

Business Now



Cover Story

Meet Malta's expat business leaders

Interview

Central Bank Governor shares economic outlook for Malta

34

In Depth

The impact of third-country nationals on business and the economy

70

Industry Greats

The rise and rise of Parsons

112

Malta's Most Beautiful Businesses

A different world in the heart of Gozo

126

MAGAZINE EDITION

Media Kit

Business Now

Winter 2022/2023



Interview
Business veteran Joseph Zammit
Tabona shares his story

30

Interview
Rafel Sammut on empathy
in business

36

**Malta's Most Beautiful
Businesses**
The C&K Tap: From concept
to completion

48

Industry Greats
Carmelo Alosa Marketing's
90-year legacy

72

THE LEADING BUSINESS MAGAZINE IN MALTA

Business Now magazine, the sister brand of BusinessNow.mt, is Malta's leading annual business magazine, reaching out to thousands of business leaders, CEOs, C-level executives, directors, people in management, businesspeople, and professionals across various fields. The high-end publication, which enjoys the highest printing specifications in the market, is also distributed at strategic locations that are key multiplier distribution points, such as leading businesses and companies, banks, government agencies, waiting areas of business centres, offices of architecture firms, consulates and embassies, ministries and more.

Over the past few years, Business Now magazine, along with its sister brand BusinessNow.mt have consolidated their position as market leaders for credible and cutting-edge business and financial content, strategically positioned for the corporate and B2B markets. The Business Now media brand – both the successful online portal as well as the sought-after publication – are owned and managed by Content House Group, the market leader in the business-to-business media segment.

Business Now is published in the form of an annual bumper edition, with high-end printing specifications - in September 2024 - providing brand exposure for 12 months.

Whether a business leader, CEO, business executive or in management, Business Now targets all businesspeople no matter their sector.

ESTIMATED REACH 50,000 annually

This figure is based on long-term assessments of various distribution models, both single and multiplier distribution points, where Business Now can be accessed or seen by potential readers.

Business Now

MAGAZINE EDITION

Media Kit

BUSINESS NOW IS EXCLUSIVELY DISTRIBUTED TO:

- A large number of CEOs and business leaders
- A large number of companies and businesses operating in different sectors including the services sector, manufacturing, retail, ICT, property and real estate, importation, shipping and freight, new technology and many more
- Banks in Malta
- iGaming companies in Malta
- Ambassadors, embassies and consulates operating in Malta
- Government agencies, authorities, corporations and public entities
- Government ministries and parliamentary secretariates
- Law firms and lawyers, as well as corporate and fiduciary firms
- Accountancy firms, auditors, and management consultancy firms

Business Now

MAGAZINE EDITION

Media Kit



Making Malta home: Meet Malta's expat business leaders

Malta has long been a multicultural hub, with a thriving expat scene that continues to grow each year as a result of attractive career prospects coupled with a sunny climate and easy-going way of life. Meanwhile, building on already firm foundations including tourism, gaming, manufacturing and financial services, Malta's diversified economy and attractiveness as a business destination continue to draw foreign investment. Here, **Sarah Muscat Azopardi** meets five expat business leaders who chose to make Malta home, discovering what it is about the island that attracted them – and what keeps them here.

Of finding (and taking) opportunity: A tale of entrepreneurship

"Everyone does entrepreneurship differently," says WFDM Founder and Managing Director **Mantvydas Narusevicius**. **Robert Fenech** picks his brains to discover how one of Malta's fastest-growing companies developed into a multi-faceted business.



"I read a lot, and one thing I learned is that **diversification is essential**. That way, if one business goes south, you always have back-up to ensure you never get caught without cash flow."

AGED JUST 32, MANTVYDAS NARUSEVICIUS HEADS A GROUP OF COMPANIES ENGAGED IN A DIZZYING ARRAY OF INDUSTRIES. Starting out in logistics and warehousing, WFDM's rapid growth and the founder's indomitable entrepreneurial spirit, have allowed him to expand and set up partnerships and ventures in Malta's fast-growing economy.

Having worked in hospitality and construction as a teen, he later graduated in economics, finance and accounting, bringing to the table a wealth of knowledge about how business works. "I read a lot, and one thing I learned is that diversification is essential. That way, if one business goes south, you always have back-up to ensure you never get caught without cash flow."

With the importance of diversification firmly imbedded, Narusevicius explains that many of WFDM's lines of business came about from an evaluation of the group's available resources and an assessment of how to use them most effectively.

"The cars and motorcycles we operate naturally require maintenance and repair from time to time," he says, "and using third-party mechanics proved expensive and inefficient. I used to spend many long days in my garage myself and eventually, WFDM Auto Moto Works was born." Similarly, a desire to capitalise on tourists' expense the repairs on their vehicles.

So far so good with auto repair and rental being textbook examples of vertical integration for a logistics firm. But as we dig a bit deeper into the WFDM constellation, other patterns emerge.

