

MaltaCEOs.mt

Media Kit

MaltaCEOs.mt

A unique online platform reaching out to Malta's CEOs and business leaders

Following the unprecedented growth of the MaltaCEOs brand, MaltaCEOs.mt is a natural progression and extension to the brand. A specialised online corporate portal focusing on Malta's business leaders, CEOs and news related to the corporate top tier C-Level segment in Malta, this highbrow platform allows business leaders to debate fundamental issues related to leadership, growth, strategy, innovation, organisational culture, managing people, technology, entrepreneurship, and decision-making, among others – while also featuring Malta's top 50 CEOs from the annual high profile MaltaCEOs publication.

As Malta's first online corporate portal targeting CEOs and business leaders, MaltaCEOs.mt is an excellent platform for premium advertising targeting Malta's top tier business leaders, CEOs, C-Level executives, senior and middle management, professionals and the high income earning segment. Moving away from the usual mainstream platform, MaltaCEOs.mt is brimming with distinctive and organic content.

Owned and operated by Content House, Malta's largest and leading publishing house in the online and print sectors, MaltaCEOs.mt 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.



MaltaCEOs.mt

The instant and rapid success of the MaltaCEOs annual publication has created the need and necessity for online expansion, complementing the role of the annual publication with an online strategic tool, that is essentially built on the following fundamentals:

1. IT'S A FOCUSED ONLINE BRAND TARGETING AND FEATURING BUSINESS LEADERS & CEOs

MaltaCEOs.mt serves as an exclusive club for Malta's business leaders, CEOs, managing directors, directors, managers, and professionals. Away from mainstream content, MaltaCEOs.mt is intrinsically linked to quality content, providing a platform for shared collaboration and provoking a discussion on growth and innovation in an ever-changing economic and political landscape.

2. THIS IS A PORTAL THAT DOESN'T PRETEND IT IS TARGETING EVERYTHING & EVERYONE!

What makes MaltaCEOs.mt a unique product is that it is niche and targeted. We don't aim to target the masses; we don't aspire to target everything or everyone. MaltaCEOs.mt is a specialised niche product that hones in on leadership, growth, business development and related topics. In complete synergy with the MaltaCEOs Annual Publication, we have evolved this prestigious brand online and on social media, which you can now exploit to reach out to Malta's business leaders, who incidentally have the highest spending power on the island.

3. SNIPER SPONSORED CONTENT TARGETING C-LEVEL COMMUNITY IN MALTA

Be seen on MaltaCEOs.mt through strategic targeted online banners, be they half-page banners or prominent billboard banners, or through strategic tailor-made sponsored content. This could take the form of a full-blown interview with any C-level member of your management, or through a number of brief sponsored content pieces to make certain important announcements. For sure, communicating to this specific audience through sponsored content will give you an edge!

4. PORTAL BACKED BY SOCIAL MEDIA LINKAGE ON FACEBOOK & LINKEDIN

MaltaCEOs has gained a strong reputation as one of Malta's largest, leading and most prestigious publications. We have now taken things to another level by making a significant investment in a state-of-the-art modern online portal as well as invested in significant resources on social media. Backed by a large creative team of business editors, business journalists, digital marketing strategists, creative directors and social media executives, MaltaCEOs.mt is the only platform targeting exclusively C-Level executives in Malta.

MaltaCEOs.mt

ONLINE PACKAGES

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. Large banners make it easier for advertisers to get their message across, which will yield better results. These are the animated banner options we offer:

