
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

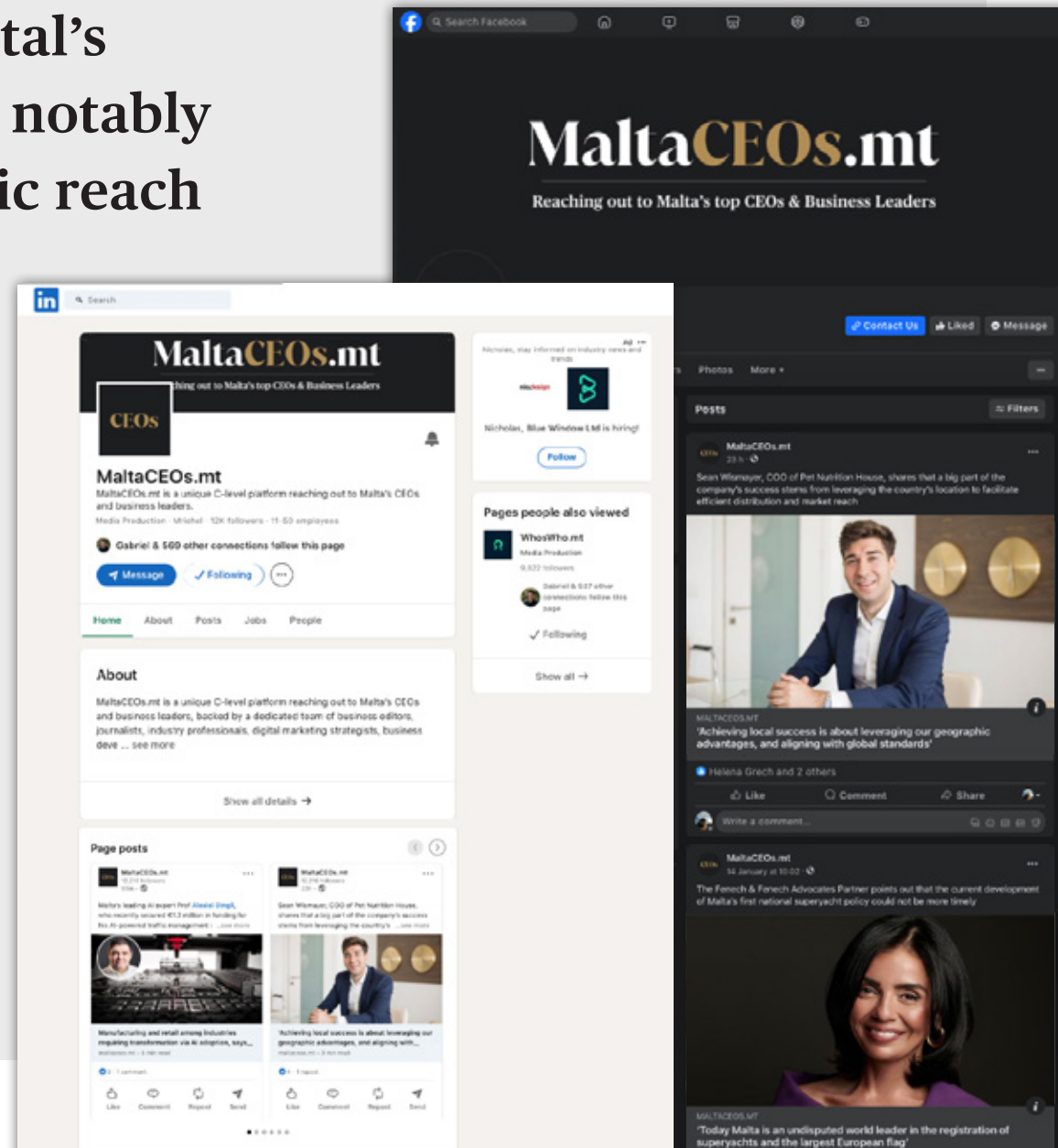
50 Business Leaders Online Serialisation:
A captivating series highlighting diverse business figures and entrepreneurs, sharing compelling stories from their journey in business and leadership.

