



**BusinessNow.mt**

Media Kit

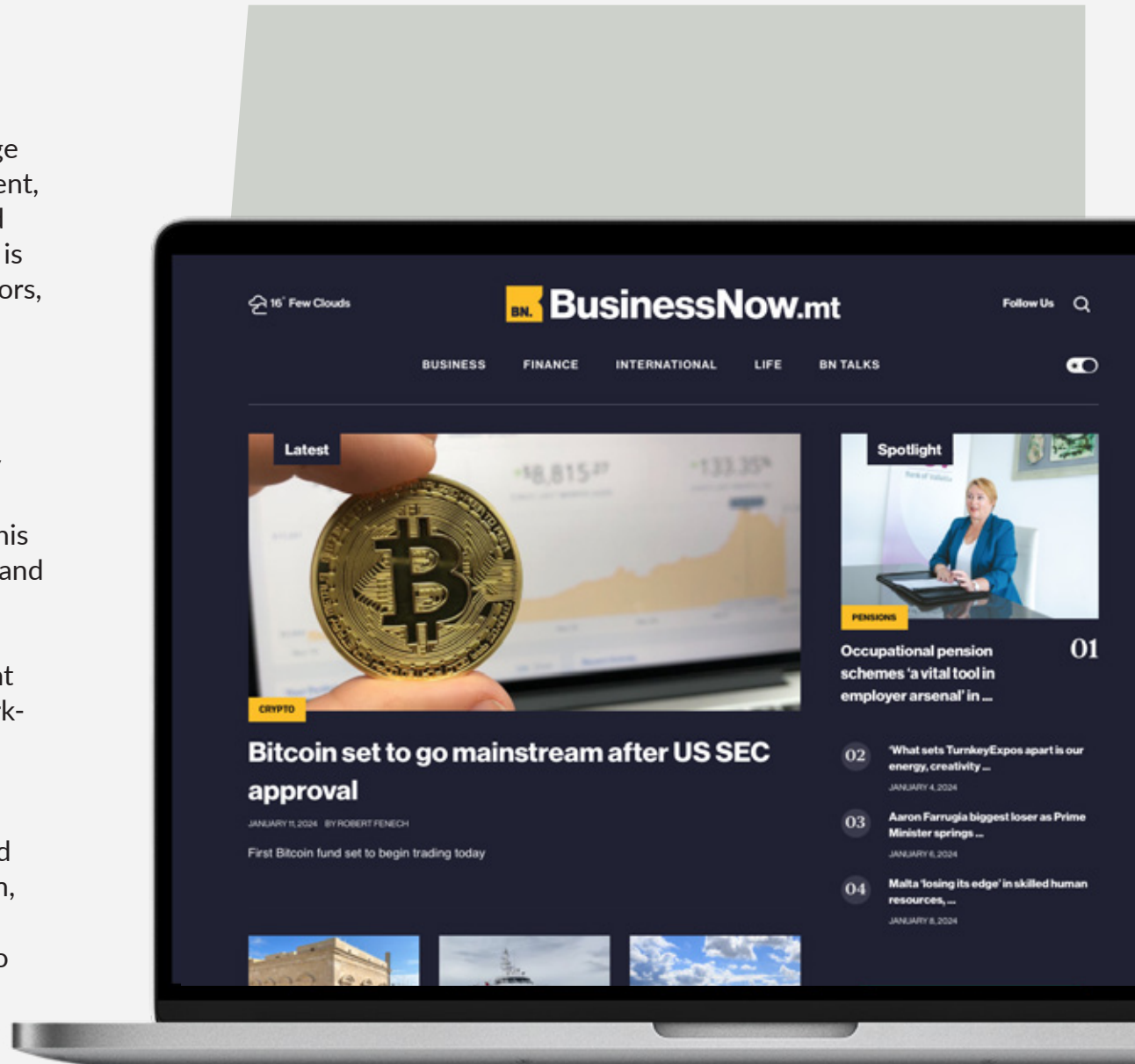
## Malta's leading business news portal

BusinessNow.mt has fast gained a reputation for cutting-edge business and financial news stories, analytical business content, blogs, and analyses. The popular portal is constantly updated with the latest business, commercial and financial news, and is backed by a strong team of business writers, journalists, editors, and online media strategists.

Engaging our audience across diverse social media platforms such as LinkedIn and Facebook, along with the dynamic community on our online portal, BusinessNow.mt effectively connects with over 100,000 business professionals each month, both through the portal and its social media reach. This substantial business reach solidifies our position as a robust and credible platform within the B2B and corporate markets.

Designed and built on the latest technology, BusinessNow.mt allows the user to experience the business portal in both dark-mode and light-mode which also syncs seamlessly with your chosen device settings.

