

Business Now

Winter 2022 / 2023



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THE LEADING BUSINESS MAGAZINE IN MALTA

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

Business Now is published in the form of an annual bumper edition, with high-end printing specifications - in June 2023 - providing brand exposure for 12 months.

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

ESTIMATED REACH 50,000 annually

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

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Autumn 2021



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Malta's Most Beautiful Businesses

Craving the beautiful Athensium Spa with the Cornish Place

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Industry Greats

Meet some significant roles in the history of advertising 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 €1,200

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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Spurring corporate adeptness in Malta — and beyond

Since its inception in 2020, Binder has been driven to spearhead transparency and efficiency in corporate processes by streamlining simple procedures via its software platform and integrating business registries in Europe, Hong Kong, Founder and CEO **Jacob Appel** as well as Chief Operations Officer **Zak Cassar Fenech** speak to **Reference Analyst** about their vision for the enterprise.

ACCORDING TO THE LATEST FIGURES PUBLISHED BY THE NATIONAL STATISTICS OFFICE in 2023 there were 22,038 registered companies in Malta, an increase of 10 per cent over the previous year. More than 60 per cent were considered 'small' businesses, with the remainder split between medium and large enterprises. The data also shows that 12 per cent of companies are foreign-owned, with 10 per cent being wholly foreign-owned. The statistics also show that 12 per cent of companies are foreign-owned, with 10 per cent being wholly foreign-owned.



in managing the system of addresses to the Malta Business Registry (MBR), involving processes, adding and removing changes, also often address as well as updates across Europe working in other countries. Binder also offers a range of services to help companies manage their legal and administrative requirements. Binder also offers a range of services to help companies manage their legal and administrative requirements.

"We started Binder, our online software platform, in 2020 to help business registries across Europe and to streamline corporate transparency with our access to complete data while automating the administration of corporate changes," says Appel, adding that the platform has helped companies save time and reduce costs. "Binder has been a game-changer for our clients, giving us the ability to offer a range of services to help companies manage their legal and administrative requirements."

"Binder saves businesses that offer corporate services **significant time** — three minutes as opposed to 30 — because of our advanced automation, while **giving regulators peace of mind** that all businesses are compliant."

OFFICIAL PARTNER STATUS – €4,000 (12 MONTHS EXPOSURE)

We are offering a limited number of Official Partner Sponsorship Packages that include a 4-page Interview, a Premium Double Page Spread of Advertising, the organisation's Logo on the Cover, as well as 50 copies of the Business Now publication. 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.

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PRINTING SPECIFICATIONS

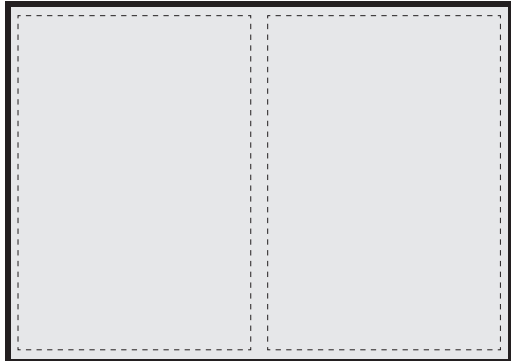


Full Page Advert/ Back Cover Advert

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**