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 **464,000 people** each month – an impressive equivalent of **5.5 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.



CEO INSIGHT
"The goal is to keep the company from overreacting and automatically make pivoting hard for future challenges."

THE ISLAND'S MOST INFLUENTIAL BUSINESS MINDS

Javier Moreno Gonzalez

CEO, MAPFRE MIDDLESEA

"IT IS ONLY BY UNDERSTANDING OUR CLIENTS THAT WE CAN UNDERSTAND THE FUTURE OF OUR BUSINESS."

HAVING ENJOYED A LONG AND SUCCESSFUL CAREER WITH MAPFRE GROUP IN SPAIN, JAVIER MORENO GONZALEZ MADE THE MOVE TO MALTA AT THE START OF 2021 IN PREPARATION FOR HIS NEW ROLE AS CEO OF MAPFRE MIDDLESEA. NOW SETTLED INTO THE POSITION, HE REFLECTS ON THE ACHIEVEMENTS OF 2021 AND LOOKS AHEAD TO WHAT 2022 HAS IN STORE FOR THIS LEADING INSURANCE COMPANY.

WITH A PROFESSIONAL CAREER SPANNING MORE THAN 30 YEARS, INCLUDING SENIOR EXECUTIVE POSITIONS AT GENERALI AND AVIGONIA IN SPAIN, JAVIER MORENO GONZALEZ HAS BROUGHT A RICH BACKGROUND OF LEADERSHIP TO HIS NEW POSITION AS CEO OF MAPFRE MIDDLESEA.

MAPFRE APPRECIATES HIS LEADERSHIP AND THE COMMITMENT HE BRINGS TO HIS NEW ROLE IN MALTA. MAPFRE MIDDLESEA IS COMMITTED TO SUPPORTING HIS GROWTH AND SUCCESS IN HIS NEW POSITION.

THE ISLAND'S MOST INFLUENTIAL BUSINESS MINDS

Joanna Delia

CEO, PEOPLE & SKIN

"WORK IS LIFE, AND IT SHOULD BE A WONDERFUL PART OF YOUR LIFE."

WHEN A TRADITIONAL MEDICAL CAREER NO LONGER FELT LIKE A FIT FOR DR JOANNA DELIA, SHE STARTED ON THE PATH TOWARDS SETTING UP HER OWN BUSINESS. SEVERAL YEARS LATER, SHE NOW LEADS ONE OF THE ISLAND'S MOST SUCCESSFUL MED-AESTHETIC CLINICS, PEOPLE & SKIN - A ROLE SHE SAYS IS DRIVEN BY PURPOSE FIRST, RATHER THAN JUST THE BOTTOM LINE.



CEO INSIGHT
"I've never stopped growing as a leader. An always learning mentality is something that really underpins who we are and how I'd like to continue to stay the ultimate as we continue to grow as people and as a business."



THE ISLAND'S MOST INFLUENTIAL BUSINESS MINDS

Lahcene Merzoug

CEO, PRESENTER GROUP

"THE ONLY THING MORE IMPORTANT THAN OUR PRODUCT IS OUR PEOPLE."

WITH SEVERAL SUCCESSFUL BUSINESSES TO HIS NAME BEFORE HAVING BEEN APPOINTED CEO OF PRESENTER GROUP, LAHCENE MERZOUK KNOWS WHAT IT WILL TAKE FOR THE COMPANY TO ACHIEVE ITS AMBITIONS OF BECOMING A TRUE POWER PLAYER IN THE GAMING SECTOR.



THE ISLAND'S MOST INFLUENTIAL BUSINESS MINDS

Julian Mamo

MANAGING DIRECTOR, CASANAMMO INSURANCE

"IN TIMES OF CRISIS, OUR JOB IS TO RESPOND POSITIVELY, CONSTRUCTIVELY AND IN LINE WITH OUR OBLIGATIONS."

