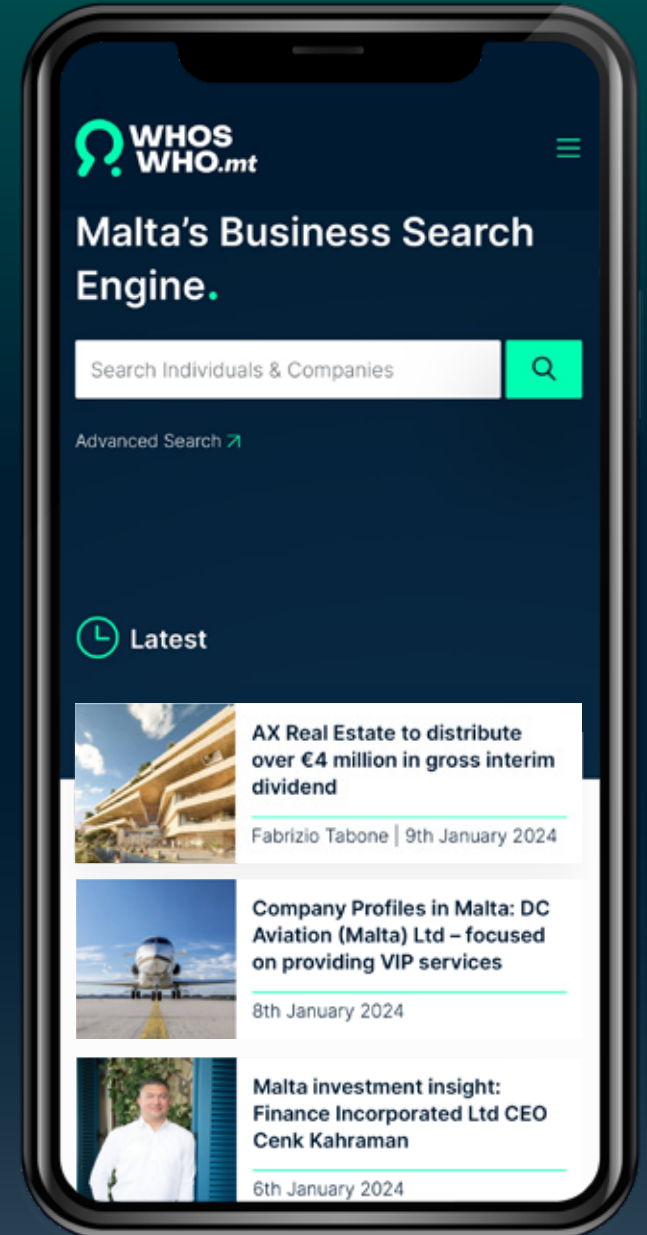


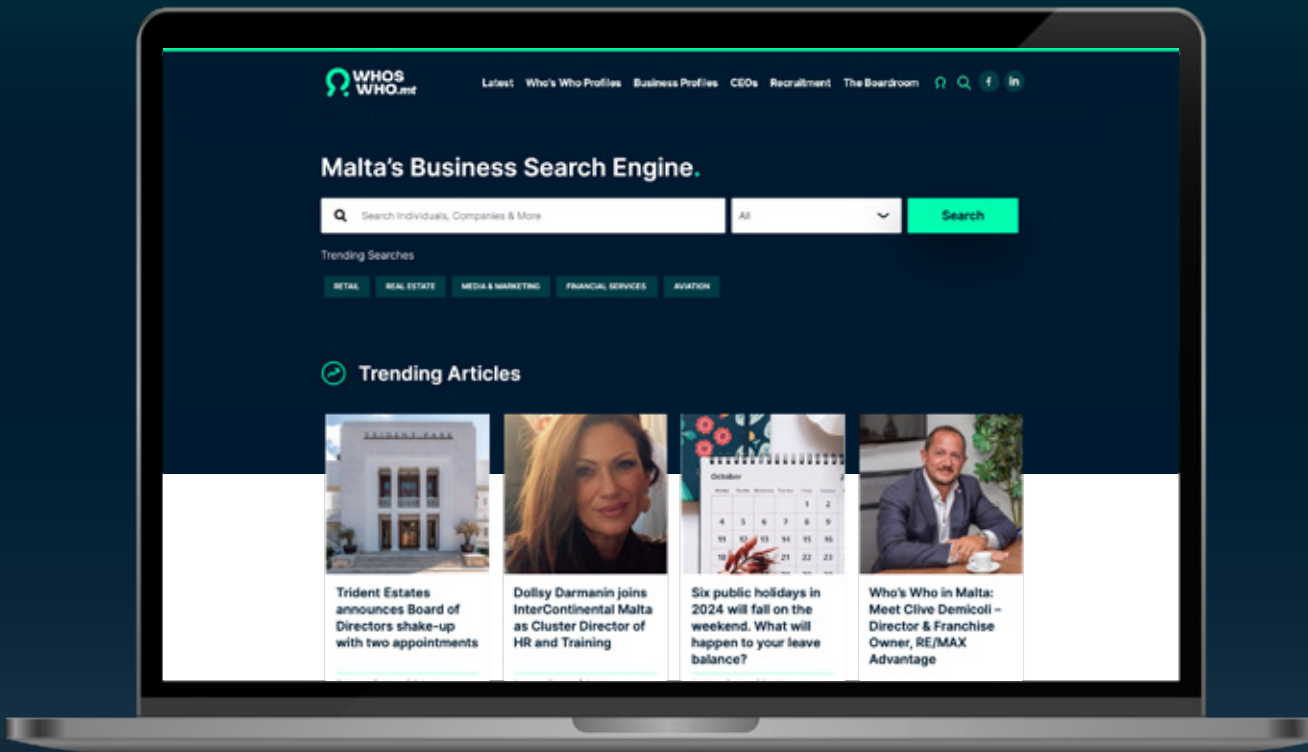


**Connecting People  
In Business**

**Media Kit**

A MEDIA BRAND BY  
**Content House**





**Connecting business people together, WhosWho.mt is Malta's leading business networking platform, featuring thousands of Who's Who profiles as well as Business Profiles. Backed by a large team of business writers and journalists, WhosWho.mt produces daily, home-grown organic content on what's happening in the business scene locally, providing constant updates on people in business and companies.**

# OUR AUDIENCE

## Gender

Female – **57.3%**  
Male – **42.7%**

## Country

**87%** of traffic coming  
from **Malta**

## Age

18-24	25-34	35-44	45-54	55-64	65+
<b>5%</b>	<b>24%</b>	<b>23%</b>	<b>18%</b>	<b>14%</b>	<b>16%</b>

