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# Elevate your brand with MaltaCEOs' diverse portfolio!

*Leading the way in corporate, B2B media,  
and online marketing strategies*

A MEDIA BRAND BY  
Content House

MaltaCEOs.mt

50 Business  
Leaders

Malta  
CEOs

THE  
MaltaCEOs  
WEEKLY

MaltaCEOs stands as a prominent force in the Business-to-Business and corporate landscape, commanding a substantial following comprising thousands of businesspeople, industry leaders, CEOs, C-level executives, professionals, and management personnel.



## Introducing the MaltaCEOs Brand *by Content House Group, comprising:*

### MaltaCEOs.mt

#### MaltaCEOs.mt:

Malta's top-tier business portal, claiming the highest LinkedIn following among all media portals in Malta.

### Malta CEOs

#### MaltaCEOs Annual Publication:

A distinguished annual publication showcasing the top 50 CEOs in Malta, earning recognition as the island's foremost publication.

### 50 Business Leaders

#### 50 Business Leaders Online Serialisation:

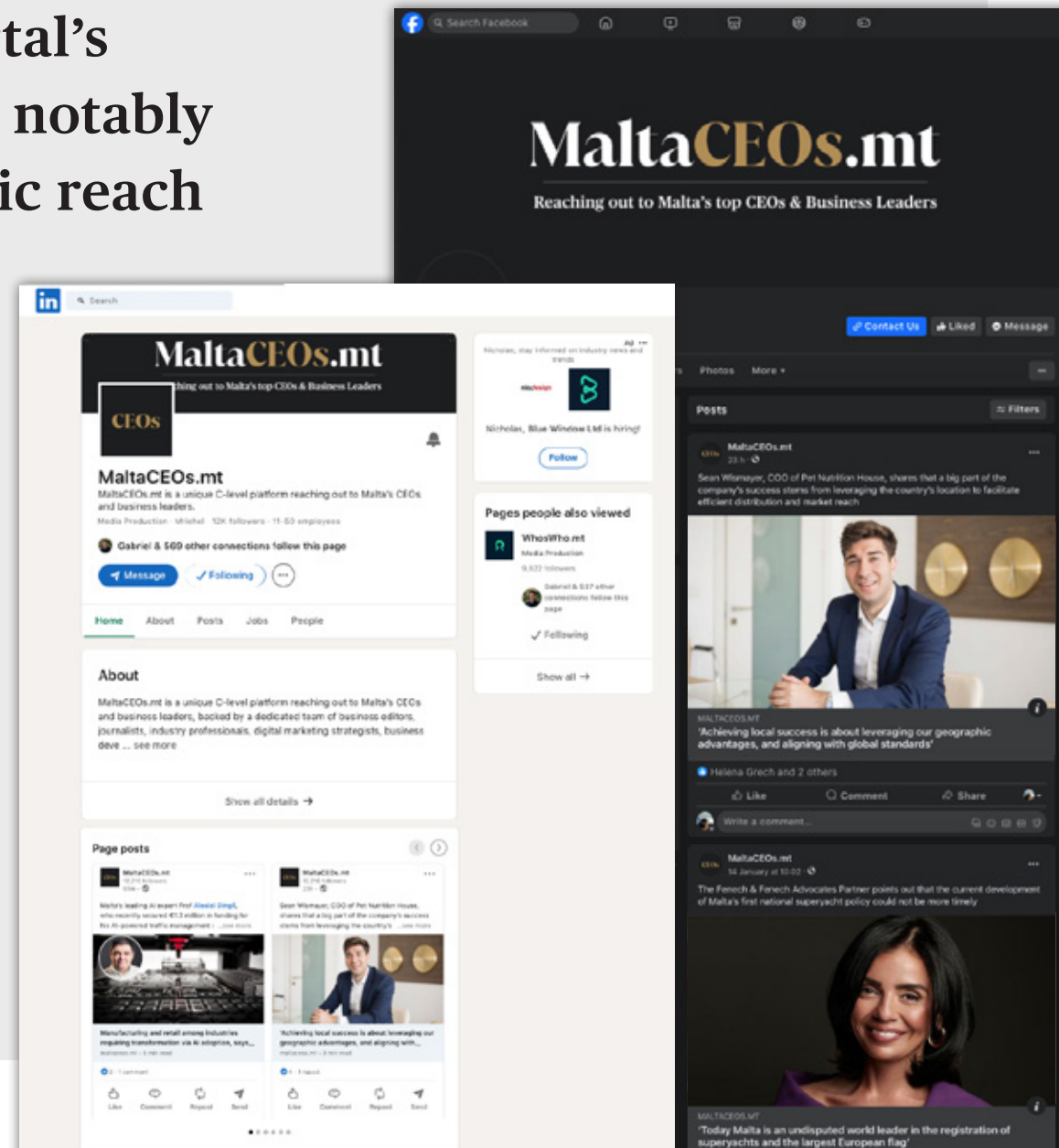
A captivating series highlighting diverse business figures and entrepreneurs, sharing compelling stories from their journey in business and leadership.

