



# The Who's Who Business Club

*the executive mailshot*

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The executive mailshot of



Landing in your inbox **every Thursday!**

# Media Kit

# The Who's Who Business Club

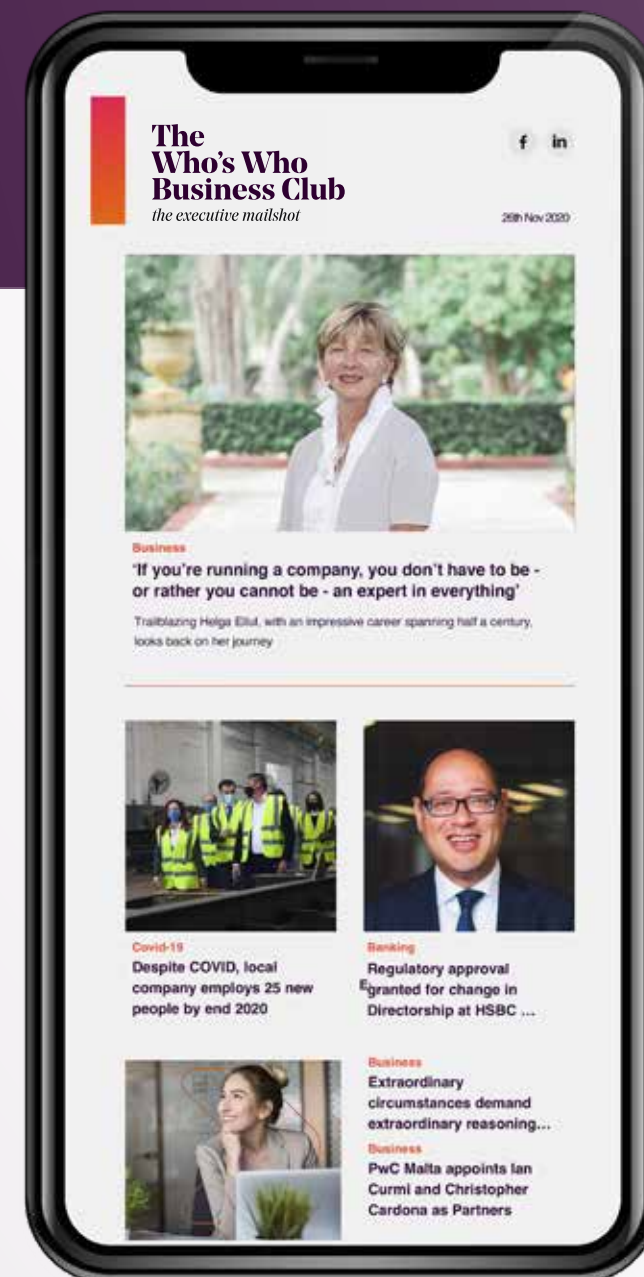
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## The Who's Who Business Club – Corporate Mailshot

The Who's Who Business Club is the exclusive corporate mailshot of WhosWho.mt, Malta's largest and leading business networking platform and search engine. The mailshot is distributed to thousands of companies, business leaders, personnel in management and professionals that form part of the WhosWho.mt business networking platform. Companies that have a company profile on WhosWho.mt as well as managers, business leaders, professionals and business owners who have a Who's Who Business Profile on the WhosWho.mt platform are the exclusive recipients of The Who's Who Business Club. The Who's Who Business Club, whoswho.mt and the Malta Business Who's Who annual publication form part of the Who's Who brand, owned and managed by Content House Group.

Distributed to thousands of companies and people in business every Thursday, The Who's Who Business Club provides the latest in business updates, business news on appointments and company announcements to the people who matter in business!

The weekly mailshot is mobile optimised, and therefore responds to both smart phone and tablet devices.



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## Creative Online Advertising Options

### Animated Online Banners

The Who's Who Business Club stands out for offering the possibility of animated ad banners, which is a first for Malta when it comes to corporate business email shot newsletters. Animated banners strengthen the tone, pitch and message of your campaign. Whereas up to now email newsletters in this genre were restricted to static banners, The Who's Who Business Club is making use of the latest technological software to offer animated solutions for your tailored ad campaigns.