On the advertising spectrum, BusinessNow.mt has also rolled out some new features, including the Screen Takeover option, which is a first in Malta, as well as introduced new video advertising banner concepts that facilitate the usage of video advertising, beyond the scope of pre-rolls.

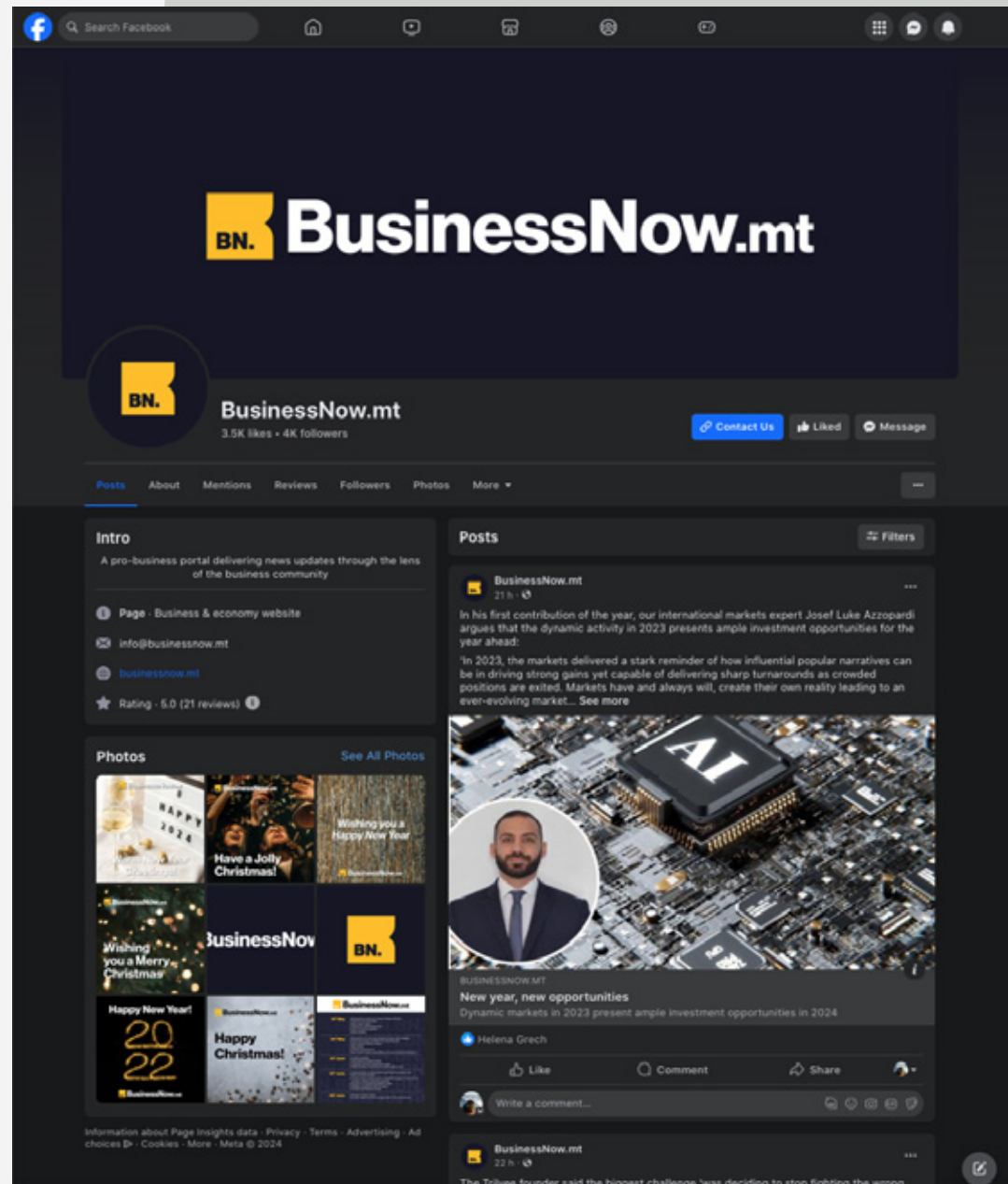


## 1. Constantly updated with the latest in daily business, whilst breaking exclusive business news stories

Backed by a large team of business journalists and writers, the portal is constantly updated with the latest business news stories and analyses. BusinessNow.mt is also gaining a reputation for breaking business news stories, whilst presenting facts in a credible and fair way.

## 2. We are a pro-business news portal

BusinessNow.mt sees the world from the business perspective. Our declared editorial stance is to tell the story from your business point of view. We are here to report on business news but also to push a pro-business agenda. It is also our aim to promote good corporate governance and corporate ethics in the world of business and public life, and to push an agenda in favour of sustainable business.