### THE MaltaCEOs WEEKLY

#### MaltaCEOs Weekly:

An exclusive online mailshot sent weekly to the inboxes of thousands of leading business professionals and entrepreneurs.

MaltaCEOs.mt is experiencing **extraordinary growth**. The portal's monthly reach on social media, notably on LinkedIn, and its own organic reach through the portal, have soared to **230,000 people** each month – an impressive equivalent of **2.7 million individuals** annually. These impressive figures highlight the portal's outstanding position as a corporate B2B platform in its specific niche.





## *What makes MaltaCEOs.mt immensely popular?*

In essence, our popularity stems from our commitment to delivering high-quality content meticulously crafted by our extensive team of online business journalists and editors. This content is tailored specifically for the top-tier business community, catering to business leaders, entrepreneurs, C-level executives, CEOs, directors, professionals, and managers. Moreover, our content flows regularly and consistently, showcasing a significant number of businesspeople, entrepreneurs, and business leaders every day!

In addition to our formidable business brewhouse, comprising Malta's most extensive team of business content writers, journalists, and editors, we proudly feature a distinctive second tier of content. More than 20 top-tier contributors actively contribute to MaltaCEOs.mt by providing regular and insightful articles on compelling issues tailored for our discerning business audience. These topics encompass a wide spectrum, including strategy, leadership, growth, people management, succession, delegation, and more.







## The MaltaCEOs publication requires minimal introduction.

Published annually in both hardback and paperback formats, our premium publication is widely acknowledged as the most prestigious and sought-after business publication in Malta. Its extensive page count is testament to the sustained growth and prominence of this distinguished brand.

Each edition showcases a carefully curated selection of 50 top CEOs. Our approach is deliberate—we don't pitch to just anyone; we pitch to the minority, those who truly stand out.

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Each of the 50 CEOs featured in the MaltaCEOs annual publication enjoys substantial C-level exposure, accompanied by a comprehensive business package, including:

- A dedicated business content writer assigned for a personalised interview.
- An elite photography specialist for an extensive photoshoot with each CEO.
- Photography rights are exclusively granted to each CEO, allowing them to utilise the creative shoot throughout the year for their business commitments and requirements after the publication of the MaltaCEOs annual edition.



 **MaltaCEOs.mt**  
5 April 2023 · 🌐

**BELS English Language Schools** CEO Rebecca Bonnici has always followed her heart. From getting her first tattoo at 18 to dropping out of University after three months, she is determined and unafraid to break with convention – qualities that have served her well in recent years



