

THE MaltaCEOs WEEKLY

THE NEW DIGITAL NEWSLETTER &
2022 SUB-BRAND OF [MaltaCEOs.mt](https://malta CEOs .mt)

Media Kit

THE MaltaCEOs WEEKLY

A weekly online newsletter for business leaders, entrepreneurs, CEOs, directors, professionals, C-level executives, and people in management.

The MaltaCEOs Weekly is an extension of the prestigious and popular MaltaCEOs.mt portal and of the authoritative MaltaCEOs Annual Publication that features 50 prominent CEOs every year. We all know that business leaders and people in business have limited time on their hands and that time management is key for them – and through The MaltaCEOs Weekly, we're seeking to create a quick C-level read, every week! The MaltaCEOs Weekly will provide a round-up of C-level news, features and interviews with business leaders, as well as snippets and articles related to leadership, growth, strategy, and any relevant news updates concerning business leaders, CEOs and C-level executives. The weekly online newsletter is a mobile optimised mailshot, and therefore a smart phone/tablet version is automatically viewed when accessed from a tablet or a smart phone.

THE MaltaCEOs WEEKLY



MEET THE CEO

'Being successful in business is not about luck, it's about hard work' – Krystle Penza



MEET THE CEO

CEO Insights: 'I strongly believe that leading by example is the best way to lead a team'



MEET THE CEO

'A great mentor can help female entrepreneurs seek top positions' – Helga Ellul

THE MaltaCEOs WEEKLY

HYBRID CREATIVE PACKAGES ON THE MALTACEOs WEEKLY & ON MALTACEOs.MT

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

The interview will be published on both The MaltaCEOs Weekly and MaltaCEOs.MT, significantly enhancing exposure and reach, and ensuring that 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 over-arching coverage will ensure that you're reaching an ever-growing audience of people in business, management and professionals.

Each feature will be published on the MaltaCEOs.MT portal, the executive mail shot and also on our socials (published, shared, boosted).



MEET THE CEO

'Adjusting and learning about a new opportunity is always necessary' – Winston J Zahra

COACHING

How to take control of your emotions and become more resilient

LEADERSHIP

Pitching an idea? Here's how to bring your self-confidence to life



MALTA CEOS 2022

'Work should be a wonderful part of your life' – Joanna Delia



MALTA CEOS 2022

Julian Mamo – 'We have moved forward by maintaining a grounded approach to business'

THE MaltaCEOs WEEKLY

HYBRID CREATIVE PACKAGES ON THE MALTACEOs WEEKLY & ON MALTACEOs.MT

BUNDLE OF EXECUTIVE BRIEFS – €2,000 **PACKAGE OF 3 SHORT CORPORATE FEATURES**

We've created The Executive Briefs to provide you with a platform where you can be concise and to the point, and that would allow 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 the MaltaCEOs.MT portal, the executive mail shot and also on our socials (published, shared, boosted).

THE MaltaCEOs WEEKLY



MEET THE CEO

CEO Insights: 'No task is too big and there is no challenge that is impossible'



MALTA CEOS 2022

'CEO' should also stand for 'Creating Equal Opportunity' – Adriana Camilleri Vassallo



MALTA CEOS 2022

Kevin Rapinett – 'The company's reputation and standing are absolutely critical to me'

THE MaltaCEOs WEEKLY

Animated Rectangular Banners on The MaltaCEOs Weekly

Media Size: 300 x 250 pixels

Max File Size: 50KB

File Format: JPG, PNG, GIF or animated GIF

Strengthen the tone, pitch and message of your digital campaign with online animated banners on The MaltaCEOs Weekly. Making use of the latest technological software to offer animated solutions for your tailored ad campaigns, this package ensures exposure to thousands of subscribers on a weekly basis.

1 Month – €1,000



NEWSFEED

**'We are just getting started'
– CEO Andy Gatesy
celebrates 50 years of Toly
Products**

NEWSFEED

**Robert Cassar appointed as
EuroBridge's first-ever CEO**

NEWSFEED

**Fenech & Fenech Advocates
Partner re-elected as VP of
Comité Maritime International**



**The €250million
HSBC International
Business Fund**



MALTA CEOS 2022

**I believe in empowering
people to explore abilities
and establish expertise' –
RE/MAX Malta CEO**



MALTA CEOS 2022

**'The global tech sector
moves and grows fast – so
must we' – Dana Farrugia**

THE MaltaCEOs WEEKLY

OFFICIAL PARTNER STATUS

You can feature your company logo among the elite and gain Official Partner Status on The MaltaCEOs Weekly! (The price quoted below is not combined with the Partners' Programmes on the MaltaCEOs portal or the publication, although we can quote for hybrid Partners' Programmes). As an Official Partner your official logo will be featured on all weekly mail shots sent to our extensive list of recipients, and we can also give you a helping hand to support your content & PR needs.

As an Official Partner, you will be entitled to

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

Annual package (covering 50 editions) – €18,000



MALTA CEOS 2022

'Work should be a wonderful part of your life'
– Joanna Delia



MALTA CEOS 2022

Julian Mamo – 'We have moved forward by maintaining a grounded approach to business'



LEADERSHIP

How mindfulness practice can strengthen leaders' mental muscles

COACHING

5 tips for unlocking your team's creative potential

Official Partners



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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 MaltaCEOs Weekly 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**