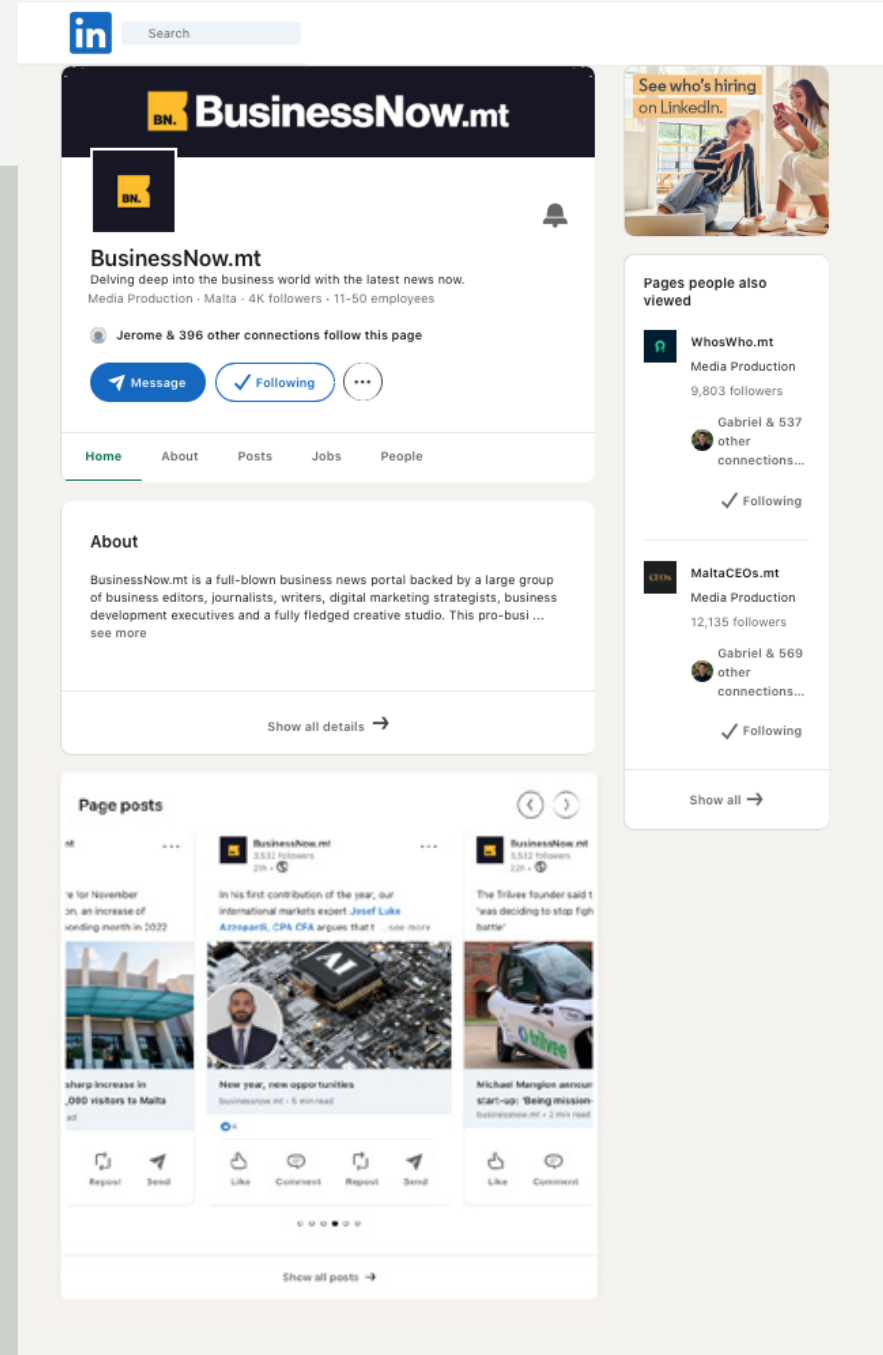


**3. A unique editorial set-up that is backed by business editors, business journalists & more**

What distinguishes BusinessNow.mt from other portals is the specialised resources when it comes to business journalism. We have a growing, dedicated team of business editors, business journalists, business writers and bloggers, who go above and beyond to ensure the portal's success.

**4. Portal backed by social media platforms – Facebook & LinkedIn**

BusinessNow.mt's social platforms are constantly updated with engaging and phenomenal home-grown content, while keeping you up to date with what's happening in the business world. Our creative team of marketing experts and social media specialists don't skip a beat and are constantly pumping our socials to the max.