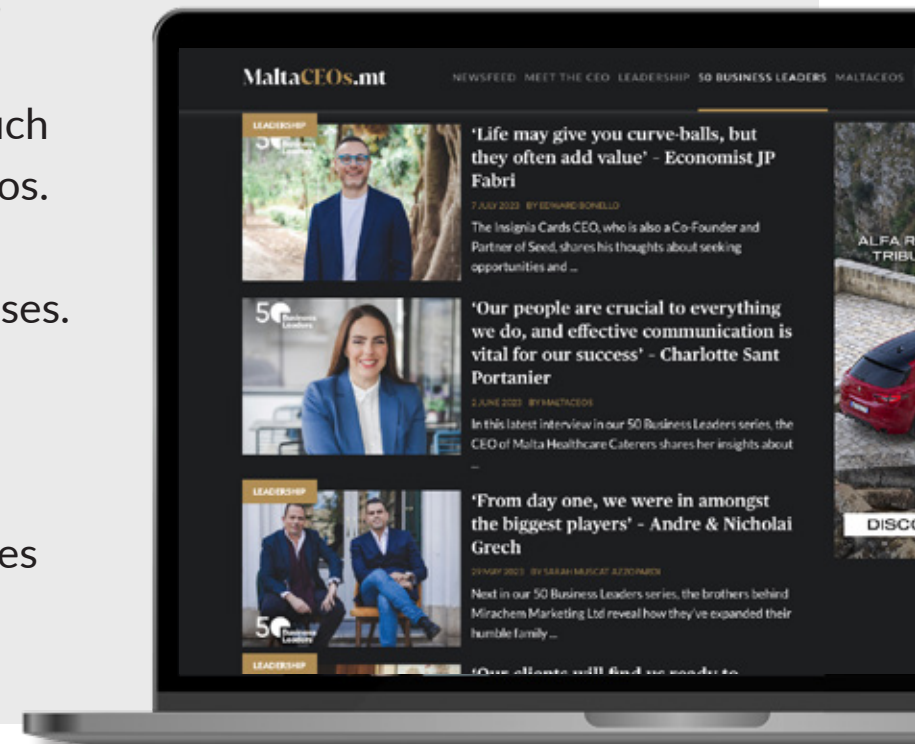
MALTACEOS.MT

**'I am a doer. I love getting my hands dirty together with my staff.' – BELS English Language Schools Owner & CEO**

- As part of an exclusive serialisation, the interview is published on MaltaCEOs.mt and will remain accessible on the site for years to come.
- Featured on our social media platforms, particularly LinkedIn and Facebook, the interview is strategically boosted and shared across various channels.
- Additionally, each interview is highlighted in The MaltaCEOs weekly mailshot.

Exclusively online and forming part of MaltaCEOs.mt, the 50 Business Leaders series has evolved into a core brand within the business landscape. Its appeal lies in its exceptional versatility, allowing interviews to extend beyond a single interviewee. This flexibility enables:

- Showcasing some of Malta's prominent business leaders alongside promising rising stars.
- Conducting group interviews with C-level executives, such as CEOs, CCOs, and COOs, accompanied by group photos.
- Featuring family business interviews that spotlight the strength and generational aspects of family-run enterprises.
- Featuring succession interviews, highlighting outgoing business leaders passing the baton to their daughters or sons.
- Covering interviews centred around significant milestones like anniversaries, rebranding, mergers, and expansion.





Here are some of the *most memorable interviews* featured to date within the 50 Business Leaders series on MaltaCEOs.mt.



# THE MaltaCEOs WEEKLY

The final gem in the impressive portfolio of the MaltaCEOs brand is The MaltaCEOs Weekly. What makes it a standout choice for advertisers?

## PROACTIVE AND EXCLUSIVE MAILSHOTS:

In the high-end business-to-business corporate segment, mailshots are both proactive and highly efficient, yet surprisingly rare. We exclusively cover this segment in an exceptional manner. Every Wednesday, each mailshot is delivered directly to the inbox of Malta's top CEOs, business leaders, and entrepreneurs. Secure your spot now to ensure your message reaches these influential leaders.

## EXCLUSIVE C-LEVEL CONTENT ROUND-UP:

The content featured in The MaltaCEOs Weekly is an exclusive round-up of top C-level content, resonating profoundly with our audience. The click rate consistently exceeds market averages, making it a highly popular and engaging platform.