Billboard Banners

Media Size: 970x250 pixels
1 month: €700

Half-page Banners

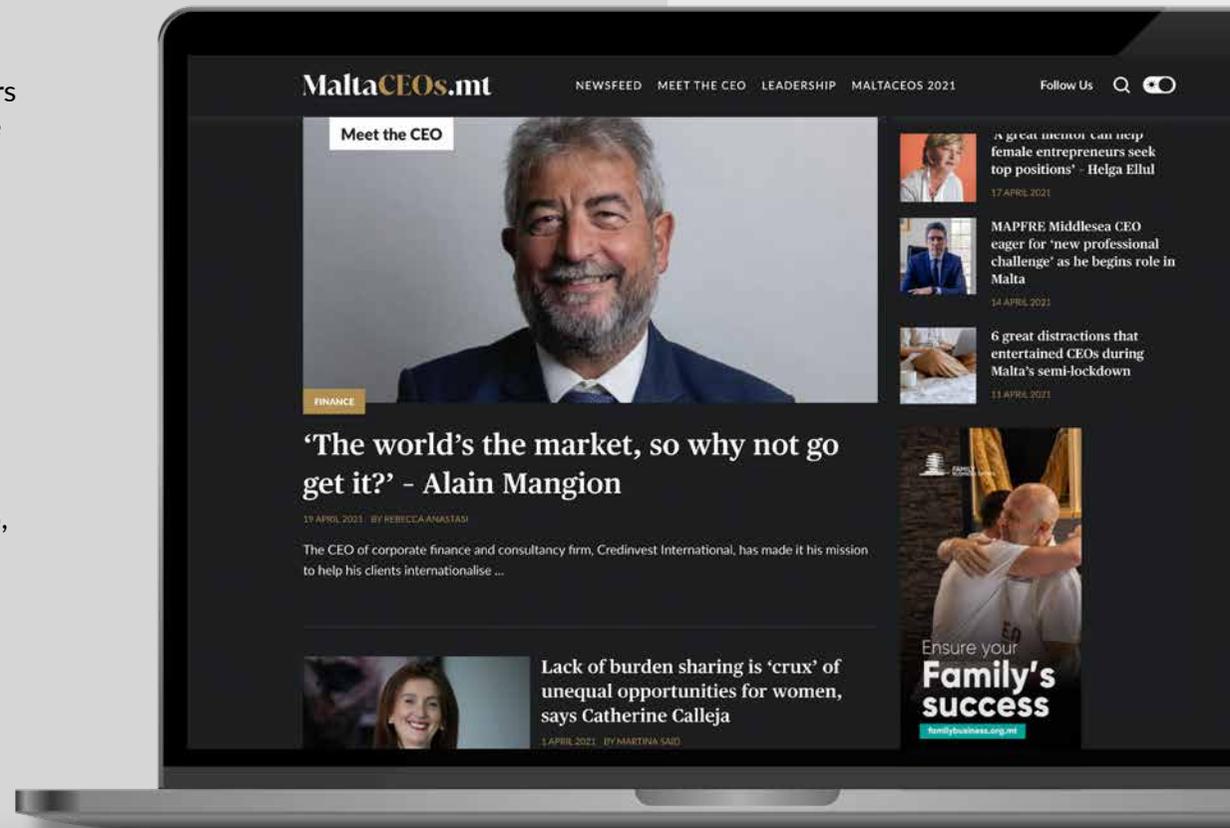
Media Size: 300x600 pixels
1 month: €700

The above rates are based on 10% occupancy.

File format: JPG, PNG, GIF or animated GIF.

Max. Size 150KB (Billboard & Half-Page), 50KB (Rectangular).

Being a responsive site, advertisers will get full exposure on desktop, as well as on mobile and tablet devices. Our team will ensure that your banner projects a high standard across the board by replacing half-page banners and billboard banners with rectangular banners (300x250 pixels) on mobile and tablet. In this case, the two banner sizes (half-page and rectangular OR billboard and rectangular) will need to be sent prior to the commencement of the campaign. Moreover, your banner ads will be highly visible in the specific business searches, in the articles, as well as on the homepage, of course depending on the percentage of penetration acquired.



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ONLINE PACKAGES

NEW Advertising formats that won't go unnoticed



"For this reason, Atlas Insurance has upgraded its Travelpak policy, by offering coverage for travellers who might be faced with COVID-19-related difficulties when abroad. The product will certainly provide the needed peace of mind to our customers, who are eager to travel once again," he continued.

ADVERTISEMENT

A unique platform for CEOs & business leaders

MaltaCEOs.mt

Why CEOs should invest in marketing literacy



3 ways Malta's CEOs should rethink leadership in a post-COVID world

Margaret Zhang appointed new Editor

Full-screen Scrollover

Exclusive to mobile, this ad is all about getting noticed. The concept is simple yet super effective. As users scroll, the ad is displayed in full view and takes over the full screen. There's no way your ad will be missed.

1 month €1,000

The above rate is based on 10% occupancy

Media size: 450x800 pixels

File format: JPG

Max. Size 150KB



Desktop Takeover

Available on desktop, this ad guarantees maximum reach and exposure. Running at a 100% occupancy on the homepage and article pages throughout the duration of the campaign, the ad will be the only one of its kind running on the site at any given time.