## WHO'S WHO PROFILE

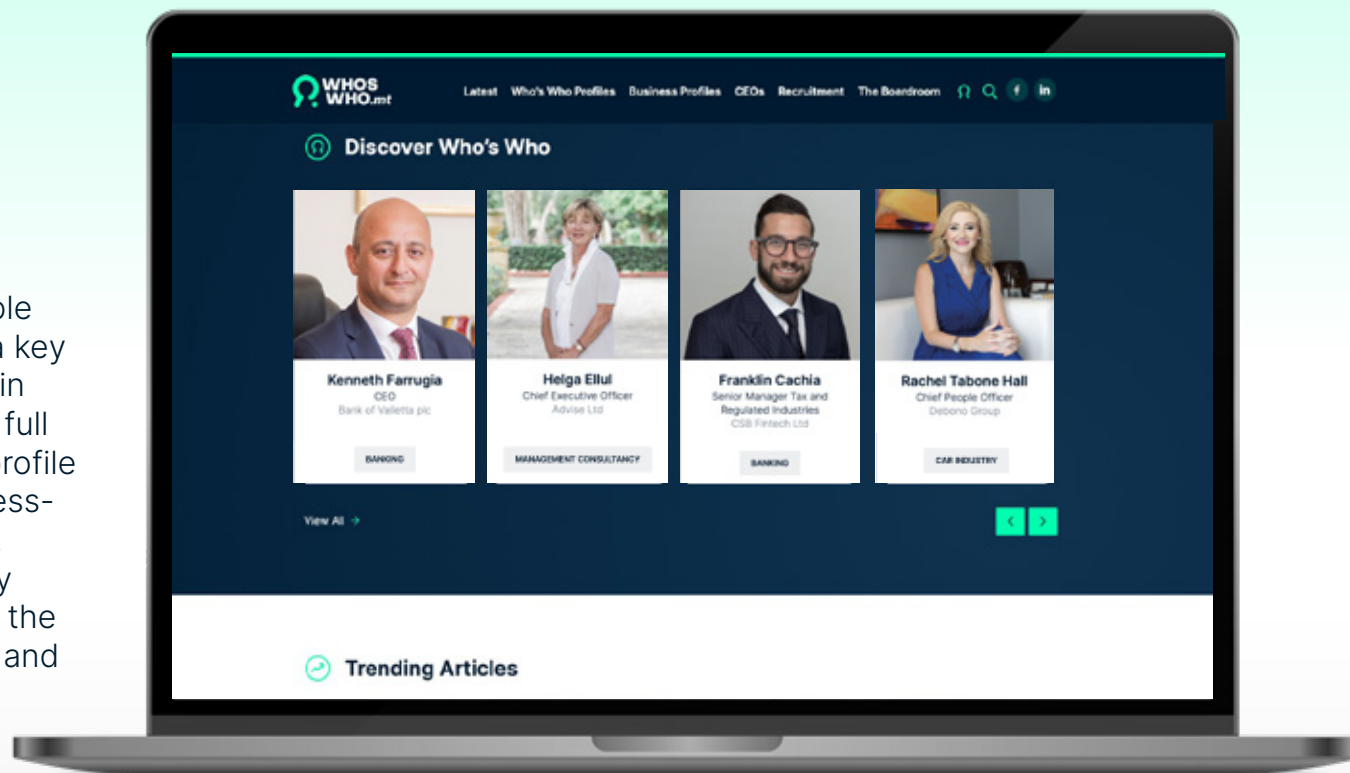
**€700 YEARLY**

Want to form part of Malta's elite club of people in business? Not only is a Who's Who Profile a key tool for any professional but also a necessity in today's business climate. The fee will cover a full year exposure on WhosWho.mt, where your profile will form an integral part of the portal's business-to-business search engine and results pages. Also, each profile will be linked to strategically selected keywords, guaranteeing visibility for the search terms that are most important for you and your business.

### THE PROCESS

All you need to do is fill out a form and send it back to us, together with an image and company logo. The material provided will be proofread by our in-house journalists and uploaded onto WhosWho.mt.

If a company has multiple businesses and management executives, a tailored package can be discussed to offer you a comprehensive number of Who's Who Profiles at competitive prices.



## PREMIUM WHO'S WHO PROFILE

€1,200 YEARLY

**TAKE THINGS UP A NOTCH! GET YOUR OWN WHO'S WHO PROFILE TOGETHER WITH THESE ESSENTIAL ONLINE ADD-ONS, INCLUDED IN ALL PREMIUM PACKAGES:**

### 1. SERIALISE TO STAND OUT

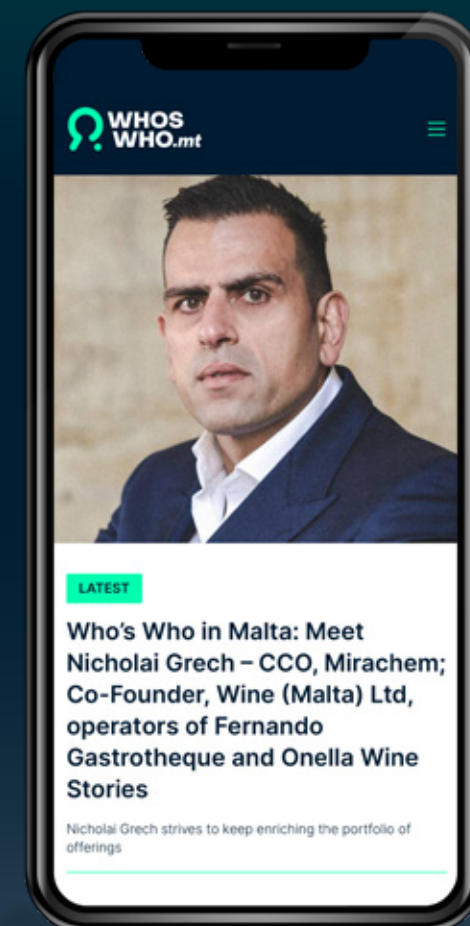
Elevate your presence within our business networking platform with a serialised profile. What does this all mean? One of our talented journalists will use the information from your profile and serialise it into an article that is sure to stand out. Your serialised profile will be published on WhosWho.mt's homepage and can be found at any given time through our extensive search engine. Above and beyond that, your serialisation will be posted onto our Facebook & LinkedIn pages, which guarantee an audience of over 25,000 people.

### 2. LET'S GET BOOSTING

Our team of digital marketing strategists know exactly how to get the ball rolling. Your serialised profile will be boosted on our socials for a full week, whilst always keeping your target audience in mind. This add-on not only provides further exposure but also ensures that you are recognised amongst Malta's business community.

### 3. ENHANCED KEYWORDS FOR SUCCESS

Elevate your WhosWho profile with an extensive array of keywords. Opt for our Premium package, and gain access to additional, meticulously tailored keywords designed to strategically elevate your brand in the market. This proactive approach not only optimises your ranking within our business-to-business search engine and networking platform but also enhances your visibility among key stakeholders. Rest assured; our dedicated digital marketing team is on standby, ready to offer expert guidance whenever needed.





