

## CALLING ALL 'MEDIA REVOLUTIONARIES'

PPA Marketing yesterday unveiled its 'Revolution' campaign to challenge the way agencies and clients regard magazine advertising in an evolving communication climate.

The bold and integrated campaign will challenge perceptions of magazine advertising with the aim of positioning magazines at the heart of the new 21st century communications environment.

Asking 'media revolutionaries' to sign up to a new way of thinking about the medium, the campaign, developed by Rise Communications and Iris, has an overall theme of 'Revolution'. The imagery bucks the trend in trade body advertising, depicting beautifully shot individuals in unusual surroundings enjoying a magazine moment, with the tagline 'Join the Revolution: put magazines at the heart of your communication'.

Supporting this imagery will be nine key messages permeating all the various elements of the integrated campaign, including direct marketing activity, trade press ads, magazine inserts, planning debates and events as follows:-

Consumer magazines are a media:

- that people opt into .... not out of
- where even the ads are valued and trusted
- that gets the undivided attention of your target audience
- where advertising is more relevant than any other medium
- that's invaluable at promoting word of Mouth
- that delivers engagement and reach at the same time
- where advertising is actually welcomed
- that delivers your highest spending customers
- that delivers a proven return on investment

Source : PPA

## BOOK FAIR TO REFLECT ETHNIC DIVERSITY

ABU DHABI — The Abu Dhabi International Book Fair has this year taken into consideration the cultural and ethnic diversity of expatriates living in Abu Dhabi as the main concept of the exhibition which will mainly focus on the principle of tolerance and related intrinsic values, Juma Al Qubaisi, director of the Abu Dhabi International Book Fair told Khaleej Times.

The fair will be held from March 31 to April 7 at the new exhibition centre in Abu Dhabi. It will include seminars to be addressed by thinkers and literary personalities from South Asian, Arab, European and Western countries.

He said, "We have met a large number of Indian publishers in Delhi, and we felt that a majority of them were keen to participate in the exhibition."

Al Qubaisi said the Indian publishers had made good headway, and achieved progress outclassing their Arab counterparts in publishing books.

"We also met a number of publishers in London with an aim to achieve bigger diversity in this year's show, as our plan is to attract most members of the communities living in the UAE to benefit from their different cultures. A visit was also paid to Cairo International Book Fair, where we met many Egyptian and Arab publishers," he added.

More than one million titles will be showcased at the exhibition, he said. Books on heritage,

children, science and e-books will be on display. Publications on heritage, particularly, are expected to draw a large number of Arab readers, in addition to books on history and politics. The diversification of books is designed to turn the show into a window for Arab publishers.

The experience of the Frankfurt book exhibition organisers, who are taking part in the organisational process of the exhibition, will result in training a number of UAE youth, and would have long term benefits.

In future, a new date for holding the book fair will be fixed to avoid a clash with the schedules of opening of other international book fairs, he said.



Elaborating, Al Qubaisi said London Book Fair is slated to be opened after the end of the Abu Dhabi International Book Fair, while the Kolkata Book Fair in India ended some days ago.

Mohammed Khalaf Al Mazruoi, Director-General of Abu Dhabi Culture and Heritage Authority, told a Press conference held at the Cultural Foundation that among 22 Arab countries, whose population exceed 300 million, the number of the printed copies of any book does not exceed 5,000.

Pointing out the poor reading habit, he said the annual average reading time in the Arab countries is only 10 minutes, and every 300,000 persons read only one book.

He, however, said that the exhibition this year would see a gathering of Arab authors and men of letters with publishers and translators from the different countries in the World, and in the meantime the event will witness a strong presence of more Arab and foreign thinkers.

**Source: Khaleejtimes**

**Middle East Publishers' Association (MEPA).**

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