1 month: €1,500

The above rate is based on 100% occupancy

Media Size: 1920x1080 pixels

Max. Size 4MB

Text Safe Area for Screen Takeover: Any text is to be included in the centre of the artwork

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ONLINE PACKAGES

NEW Advertising formats that won't go unnoticed

The screenshot shows the MaltaCEOs.mt website interface. The navigation bar includes 'NEWSFEED', 'MEET THE CEO', 'LEADERSHIP', 'MALTACEOS 2021', 'Follow Us', and a search icon. The main content area features an article about Atlas Insurance's COVID-19 travel insurance product. A video advertisement is displayed within the article, showing a red car with a person inside. The video has a 'Learn More' button in the bottom left corner. To the right of the main article is a 'Spotlight' section with three featured articles, each with a small image, title, and date.

MaltaCEOs.mt NEWSFEED · MEET THE CEO · LEADERSHIP · MALTACEOS 2021 · Follow Us · Q ·

Atlas Insurance has added COVID-19 to its travel insurance product offer, ensuring that travellers insured with Atlas will be covered in relation to certain COVID-19-related difficulties.

Commenting on the upgrade to the Atlas Travelpak policy, Managing Director and CEO of Atlas Insurance **Matthew von Brockdorff** affirmed, "with several countries achieving encouraging results in the fight against COVID-19, it was only normal that people are now starting to consider their travel plans again."

"For this reason, Atlas Insurance has upgraded its Travelpak policy, by offering coverage for travellers who might be faced with COVID-19-related difficulties when abroad. The product will certainly provide the needed peace of mind to our customers, who are eager to travel once again," he continued.

ADVERTISEMENT

Learn More

The cover is at no additional cost to the regular premium and is intended to provide coverage in circumstances of cancellations and other eventualities due to a number of circumstances resulting from COVID-19. It will allow travellers to

Spotlight

Introducing Curmi Digital Wealth: A data-rich platform where clients can access investments 24/7
25 MAY 2021

'I consider myself so lucky' - Martina Zammit marks business partner Rachel Cachia's birthday
24 MAY 2021

'People don't work for a company, they work for a leader' - Gege Gatt
23 MAY 2021

Outstream Video Ads

There's no doubt that video is an extremely powerful form of advertising, with Outstream Video Ads being the most innovative – 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**