## Online Advertising Packages

### Online Animated Advertising Banners

In keeping with international trends, our online banner sizes match those used by major international news portals, and are enhanced to maximise exposure across all devices, including smartphones and tablets. Large online banners make it easier for advertisers to get their message across, which will yield better results for your company. These are the animated banner options we offer:

#### Billboard Banners

Media Size: 970x250 pixels  
1 month: €700

#### Half-page Banners

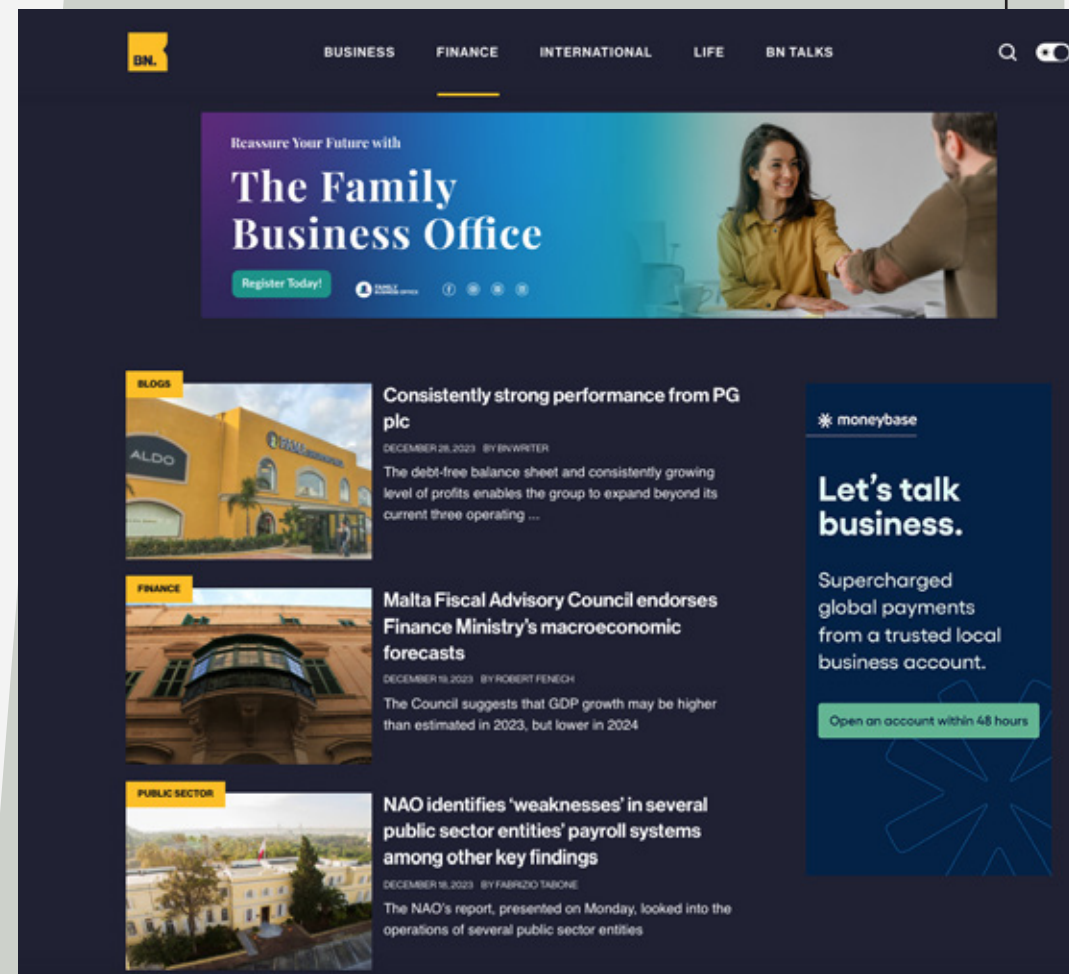
Media Size: 300x600 pixels  
1 month: €700

The above rates are based on 10% occupancy.

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

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

BusinessNow.mt is a fully responsive site, enabling advertisers to 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.



