

COMPANIES TO WATCH 2024

An exclusive business platform for companies to stand out

Companies to Watch 2024 is a sub-brand of

 **BusinessNow.mt**

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Companies to Watch in 2024 is a corporate business serialisation of BusinessNow.mt, Malta's fastest-growing, cutting-edge business news portal – a serialisation aimed at companies achieving their goals, marking important milestones, or planning to announce major business news.

Over the years, **BusinessNow.mt** has emerged as a clear leader in business news, with a strong following and extensive reach on socials, particularly on LinkedIn.



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Companies to Watch in 2024 features companies that have an inspiring story to share and the right narrative that resonates with our business audience – could be an expansion plan, a planned acquisition or merger, an IPO in the pipeline, a rebranding, an anniversary, a new product line, an important c-level appointment, a succession plan, or market penetration overseas.

Each extensive feature will take the form of a business story, where the company will take centre stage and comments from the company's personnel will be used to beef up the story – but this time it will be the company that will steal the show!

BN. BusinessNow.mt

"It is the result of a genuine love for the craft," explains Denise Xuereb, AX Group Director of Construction and Development. "Naturally development is what we do, but it is in our philosophy to go the extra mile, to create high quality projects that strike a balance, while contributing to the areas they are situated in."



For Denise, the Verdala development, is an emotional subject since it played a

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Each business story will be published in the **BusinessNow.mt** portal and will also form part of the **Companies to Watch** serialisation. Additionally, each story will feature in a prominent permanent section on **BusinessNow.mt**. All stories that form part of the Companies to Watch serialisation will also be published on the **BusinessNow.mt** socials, including LinkedIn and Facebook, and boosted!



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The **Companies to Watch** in 2024 serialisation is being offered exclusively to companies that are standing out from the crowd. Participation is limited to select companies that are chosen to tell powerful stories about their brand to our corporate and business audience that includes business leaders and decision-makers, among others.

 **BusinessNow.mt** 

In fact, AX pulled out all the stops for this project, bringing on board a vast team of local and international professionals who brought with them the latest technological advancements in the field.



“It certainly wasn’t an easy task to coordinate all the moving parts at every stage, but the end result is already starting to give us great satisfaction,” Denise maintains. “For the first time in Malta, on this project we are using new

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What you stand to gain:

- i) One of our business journalists within the team responsible for sponsored content will be assigned to get in touch with you and discuss your story, and to find a suitable angle and a strong lead for your story to be conveyed in the most effective way possible.
- ii) Your story will be published in the 'Latest' Section on **BusinessNow.mt** and will be included permanently in the **Companies to Watch** Section.
- iii) A **Companies to Watch** 2024 endorsement logo will be published on the main photo along with the story, and your marketing team will be encouraged to make use of this endorsement.
- iv) And that's not all! Our social media strategists, within our marketing team, will post your story prominently on LinkedIn and Facebook, and boost it on the socials of **BusinessNow.mt**, ensuring that your company will benefit from widespread engagement and reach, as well as enhancing the brand perception of your company.
- v) The icing on the cake within this package is a 3-month online banner on the business portal **BusinessNow.mt**, featured on our desktop site as well as on our fully responsive mobile site.



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Participation Fee

The participation fee for full inclusion within the **Companies to Watch** 2024 serialisation is €3,500 excluding VAT. Participation is limited and open only by invitation to companies that fit within the profile and the scope of the prestigious **Companies to Watch** in 2024 serialisation.

The BusinessNow.mt portal, along with its sister brand Business Now annual publication and the Companies to Watch serialisation are business media brands owned and managed by Content House Group, or its subsidiary companies.

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

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