MaltaCEOs.mt

ONLINE PACKAGES

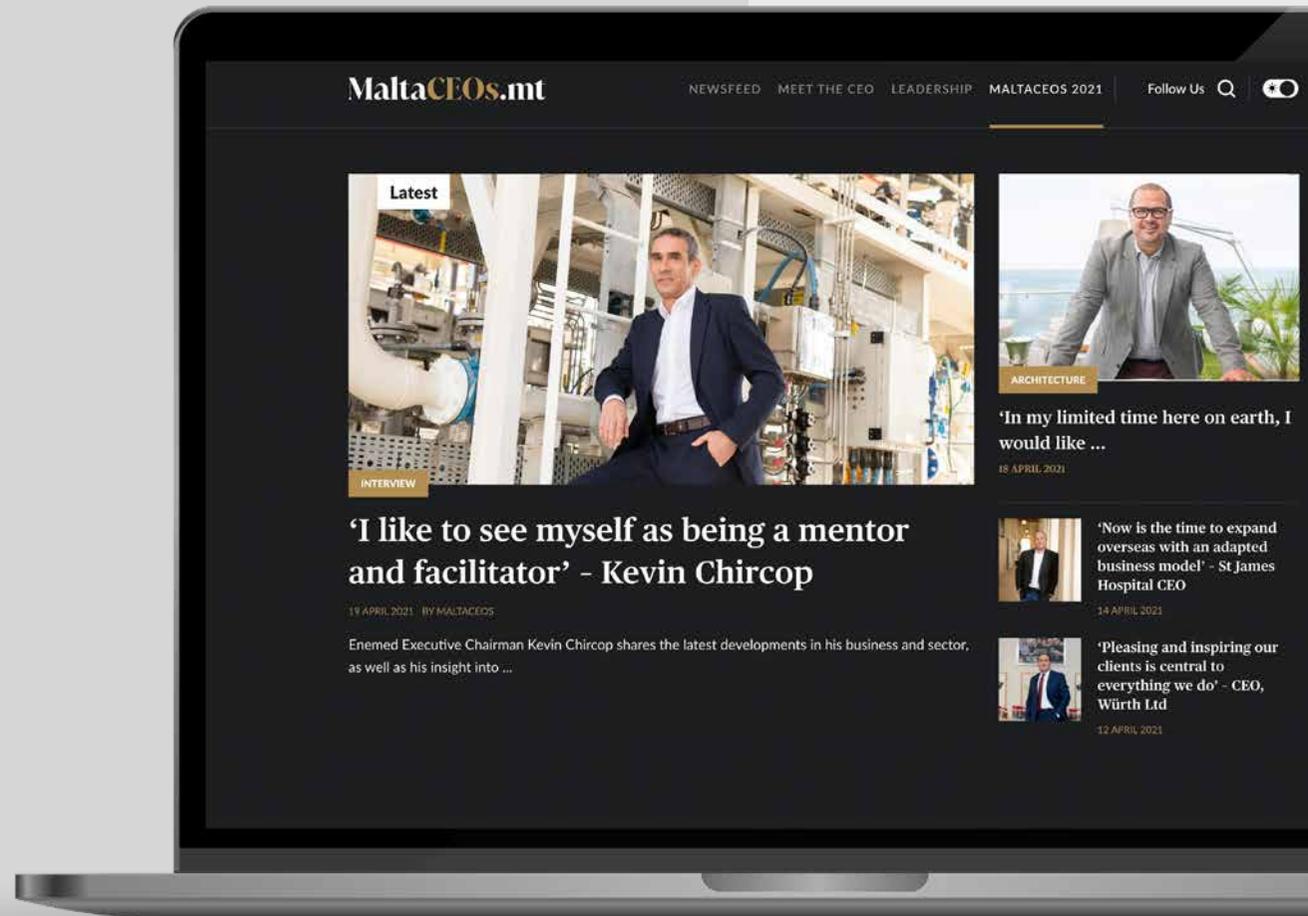
SPONSORED CONTENT

€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 content is essentially online content that is created for paid promotion, which does not use a traditional ad format such as a banner, but includes editorial content such as an interview with a business professional, a case study or a product/event review.

THE PROCESS

The interview is handled by one of our talented in-house journalists and then passed on to the client for approval. Such interviews can be done on Zoom or Teams. Once uploaded 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 posting on MaltaCEOs.mt's Facebook page and giving it a monetised boost. Additional exposure will also be given through our LinkedIn page, through posting. 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.



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ONLINE PACKAGES

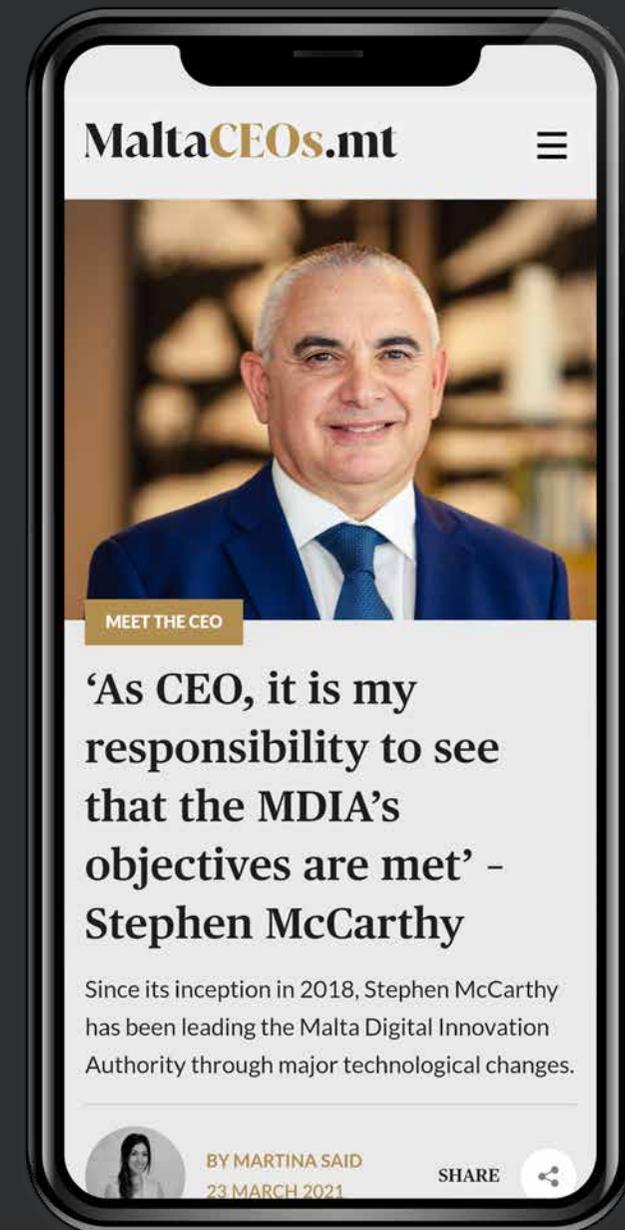
EXECUTIVE BRIEFS

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

The world of social media, even in the case of a platform targeting the C-Level community, implies brief snippets and articles to reinforce the message and remain in touch. We've created The Executive Briefs to give you such a platform where you can be concise and to the point, and would allow a maximum of 250 words together with images per article, to 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).

