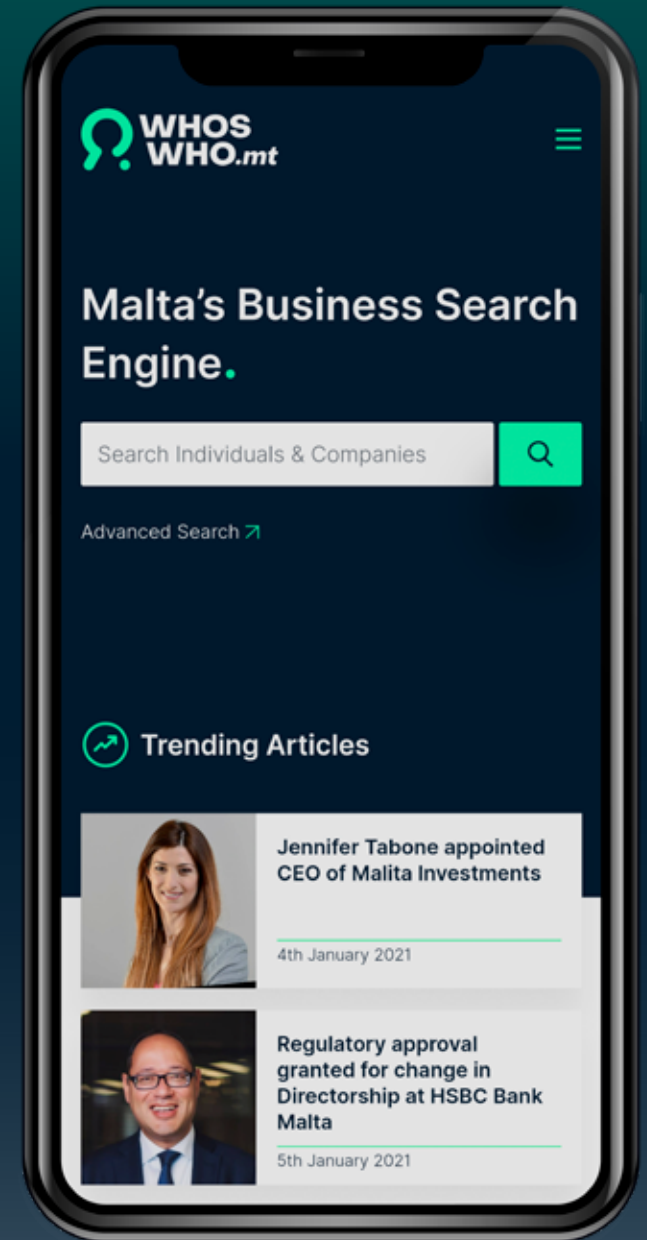
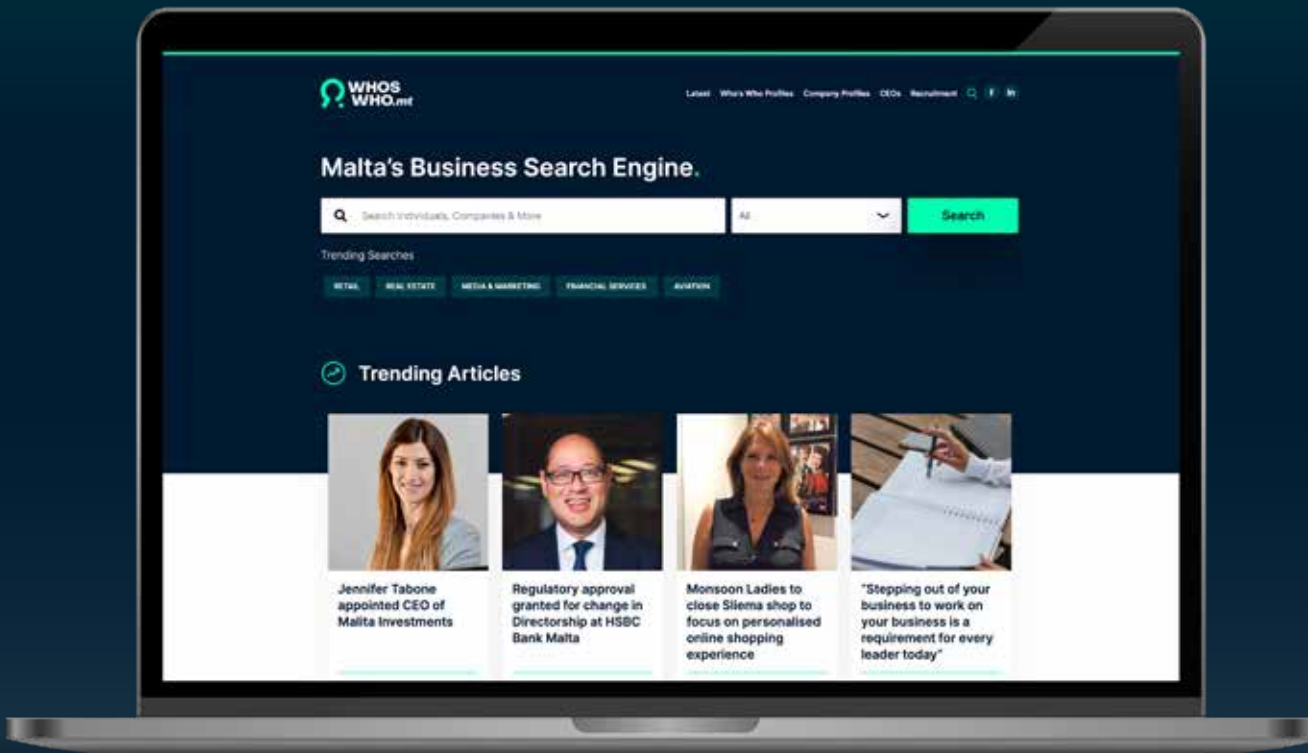