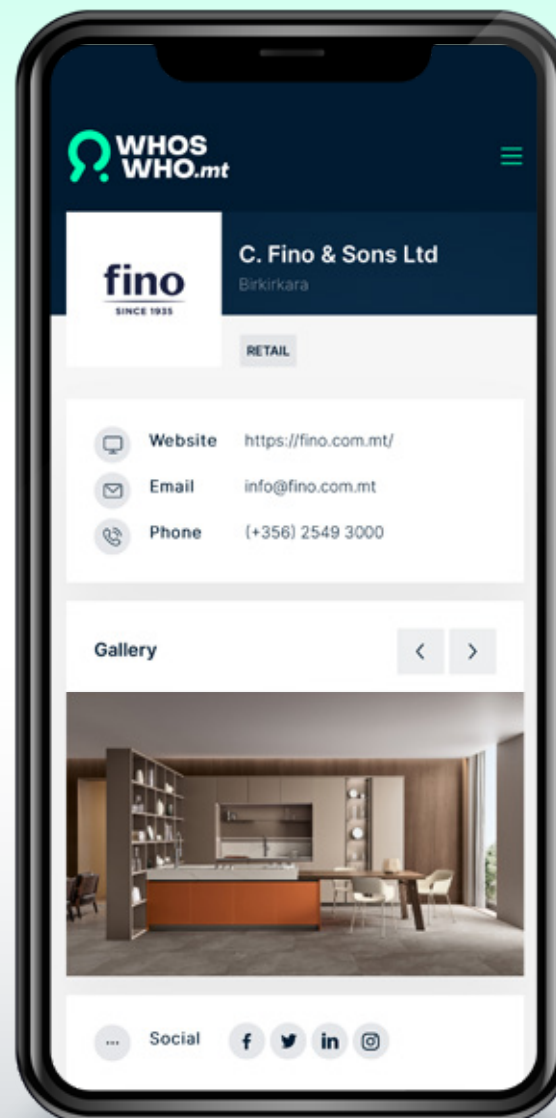
## ONLINE BUSINESS PROFILE

**€700 YEARLY**

Don't miss out on the thriving community of Malta's top businesses already engaging with the Who's Who online business platform. Our package presents an exclusive chance for businesses to shine through a listing on the WhosWho.mt business-to-business search engine and result pages. Connect effortlessly with other pertinent businesses on the island, expanding your network and opportunities. Moreover, each profile will be meticulously linked to strategically chosen keywords, ensuring maximum visibility for the search terms critical to you and your business success.

### THE PROCESS

All you need to do is fill out a form and send it back to us, together with images and your company logo. The material provided will be proofread by our in-house journalists and uploaded onto WhosWho.mt. It's really that simple.



## PREMIUM ONLINE BUSINESS PROFILE

€1,200 YEARLY

**TAKE THINGS UP A NOTCH! GET YOUR OWN ONLINE BUSINESS PROFILE TOGETHER WITH THESE ESSENTIAL ONLINE ADD-ONS, INCLUDED IN ALL PREMIUM PACKAGES:**