## Online Advertising Packages

### NEW Advertising formats that won't go unnoticed



#### 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



## Online Advertising Packages

### 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**

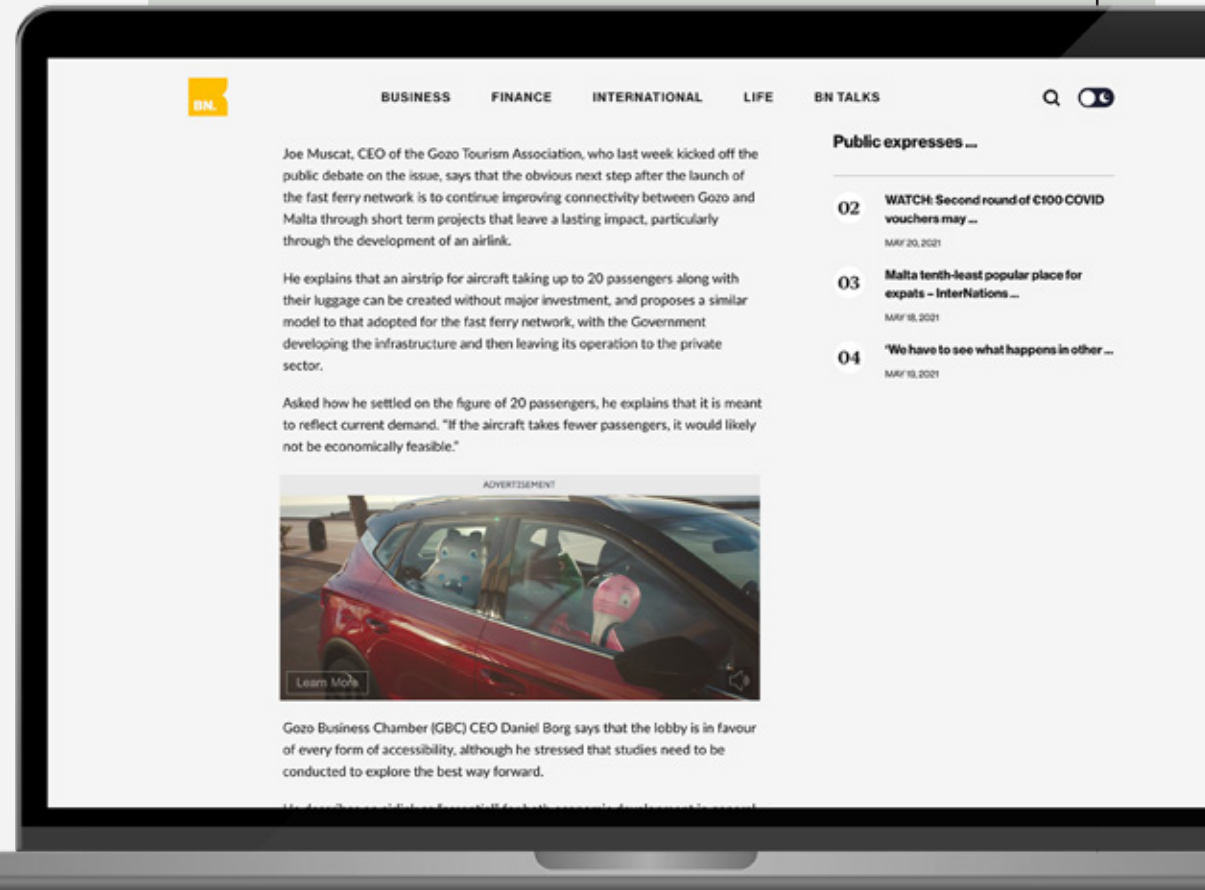
Max. Size **8MB**

Ratio: **16:9**

Dimension: **1280x720px**

Video Duration: **15/30 sec**

FPS: **24**



## Online Advertising Packages

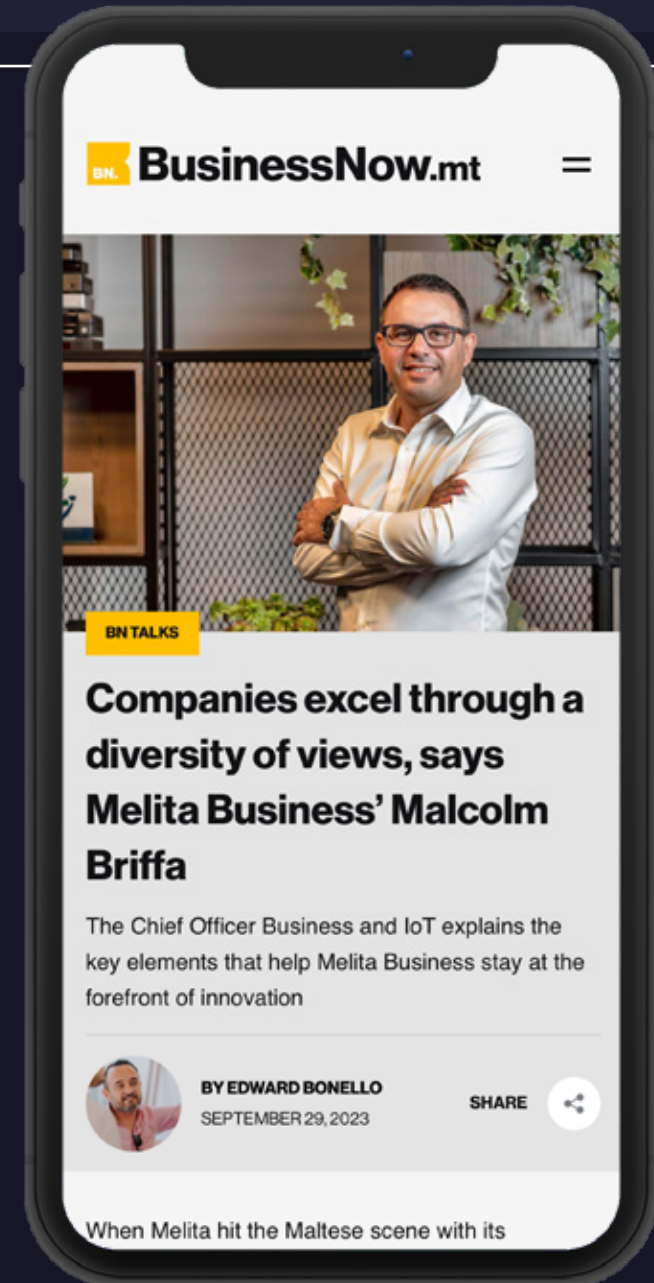
### Sponsored Content

**€1,500 (includes business writer & 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 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 article is handled by one of our talented in-house business writers and then passed on to the client for approval. Interviews can be carried out 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 BusinessNow.mt's Facebook page and giving it a monetised boost. Additional exposure will also be given through our LinkedIn page. 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.





