

# THE EXCLUSIVE | 1<sup>st</sup> Edition | 20|22 Lebanon Business Guide

The most comprehensive printed guide, dedicated to Lebanon, in English, 180 pages | September 2022 | Exclusive product, unique concept in Lebanon and the region, with a tailored distribution



- An essential, integrated, digital, and printed (100.000 copies) market guide mirroring the pulse of the Lebanese market, at the turn of the decades, post global crisis, in 2021-2023
- B2B guide, an international promotion tool through international partners, organizers of B2B forums, exhibitions, conferences (Europe, Middle East, Asia, USA) in 2022 - 2023
- Commercial presentations of projects in progress and investment opportunities in dedicated sections related to Energy & Environment, Industry, Hospitality & Tourism, Infrastructure & Transportation, Information and Computer Technology
- National strategies, international financing opportunities, and projects that define the country`s evolution between 2021-2025
- Business communities, business districts, industrial zones, regional projects and opportunities
- In-depth market analysis, studies, and evolution of cities and areas
- Interviews with stakeholders and leaders
- Amplified distribution: direct to the offices, retail, and HoReCa centers, airport lounges, embassies, targeted distribution by request

- Premium exposure in a certified investment guide – yearbook, the most comprehensive business PR instrument of the Lebanese market (1st edition) along with leading developers, investors, manufacturers
- Unique structural concept (editorial & research) with the commercial presentations in the largest guide dedicated to a market in the region (\* in reference to other publications with editorial supplements or events)
- direct B2B exposure through the largest and innovative matrix of events in the region and Lebanon (the Yearbook is available for all the participants on stands, tables, gift bags, through special partnerships over 30 events / every year) at an equal cost or lower than individually targeting one (1) event by a company.
- B2B exposure, awareness & leads, through controlled distribution (targeted at the offices) to the most diverse sectors of companies in the region, in extension to traditional real estate business - ex. companies in: IT&C, logistics, law firms, architecture & design, advisory, banks, insurance, transport, construction, production - automotive, health - pharmacy, bilateral chambers of commerce and their members, embassies, etc.
- Brand statement & project positioning, in a dedicated product with leading projects and products in Lebanon, Europe, and MENA
- Discounted advertising rates and exposure also in regional cities through The Exclusive event partnerships – personalized offers with discounts in the related magazines • networking & concierge opportunities - with product partners • international B2B exposure, through a network of exclusive events, an increasing number of events (tailored packages for exposure and interaction at Expo Real Munich, MIPIM)

**Product:** Yearbook, 180 pages, A4, English

**Circulation:** 100.000 copies | 2.000.000 digital views

**Date:** March 2022 | **Deadline for any materials 28th of July**

**Distribution:** \*Certified distribution documents can be available at any time for those interested

- The yearbook has controlled distribution (complimentary), in-office buildings (including receptions), logistic parks, industrial parks, to their clients, to investment funds, ministries, embassies, business clubs, banks, bilateral chambers of commerce, investors associations, multinational companies, transport, logistic companies, in Lebanon and CEE.
- Exclusive business & marketing tool for GITEX | MIPIM 2023 | Smart City Expo World | World Future Energy Summit – The Exclusive’s booths and conferences.
- Promotion: online and in print editions through our editorial supplements, interactive platform, social media, at events, with advertisements of partners, online on partners websites
- Launching event: A product to support a series of national events to analyze the potential of investments in Energy & Environment Sector, Industry, Hospitality & Tourism, Infrastructure & Transportation, Information and Computer Technology in Lebanon, for the first time dedicated to the potential also of the regional market – secondary cities, held in partnership with main leaders of the market, in March 2022, (details pending, and available by request)

INSIDE FULL-PAGE ADVERTORIAL	<b>\$6,120</b>
INSIDE FRONT COVER (IFC) / BACK COVER (IBC)	<b>\$21,600</b>
OUTSIDE BACK COVER (OBC)	<b>\$24,000</b>
INSIDE FRONT COVER SPREAD (DPS)	<b>\$26,000</b>
INSIDE DOUBLE PAGE SPREAD (DPS)	<b>\$11,300</b>
1, 2, 3 DOUBLE PAGE SPREAD (DPS)	<b>\$18,420</b>
FRONT COVER GATEFOLD	<b>\$32,200</b>
BUTTERFLY GATEFOLD WRAP (BG))	<b>\$34,000</b>

### Super Early Booking:

**Contracts signed and paid until April 25 2022::**

**- 25 % (interior pages)**

**- 20 % (partner package/covers)**



### Confirmations / payment conditions:

Contracts signed in May 2022: -10%

Creating content - advertorials for clients: +15%

DTP: +15%

Contract confirmation: 30th of May 2022

Payment confirmations: 10th of June 2022

Partners packages and covers include advertising options in our editorial supplements and personalized options for promotion at events in 2022|2023

**\*Special operations such as belly band, loose/bound/stuck inserts i.e. bookmarks, are available upon request. Contact us at [raluca@worldelitesolutions.com](mailto:raluca@worldelitesolutions.com) for personalized packages.**

**\*\*Prices do not include VAT**

**Strategic Partner** **\$40,000**

C4, logo on C1, article inside, mention as a partner in all media materials, logo on the business cards

**Content Partner** **\$25,000**

Logo on C1, article inside, advertisement, mention as a partner in all media materials, logo on the business cards, logo on pages of dedicated chapter

**Mobile APP Partner** **\$30,000**

Logo on C1, article inside, inside double spread, mention as a partner in all media materials, logo on the business cards, interior advertisement, logo, and branding in the mobile app (dedicated to all our publications).

**Launch Event Partner** **\$30,000**

Logo on C1, article inside, double spread inside, mention as a partner in all media materials, logo on the business cards, special branding in the launch video. Launch event at MIPIM Cannes 2022

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