### 1. SERIALISE TO STAND OUT

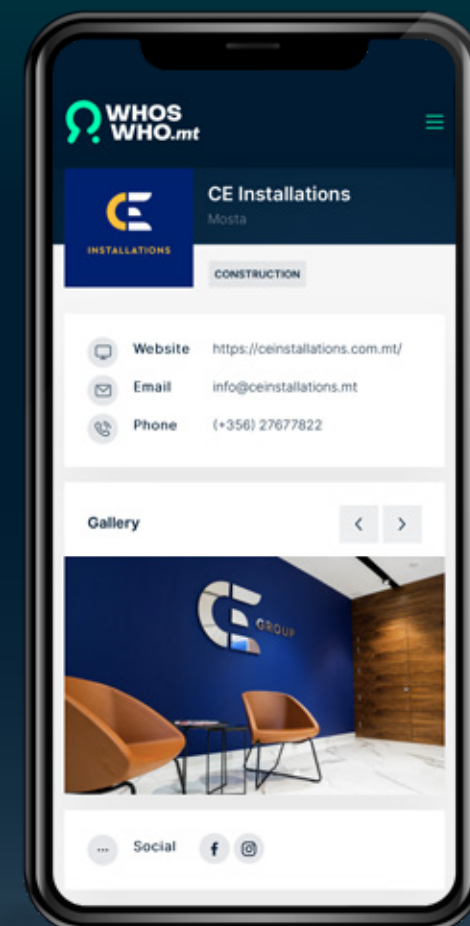
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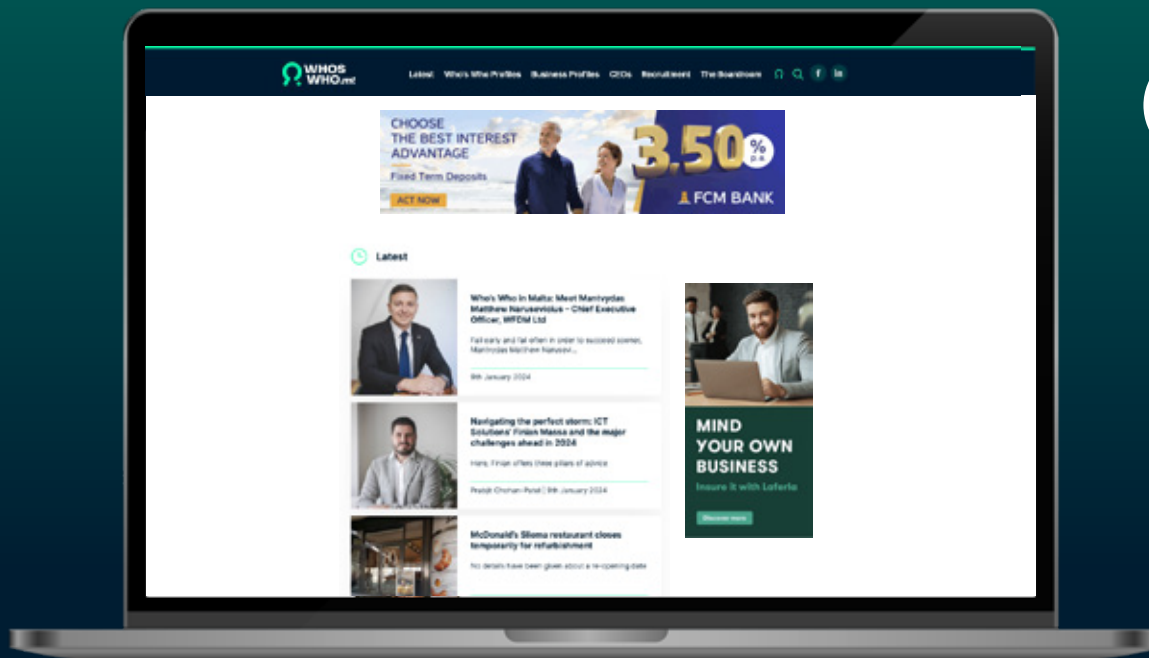
### 2. LET'S GET BOOSTING

Our team of digital marketing strategists know exactly how to get the ball rolling. Your serialised profile will be boosted on our socials for a full week, whilst always keeping your target audience in mind. This add-on not only provides further exposure but also ensures that you are recognised amongst Malta's business community.

### 3. ENHANCED KEYWORDS FOR SUCCESS

Elevate your Online Business profile with an extensive array of keywords. Opt for our Premium package, and gain access to additional, meticulously tailored keywords designed to strategically elevate your brand in the market. This proactive approach not only optimises your ranking within our business-to-business search engine and networking platform but also enhances your visibility among key stakeholders. Rest assured; our dedicated digital marketing team is on standby, ready to offer expert guidance whenever needed.





## ANIMATED ADVERTISING BANNERS

Your company has the opportunity to showcase its business on this exciting dynamic platform. In keeping with international trends, our banner sizes match those utilised by major international portals and are enhanced to maximise exposure across all devices, including smartphones and tablets. These are the animated banner options we offer:

### **BILLBOARD BANNER** (DESKTOP)

Media Size: 970×250 pixels

1 month €700

### **HALF-PAGE BANNER** (DESKTOP)

Media Size: 300×600 pixels

1 month €700

## GET THE BEST OF BOTH WORLDS! UPGRADE TO ADVERTISE ON BOTH DESKTOP & MOBILE

### **BILLBOARD & RECTANGULAR BANNER**

Media Size: 970×250 pixels & 300×250 pixels

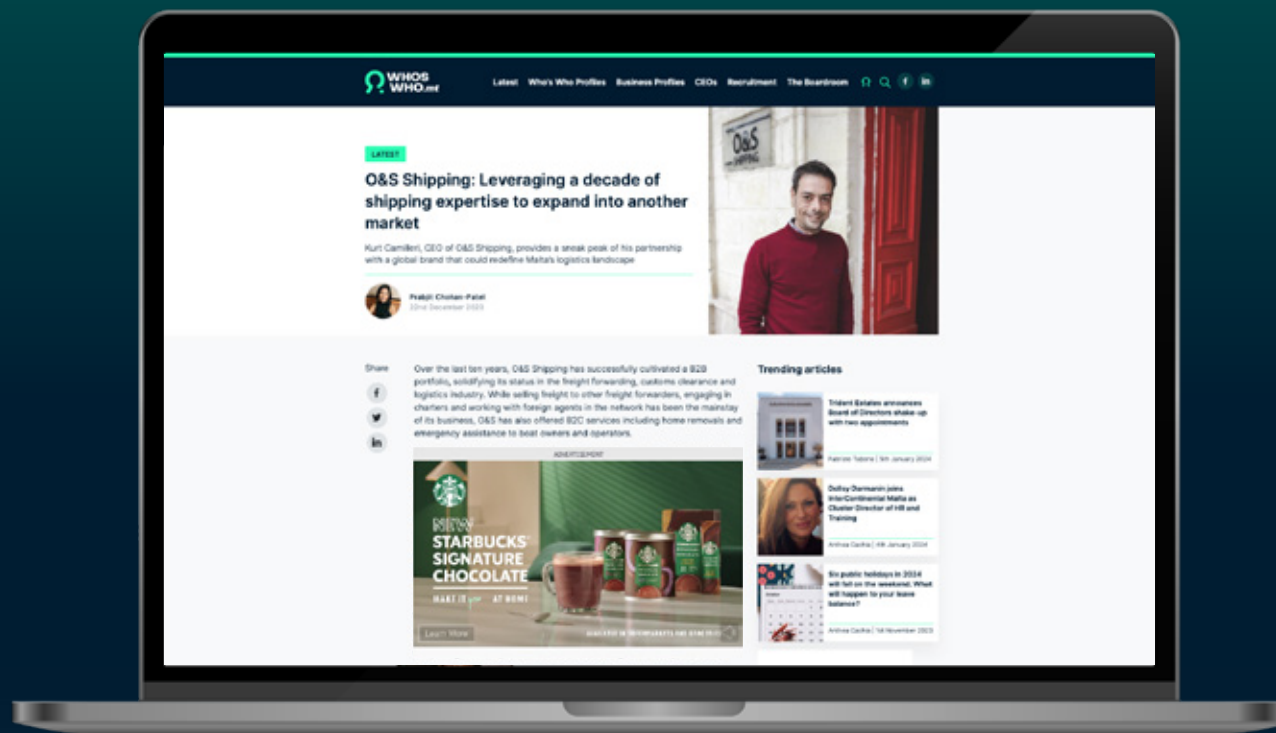
1 month €900

### **HALF-PAGE & RECTANGULAR BANNER**

Media Size: 300×600 pixels & 300×250 pixels

1 month €900

The above rates are based on 10% occupancy.  
File format: JPG, PNG, GIF or animated GIF.  
Max. Size 150KB (Billboard & Half-Page), 50KB (Rectangular).



## VIDEO ADVERTISING

Increasingly in the world of advertising, video is being used to tell a brand or product's story. As a medium, video enables you to connect with your target audience on a deeper level, letting them know what you're all about. Want to promote your business using an eye catching video? We offer that too:

## OUTSTREAM VIDEO ADS

Outstream Video Ads are undoubtedly the most innovative form of video advertising – a game changer in the digital world. So, what's so great about it? This video content is seamlessly integrated within desktop and mobile, and is non-intrusive to the user experience. A high-impact, engaging video, this ad features on all article pages and becomes visible as users scroll through.

1 month                    €1,200

The above rate is based on 10% occupancy  
 File format: .mp4  
 Max. Size 8MB  
 Ratio: 16:9  
 Dimension: 1280x720px  
 Video Duration: 15/30 sec  
 FPS: 24

