

Malta CEOs

Malta's Leading
& Most Influential
Business Media
Brand

A MEDIA BRAND BY
Content House

Malta CEOs

THE ISLAND'S MOST INFLUENTIAL
BUSINESS MINDS

2027

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Media Brand

MaltaCEOs is the most prestigious media brand within Malta's business, corporate, and C-level circles. Year after year, the influential **MaltaCEOs** annual high-end publication continues to set new local media records, reinforcing its status as the ultimate platform for Malta's leading CEOs and top business executives.



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About MaltaCEOs

Owned and managed by Content House, Malta's largest media organisation, the **MaltaCEOs** brand spans multiple platforms, including:

- **MaltaCEOs Annual Publication**
The flagship high-end print edition
- **MaltaCEOs.mt**
A dynamic business portal featuring exclusive daily content
- **The Malta CEOs Weekly**
A widely circulated business mailshot reaching thousands of CEOs, business owners, directors, and C-level executives
- **50 Business Leaders**
A specialised sub-brand dedicated to serialised interviews with top CEOs, business leaders, and entrepreneurs



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Estimated Reach of the Annual Publication: **70,000+ annually**

This estimate is based on long-term assessments of various distribution models, leveraging both direct and multiplier distribution channels to maximise visibility among potential readers.



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MaltaCEOs 2027 Publication

The upcoming **MaltaCEOs** 2027 edition will once again feature Malta's leading CEOs, their key roles, achievements, and strategic agendas. It will explore the traits that define successful business leaders while examining how CEOs are shaping their organisations to thrive in Malta's evolving economic landscape. The publication will also provide insights into business and social trends, highlighting the leadership qualities that drive corporate success in today's financial climate.

MaltaCEOs serves as an exclusive platform for accomplished business professionals in Malta. The annual print edition features high-end printing specifications, ensuring premium quality and presentation.



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Distribution

The publication is distributed across a broad network of key business locations, including:

- Top companies across all sectors
- Direct distribution to business leaders, CEOs, and prominent firms via a leading courier service
- Government offices, including the Office of the Prime Minister, Ministries, Agencies, and Departments
- Embassies and Consulates in Malta
- Leading banks, business centres, and high-end hotels
- Public and private hospitals and clinics
- Retail distribution at WHSmith, Agenda Bookshop, and other leading newsagents
- Digital access via MaltaCEOs.mt

Quality

- Size: 230mm x 290mm
- Premium print specifications: High-quality lamination on the cover and perfect binding for a superior finish.



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Advertising Rates

Inside Front Cover Spread: €3,000
(460mm W x 290mm H + 5mm bleed)

2 Full Pages or a Spread: €2,000
(460mm W x 290mm H + 5mm bleed)

Inside Back Cover: €2,000
(230mm W x 290mm H + 5mm bleed)

Full Page: €1,200
(230mm W x 290mm H + 5mm bleed)

Premium Cover Spreads: €2,500
(460mm W x 290mm H + 5mm bleed)



CEO INSIGHT

"I hope the healthcare community in Malta is ready for the changes coming through AI. We can't afford to react after the fact. We need to pro-actively embrace it and stay one step ahead."

Malta 100th 2024
THE ISLAND'S MOST INFLUENTIAL BUSINESS MINDS

Jean-Claude Muscat

CEO, SAINT JAMES HOSPITAL

"2025 WAS A MILESTONE YEAR THAT FUELS OUR NEXT WAVE OF INVESTMENT."

2025 MARKED SAINT JAMES HOSPITAL'S BEST YEAR ON RECORD, BACKED BY A SLATE OF MULTIMILLION-EURO INVESTMENTS AND SIGNIFICANT TECHNOLOGICAL UPGRADES. NOW THE HOSPITAL IS ENTERING ITS NEXT PHASE OF GROWTH AND TRANSFORMATION. YET FOR CEO JEAN-CLAUDE MUSCAT, AN EVEN BIGGER OPPORTUNITY LIES BEYOND SAINT JAMES' OWN EXPANSION, ONE IN WHICH PRIVATE HEALTHCARE PLAYS A MORE PROMINENT, COLLABORATIVE ROLE WITHIN MALTA'S NATIONAL HEALTHCARE SYSTEM.