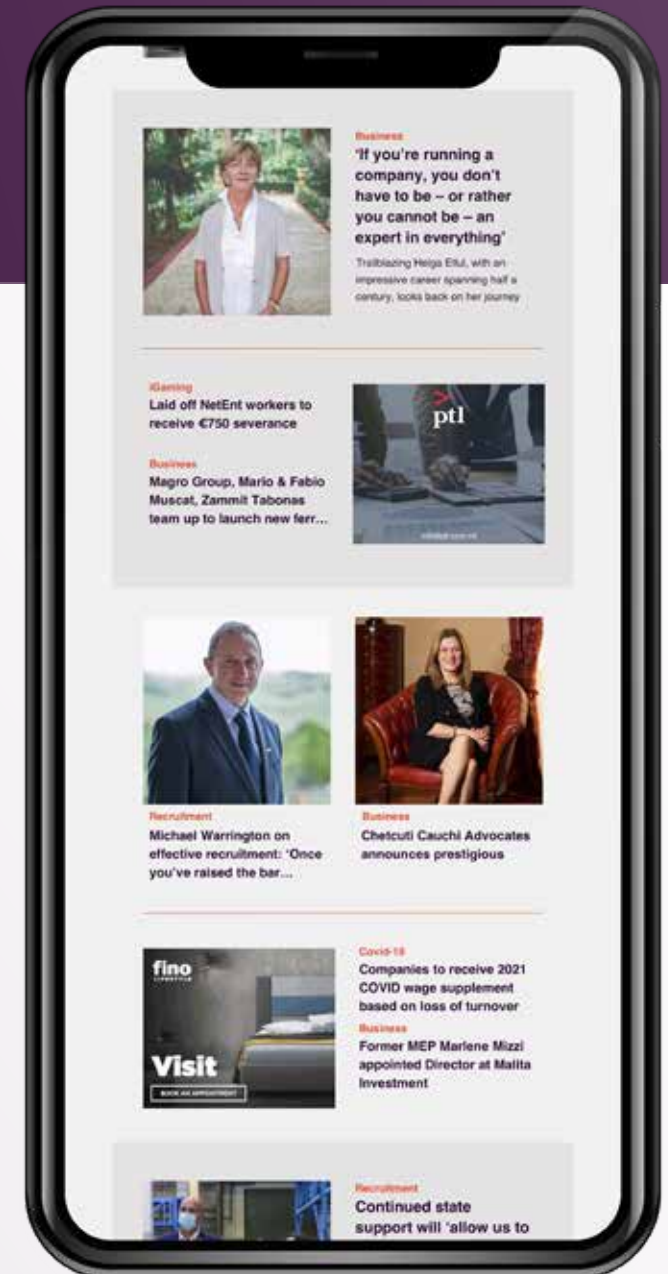
### Animated Rectangular Banners

Media Size: 300 x 250 pixels

Max File Size: 50KB

File Format: JPG, PNG, GIF or animated GIF.

**1 month - €1,000**



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## Creative Online Advertising Options

### Hybrid Sponsored Content

(in tandem on The Who's Who Business Club and on WhosWho.mt)

#### THE INTERVIEW – €2,000 (INCLUDES WRITER'S & PHOTOGRAPHER'S FEE)

The interview will be published on both The Who's Who Business Club and WhosWho.mt, significantly enhancing exposure and reach – and making sure your content will stand out by strategic choreography in execution on the portal, our socials, including LinkedIn and Facebook, and through the executive mailshot. Our online marketing team will share and boost such posts. This overarching coverage will ensure that you're reaching an ever-growing audience of people in business, management and professionals.



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## Creative Online Advertising Options

### Hybrid Bundle of Business Briefs - €2,000

#### PACKAGE OF 3 SHORT BUSINESS BRIEFS

The Business Briefs provide you with a platform where you can have a regular flow of sponsored content and PR, through a bundle of a maximum of 250 words + images per article, which would be supplied by yourself and reviewed by our editorial team. If you purchase a bundle of 3, you can use the bundle of 3 within 12 months (from date of purchase).

Each feature will be published on WhosWho.mt as well as on The Who's Who Business Club and also on our social pages on LinkedIn and Facebook (published, shared, boosted).



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## OFFICIAL PARTNER STATUS

You can feature your company logo among the elite and gain Official Partner Status within our prestigious club! As an Official Partner your official logo will feature on all weekly mailshots and we will offer support with your content & PR needs.

As an Official Partner, you will be entitled to:

- A weekly animated online banner
- Your official logo on every edition
- The designation and status as 'Official Partner'
- Content support

**Annual package (covering 50 editions) - €15,000**





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## **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 confirmation of booking. Terms of payment – 30 days from date of invoice.

Owned and operated by Content House, Malta's largest and leading publishing house in the online and print sectors, The Who's Who Business Club is backed by a specialised team of editors and journalists, as well as a large dedicated team of creative and art directors, online marketing strategists, social media experts and a strong arm of sales and business development.

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