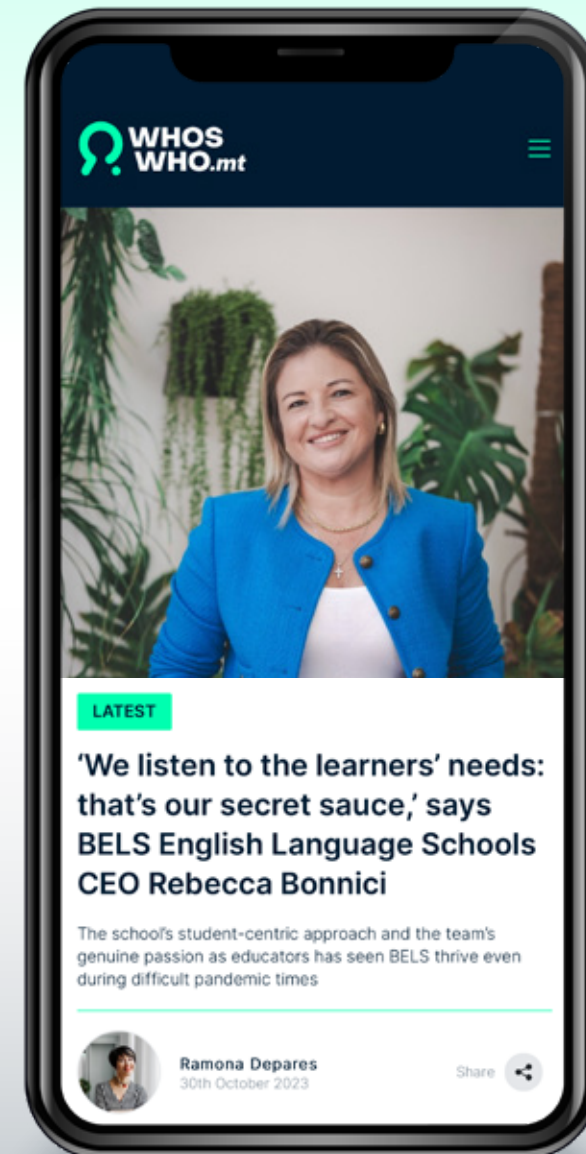
## SPONSORED BUSINESS CONTENT

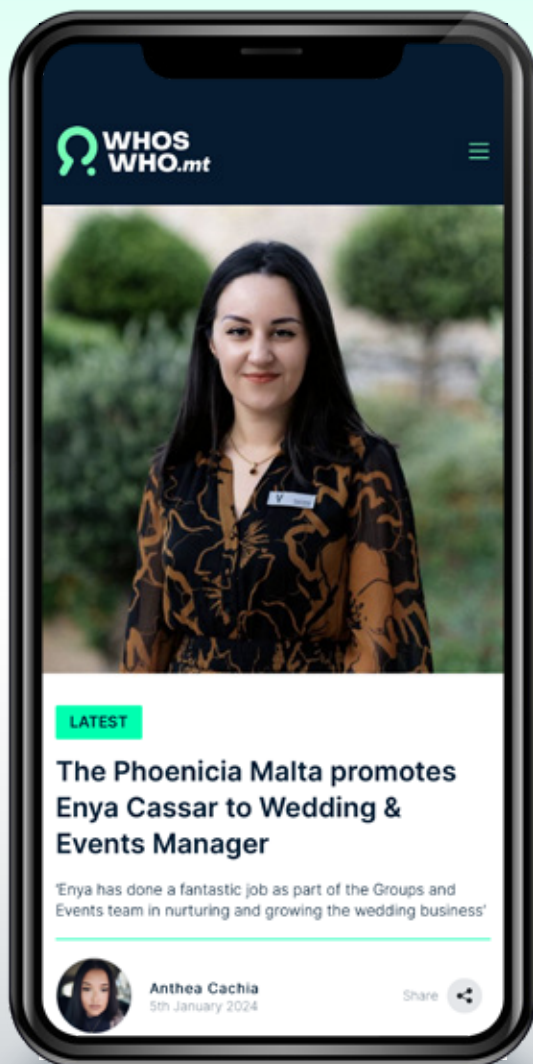
**€1,500 (INCLUDES JOURNALIST & PHOTOGRAPHER FEES)**

This form of Premium Sponsored Business Content is considered one of the most effective means of modern digital marketing. Through it, advertisers can reach an audience in a seamless way and without disrupting the flow of content reaching the end-user. Sponsored Business Content is essentially online content that is created for paid promotion, which does not use a traditional ad format such as a banner ad but features editorial content such as an interview with a business professional, a case study or a product/event review.

### THE PROCESS

The article will be written by one of our talented in-house journalists and then passed on to the client for approval. It is then in the hands of our digital marketing experts to make sure that the post stands out from the rest! Our team will ensure that the article is seen by as many people as possible, including via the running of a digital marketing campaign on Facebook. Additional exposure will also be given through WhosWho.mt's LinkedIn page through both posting and boosting. The fee is all-inclusive and covers all the different elements of the job from digital marketing to the assigned journalist as well as photography.





## **BUSINESS BITS**

### **€1,500 FOR 3 SHORT FEATURES OR €750 FOR 1**

Spread the news quick, easy and in the most efficient manner! We understand that you may have shorter but just as newsy business news that you'd want to share, such as new appointments, job opportunities, new developments within your business and other business or commercial bits. WhosWho.mt caters for such information too. These features would be shorter and to the point and would allow a maximum of 250 words, which would be supplied by yourself and reviewed by our editorial team.