## Online Advertising Packages

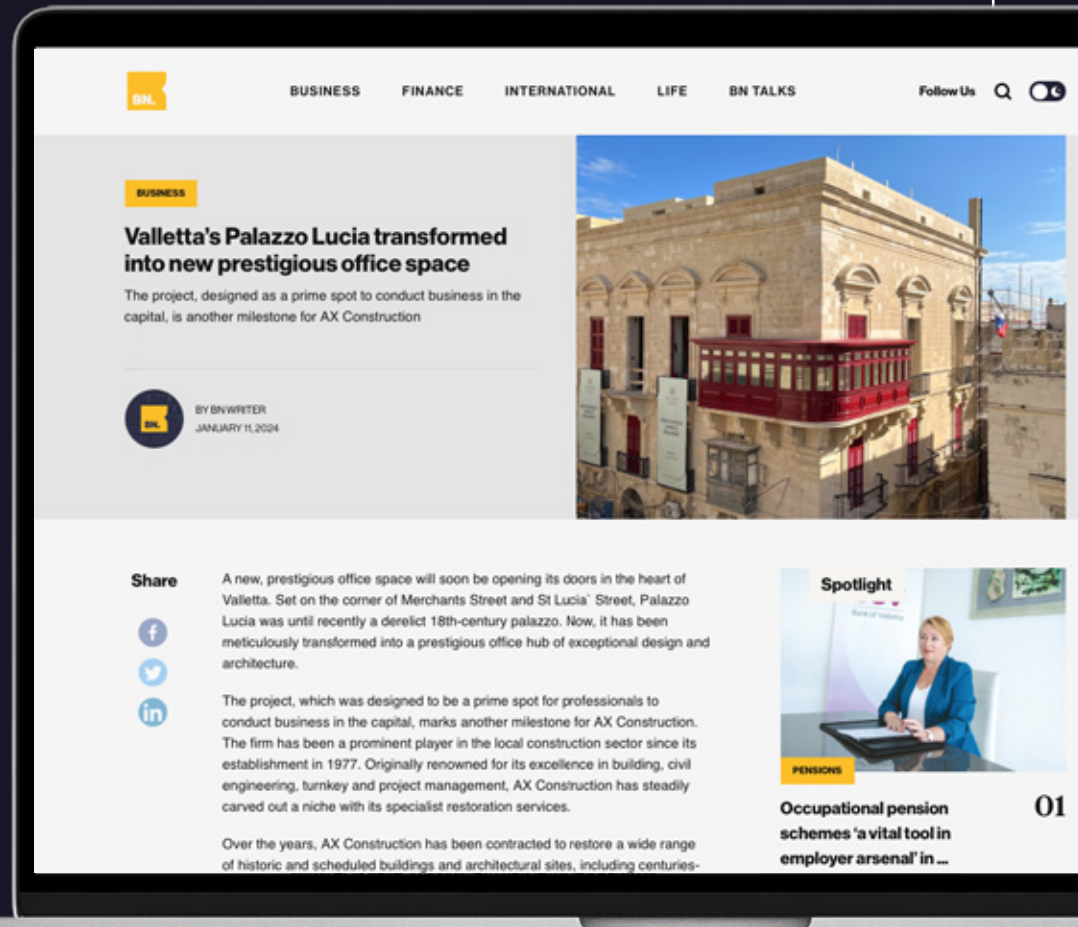
### Business Bits

**€1,500 for 3 short features or €750 for 1**

Your company is constantly in need of communicating its message to the business community at large, be it companies or businesspeople. On many instances you want to get your news out fast. We've created The Business Bits to give you such a platform where you can be brief and quick, consisting of a maximum of 250 words together with images per article, supplied by yourself and reviewed by our editorial