

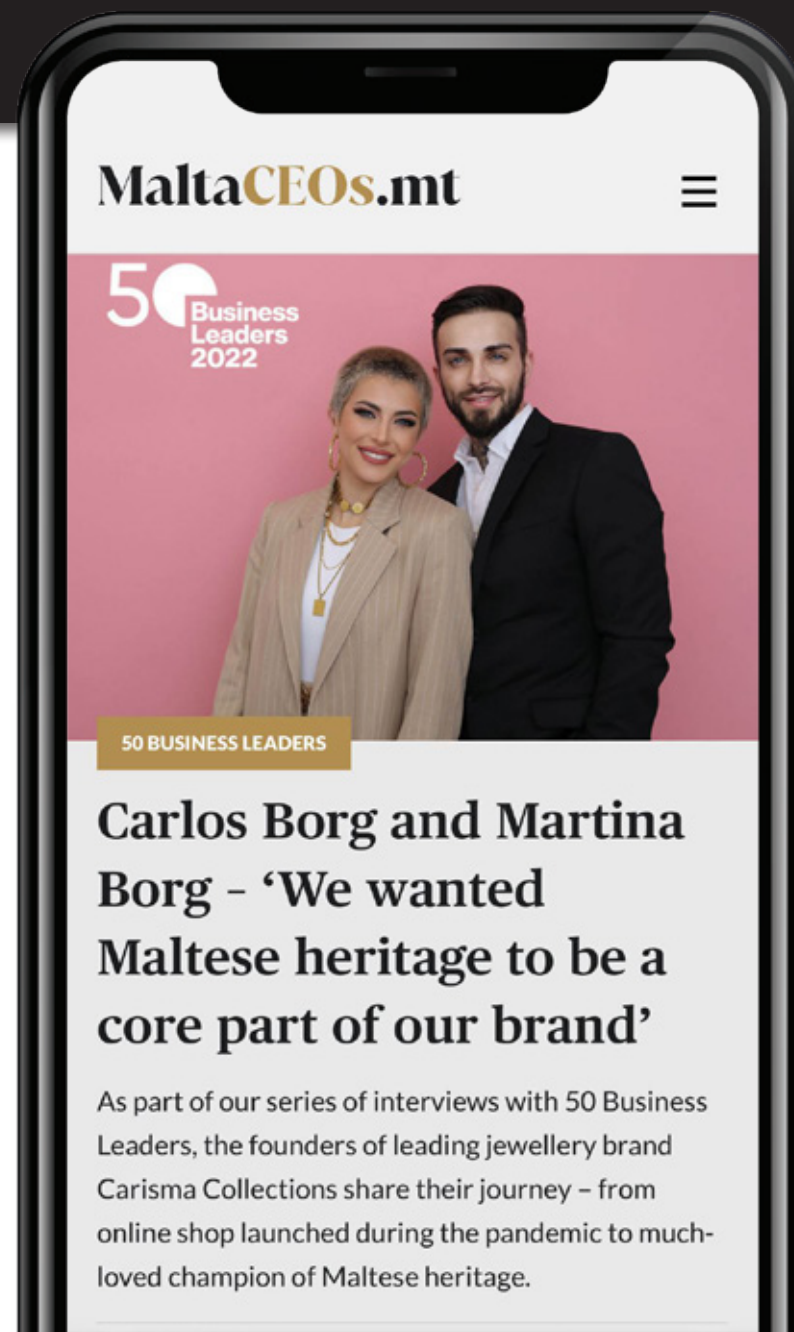
50 **Business Leaders**

**An online sub-brand of
MaltaCEOs.mt**

Media Kit



The 50 Business Leaders serialisation is a powerful online brand that forms part of the prestigious MaltaCEOs brand. The exclusive serialisation of 50 interviews, published with prominence on MaltaCEOs.mt, features top business people, business leaders, CEOs, directors, C-level executives and professionals who have an authentic story to tell. **50 Business Leaders** features both prominent and as well as aspiring business leaders of all ages, and from all walks of the C-level life and business circles.



MaltaCEOs.mt



50 Business Leaders 2022



50 BUSINESS LEADERS

Carlos Borg and Martina Borg - 'We wanted Maltese heritage to be a core part of our brand'

As part of our series of interviews with 50 Business Leaders, the founders of leading jewellery brand Carisma Collections share their journey - from online shop launched during the pandemic to much-loved champion of Maltese heritage.

50 Business Leaders is an innovative platform that sheds light on each of the 50 leaders' business success story, and their journey in the world of business. The online interviews discuss the individual's take on vision, goals and their evolving skills that have shaped them to become the leaders they are today. **50 Business Leaders** also provides a perfect opportunity for a company or any business concern to set its own corporate and business agenda, linking the timing of the interview with anything that matters to them and their business concern, such as combining it with an important announcement, communication or news, or as part of a recruitment strategy or campaign to pave the way to attract C-level personnel.



With **50 Business Leaders**, it is also possible to link the interview with an executive promotion, or with the retirement of a business leader, or with a business merger, or the launch of a new product or service.

