

THE MaltaCEOs WEEKLY

THE DIGITAL NEWSLETTER &
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 publish a quick C-level read, every week! The MaltaCEOs Weekly provides 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



50 BUSINESS LEADERS

Clint Tabone – ‘Empathy is key to sustainable business leadership’



MALTACEOS 2023

‘Success is not about going fast; it’s about not slowing down’ – Retail Marketing CEO Jonathan Shaw



MALTACEOS 2023

‘The only thing more important than our product is our people’ – PressEnter Group CEO

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).



NEWSFEED

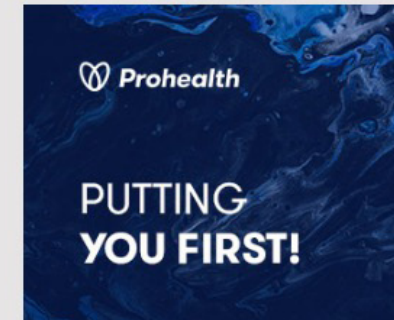
**Marika Caruana Smith
named Cluster Director of
Corporate & Luxury Sales
at InterContinental**

NEWSFEED

**'Historically, Malta is an island
of traders, so the mindset is
open to international trade and
business'**

NEWSFEED

**BOV's efforts driven by a
vision to provide an 'effective
omnichannel solution' –
Kenneth Farrugia**



MALTACEOS 2023

**'A crucial factor will always
be the ability to identify the
next generation of leaders'
– Executive Coach**



MALTACEOS 2023

**'To stay competitive, you
must be fully equipped and
prepared to tackle changes'
– Farsons Group CEO**

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



MALTACEOS 2023

'Positive influence, positive impact. Always' – Francis J Vassallo & Associates Group CEO



NEWSFEED

'Radio has a dynamic that is difficult to explain, but which makes you fall in love with it' – Andrew Zammit



MALTACEOS 2023

50 of Malta's most influential minds: MaltaCEOs 2023 has officially hit the shelves

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



MALTAGEOS 2023

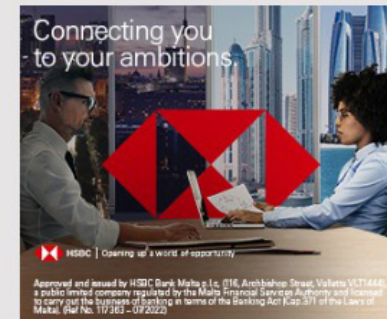
Working out to level up: 'It makes all the difference to the type of day I have' – TROO Hospitality CEO

NEWSFEED

Francesca Baldacchino promoted to Head of Legal at EM Group

NEWSFEED

Benji Tabone Grech named Head of Sales at Portuguese real estate development company



50 BUSINESS LEADERS

'Management, together with each individual employee, has built the FIAU's success story'



MALTAGEOS 2023

'What was once unthinkable not only became possible, but the new norm' – SME Chamber CEO

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



LEADERSHIP

5 tips for conducting a virtual job interview

NEWSFEED

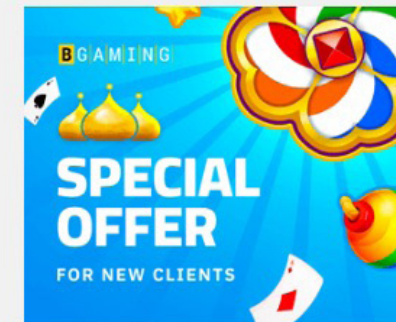
Rosaire Galea Cavallaro named VP of Business Development at Delasport

NEWSFEED

'A bridge between our North American and Maltese organisations is very important' – Raketech CEO

NEWSFEED

HR specialists stress role of 'strong social calendar' on employee retention and motivation



Official Partners



THE MaltaCEOs WEEKLY

THE DIGITAL NEWSLETTER OF MALTACEOS.MT

THE MaltaCEOs WEEKLY

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**