

THE EXCLUSIVE

media kit
2023



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

In this edition, we explore the various investment opportunities available in the Lebanese capital and highlight the sectors with the most potential for growth.

An Upscale Marketing and PR Compendium for International Investment Opportunities

The Exclusive is an exquisite marketing and PR resource meticulously tailored to showcase investment opportunities to global markets. With a primary focus on cultivating new partnerships, clients, and contracts, our publication offers comprehensive details and information to captivate discerning investors. Serving as a source of inspiration and a powerful business development tool, The Exclusive features specialized services from esteemed companies, synergistically promoted alongside key market projects.

As a national promotion tool, our magazine serves as an invaluable resource for international players seeking to expand their presence in Lebanon. We pride ourselves on being the preeminent network for reimagined communities, innovations, and value-added services. Within the pages of our publication, you will find exclusive interviews with pioneering leaders, accomplished managers, and esteemed academics, providing unique insights into their experiences and perspectives. We believe in bridging the gap between traditional and modern opportunities, embracing the rich heritage of Lebanon while embracing new horizons.

Moreover, we provide crucial figures, market statistics, breaking news, and project status updates, ensuring that "The Exclusive" serves as an indispensable B2B and B2C communication report. We understand the importance of corporate communications, especially during times of crisis, and aim to facilitate informed decision-making and strategic planning. Through our magazine, we strive to educate clients, offering valuable insights and analyses that enable them to navigate the dynamic landscape of investment in Lebanon.



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

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 with a rich history and resilient spirit, is emerging as a compelling destination for investors seeking lucrative opportunities. In this edition, we delve into the vibrant investment landscape of the Lebanese capital, shedding light on its potential for economic growth and providing a comprehensive guide to navigate the investment terrain.



Despite the challenges facing Lebanon, Beirut remains a city of opportunities, with a diversified economy, skilled workforce, and strategic location. By exploring the investment opportunities within its vibrant sectors, understanding the legal framework, and learning from successful investors and leaders, we aim to equip readers with the knowledge and confidence to embark on their investment journey in Beirut. Together, let us embrace the immense potential of the Lebanese capital and contribute to its thriving business ecosystem.

OUR SCOPE

Launching a magazine centered on investment prospects in Beirut would serve as a holistic platform that enlightens, motivates, and empowers investors looking to leverage the possibilities offered by the Lebanese capital. It would act as a priceless compendium for both domestic and global investors, enabling well-informed choices and nurturing the economic advancement of Beirut.

*Educate. Act.
Impact.*



FEATURES

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 undergoing significant infrastructure development and urban renewal. The magazine would cover major infrastructure projects, such as transportation, energy, telecommunications, and urban planning initiatives. It would highlight the investment opportunities associated with these projects and their potential impact on the city's growth. It will also cover real estate projects.

Financing and Investment Strategies:

Provide guidance on financing options and investment strategies tailored to Beirut's market. It would explore avenues such as venture capital, private equity, angel investing, crowdfunding, and public-private partnerships. It would also address risk management, due diligence, and exit strategies for investors.

Networking and Events:

Feature a calendar of investment-related events, conferences, seminars, and networking opportunities in Beirut. It would keep readers informed about upcoming events where they can connect with industry experts, investors, and potential partners.

Legal and Regulatory Updates:

Beirut's investment landscape is influenced by legal and regulatory frameworks. The magazine would provide regular updates on changes in laws, regulations, and policies affecting investments in the city. It would ensure readers stay informed about any new incentives, initiatives, or reforms that could impact 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:**

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

● **Advertisements 1/1 (covers):**

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

● **Spread (interior):**

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:**

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

● **Interior pages:**

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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