

THE MaltaCEOs WEEKLY

THE DIGITAL NEWSLETTER &
SUB-BRAND OF [MaltaCEOs.mt](https://malta CEOs .mt)

Media Kit

A MEDIA BRAND BY
Content House

THE MaltaCEOs WEEKLY

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A weekly online newsletter for business leaders, entrepreneurs, CEOs, directors, professionals, C-level executives, and people in management.

The MaltaCEOs Weekly is an extension of the prestigious and popular MaltaCEOs.mt portal and of the authoritative MaltaCEOs Annual Publication that features 50 prominent CEOs every year. We all know that business leaders and people in business have limited time on their hands and that time management is key for them – and through The MaltaCEOs Weekly, we publish a quick C-level read, every week! The MaltaCEOs Weekly provides a round-up of C-level news, features and interviews with business leaders, as well as snippets and articles related to leadership, growth, strategy, and any relevant news updates concerning business leaders, CEOs and C-level executives. The weekly online newsletter is a mobile optimised mailshot, and therefore a smart phone/tablet version is automatically viewed when accessed from a tablet or a smart phone.

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MALTACEOS 2024

'My goal is to position Cassar Marine as a trusted partner in the marine industry' – CEO Andrea Cassar



MALTACEOS 2024

'Every person has their own story' – CareMalta Group CEO James Sciriha



MALTACEOS 2024

'Relationships, personal growth & ethical conduct are my guiding principles' – Halmann Vella CEO Kevin J Rapinett

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HYBRID CREATIVE PACKAGES ON THE MALTACEOs WEEKLY & ON MALTACEOs.MT

THE INTERVIEW – €2,000 (INCLUDES WRITER'S & PHOTOGRAPHER'S FEE)

The interview will be published on both The MaltaCEOs Weekly and MaltaCEOs.MT, significantly enhancing exposure and reach, and ensuring that your content will stand out by strategic choreography in execution on the portal, our socials, including LinkedIn and Facebook, and through the executive mailshot. Our online marketing team will share and boost such posts. This over-arching coverage will ensure that you're reaching an ever-growing audience of people in business, management and professionals.

Each feature will be published on the MaltaCEOs.MT portal, the executive mail shot and also on our socials (published, shared, boosted).



NEWSFEED

**Vassallo Group
Chairperson Natalie Briffa
Farrugia hails launch of
new elderly home in
Ghajnsielem**

NEWSFEED

**'Despite strides toward gender
equality in healthcare,
obstacles persist' – EBO CEO
Gege Gatt**

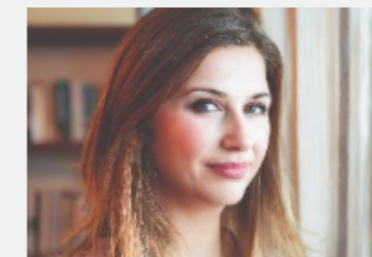
NEWSFEED

**Malta-based Relax Gaming
appoints Martin Stáloros as
CEO**



MALTACEOS 2024

**Secrets of resilience:
Director Matthew Wismayer
on today's scarcity of raw
materials**



MALTACEOS 2024

**Beyond the profits:
Roberta Lepre on the
evolution of sustainability
in business leadership**

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HYBRID CREATIVE PACKAGES ON THE MALTACEOs WEEKLY & ON MALTACEOs.MT

BUNDLE OF EXECUTIVE BRIEFS – €2,000 **PACKAGE OF 3 SHORT CORPORATE FEATURES**

We've created The Executive Briefs to provide you with a platform where you can be concise and to the point, and that would allow a maximum of 250 words + images per article, which would be supplied by yourself and reviewed by our editorial team. **If you purchase a bundle of 3, you can use the bundle of 3 within 12 months (from date of purchase).**

Each feature will be published on the MaltaCEOs.MT portal, the executive mail shot and also on our socials (published, shared, boosted).

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MALTACEOS 2024

**'Emotional intelligence helps ensure our employees feel valued' –
Burmarrad Group CEO Sharon Gauci**



MALTACEOS 2024

**'I channel my passion into making a profit for the company, as well as everyone working in it' –
CEO Mantvydas Matthew**



MALTACEOS 2024

**'It's productive to feel joy at the workplace' – FHRD
CEO Karen Muscat
Baldacchino**

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Animated Rectangular Banners on The MaltaCEOs Weekly

Media Size: 300 x 250 pixels

Max File Size: 50KB

File Format: JPG, PNG, GIF or animated GIF

Strengthen the tone, pitch and message of your digital campaign with online animated banners on The MaltaCEOs Weekly. Making use of the latest technological software to offer animated solutions for your tailored ad campaigns, this package ensures exposure to thousands of subscribers on a weekly basis.

1 Month – €1,000



NEWSFEED

'Inroads of fintech and bigtech into banking are now not just a threat, but real' – CEO Marcel Cassar

NEWSFEED

Workplaces with better ESG performance attract potential hires, Malta study finds

NEWSFEED

Malta investment insights: 242.group Managing Director James Cassar



MALTACEOS 2024

Opportunities vs Threats: 'It is time to ensure that green & inclusive digital pillars are well-rooted'



MALTACEOS 2024

Secrets of resilience: CEO Jean Claude Muscat on staff kidnapping in Libya

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NEWSFEED

Sacha Borg named HR Business Partner at KingMakers

NEWSFEED

LuginsLand of Art presents its Educational Programme

OFFICIAL PARTNER STATUS

You can feature your company logo among the elite and gain Official Partner Status on The MaltaCEOs Weekly! (The price quoted below is not combined with the Partners' Programmes on the MaltaCEOs portal or the publication, although we can quote for hybrid Partners' Programmes). As an Official Partner your official logo will be featured on all weekly mail shots sent to our extensive list of recipients, and we can also give you a helping hand to support your content & PR needs.

As an Official Partner, you will be entitled to

- A weekly animated online banner on the digital newsletter
- Your official logo on every edition
- The designation and status as 'Official Partner'
- Content support

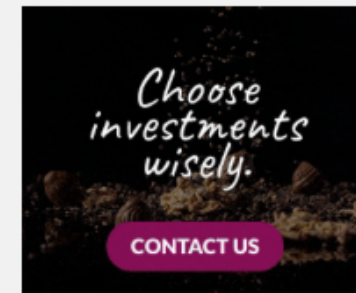
Annual package (covering 50 editions) – €18,000

NEWSFEED

The greater your seniority, the more you sleep: 77% of CEOs say they sleep enough – UK study

NEWSFEED

Dear CEO: MFSA calls on trustees and company service providers to strengthen governance structures



Official Partners



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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 confirmation of booking. Terms of payment – 30 days from date of invoice.

Owned and operated by Content House, Malta's largest and leading publishing house in the online and print sectors, The MaltaCEOs Weekly is backed by a specialised team of editors and journalists, as well as a large dedicated team of creative and art directors, online marketing strategists, social media experts and a strong arm of sales and business development.

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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