**Connecting People  
In Business**

**Media Kit**





**Malta's leading online business platform isn't just about companies, but also about the people in business, management, professionals and executives. Not only is WhosWho.mt the largest business networking platform in Malta, but it also connects business people locally and beyond in a unique way.**

# OUR AUDIENCE

## Gender

Female – **57.3%**  
Male – **42.7%**

## Country

**87%** of traffic coming  
from **Malta**

## Age

18-24	25-34	35-44	45-54	55-64	65+
<b>5%</b>	<b>24%</b>	<b>23%</b>	<b>18%</b>	<b>14%</b>	<b>16%</b>

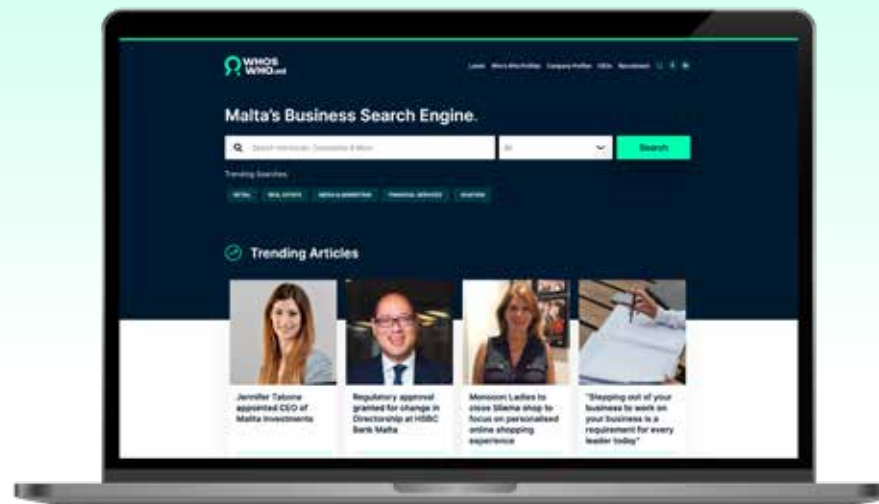


## PREMIUM WHO'S WHO PROFILE

**€700 YEARLY**

Want to form part of Malta's elite club of people in business? Not only is a Premium Who's Who Profile a key tool for any professional but also a necessity in today's business climate. The fee will cover a full year exposure on WhosWho.mt, where your profile will form an integral part of the portal's business-to-business search engine and results pages. The WhosWho.mt business-to-business search engine is also present in the form of a widget on other influential platforms, including BusinessNow.mt, MaltaCEOs.mt and iGamingCapital.mt. Over and above the extensive, strategic online exposure, each profile will also be included in Malta Business Who's Who annual publication. Within the print edition, each Premium Who's Who Profile will take the form of a full-page in colour, complementing the existing online profile.