Artificial intelligence (AI) has sparked intense debate across almost every industry, promising breakthroughs on one hand while raising concerns and question marks on the other. In healthcare, however, hesitation is fading fast thanks to AI's potential to become a widespread force for good, positively transforming the entire care continuum. And few people in Malta are leaning into this future as decisively as Jean-Claude Muscat, CEO of Saint James Hospital.

Jean-Claude has spent recent years exploring firsthand where AI can make a meaningful difference within the hospital's walls. For him, the question is not whether AI will change things, but how soon we can adapt to – and take advantage of – this new reality.

"Healthcare is seeing dramatic, exponential change," he says. "The developments in data and innovation are incredibly exciting."

Some of these changes are already visible at Saint James. A recent introduction is an AI-assisted reporting system used by doctors. As the doctor speaks with the patient, the AI system listens in real time and prepares a full medical report by the end of the consultation. "It even filters what's relevant and what's not," Jean-Claude explains. "If the consultation drifts into everyday topics, it knows to leave those out. In practical terms, this frees doctors to spend more quality, personalised time with patients, rather than losing hours to forms and reports."

45

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CEO Interviews – 50 CEO Interviews Series

MaltaCEOs features in-depth interviews with leading CEOs, conducted by a professional editorial team. Each interview includes a bespoke photoshoot and a dedicated feature in both the print and digital editions.

Participation Fee: €3,000 (4-Page Interview)

Selection of CEOs is at the discretion of the publisher.



What's Included:

- A professional business writer conducts the interview
- A leading photographer provides a high-end C-level photoshoot
- 4-page feature in the annual **MaltaCEOs** publication
- Online serialisation on MaltaCEOs.mt, with extensive digital exposure across LinkedIn and Facebook
- SEO-optimised content for year-long online visibility on MaltaCEOs.mt
- Full rights to the professional photoshoot for corporate use

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Platinum Sponsorship Packages

A limited number of Platinum Sponsorship Packages are available, offering premium branding opportunities.

Package Includes:

- 4-page CEO interview
- Double-page advertising spread
- Company logo placement on the cover
- Up to 50 copies of MaltaCEOs (including up to five international deliveries)

Platinum Package Rate: €10,000

Sponsors may arrange for international shipping or collect copies from Content House's offices at The Quad, Central Business District, Malta.



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Printing Specifications



2 Full Pages or a Spread/ Premium Cover Spread Advert

Trim Size: 460mm W x 290mm H
Text Safe Area: 446mm W x 276mm H
Gutter Allowance: 7mm
Bleed Size: 470mm W x 300mm H
Bleed: 5mm bleed all round

Inside Front Cover Spread Advert

Trim Size: 460mm W x 290mm H
Text Safe Area: 434mm W x 276mm H
Gutter Allowance: 7mm
Bleed Size: 470mm W x 300mm 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.



Full Page Advert

Trim Size: 230mm W x 290mm H
Text Safe Area: 216mm W x 276mm H
Gutter Allowance: 7mm
Bleed Size: 240mm W x 300mm H
Bleed: 5mm bleed all round

Inside Back Cover Advert

Trim Size: 230mm W x 290mm H
Text Safe Area: 204mm W x 276mm H
Gutter Allowance: 7mm
Bleed Size: 240mm W x 300mm H
Bleed: 5mm bleed all round

GENERIC SPECIFICATIONS

Crop Marks: Not required **Binding:** Perfect bound **Format:** PDF / JPG **Resolution:** Minimum 300DPI
Convert to CMYK: ISO Coated (ECI) FOGRA39 (ISO 12647-2:2004)

TERMS & CONDITIONS

- All rates exclude VAT.
- Advertising rates do not include artwork production.
- Artwork Creation: €150 | Artwork Resizing: €50
- Cancellation Fee: 40% of booking cost (one-month written notice required. Shorter notices are liable to pay the full amount).
- Invoices issued upon publication, with a 30-day payment term.

Join **MaltaCEOs**
2027 and position
your brand
among Malta's top
business leaders!

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