



**Real Stories. Real Leaders.
Real Impact.**

**A VIDEO SERIES BY
WHOSWHO.MT**

Media Kit

A MEDIA BRAND BY
Content House

INTRODUCING THE WHOSWHO FLAGSHIP VIDEO SERIES

‘WhosWho List - Real Stories. Real Leaders. Real Impact.’ is our flagship video series. Each **90-second reel** spotlights a business leader, highlighting their leadership, values, and company culture. Professionally produced, these reels are posted across our key social media channels i.e. LinkedIn, Facebook and Instagram, projecting success, leadership, and credibility.

KEY BENEFITS FOR PARTICIPANTS

- Gain visibility and credibility as a top business leader through a premium reel
- Highlight a milestone, achievement, or upcoming announcement
- Showcase your personality, leadership style, and company culture
- Position yourself and your brand in front of Malta's top executives and decision-makers
- Leverage the power of WhosWho.mt's trusted business audience
- Repurpose the reel across your own marketing, employer branding, and recruitment channels





WHAT'S INCLUDED

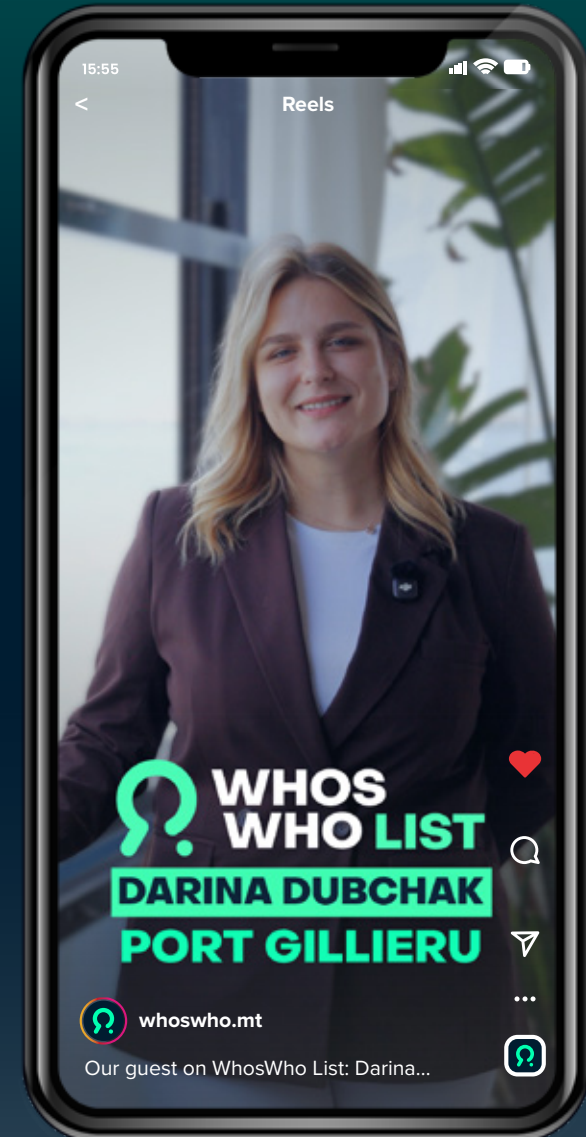
- A professionally shot and edited 90-second reel filmed on location, based on a 90-minute filming session at a single address. Multiple locations incur an additional cost
- Reel published on all WhosWho.mt social media platforms, including Facebook, LinkedIn, Instagram, TikTok and YouTube
- Reel boosted on Facebook. Clients may also allocate an additional budget for boosting on other major social media platforms.
- Full rights to use the final video with WhosWho List branding on company socials
- All filming, editing, motion graphics, and post-production included

PRICE: €2,500 PACKAGE



FILMING & EDITING

- Complete reel production handled by our team from start to finish, delivering high-quality, engaging content tailored for social media
- Captured using professional-grade cameras and premium sound recording equipment
- Edited for maximum impact with sharp visuals, smooth transitions, and on-brand messaging
- Designed to maximise reach, engagement, and brand visibility — with a clean, polished, professional finish





DISTRIBUTION POWER

Your reels will be:

- Shared on the social media platforms of WhosWho.mt, which generates 4.3+ million views monthly
- Reaching thousands of targeted professionals on LinkedIn
- Reaching a business-focused audience on Facebook and Instagram
- Extended to audiences on TikTok and YouTube, increasing visibility across leading video-first platforms
- Engaging a loyal, high-value business community aligned with the WhosWho brand



