

Business Now

ISSUE ONE | Winter 2020/2021 | DUMMY EDITION



Cover Story

Post-COVID-19: is it time to embrace a different kind of workplace?

36

Interview

Finance Minister Edward Scicluna on what lies ahead for Malta's economy

50

Cover Story

Six global CEOs offer insight on their industries moving forward

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Property

Benjamin Tabone Grech joins other professionals in the real estate sector in assessing the future of property in Malta

112

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Media Kit

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THE LEADING BUSINESS MAGAZINE IN MALTA

Business Now magazine, the sister brand of BusinessNow.mt, is Malta's leading 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.

The publication is strategically published twice a year – in June and December, and with 2 editions you will have brand exposure for 12 months!

Business Now magazine is a high-end brand, published as a polished, thick bumper edition with high printing specifications, and a refined look and feel.

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

ESTIMATED REACH 100,000 annually (50,000 per edition)

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

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**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.

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MAGAZINE EDITION

Media Kit



**OFFICIAL PARTNER STATUS – €7,000
(BUNDLE OF 2 EDITIONS –
12 MONTHS EXPOSURE)**

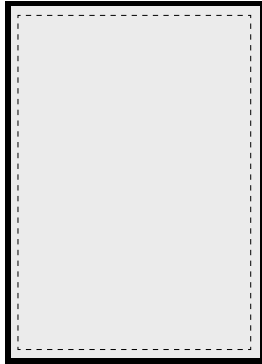
We are offering a limited number of Official Partner Sponsorship Packages for a bundle of 2 consecutive editions that will include a 4-page Interview in one of the 2 editions, a Premium Double Page Spread of Advertising in 2 consecutive editions, the organisation's Logo on the Cover in 2 consecutive editions, as well as 50 copies of the Business Now publication of the same 2 consecutive editions. 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
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Media Kit

PRINTING SPECIFICATIONS

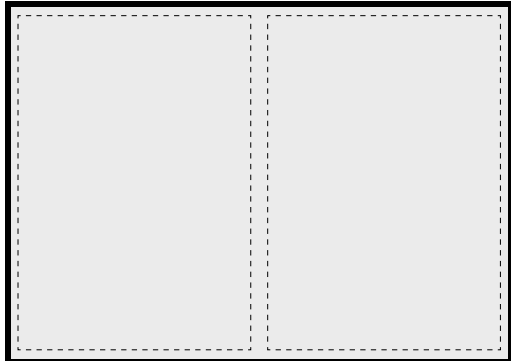


Full Page Advert/ Back Cover Advert

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

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

IMPORTANT

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

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