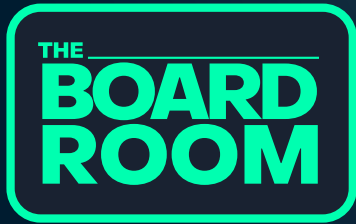


**Media Kit**



# Targeting the business-to-business audience like nobody else

Exclusive AV business show broadcast on Facebook Live & on WhosWho.mt socials

The Boardroom is a business audio-visual show broadcast live on WhosWho.mt's Facebook page - Malta's leading online business networking platform.

Owned and produced by Content House, Malta's largest and leading publishing house in the online and print sectors, and backed by a team of journalists, digital marketing strategists, social media experts and business producers, The Boardroom is presented by editor and entrepreneur Jo Caruana. Hosting some of Malta's elite minds and discussing some of the most pertinent topics of the moment, The Boardroom is the perfect platform to get your message across.

"The Boardroom invites those very business leaders into a live conversation, where they can share their thoughts, plans, strategies and advice with viewers in real time. These programmes involve leading business personalities and are proving to be extremely insightful for the rest of the business community and even the public at large," says Editor, Jo Caruana.

Brought to you by



Hosted by  
**Jo Caruana**





# 4 Reasons why you should feature on The Boardroom!

## 1. Your voice is best heard on The Boardroom

The Boardroom features the people who matter in business, top CEOs and leading businesspeople. Our audience loves to hear from business leaders and that's what makes The Boardroom so great! The Boardroom is aired on the social media pages of WhosWho.mt, Malta's largest business networking platform – hence participation in The Boardroom will give you exposure with Malta's business leaders, professionals, and people in business and management across a variety of sectors.

## 2. There's nothing like The Boardroom

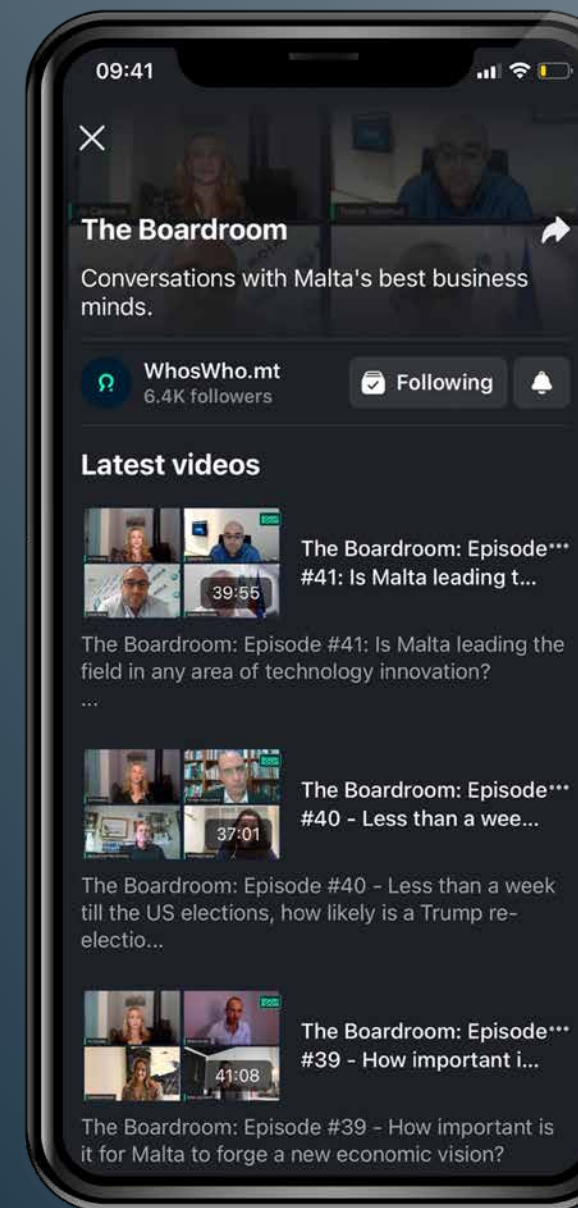
Think about it... The Boardroom is based on a unique concept that specifically targets the corporate and business-to-business segment. With high visibility and exposure on Facebook and LinkedIn, it's the perfect brand to discuss what's going on in the business world.

## 3. Sharing your business agenda has never been easier

The Boardroom gives you a strategic opportunity to put forward your business agenda, your latest product or brand to Malta's leading business community.

## 4. It's Legacy

As highlighted above, the Boardroom forms part of WhosWho.mt, Malta's leading and most popular business-to-business networking platform. The Who's Who brand, which includes Malta Business Who's Who Annual publication, the online portal WhosWho.mt, The Boardroom and The Business Club (the latter provides a weekly corporate and business news alert delivered via email to thousands of companies and people in business that are networking on WhosWho.mt). These 4 corporate media products all enjoy widespread following and credibility in the business-to-business, corporate market as leading brands and are regarded as leaders in the field. Hence the legacy and why you stand to benefit by participating in The Boardroom.