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. Images of a high quality 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 viewed by as many people as possible. Additional exposure will also be given through MaltaCEOs.mt's social channels, such as Facebook and LinkedIn. Here we will post and also boost for you!



MaltaCEOs.mt



ONLINE PACKAGES

BLOGS

€600 per blog post

Are you an expert in your field and keen to share your knowledge with the world? Then posting a regular blog on MaltaCEOs.mt is the best way to go. Blogs are written by business professionals on subjects ranging from managing people and organisational culture to growth and executing business strategies. Voice your opinion and be heard by leading business professionals.

THE PROCESS

It's simple. Grab your keyboard and get typing because that's all you need to do to get your message across and then leave the rest to us. Blog posts should be around 700 words long, and include the name of the author, bio photo and designation within the company. Once we receive your material it will be proofed by a journalist, uploaded and posted to our social media platforms and boosted.

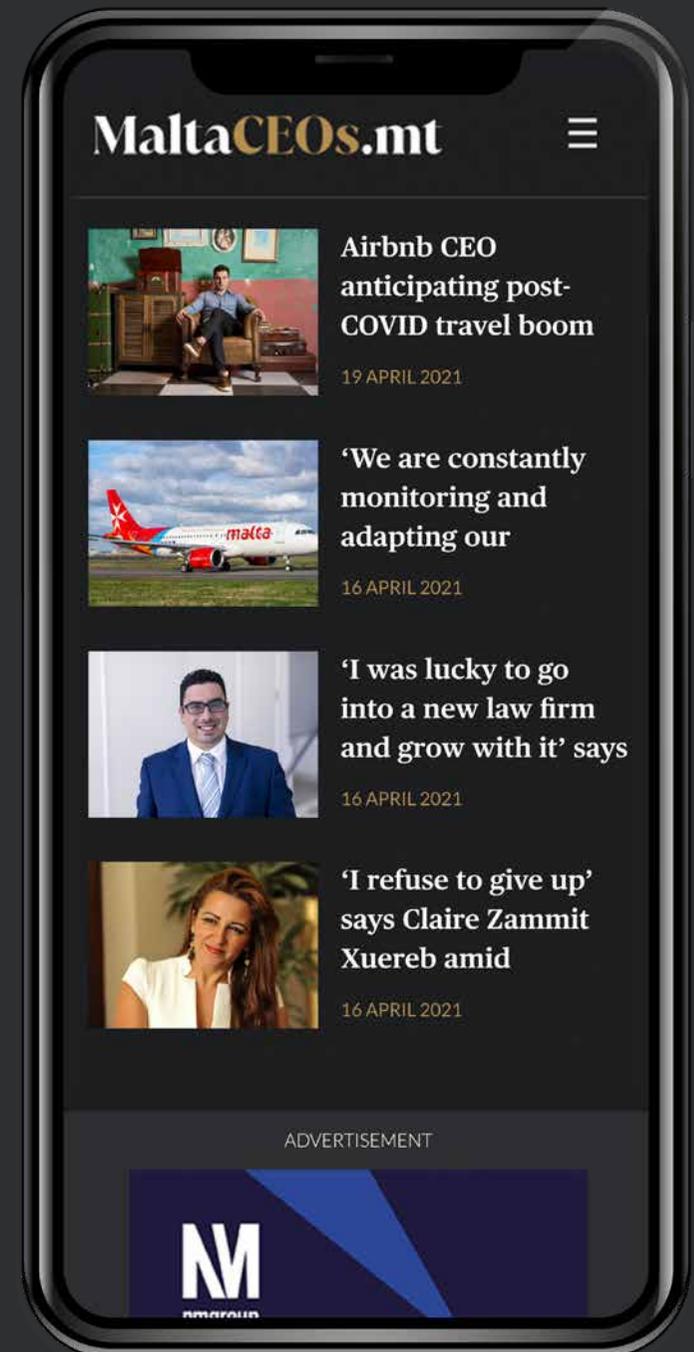
MaltaCEOs.mt

OFFICIAL PARTNER STATUS - €15,000

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

- 1. 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 bespoke approach that's tailored to your needs.



MaltaCEOs.mt

2. SPONSORED CONTENT ARTICLES PUBLISHED ON THE PORTAL ON DEMAND. Whenever you have news to communicate to the business community, companies, business leaders, 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.

3. 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

- 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.
- 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.



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

