

# Business Now

ISSUE ONE | Winter 2020/2021 | DUMMY EDITION



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**Cover Story**

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

**36**

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**Interview**

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

**50**

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**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

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# Media Kit

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## TAKING BUSINESS MAGAZINES TO NEW HEIGHTS!

Business Now is being published on the strength of many years of experience in the business and corporate magazine segment, with the main objective of taking things to the next level. The business and financial landscape in Malta has evolved and is still evolving significantly, with several new industries, thousands of new companies across sectors and a unique blend of locals and expats working in the business to business, professional and corporate industries.

Published by Content House, Malta's leading and largest publishing house in the online and print industries, Business Now is backed by a large team of business executives, business editors and journalists, as well as creative and design professionals.

Business Now is a high-end brand, published as a polished, thick bumper edition with high printing specifications and a refined look and feel. This publication will definitely not go unnoticed with its phenomenal tailor-made distribution network – Business Now will be reaching directly businesspeople and people who matter in business.

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

**ESTIMATED REACH** 200,000 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.

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## 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
- Leading cafés
- Dental clinics and all public and private hospitals in Malta

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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 €1,250**

**Double Page Spread Advert €1,500**

**Double Page Spread Advert Premium Position €1,950**

**Inside Front Cover Double Page Spread Advert €2,200**

**Back Cover Advert €2,000**

## Sponsored Content Interview

2 pages: €1,500

4 pages: €2,500

### 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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## OFFICIAL PARTNER STATUS (BUNDLE OF 4 EDITIONS)

We are offering a limited number of Official Partner Sponsorship Packages for a bundle of 4 editions that will include a 4-page Interview in one edition out of 4, a Double Page Spread of Advertising in 4 consecutive editions, the organisation's Logo on the Cover in 4 consecutive editions as well as 100 copies of the Business Now publication of the same 4 consecutive editions. Official Partners are eligible for up to 100 free copies of Business Now delivered to a local address, with up to five copies deliverable to a foreign address. Should sponsors wish to make their own arrangements for international delivery, 100 copies will be made available for collection at Content House Group's offices in Mriehel, Malta.

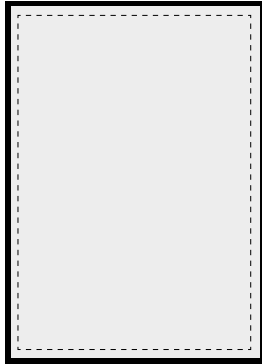
**OFFICIAL PARTNER STATUS FOR 4  
CONSECUTIVE EDITIONS: €16,000**

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# PRINTING SPECIFICATIONS

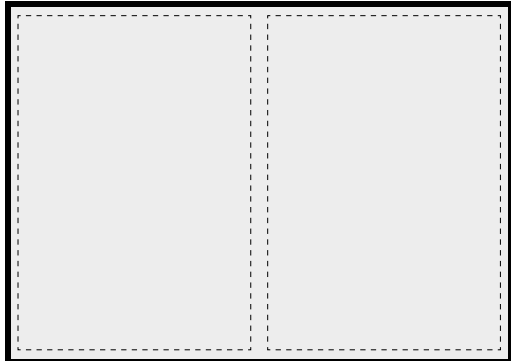


## Full Page Advert/ Back Cover Advert

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](mailto:info@contenthouse.com.mt)