THE INSURANCE SECTOR WAS ONE OF THE ONES MOST CAST INTO THE SPOTLIGHT OF COVID-19 AND, LOCALLY, CASANAMMO INSURANCE MANAGING DIRECTOR JULIAN MAMO HAD TO STEER THE SHIP OF UNCERTAINTY WHILE MAINTAINING LEADERSHIP FOR HIS TEAM AND CLIENTS. BUT IT HAS BEEN A SUCCESSFUL YEAR, AND ONE WHICH HAS EVEN HIGHLIGHTED NEW OPPORTUNITIES FOR THIS LEADING LOCAL ORGANISATION.

There's a legacy that comes from taking the helm of a business and family business, and especially one that's a household name. Julian Mamo takes that legacy very seriously, and he's made his intention to keep it in the family part of the company's achievements.

Casamammo Insurance is the result of a 1989 merger of two insurance companies, Casam Insurance Agency and Casam & Mamo. The merger, which completed my studies in Business Management, I joined the latter which was a family-owned business. In a few years, it became clear that there were advantages in joining forces and transferring from one to the other would bring a variety of benefits to the company and the

Mamo came to an agreement, and we haven't looked back since.

Among the many highlights of his time with the company, Julian singles out the formation of Casamammo Insurance as a real landmark, which he helped lead the team through a single organisational structure out of two. But there have been other milestones, such as the formation of the organisation from an agency to an insurance company, the expansion of operations beyond Malta, and the moment when he took over the Managing Director role from Albert Mamo upon his retirement.

Today, Julian acknowledges his role with that of a contributor, who aims to help make the most

THE ISLAND'S MOST INFLUENTIAL BUSINESS MINDS

Adriana Camilleri Vassallo

CEO, FRANCIS J VASSALLO & ASSOCIATES LTD

"REPUTATION IS EVERYTHING."

ADRIANA CAMILLERI VASSALLO, CEO OF FRANCIS J VASSALLO & ASSOCIATES LTD, WAS INSTRUMENTAL IN FOUNDING THE FINANCIAL SERVICES FIRM IN 1998. SINCE AT THE TIME BY HER FATHER, WHO HEADED F2MA GROUP FOR OVER 20 YEARS, HE OFFICIALLY PASSED ON THE BATON IN 2010. FROM DAY ONE, ADRIANA HAS ENSURED THE COMPANY'S CONTINUED COMMITMENT TO ETHICS, INTEGRITY AND RELATIONSHIP-BUILDING - ALL OF WHICH HAVE BEEN CRUCIAL TO ITS SUCCESS.

As a woman leader, she has always been able to balance an entrepreneurial and a family business. She has always been able to balance an entrepreneurial and a family business. She has always been able to balance an entrepreneurial and a family business.



CEO INSIGHT
"It's important to have a strong relationship with your clients and to be able to provide them with the best service possible."

CEO INSIGHT
"I consider myself to be very humble as I think what I have done is, in a general sense, it's something that I should be very proud and appreciative of, but it's something that I should be very proud and appreciative of, but it's something that I should be very proud and appreciative of."

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

With a career that has included time as a waitress, animator, administrator, and project manager, today Denise Xuereb regards her role at [AX Real Estate](#) as much more than simply that of CEO

