

A MEDIA BRAND BY
Content House

Business Now



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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 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.

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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Of finding (and taking) opportunity: A tale of entrepreneurship

"Everyone does entrepreneurship differently," says WFCM Founder and Managing Director **Mantvydas Narusevicius**. Robert Fensch picks his brains to discover how one of Malta's fastest-growing companies developed into a multi-faceted business.



"I read a lot, and one thing I learned is that **diversification is essential**. That way, if one business goes south, you always have back-up to ensure you never get caught without cash flow."

AGED JUST 32, MANTVYDAS NARUSEVICIUS HEADS A GROUP OF COMPANIES ENGAGED IN A DIZZYING ARRAY OF INDUSTRIES. Born in Lithuania, he moved to Malta in 2007 and the founder's insatiable entrepreneurial spirit has allowed him to expand and set up partnerships and investments in Malta and beyond.

Having worked in hospitality and construction as a teen, he later graduated in economics, finance and accounting, bringing to the table a wealth of diversified expertise. That way, Narusevicius goes south, it's always time to back up to ensure you never get caught without cash flow.

With the importance of diversification firmly in mind, Narusevicius explained many of WFCM's lines of business come about from an evaluation of the group's available resources and an assessment of how to best leverage the equity.

"The cars and motorcycles we operate, notably, require maintenance and need to be fixed to drive," he says, "and using that early mechanics ground experience and expertise I sought opportunities to open my own garage myself, and do that of my own and to the benefit of WFCM Malta, engaged in helping clients explore the options on wheels."

So far, so good, with a career and some time being left over examples of vertical integration. For a logical firm, that set the stage for a full-on WFCM construction effort to emerge.

It was during a trip to Malindi that a lightbulb switched on in a different kind of way. It started as a modest local service, not made to flourish, diversify and other markets, explains Mr. Narusevicius. With local experience as the focus, on some of the most important and balanced lines he brought the idea with him to Malta and set out to create the infrastructure on a very different environment.

He recalls, "We employed a driver who had previously worked as a chef, so I spoke to him and asked him to recreate his favour to other than his mother's."

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

Advertising

Full Page Advert €900

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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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Harnessing the potential of communication and digital services



Julian Micallef Tagliarero, Director of the Malta Communications Authority, discusses the role of the Authority in the digital transition and the challenges of the digital media landscape in the context of the EU's Digital Decade 2030 strategy.

THE DIGITAL JUNCTURE An MCA conference

WITH ADVANCES INCREASINGLY UNDERPINNING THE WAY COMMUNICATION AND INFORMATION TECHNOLOGY EVOLVE, the Media Communications Authority (MCA) has organized a series of events to explore the challenges and opportunities of the digital media landscape in the context of the EU's Digital Decade 2030 strategy.

The MCA's role in the digital transition is crucial, as it ensures that the digital media landscape is inclusive and accessible to all. The Authority is committed to promoting digital literacy and ensuring that all citizens have the skills and knowledge to participate in the digital economy.

The MCA's work is also focused on ensuring that the digital media landscape is secure and resilient. This involves working with industry and academia to develop standards and best practices for digital security and resilience.

The MCA's role in the digital transition is also to ensure that the digital media landscape is sustainable. This involves working with industry and academia to develop standards and best practices for digital sustainability.

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

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