a media brand by

Content House

Business Now



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Interview

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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 is 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 September 2024 - 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.

Business Now

MAGAZINE EDITION

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.



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



Making Malta home: Meet Malta's expat business leaders

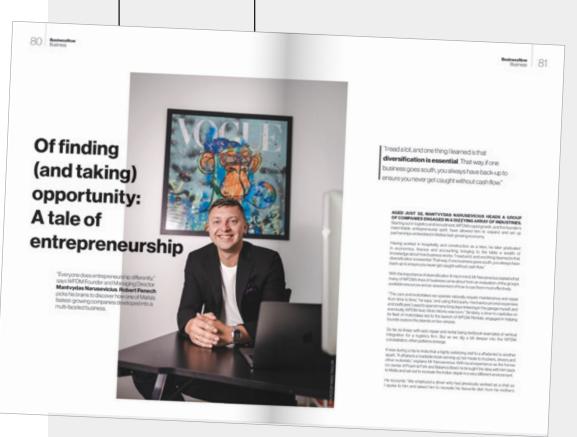
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Business Now

MAGAZINE EDITION

Media Kit





Business

MAGAZINE EDITION

A DIGITAL VERSION OF THE LATEST EDITION IS **AVAILABLE ONLINE ON BUSINESSNOW.MT**

Advertising

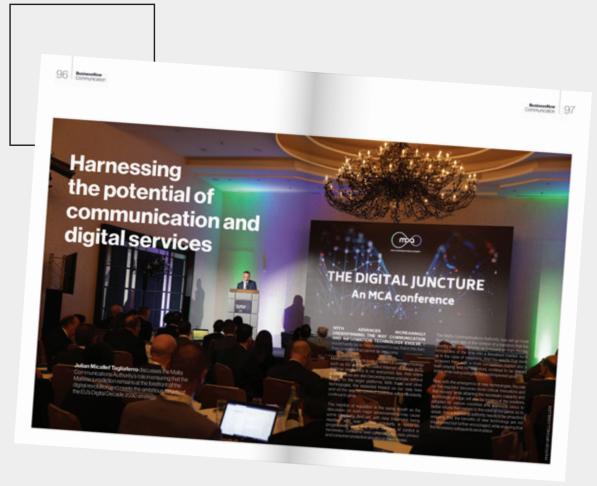
Full Page Advert €900 **Inside Back Cover Advert** €1.200 **Double Page Spread Advert** €1,400 **Premium Double Page Spread Advert €1,700 Inside Front Cover Double Page Spread Advert €2,000 Back Cover Advert** €2,000

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.



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.

Business Now

MAGAZINE EDITION

Media Kit

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

IMPORTANT

No text or logo in the centre of the artwork.

Minimum of 14mm Gutter Allowance in the centre.

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

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)