Each Premium Who's Who Profile will be detailed and include a professional profile of the relevant executive, contact details, business interests, etc. This package has a 12-month shelf life, with the possibility to renew.



## THE PROCESS

All you need to do is fill out a form and send it back to us, together with an image and company logo. The material provided will be proofread by our in-house journalists and then submitted for inclusion both online and in the annual publication. It's really that simple.

If a company has multiple businesses and management executives, a tailored package can be discussed to offer you a comprehensive number of Premium Who's Who Profiles at competitive prices.



## PREMIUM ONLINE COMPANY PROFILES

**€700 YEARLY**

With many of Malta's leading businesses already forming part of the Who's Who online business platform, why should you miss out on all the action? This package offers companies the opportunity to showcase their business through a listing on the WhosWho.mt business-to-business search engine and result pages, as well as to connect with other relevant businesses on the island. The WhosWho.mt business-to-business search engine is also present in the form of a widget on other influential platforms, including BusinessNow.mt, MaltaCEOs.mt and iGamingCapital.mt. Each Premium Online Company Profile includes a company logo, business details and a unique URL leading to the profile of that business.

### THE PROCESS

All you need to do is fill out a form and send it back to us, together with images and your company logo. The material provided will be proofread by our in-house journalists and uploaded onto WhosWho.mt. It's really that simple.



## TAKE THINGS UP A NOTCH! THESE ONLINE ADD-ONS ARE A MUST

### 1. SERIALISE TO STAND OUT – €400

Want to get noticed? A Premium Who's Who Profile and Premium Online Company Profile are just the beginning. Elevate your presence within our business networking platform with a serialised profile.

What does this all mean? One of our talented journalists will use the information from your profile and serialise it into an article that is sure to stand out. Your serialised profile will be published on WhosWho.mt's homepage and can be found at any given time through our extensive search engine. Above and beyond that, your serialisation will be posted onto our Facebook & LinkedIn pages, which guarantee an audience close to 10,000 people.

### 2. LET'S GET BOOSTING – €250

Our team of digital marketing strategists know exactly how to get the ball rolling. Your serialised profile will be boosted on our socials for a full week, whilst always keeping your target audience in mind. This add-on not only provides further exposure but also ensures that you are recognised amongst Malta's business community.

### 3. KEYWORDS FOR SUCCESS – €250

Want your Who's Who Profile or Online Company Profile to show in the search results that matter most to you and your business? Keywords are the way to go. Select 5 strategic keywords to optimise your ranking within our business-to-business search engine and networking platform. And if you're not entirely sure, put your mind at rest that our digital marketing team is always ready to give a helping hand.



## ANIMATED ADVERTISING BANNERS

Your company has the opportunity to showcase its business on this exciting dynamic platform. In keeping with international trends, our banner sizes match those utilised by major international portals and are enhanced to maximise exposure across all devices, including smartphones and tablets. These are the animated banner options we offer:

