

# THE EXCLUSIVE

media kit  
2023



## **BEIRUT RISING: A GUIDE TO INVESTMENT OPPORTUNITIES IN THE LEBANESE CAPITAL**

In this edition, we take a closer look at the investment possibilities in Beirut and spotlight the sectors that are likely to grow the most.

## A premier marketing and PR guide for international investment opportunities

The Exclusive is a premier marketing and PR resource meticulously tailored to showcase investment opportunities not only in Lebanon but also across Europe and the MENA region. Our primary focus is on fostering new partnerships, clients, and contracts, making our publication a comprehensive resource to engage discerning global investors.

As a valuable tool for national promotion, our magazine serves as an indispensable resource for international entities looking to expand their presence in Lebanon and other key markets within Europe and the MENA region. We take pride in being a leading network that connects innovative communities, fosters forward-thinking ideas, and offers value-added services.

Within the pages of our publication, you'll discover exclusive interviews with industry leaders, accomplished managers, and esteemed academics, offering unique insights into their experiences and perspectives. We are committed to bridging the gap between traditional and modern opportunities, celebrating Lebanon's rich heritage while embracing new horizons.

Furthermore, we provide vital data, market statistics, breaking news, and project updates, ensuring that The Exclusive serves as an indispensable communication report for both business-to-business (B2B) and business-to-customer (B2C) interactions across the diverse markets in Europe and the MENA region.

Recognizing the importance of effective corporate communications, especially in times of uncertainty, our mission is to facilitate informed decision-making and strategic planning for our clients. Through our magazine, we are dedicated to providing education, valuable insights, and in-depth analysis to navigate the ever-evolving landscape of investments in Lebanon, Europe, and the MENA region with confidence.



**Raluca Buna, Founder and Publisher**

The Exclusive is more than a magazine; it is an elevated platform where elegance meets expertise. With a commitment to excellence, we showcase the finest investment opportunities, promote meaningful connections, and foster a thriving business ecosystem. As you peruse our pages, you will discover a world of possibilities and a testament to the unparalleled potential of Lebanon. Welcome to The Exclusive, where exclusive insights, refined aesthetics, and strategic partnerships converge to shape the future of investment.



# THE EXCLUSIVE

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## BEIRUT RISING

**A bespoke, product-focused business magazine and source of inspiration, providing updates on key investment opportunities, with data available for clients, investors, and partners to share and research.**

Beirut, a city steeped in history and resilience, is increasingly drawing the attention of investors seeking promising opportunities. In this edition, we explore the dynamic investment environment of the Lebanese capital, highlighting its potential for economic expansion and offering a comprehensive guide to navigating the investment landscape.



Despite the tough times in Lebanon, Beirut is still a city with lots of opportunities. It has a mix of different businesses, skilled workers, and a great location. In this edition, we explore the chances for investment in different parts of the city. We also explain the rules and laws you need to know, and we talk to successful investors and leaders who can share their experiences. Our goal is to help you feel more confident and knowledgeable about investing in Beirut. Together, let's make the most of the city's potential and contribute to its growing businesses.

## OUR SCOPE

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Launching a magazine centered on investment opportunities in Beirut presents a fantastic opportunity to inform and inspire investors seeking to tap into the potential of the Lebanese capital. This magazine will serve as a valuable resource for both local and international investors, equipping them with the knowledge needed to make informed decisions that can drive economic growth in Beirut.

*Educate. Act.  
Impact.*



# FEATURES

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**Publication:** Market Report

**Format:** A4, 96 pages, English - available in print and digital formats

**Publication date:** November 2023

**Circulation:** 5,000 printed copies, 120,000 digital reads

**Distribution:** Business Centers and Financial Districts, Airports and Hotels, Investment and Business Conferences, Diplomatic and Business Associations, Financial Institutions and Investment Firms, Business Schools and Universities, Government Agencies and Investment Promotion Bodies, Online Platforms and Digital Distribution

## Infrastructure and Development Projects:

Beirut is currently experiencing substantial infrastructure development and urban revitalization. Our magazine will extensively feature key infrastructure projects, including those related to transportation, energy, telecommunications, and urban planning initiatives. We will spotlight the investment prospects linked to these initiatives and analyze their potential to drive the city's expansion. Additionally, our coverage will extend to significant real estate ventures.

## Financing and Investment Strategies:

Expert guidance on available financing options and investment tactics customized for Beirut's unique market conditions. We will delve into various avenues, including venture capital, private equity, angel investing, crowdfunding, and public-private partnerships. Additionally, we will provide insights into risk management, conducting thorough research, and planning exit strategies for investors

## Networking and Events:

A calendar of business and investment-related events, such as conferences, seminars, and networking gatherings in Beirut. This calendar will help our readers stay up-to-date on upcoming events where they can meet industry experts, investors, and potential partners.

## Legal and Regulatory Updates:

Legal and regulatory aspects shaping Beirut's investment environment. We'll provide timely updates on any alterations to laws, regulations, and policies that impact investment in the city. Our goal is to ensure our readers are well-informed about any new incentives, initiatives, or reforms that might affect investment opportunities.

## Expert Insights and Commentary:

Feature expert articles, opinions, and interviews with industry leaders, economists, financial advisors, and government officials. It would provide expert insights, analysis, and commentary on the investment climate in Beirut, helping readers gain a deeper understanding of the market dynamics.



# ADVERTISEMENT OPPORTUNITIES

## ● **Advertorial / advertisement:**

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1 page (English): 900 USD  
2 pages (English): 1.200 USD

## ● **Advertisements 1/1 (covers):**

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C2: 3.000 USD  
C3: 2.500 USD  
C4: 4.000 USD

## ● **Spread (interior):**

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Opening spread (C2 + P 1): 5.000 USD  
2nd opening spread (P4 & P 5): 2.000 USD  
Spread intro (between P 5 - P 15): 1.700 USD

## ● **Reverse covers:**

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Intro reverse cover: 4.000 USD  
End reverse cover - 2.000 USD

## ● **Interior pages:**

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P3 (advertisement or advertorial): 3.000 USD  
Intro pages - interior covers pages opening chapters: 2.500 USD

### **Branded sections:**

logo in header – interior chapters  
with personalized pages (logo +  
website) + logo on cover 1 as product  
partner – 3.000 USD/chapter (aprox  
20 pages / chapter)  
1/2 page wide view x 2 pages  
(horizontal advertisement extended  
on the inferior half of two pages -  
interior) – 2.000 USD

**6.000 USD**

**MAIN PARTNER**

mention as "in association with...",  
Logo in the header of the summary  
page, logo on all visuals used before  
or after the publication, mention in all  
social media posts and press  
releases, C1 (to be approved by the  
publisher), 2 pages advertorial article  
interior, mention in the editorial.

**4.000 USD**

**STRATEGIC PARTNER**


mention as strategic partner, Logo in  
the header of the summary page,  
logo on all visuals used before or  
after the publication, mention in all  
social media posts and press  
releases, C2, C3 or C4 plus 2 pages  
advertorial article interior, mention  
in the editorial.






**We are open to discussing and customizing any package according to the specific requirements of our partners.**

## **FOR MORE DETAILS:**

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