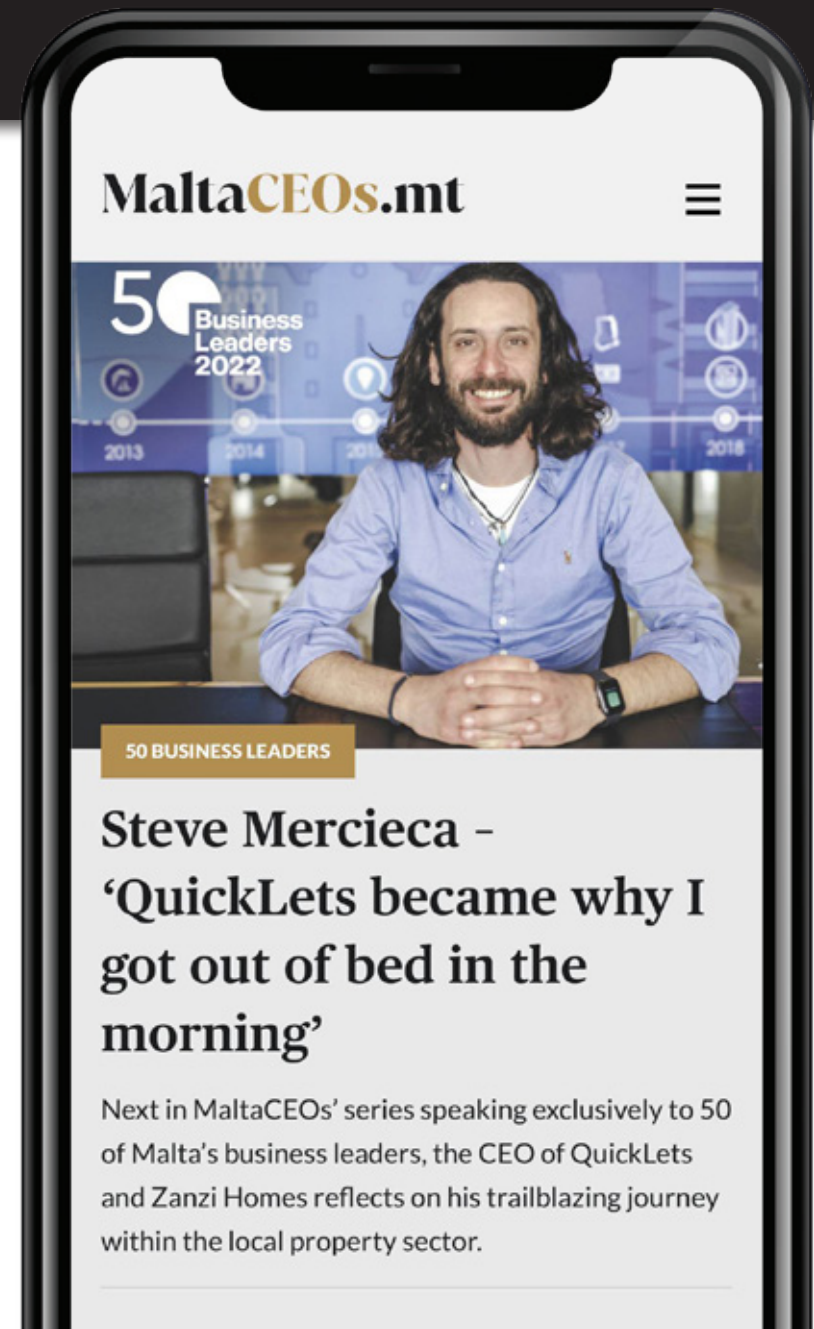
50 Business Leaders also showcases the intricate legacy of family businesses that have become an institution in their own right, by featuring both young, as well as veteran, business leaders within the legacy of family business institutions.



Being featured in the series of **50 Business Leaders** yields significant value and value-added to your business organisation.

These are some of the key elements of the package:

- i. An inhouse business editor or writer as well as a photographer will be assigned to work on your **50 Business Leaders** interview.
- ii. **50 Business Leaders** is a permanent section on the homepage of the prestigious MaltaCEOs.mt portal.
- iii. Your **50 Business Leaders** interview will be published on MaltaCEOs.mt as a Main Story, and will then remain published in the 50 Business Leaders section on the homepage. It will be posted on our socials on LinkedIn and Facebook. Our online marketing strategists will boost and share your interview.



- iv. You will be provided with a soft version of a caption story and your photo with the **50 Business Leaders** logo on your photo, and with a link to your interview – for personal sharing on LinkedIn and Facebook, as well as for your company or organisation to share and boost. This will provide further endorsement and recognition of your achievements and participation in this prestigious corporate serialisation.
- v. All **50 Business Leaders** will also be published throughout the year in the popular **MaltaCEOs.mt Weekly Executive Mail Shot** that is sent to leading business people, professionals, C-Level executives, CEOs and people in management. Your interview will feature prominently in one of these exclusive **MaltaCEOs.mt Executive Mail Shots**.

Online Package: €3,000





TERMS & CONDITIONS

- Advertising and Production Rates are exclusive of VAT
- 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, 50 Business Leaders 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**