### **BILLBOARD BANNER** (DESKTOP)

Media Size: 970×250 pixels

1 month €700

### **HALF-PAGE BANNER** (DESKTOP)

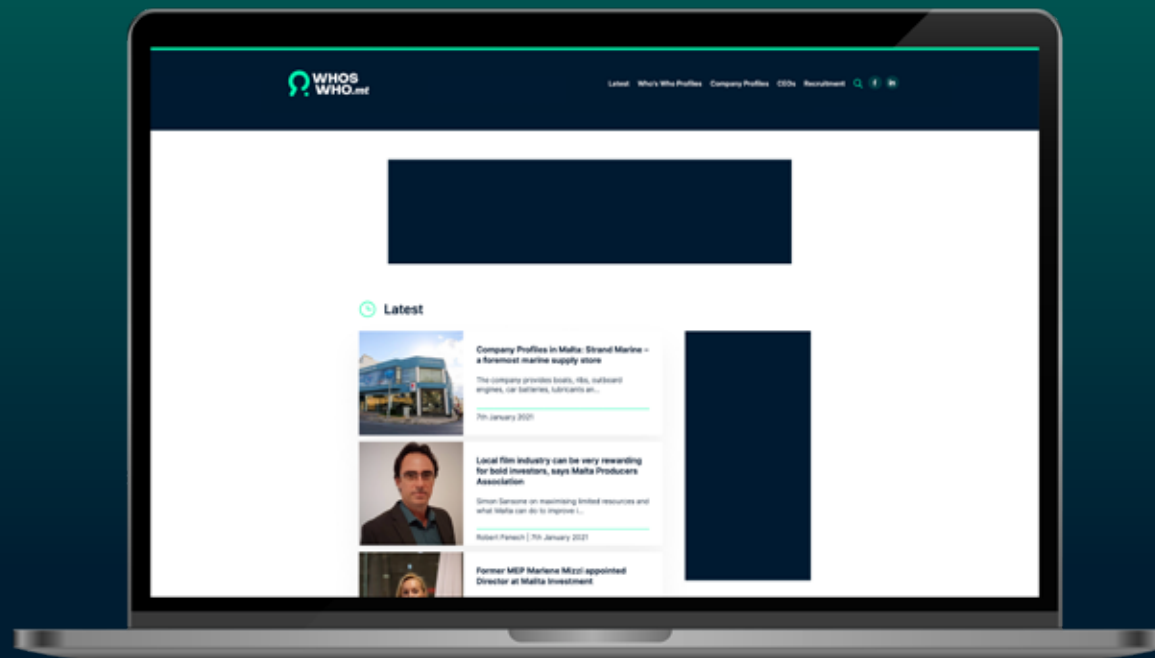
Media Size: 300×600 pixels

1 month €700

The above rates are based on 10% occupancy.

File format: JPG, PNG, GIF or animated GIF.

Max. Size 150KB (Billboard & Half-Page), 50KB (Rectangular).



## GET THE BEST OF BOTH WORLDS! UPGRADE TO ADVERTISE ON BOTH DESKTOP & MOBILE

### **BILLBOARD & RECTANGULAR BANNER**

Media Size: 970×250 pixels & 300×250 pixels

1 month €900

### **HALF-PAGE & RECTANGULAR BANNER**

Media Size: 300×600 pixels & 300×250 pixels

1 month €900



## SPONSORED BUSINESS CONTENT

**€1,500 (INCLUDES JOURNALIST & PHOTOGRAPHER FEES)**

This form of Premium Sponsored Business Content is considered one of the most effective means of modern digital marketing. Through it, advertisers can reach an audience in a seamless way and without disrupting the flow of content reaching the end-user. Sponsored Business Content is essentially online content that is created for paid promotion, which does not use a traditional ad format such as a banner ad but includes editorial content such as an interview with a business professional, a case study or a product/event review.

### THE PROCESS

The article will be written by one of our talented in-house journalists and then passed on to the client for approval. It is then in the hands of our digital marketing experts to make sure that the post stands out from the rest! Our team will ensure that the article is seen by as many people as possible, including via the running of a digital marketing campaign on Facebook. Additional exposure will also be given through WhosWho.mt's LinkedIn page through both posting and boosting. The fee is all-inclusive and covers all the different elements of the job from digital marketing to the assigned journalist as well as photography.







## **BUSINESS BITS**

**€1,500 FOR 3 SHORT FEATURES OR €750 FOR 1**

Spread the news quick, easy and in the most efficient manner! We understand that you may have shorter but just as newsy business news that you'd want to share, such as new appointments, job opportunities, new developments within your business and other business or commercial bits. WhosWho.mt caters for such information too. These features would be shorter and to the point and would allow a maximum of 250 words, which would be supplied by yourself and reviewed by our editorial team.

## **THE PROCESS**

Once you send the text, our business writers will proofread your text and will apply any necessary tweaks to improve the overall feature. High-quality images must also be supplied with the text to give better context to the post. Once it's ready to go, our digital marketing specialists will apply all the necessary tools to ensure your news is seen by as many people as possible. Additional exposure will also be given through WhosWho.mt's social channels, such as Facebook and LinkedIn. Here we will post and also boost for you!