### **THE PROCESS**

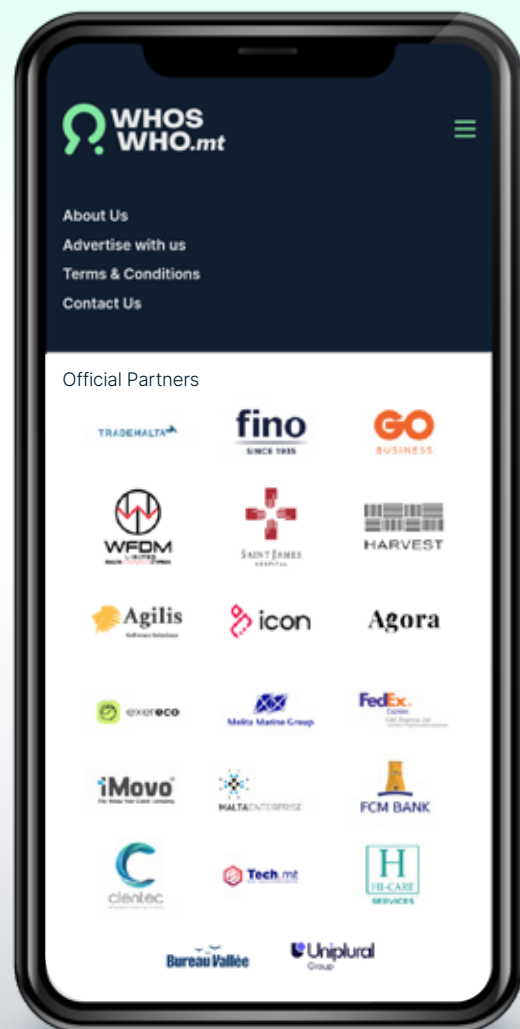
Once you send the text, our business writers will proofread your text and will apply any necessary tweaks to bring the feature in line with the portal styleguide. High-quality images must also be supplied with the text to give better context to the post. Once it's ready to go, our digital marketing specialists will apply all the necessary tools to ensure your news is seen by as many people as possible. Additional exposure will also be given through WhosWho.mt's social channels, such as Facebook and LinkedIn. Here we will post and also boost for you!

## OFFICIAL PARTNER STATUS

€15,000

With an 'Official Partner' Status you will gain access to WhosWho.mt whenever you need it! Through this 12-month partnership, your organisation will get into a league where you can count on our support whenever you need it. So if your company has launched a new product, has a major announcement to make or an important statement to communicate, you can count on us – you will be able to rely on our editorial team and digital marketing know-how to ensure that your sponsored articles are posted in a timely manner and will get wide exposure, not only on the portal per se, but on our popular social pages too, both on Facebook and LinkedIn.

Gaining the status of an 'Official Partner' of WhosWho.mt is indeed prestigious and is a reserved privilege for brands that match the character and personality of the WhosWho brand. But besides gaining status and prestige, an organisation that becomes an official partner of WhosWho.mt will also benefit from the following:



- **AN ANIMATED ONLINE ADVERTISING BANNER AT 10% OCCUPANCY FOR 12 MONTHS** on the homepage as well as in the articles section, which can be changed throughout the year as you please. With the 'Official Partner' status you also gain flexibility, so if you would not like your online banner to be published on certain months but want to run 2 consecutive banners on other months, the Official Partnership programme is flexible enough to accommodate a flexible and bespoke approach that's tailored to your needs.
- **SPONSORED CONTENT ARTICLES PUBLISHED ON THE PORTAL ON DEMAND.** Whenever you have news to communicate to the business community, companies, people in business, business leaders and CEOs, people in management and professionals, you can make use of our portal, and our popular social pages on LinkedIn and Facebook to reach out – the relationship at this level caters for an ad hoc approach, tailored to your requirements.
- **YOUR LOGO WILL FEATURE WITHIN A FOOTER ON EACH AND EVERY PAGE OF THE SITE, INCLUDING ARTICLES AND OUR HOMEPAGE.** Your logo will also be clickable and will lead to any URL of your choice, whether it's your website or Facebook page, etc.



## TERMS & CONDITIONS

- Rates are exclusive of VAT
- 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.
- Artworks must be sent to our offices five working days before the commencement of the campaign. If the material is sent any later, the advertising campaign cannot be extended beyond the agreed dates of the booking order.
- Invoices will be issued upon confirmation of booking. Terms of payment – 30 days from date of invoice.

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WhosWho.mt is owned and produced by Content House Group, Malta's largest media organisation in the online and print media sectors.

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

**Content House**