It was during a trip to India that a highly satisfying visit to a chartered to another state, 24 hours a roadside kiosk serving up hot meals to truckers, drivers and other motorists, "inspired" Narusevicius. With local experience as the former co-owner of Foam & Fork and Balance Bowl, he brought the idea with him back to Malta and set out to recreate the Indian staple in a very different environment.

He recalls: "We employed a driver who had previously worked as a chef, so I spoke to him and asked him to recreate his favourite dish from his mother's

A DIGITAL VERSION OF THE LATEST EDITION IS AVAILABLE ONLINE ON BUSINESSNOW.MT

Advertising

Full Page Advert €900

Inside Back Cover Advert €1,200

Double Page Spread Advert €1,400

Premium Double Page Spread Advert €1,700

Inside Front Cover Double Page Spread Advert €2,000

Back Cover Advert €2,000

Sponsored Content Interview

4 pages: €1,750

TERMS & CONDITIONS

- Advertising and Production Rates are exclusive of VAT
- Advertising Rates exclude artwork production
- Artwork Creation: €150 - Artwork Resizing: €50
- A fee of 40% will be charged on cancellation of an advert. A one-month notice must be given in writing for a pre-booked campaign to be cancelled.
- Invoices will be issued upon publication of magazine. Terms of payment – 30 days from date of invoice.

Business Now

MAGAZINE EDITION

Media Kit

Harnessing the potential of communication and digital services



Julian Micallef Tagliaferro discusses the Malta Communications Authority's role in ensuring that the Maltese jurisdiction remains at the forefront of the digital revolution and meets the ambitious aims of the EU's Digital Decade 2030 strategy.

WITH ADVANCES INCREASINGLY UNDERPINNING THE WAY COMMUNICATION AND INFORMATION TECHNOLOGY EVOLVE, it would hardly have been considered a day that in this field, there is a need to control or regulate.

Malta's regulatory approach to digital services, from its 5G and the Internet of Things, to digital advertising and on everyone's lips, and online platforms, has also become more complex without losing sight of the larger platforms. With their own and other technologies, the reported impact on our daily lives and on the way we receive services will undoubtedly continue to grow.

The notion of regulation in the same breath as the discussion on such major advancements may cause some to balk. And yet, with new digital tools being proposed, and new business models, it becomes necessary to consider how to ensure data privacy and consumer protection are not lost in the process.

The Malta Communications Authority was set up more than 15 years ago, in the context of a time when the principles of the first era of consumer protection, such as in the case of telephone, and the results that were achieved through a more competitive market and a level playing field, were being sought to be improved upon.

Now, with the emergence of new technologies, the role of the regulator becomes more critical. Innovation and technological edge will also be sought in the positions adopted by various countries and economic blocs to seek and establish authority needs to be proactive in ensuring that the benefits of new technology are not lost and that further developments are ensuring that the necessary safeguards are in place.

OFFICIAL PARTNER STATUS – €4,000 (12 MONTHS EXPOSURE)

We are offering a limited number of Official Partner Sponsorship Packages that include a 4-page Interview, a Premium Double Page Spread of Advertising, the organisation's Logo on the Cover, as well as 50 copies of the Business Now publication. Official Partners are eligible for up to 50 free copies of Business Now delivered to a local address, and with up to five copies deliverable to a foreign address. Should sponsors wish to make their own arrangements for international delivery, 50 copies will be made available for collection at Content House Group's offices in Mriehel, Malta.

Business Now

MAGAZINE EDITION

Media Kit

PRINTING SPECIFICATIONS



Full Page Advert/ Back Cover Advert

Trim Size: 210mm W x 297mm H
Text Safe Area: 196mm W x 283mm H
Gutter Allowance: 7mm
Bleed Size: 220mm W x 307mm H
Bleed: 5mm bleed all round

Inside Back Cover Advert

Trim Size: 210mm W x 297mm H
Text Safe Area: 184mm W x 283mm H
Gutter Allowance: 7mm
Bleed Size: 220mm W x 307mm H
Bleed: 5mm bleed all round



Double Page Spread Advert/ Double Page Spread Advert Premium Position

Trim Size: 420mm W x 297mm H
Text Safe Area: 406mm W x 283mm H
Gutter Allowance: 7mm
Bleed Size: 430mm W x 307mm H
Bleed: 5mm bleed all round

IMPORTANT

No text or logo in the centre of the artwork.
Minimum of 14mm Gutter Allowance in the centre.

Inside Front Cover Double Page Spread Advert

Trim Size: 420mm W x 297mm H
Text Safe Area: 394mm W x 283mm H
Gutter Allowance: 7mm
Bleed Size: 430mm W x 307mm H
Bleed: 5mm bleed all round

GENERIC SPECIFICATIONS

Crop Marks: Not required

Binding: Perfect bound

Format: PDF / JPG

Resolution: Minimum 300DPI

Convert to CMYK: ISO Coated (ECI) FOGRA39 (ISO 12647-2:2004)

For more information contact the Advertising Sales
Department of Content House on **2132 0713** or send an
email to info@contenthouse.com.mt