## THE MaltaCEOs WEEKLY



### 50 BUSINESS LEADERS

'The company culture and ethos start with me, and trickle all the way down' – JB Stores' Albert Sant



### MEET THE CEO

Burmarrad Group's Mario Gauci Jr committed to enhancing his strategic leadership skills in 2024



### NEWSFEED

Youths need to choose a career path they are 'excited' and 'passionate' about – Kate De Cesare





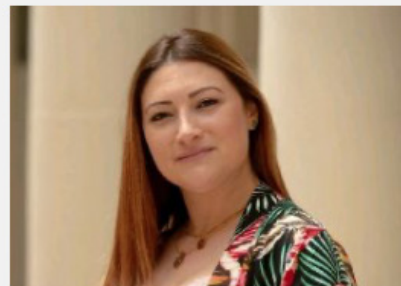
NEWSFEED

**‘There’s a lot of value to be gained from outside the organisation’: The importance of Non-Exec Directors**



NEWSFEED

**Rachel Decelis promoted to Associate Director of ESG at KPMG Malta**



NEWSFEED

**Awareness of common symptoms of depression at the workplace can ‘save a life’ – Mary Rose Gatt**

## THE **MaltaCEOs** WEEKLY

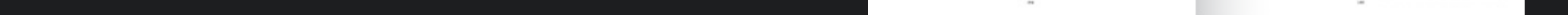
### DYNAMIC BANNER OPTIONS:

Content House stands out by offering the only mailshots on the market that accommodate animated online banners. In contrast, other mailshots available to date provide only static banner options. This innovative feature adds a dynamic and visually appealing element to your advertising strategy.

### COMPREHENSIVE STRATEGY FOR MAXIMUM REACH:

Work with us to develop a comprehensive strategy that ensures your content is not only published in The MaltaCEOs Weekly but also across our social media platforms and MaltaCEOs.mt

- [illegible]





**Burmarrad Group 'as ambitious and forward-looking as when it started out' - CEO Sharon Gauci**  
18 JANUARY 2024



**art in LifeCycle Challenge  
1' CEO Joseph Aquilina's  
to leadership and work**  
17 JANUARY 2024



12 JANUARY 2024 BY ENABRIDGE MAGAZINE  
Last month, Joseph Aquilina, together with over 20 other cyclists, embarked on a 2,000-kilometre cycle from Bangkok to Kuala Lumpur.



**Manufacturing and retail among industries requiring transformation via AI adoption, says local AI expert**  
19 JANUARY 2024



**'Achieving local success is about leveraging our geographic advantages, and aligning with global standards'**  
20 JANUARY 2024



**'The biggest challenge currently facing Malta is its size and infrastructure' - CEO Paul Mifsud**  
20 JANUARY 2024



**How can business leaders create a consistent customer experience?**  
19 JANUARY 2024



**Fighting fire with fire: How to tackle workplace procrastination by sitting idle**  
19 JANUARY 2024



**'Sketching, a skill demanding focus and being grounded: CEO Morgan Parnis and the art of mindfulness'**

**HUSH & HUSH**  
THE SKINNY IN SKINCARE

A physician-formulated, problem-solution based line of luxury beauty and wellness products created to limit the signs of aging from a 360° approach.

KEYTOYOUNGER.COM  
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[www.fortfitness.com.mt](http://www.fortfitness.com.mt)



## The countless commercial opportunities available for you:

- Outstream video ads, where your advertising content is seamlessly integrated and featured prominently on MaltaCEOs.mt
- Unique and innovative online advertising solutions, including Full Screen Scrollover, exclusive to mobile users, and Desktop Takeover, exclusive to desktop users — or why not a combination of both?
- Extensive print ad solutions, with premium placements in the MaltaCEOs Annual Publication
- Attain Official Partner Status on MaltaCEOs.mt, The MaltaCEOs Annual Publication, or The MaltaCEOs Weekly — or opt for an Official Partner Status across the entire MaltaCEOs brand portfolio. Enjoy the red-carpet treatment with substantial exposure, extended social media reach, sponsored content, and online marketing exclusively tailored for the business-to-business segment.

Below is just a snapshot of the level of brands  
MaltaCEOs.mt is attracting:



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# The MaltaCEOs portfolio of brands is a market leader

*It's the brand business leaders follow*

*It's the brand leading CEOs follow*

*It's the brand business entrepreneurs follow*

*It's the brand that makes you stand out, with people who matter.*

**Thank you for believing in the MaltaCEOs brand**

**Content House**