

THE EXCLUSIVE

media kit
2023



EMPOWERING ENERGIES

A PR and marketing tool aiming at highlighting women's contributions in the energy sector.

A Premium Marketing and PR Guide for Global Investment Prospects

The Exclusive is an exceptional marketing and PR tool designed to showcase investment opportunities on a global scale, specialized industries, and with a focus on specific countries. Our main focus is on establishing new partnerships, acquiring clients, and securing contracts, making our publication a comprehensive resource to captivate discerning investors.

As a national promotion tool, our magazine is invaluable for international players seeking to expand their presence in other countries or regions. We take pride in being a premier network for reimagined communities, innovations, and value-added services. Within our pages, you'll find exclusive interviews with pioneering leaders, accomplished managers, and esteemed academics, offering unique insights into their experiences and perspectives. We aim to bridge the gap between traditional and modern opportunities, embracing a country's rich heritage while embracing new horizons.

In addition, we provide essential figures, market statistics, breaking news, and project 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 strive to facilitate informed decision-making and strategic planning. Through our magazine, we aim to educate clients, offering valuable insights and analyses that enable them to navigate the dynamic investment landscape.



Raluca Buna, Founder and Publisher

The Exclusive is not just a magazine; it's a sophisticated platform that brings together elegance and expertise. We are dedicated to showcasing the best investment opportunities, building valuable connections, and creating a thriving business community. Welcome to The Exclusive, where you'll find exclusive insights, refined aesthetics, and strategic partnerships coming together to shape the future of investment.



THE EXCLUSIVE

EMPOWERING ENERGIES

Empowering Energies is a bespoke edition dedicated to showcasing the remarkable stories, experiences, and accomplishments of women in the energy industry throughout the MENA region. With a focus on promoting gender equality and diversity in this traditionally male-dominated field, the magazine serves as a vibrant platform that amplifies the voices and achievements of women who are leading the way in shaping the energy landscape.

Empowering Energies aims to inspire, inform, and engage a wide range of readers, including energy professionals, policymakers, students, academics, and the general public. By highlighting the accomplishments and potential of women in the MENA energy sector, the magazine seeks to contribute to a more inclusive and sustainable energy future, promoting equal opportunities and empowering women to reach new heights in their careers.



This high-quality business publication is designed to showcase the obstacles, the perseverance, the insights, and the achievements of female leaders in this sector, as well as the trailblazing industry leaders who are creating opportunities and equipping women to reach their full potential. The sole top-tier marketing tool produced in Lebanon, offering global reach and dissemination throughout the MENA region.

OUR SCOPE

We are dedicated to encouraging greater female representation in the energy industry, motivating more women to embark on a gratifying and fulfilling career path in this field, and providing them with the necessary support throughout their journey.

*Educate. Act.
Impact.*



FEATURES

Publication: Special Edition

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

Publication date: December 2024

Circulation: 25,000 printed copies, 250,000 digital reads

Distribution: Targeted complimentary distribution through our network of event partners, energy associations and organizations, business communities, and embassies.

Inspirational Profiles:

The magazine presents in-depth profiles of trailblazing women who have made significant strides in various aspects of the energy sector, including renewable energy, oil and gas, energy policy, research and development, and sustainable practices. These profiles highlight their achievements, challenges overcome, and the impact they've made in their respective fields.

Thought-Provoking Interviews:

Empowering Energies features exclusive interviews with influential female leaders, executives, researchers, and entrepreneurs who are driving change and innovation within the MENA region's energy sector. These interviews offer insights into their experiences, strategies, and visions for a sustainable and inclusive future.

Industry Trends and Innovations:

This edition explores the latest trends, technological advancements, and breakthroughs within the energy sector. It covers topics such as renewable energy projects, energy efficiency initiatives, clean technologies, and sustainable practices, with a specific focus on the role and perspectives of women in shaping these developments.

Expert Analysis and Opinions:

Empowering Energies provides a platform for experts, researchers, and policymakers to contribute insightful articles and opinion pieces on gender equality, diversity, and inclusion in the energy sector. These thought-provoking pieces shed light on the challenges faced by women in the industry and offer recommendations for fostering a more inclusive and equitable environment.

Success Stories and Mentorship:

This edition shares success stories of women who have overcome barriers and achieved remarkable milestones in their careers. It also highlights mentorship programs, initiatives, and networks that support and empower women in the energy sector, offering guidance and inspiration for aspiring professionals.

Regional Focus:

Recognizing the diversity of the MENA region, the magazine covers stories from various countries, including Saudi Arabia, the United Arab Emirates, Egypt, Jordan, and others. It explores regional challenges and successes, shedding light on the unique experiences and perspectives of women in each country.



ADVERTISEMENT OPPORTUNITIES

Multi-cover and four ad pages

Includes cover story: 35.000 USD

Advertorial / advertisement:

1 page (English): 4.500 USD

2 pages (English): 7.200 USD

Advertisements 1/1 (covers):

C2: 24.000 USD

C3: 22.500 USD

C4: 26.000 USD

Spread (interior):

Opening spread (C2 + P 1): 19.000 USD

2nd opening spread (P4 & P 5): 11.000 USD

Spread intro (between P 5 - P 15): 7.700 USD

Reverse covers:

Intro reverse cover: 14.000 USD

End reverse cover - 12.000 USD

Interior pages:

P3 (advertisement or advertorial): 7.000 USD

Intro pages - interior covers pages opening chapters: 8.500 USD

Branded sections:

logo in header – interior chapters
with personalized pages (logo +
website) + logo on cover 1 as product
partner – 10.000 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) – 10.000 USD

36.000 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 and 2 pages advertorial
article interior, mention in the
editorial.

32.000 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, C3 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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