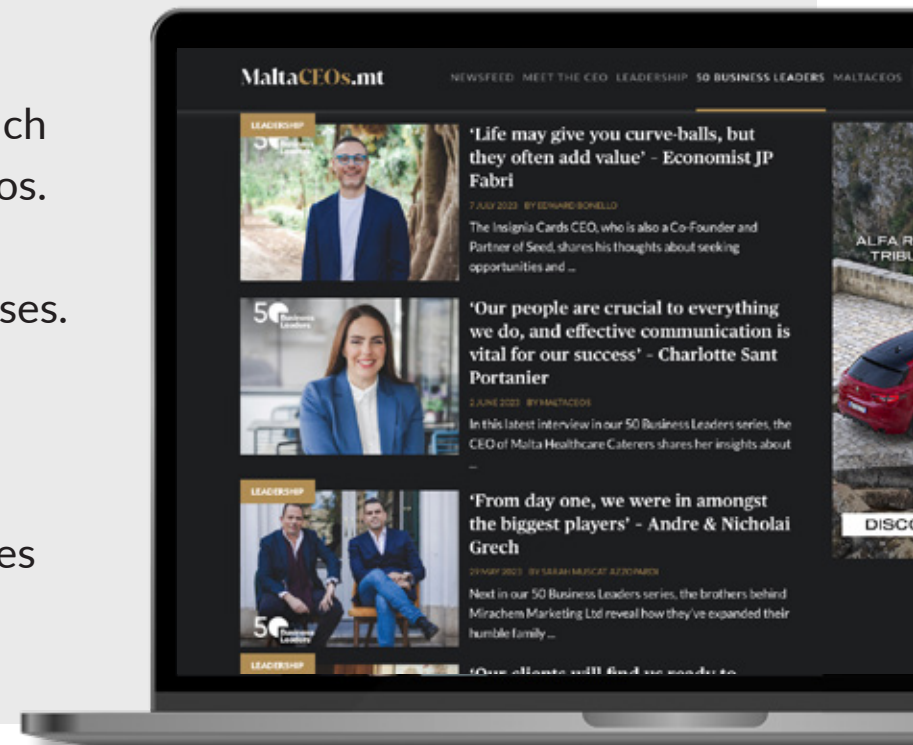


MALTACEOS.MT
Denise Xuereb, CEO at AX Real Estate talks 'prioritising quality development over quantity'

- 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



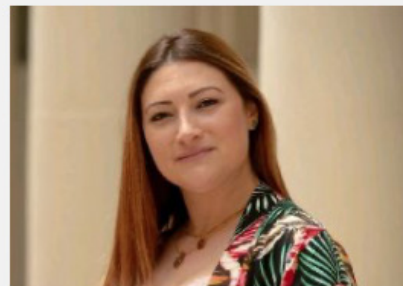
NEWSFEED

'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



From a commercial standpoint, the MaltaCEOs brand has experienced an unprecedented surge in popularity, and we field daily requests from numerous companies, CEOs, and organisations eager to join forces. Here's a glimpse into the countless commercial opportunities available for you:

- A CEO interview in the MaltaCEOs annual high-end publication
- Exclusive Interviews with Business Leaders and C-level Executives on 50 Business Leaders
- Strategic sponsored content on MaltaCEOs.mt and/or The MaltaCEOs Weekly
- Comprehensive sponsored content packages, including posting and boosting on social media platforms, especially LinkedIn and Facebook
- Diverse online banner solutions, tailored for both our mobile-responsive site and desktop site, as well as prominent placement in The MaltaCEOs Weekly.





Spotlight **TOGETHER AS I**
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GREAT TR
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ENTREPRENEURSHIP

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

16 JANUARY 2024



Latest

art in LifeCycle Challenge
'P' CEO Joseph Aquilina's
to leadership and work

CHARITY

Malta can't risk serious damage to its healthcare reputation by ignoring illegalities - Joanna Della

17 JANUARY 2024

Malta's damage to its reputation is illegal

17 JANUARY 2024

'Building a winning team': Matthew Narusevicius's approach to leadership at his companies

12 JANUARY 2024

'Employees are our driving force' - Adam's Managing Director Adam Demanuele

20 APRIL 2023

BY FABRIZIO MARONE

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



ARTIFICIAL INTELLIGENCE

Manufacturing and retail among industries requiring transformation via AI adoption, says local AI expert

19 JANUARY 2024



INVESTMENT

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

20 JANUARY 2024



INVESTMENT

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

20 JANUARY 2024



LEADERSHIP

How can business leaders create a consistent customer experience?

19 JANUARY 2024



WORKPLACE

Fighting fire with fire: How to tackle workplace procrastination by sitting idle

19 JANUARY 2024



CEO

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

HUSH & HUSH
THE ART OF BEING YOUNGER

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

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The Guild Canal, Triq. L-Ilportarun, Central Business District, Birkirkara M. +356 7088 8381
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:



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