

Malta
CEOs

The Island's Most
Influential Minds

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BUSINESS MINDS
CEOs

2022

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THE MALTACEOs BRAND HAS BECOME A STRONG HOUSEHOLD NAME IN THE BUSINESS TO BUSINESS, CORPORATE AND C-LEVEL CIRCLES. THE ANNUAL MALTACEOs HIGH-END PUBLICATION CONTINUES TO BREAK LOCAL MEDIA RECORDS YEAR-ON-YEAR. EDITED BY JO CARUANA, MALTACEOs IS CONSIDERED TO BE MALTA'S ELITE MEDIA BRAND FOR MALTA'S TOP CEOs AND BUSINESS EXECUTIVES.



Owned and produced by Content House, Malta's largest media organisation in the print and online publishing sectors, **MaltaCEOs** showcases Malta's top CEOs and provides a unique platform for the island's most influential minds.

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As far as the publication is concerned, **MaltaCEOs** is almost sold out. The demand by clients and advertisers is unprecedented and the space available is indeed very limited, hence early bookings are recommended.

Due to the unparalleled growth in popularity of the **MaltaCEOs** publication, Content House launched MaltaCEOs.mt, a specialised online portal for business people and C-level executives. Here we offer various advertising options including online banner ad campaigns and sponsored content.

The operational work and project management deployed on **MaltaCEOs** is immense; significant resources have been dedicated to develop and manage a highly ambitious and extensive distribution list. A leading courier company was brought on board to distribute the high-end publication to an extensive list of leading CEOs and businesses. Refer to the full distribution list overleaf.

Estimated Reach

70,000 annually

This figure is based on long-term assessments of various distribution models, both single and multiplier distribution points, where MaltaCEOs can be accessed or seen by potential readers.



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MaltaCEOs will once again be showcasing Malta's leading CEOs, their role and achievements, what's on their agenda and their key milestones for the year. The publication will highlight the characteristics that distinguish local successful CEOs, as well as shed light on the motivational leadership role that CEOs are assuming to shape their organisation, as they engineer and position their business concern among the leading tier of local businesses. The publication will also delve into the latest business and social trends in relation to the attributes that make a great CEO in the current financial and economic climate.

MaltaCEOs is an exclusive shared platform for top-notch business people in Malta.

MaltaCEOs is an annual publication featuring high-end printing specifications.

DISTRIBUTION

The publication is being distributed to a very large cross-section of businesses including:

- Leading companies across all sectors
- Distributed by a leading courier company to leading businesspeople, CEOs and top-notch companies operating in Malta
- Distributed to the Office of the Prime Minister, Government Ministries, Government Agencies and Departments
- Distributed to all Embassies and Consulates in Malta
- Distributed to all leading banks in Malta
- Distributed to leading business centres, 4 and 5-star hotels in Malta
- Distributed to leading cafeterias, shops, gyms, hair stylists and similarly pitched outlets
- Distributed to all leading public and private hospitals
- Available at all leading newsagents in Malta, including WHSmith and Agenda Bookshop
- A digital publication version is available on MaltaCEOs.mt, the sister brand

QUALITY

The publication (size: 230mm x 290mm), has very high printing specifications including lamination on the cover and is perfect bound.



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ADVERTISING RATES

Inside Front Cover Spread: €3,000
460mm (W) x 290mm (H) + 5mm bleed

Inside Back Cover: €2,000
230mm (W) x 290mm (H) + 5mm bleed

Back Cover: €3,000
230mm (W) x 290mm (H) + 5mm bleed

Premium Cover Spreads: €2,500
460mm (W) x 290mm (H) + 5mm bleed

2 Full Pages or a Spread: €2,000
460mm (W) x 290mm (H) + 5mm bleed

Full Page: €1,200
230mm (W) x 290mm (H) + 5mm bleed

NATIVE ADVERTISING RATES

The publication features interviews with leading CEOs. The team approaches organisations and CEOs that are deemed to match the pitch and characteristics of this high-profile annual publication. Extensive interviews are carried out by our team of journalists and a photo shoot is taken by our photographers. Native content, photography and design costs are included in the below rates. The final selection of CEOs is at the discretion of the publisher.

4 Page Interview: **€3,000**

PLATINUM SPONSORSHIP RATES

We are offering a limited number of Platinum Sponsorship Packages that include a 4-page interview, Double Page Spread of Advertising, the organisation's Logo on the Cover as well as 100 copies of **MaltaCEOs**.

Platinum Sponsors are eligible for 100 free copies of **MaltaCEOs 2022** 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.

Platinum Package : **€10,000**

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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PRINTING SPECIFICATIONS



2 Full Pages or a Spread/ Premium Cover Spread Advert

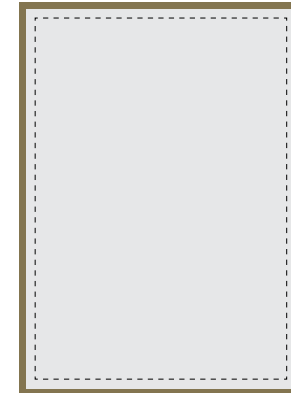
Trim Size: 460mm W x 290mm H
Text Safe Area: 446mm W x 276mm H
Gutter Allowance: 7mm
Bleed Size: 470mm W x 300mm H
Bleed: 5mm bleed all round

Inside Front Cover Spread Advert

Trim Size: 460mm W x 290mm H
Text Safe Area: 434mm W x 276mm H
Gutter Allowance: 7mm
Bleed Size: 470mm W x 300mm 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.



Full Page Advert/ Back Cover Advert

Trim Size: 230mm W x 290mm H
Text Safe Area: 216mm W x 276mm H
Gutter Allowance: 7mm
Bleed Size: 240mm W x 300mm H
Bleed: 5mm bleed all round

Inside Back Cover Advert

Trim Size: 230mm W x 290mm H
Text Safe Area: 204mm W x 276mm H
Gutter Allowance: 7mm
Bleed Size: 240mm W x 300mm H
Bleed: 5mm bleed all round

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:

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