ABOUT WHOSWHO.MT

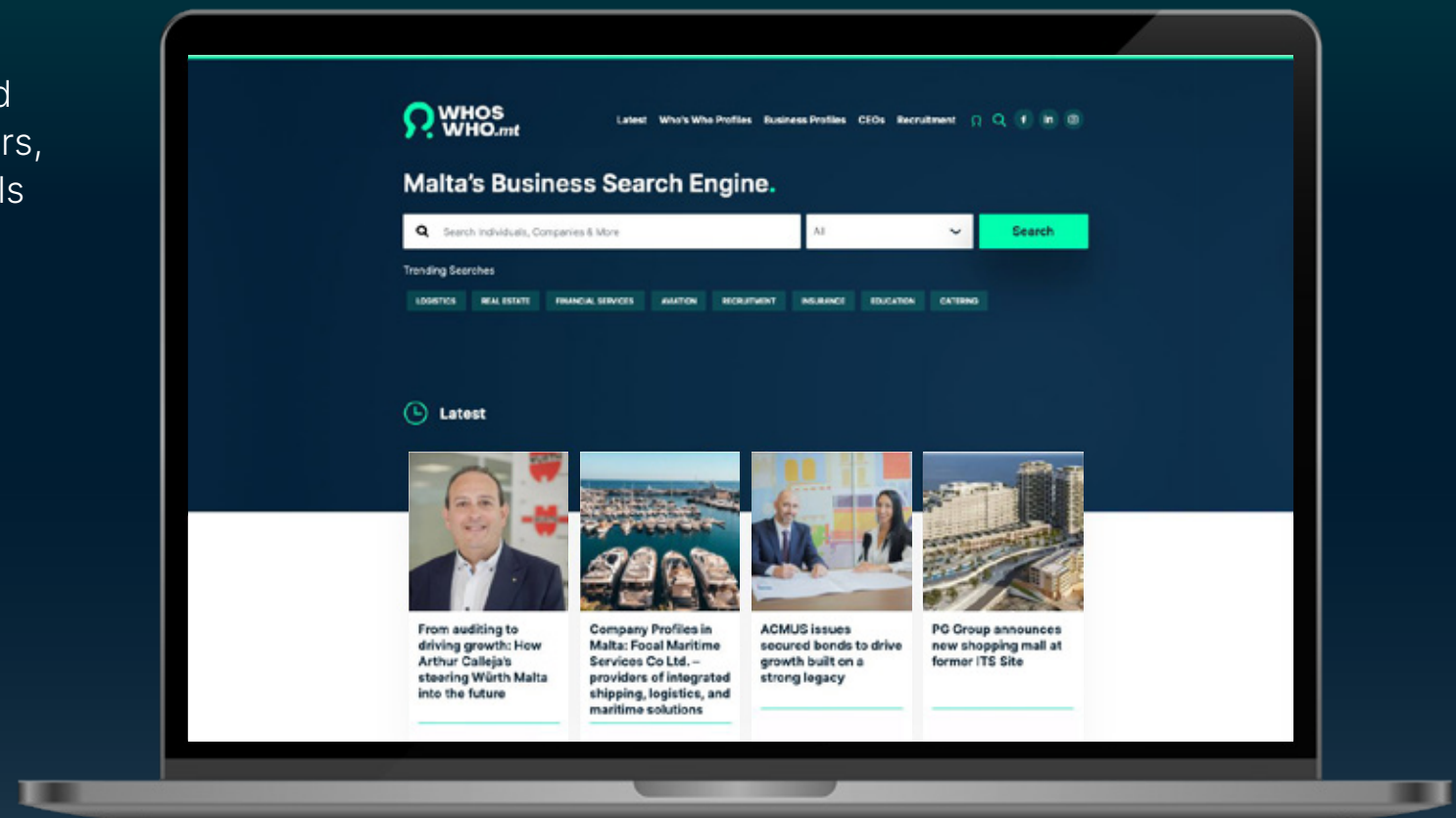
WhosWho.mt is Malta's leading online business platform, visited by thousands of decision-makers, entrepreneurs, and professionals every day. WhosWho.mt also enjoys significant following on LinkedIn, Facebook, Instagram, TikTok and YouTube.

**51+ million
annual views**

on WhosWho.mt and its
social media platforms

Audience

includes business leaders,
CEOs, directors, c-level
executives, HR leaders,
professionals, and graduates





TERMS & CONDITIONS

- Rates are exclusive of VAT.
- A cancellation fee of 40% applies to any cancelled booking. A minimum of one month's written notice is required to cancel a pre-booked campaign.
- The company logo may appear only at the end of the reel.
- The reel will be sent for approval. Up to 3 rounds of changes may be made per reel. No further changes can be made after client approval.
- Cancellations made after filming is completed are subject to full payment of the agreed package fee.
- Copyright ownership of the reel remains with Content House Group.
- Invoices will be issued upon confirmation of booking. Terms of payment – 30 days from the date of invoice.

Let's Feature Your Business Next

Reach out to the Content House team today via
info@contenthouse.mt or call **+356 2132 0713**.

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

Content House