team. If you purchase a bundle of 3, you can use the bundle within 12 months (from date of purchase).

### The Process

Once you send the text, our business writers will proofread it 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 our social channels, such as Facebook and LinkedIn. Here we will post and also boost for you!



## Online Advertising Packages

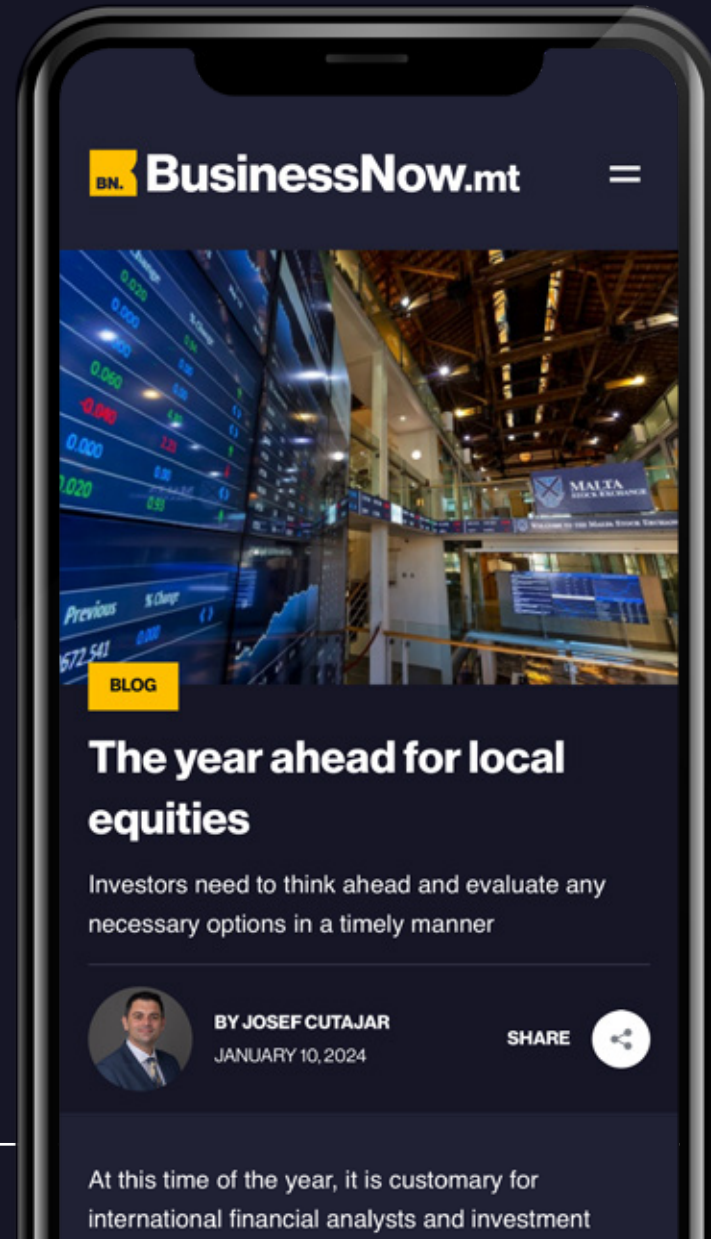
### Blogs

**€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 BusinessNow.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.