# Exclusive Participation

One to three participants from the same company.

## Pre-Interview

- Pre-session article written by our talented writers and promotion across our social media channels of WhosWho.mt which include Facebook and LinkedIn. A monetised boost will also be carried out on Facebook.
- Pre-session promotion of the live interview on the portal in the form of clickable banners redirecting the audience towards the pre-session article on both Facebook and LinkedIn.

## Live Interview

- Live interview session with Jo Caruana for up to 3 business personalities from the same company or group of companies.

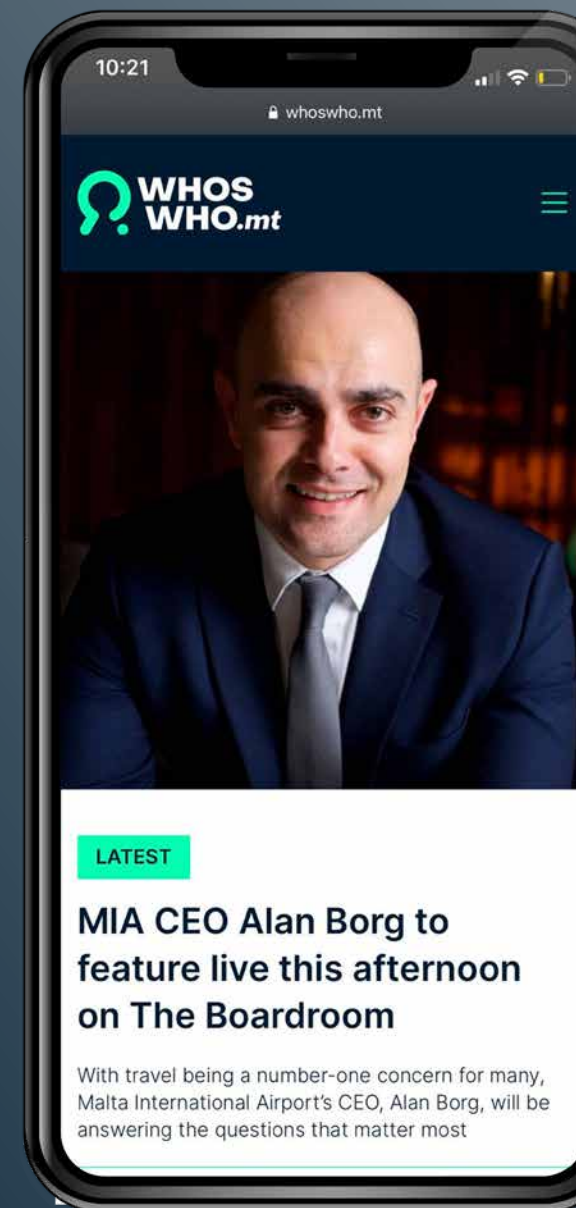
## Post-Interview

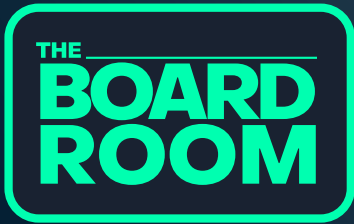
- The live interview will then be boosted and kept in our videos section, under The Boardroom playlist on Facebook.

<https://www.facebook.com/watch/WhosWho.mt/653369015512189/>

- The live session will also be posted on our LinkedIn page.

Cost - **€3,000** exc VAT





# Video Advertising

A strong tool in the world of advertising, video is being used to tell a brand or product's story. As a medium, video enables you to connect with your target audience on a deeper level, letting them know what you're all about. Want to promote your business using an eye-catching video? See what we can do for you:

With video content being the future, The Boardroom is featuring video advertisement pre-stream and post-stream. With a 10 second video advertisement, you can now show your AD prior to the commencement of the stream and post-stream, giving you exposure to an engaged audience.

