspaper is attributing the increase to the wider distribution of the paper to both residential and commercial properties in Dubai.

Meanwhile *Campaign* has a weekly average qualified circulation of 8843, according to the results of its first audit, also from the BPA. Figures show that of the average weekly total, 5078 people across the region have specifically requested *Campaign*, with the UAE having the largest distribution, followed by Saudi Arabia and Lebanon. The figures are for the three months to February this year. *Campaign* will now be audited twice a year.