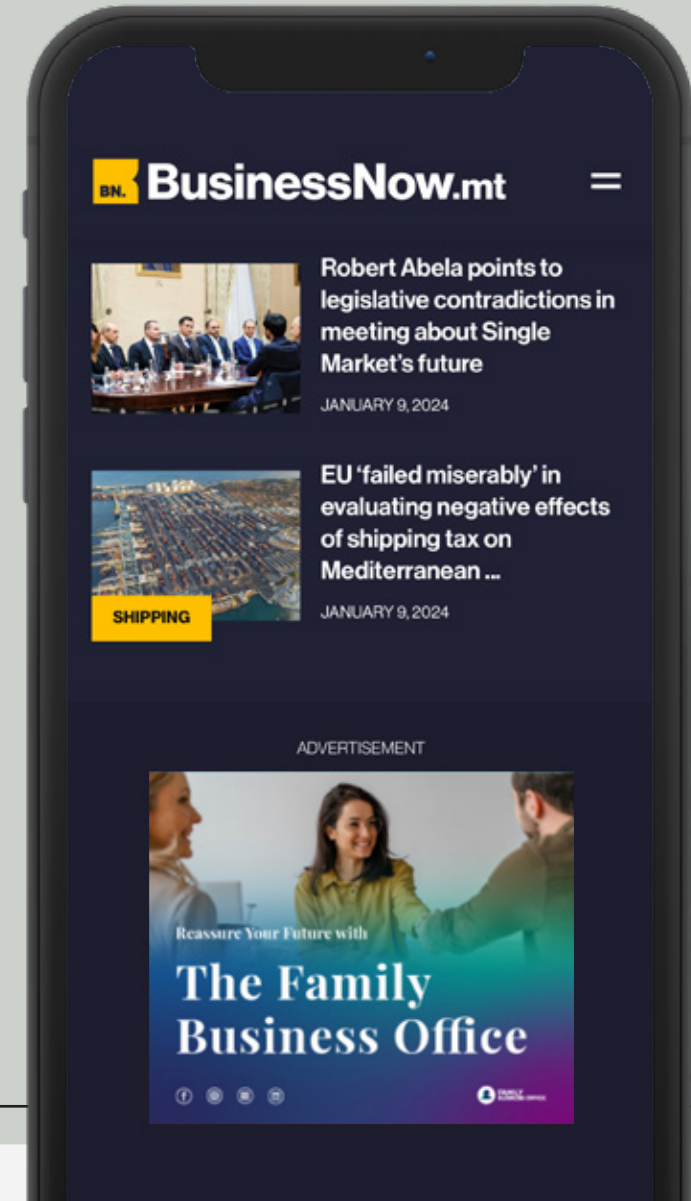


## Official Partner Status – €15,000

With an 'Official Partner' Status you will gain access to BusinessNow.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 BusinessNow.mt is indeed prestigious and is a reserved privilege for brands that match the character and personality of the BusinessNow.mt brand. But besides gaining status and prestige, an organisation that becomes an official partner of BusinessNow.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 banners concurrently on other months, the Official Partnership programme is flexible enough to accommodate a bespoke approach that's tailored to your needs.



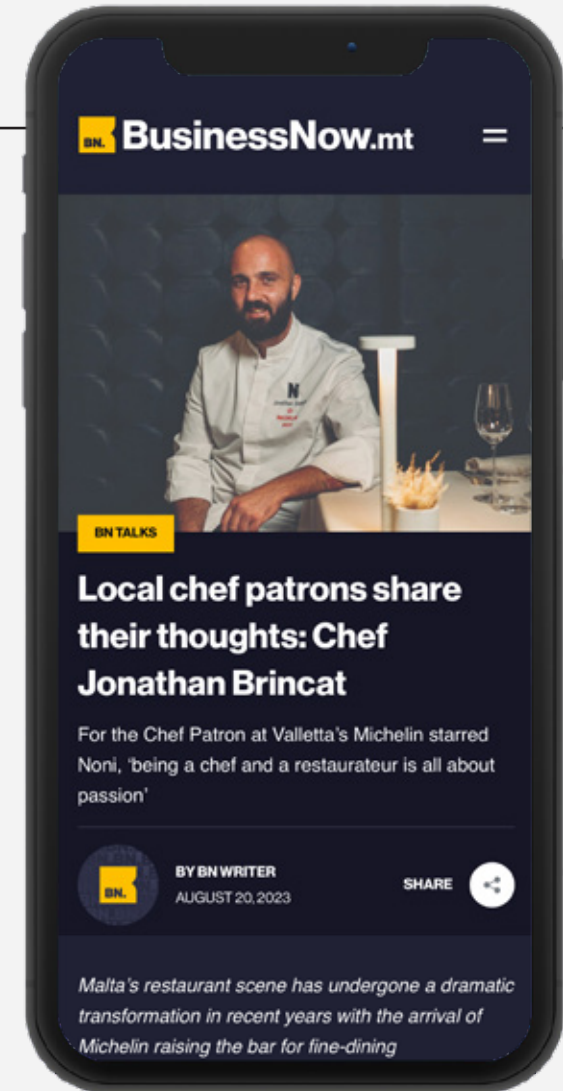
## 2. Sponsored content articles published on the portal on demand.

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 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 prebooked 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.



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

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