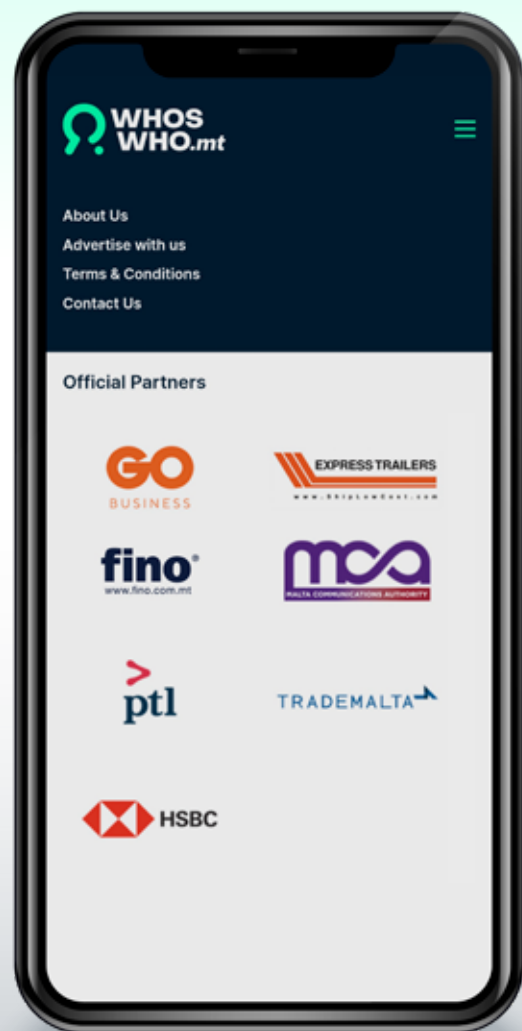


## OFFICIAL PARTNER STATUS

€15,000

With an 'Official Partner' Status you will gain access to WhosWho.mt whenever you need it! Through this 12-month partnership, your organisation will get into a league where you can count on our support whenever you need it. So if your company has launched a new product, has a major announcement to make or an important statement to communicate, you can count on us – you will be able to rely on our editorial team and digital marketing know how to ensure that your sponsored articles are posted in a timely manner and will get wide exposure, not only on the portal per se, but on our popular social pages too, both on Facebook and LinkedIn.

Gaining the status of an 'Official Partner' of WhosWho.mt is indeed prestigious and is a reserved privilege for brands that match the character and personality of the WhosWho brand. But besides gaining status and prestige, an organisation that becomes an official partner of WhosWho.mt will also benefit from the following:



- **AN ANIMATED ONLINE ADVERTISING BANNER AT 10% OCCUPANCY FOR 12 MONTHS** on the homepage as well as in the articles section, which can be changed throughout the year as you please. With the 'Official Partner' status you also gain flexibility, so if you would not like your online banner to be published on certain months but want to run 2 consecutive banners on other months, the Official Partnership programme is flexible enough to accommodate a flexible and bespoke approach that's tailored to your needs.
- **SPONSORED CONTENT ARTICLES PUBLISHED ON THE PORTAL ON DEMAND.** Whenever you have news to communicate to the business community, companies, people in business, business leaders and CEOs, people in management and professionals, you can make use of our portal, and our popular social pages on LinkedIn and Facebook to reach out – the relationship at this level caters for an ad hoc approach, tailored to your requirements.
- **YOUR LOGO WILL FEATURE WITHIN A FOOTER ON EACH AND EVERY PAGE OF THE SITE, INCLUDING ARTICLES AND OUR HOMEPAGE.** Your logo will also be clickable and will lead to any URL of your choice, whether it's your website or Facebook page, etc.



This is the Media Kit for whoswho.mt, the online arm of the Who's Who brand in Malta. A separate Media Kit for the sister brand of whoswho.mt, the Malta Who's Who annual publication, is available on request.

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#### **TERMS & CONDITIONS**

- Rates are exclusive of VAT
  - 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.
  - Artworks must be sent to our offices five working days before the commencement of the campaign. If the material is sent any later, the advertising campaign cannot be extended beyond the agreed dates of the booking order.
  - Invoices will be issued upon confirmation of booking. Terms of payment – 30 days from date of invoice.
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WhosWho.mt is owned and produced by Content House Group, Malta's largest media organisation in the online and print media sectors.

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For more information contact the Advertising Sales Department of Content House on **2132 0713** or send an email to **connect@whoswho.mt**