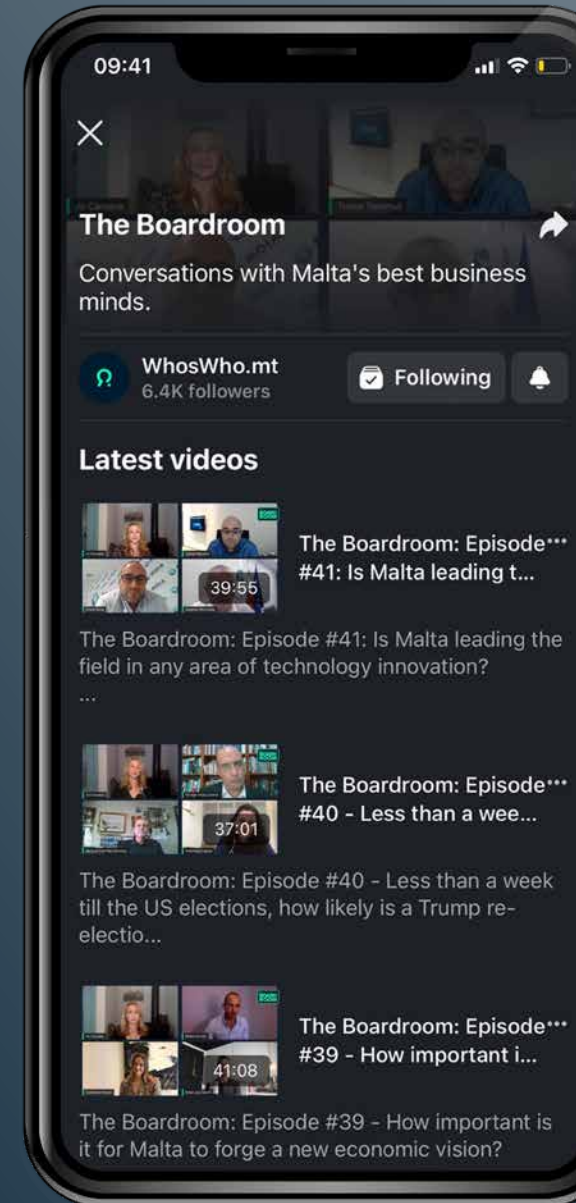
## Pre-Stream Advertising

- 4 Sessions: €1,500
- 8 Sessions: €2,500
- 12 Sessions: €4,000

## Post-Stream Advertising

- 4 Sessions: €1,500
- 8 Sessions: €2,500
- 12 Sessions: €4,000

Size Specifications:  
1280 x 720  
100MB max





# Sponsorship Advertisement

## TERMS & CONDITIONS

- Advertising Rates are exclusive of VAT
- Advertising Rates exclude artwork production
- 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.

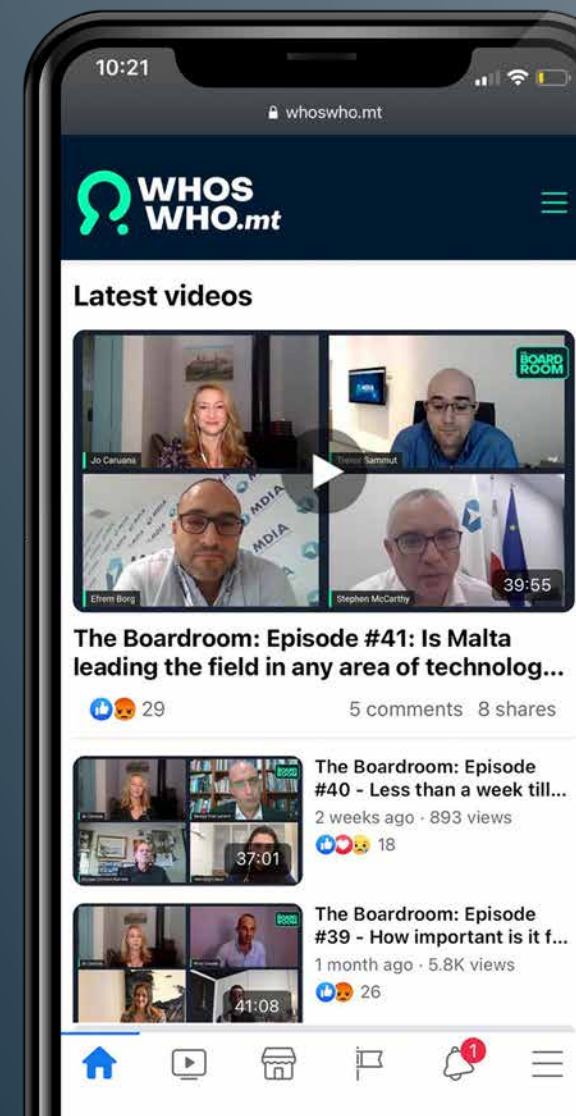
Want to be part of The Boardroom? We have sponsorship packages that will help you be seen by our live audience and beyond. Your logo will be seen for 10 seconds before and after the live session to let our viewers soak it in. Each live session can be found both on Facebook and LinkedIn and will be given a monetised boost.

**6 months: €5,000 per logo on the caption card.**

**12 months: €8,000 per logo on the caption card.**

# Product Placement

You read that right! Whether it's a mug, electronic item, accessory or even clothing it has the chance to be seen on The Boardroom. We're offering you the opportunity to embed your brand or products into The Boardroom's live sessions. A modern way of advertising, with a big impact. Inquire with our sales team to see how you can get your brand or product on the next live session!



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

