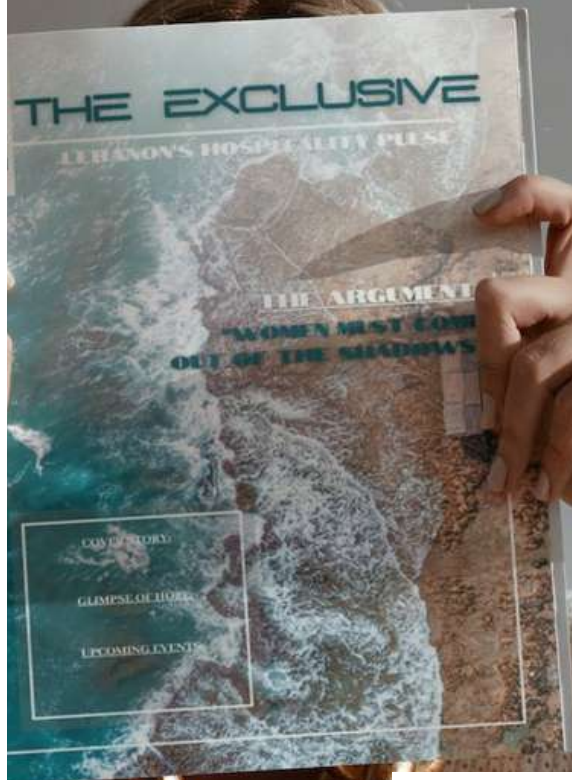


THE EXCLUSIVE

media kit
2023



LEBANON ESCAPES: A TOURISM & HOSPITALITY MAGAZINE

An immersive magazine celebrating the vibrant tapestry of tourism and hospitality, offering captivating insights and enchanting visuals that transport readers to the heart of Lebanon's captivating destinations and warm hospitality experiences.

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

LEBANON ESCAPES

An immersive magazine celebrating the vibrant tapestry of tourism and hospitality, offering captivating insights and enchanting visuals that transport readers to the heart of Lebanon's captivating destinations and warm hospitality experiences.

With its meticulous attention to detail, evocative storytelling, and stunning visuals, the magazine serves as a guide and an inspiration for travelers seeking to uncover the treasures of Lebanon's tourism and hospitality industry. It invites readers to embark on a remarkable journey of discovery, forging unforgettable memories in the heart of the Middle East.



"Lebanon Escapes", The Exclusive edition about tourism and hospitality, offers an extensive range of articles, features, and interviews that capture the essence of Lebanon's hospitality scene. From in-depth profiles of renowned chefs and hoteliers to immersive travel experiences and insightful reviews of restaurants and cafes, every page of the magazine is dedicated to celebrating the unique fusion of Lebanese culture and hospitality.

With its sophisticated design, captivating content, and attention to detail, this bespoke publication takes readers on a journey through the country's rich culinary traditions, luxurious accommodations, vibrant nightlife, and warm hospitality.

OUR SCOPE

To provide readers with a comprehensive view of Lebanon's tourism offerings, highlight the country's unique attractions, showcase exceptional hospitality establishments, offer travel recommendations, and inspire readers to embark on memorable journeys while promoting sustainable and responsible tourism practices.

Educate. Act.
Impact.



FEATURES

Publication: Market Report

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

Publication date: February 2024

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

Destination Spotlights:

Highlight different regions and cities in Lebanon known for their unique attractions, cultural landmarks, and natural beauty. Showcase popular destinations like Beirut, Byblos, Baalbek, and explore their historical significance, architectural gems, and local experiences.

Traveler Experiences:

Feature personal stories and interviews with travelers who have visited Lebanon. Share their experiences, insights, and recommendations, providing a firsthand perspective on the country's tourism offerings, hospitality encounters, and memorable moments.

Hospitality Showcase:

Present a curated selection of Lebanon's finest hotels, resorts, guesthouses, and boutique accommodations. Include captivating visuals, detailed descriptions, and exclusive interviews with hoteliers, highlighting their distinct offerings, design aesthetics, and exceptional service.

Gastronomic Delights:

Dive into Lebanon's renowned culinary scene, featuring its vibrant street food, traditional dishes, and contemporary culinary innovations. Showcase local chefs, popular food markets, renowned restaurants, and explore the flavors and influences that make Lebanese cuisine so unique.

Cultural Immersion:

Shed light on Lebanon's rich cultural heritage through articles, profiles, and features on art, music, literature, and traditional craftsmanship. Highlight cultural festivals, exhibitions, and events that celebrate Lebanon's artistic and cultural expressions.



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Adventure and Outdoor Exploration:

Showcase Lebanon's diverse landscapes and outdoor activities. Feature hiking trails, scenic routes, nature reserves, and adventure sports opportunities, encouraging readers to embrace the country's natural wonders and engage in thrilling experiences.

Sustainable Tourism:

Emphasize sustainable and responsible tourism practices in Lebanon. Highlight eco-friendly initiatives, community-based tourism projects, and efforts to preserve the environment and support local communities. Raise awareness of sustainable travel choices and inspire readers to be mindful travelers.

Insider Tips and Itineraries:

Provide practical advice, insider tips, and sample itineraries to help readers plan their trips to Lebanon. Include information on transportation, visa requirements, local customs, and off-the-beaten-path recommendations to encourage authentic and immersive experiences.

Industry Insights:

Feature interviews with prominent figures in Lebanon's tourism and hospitality industry, including tourism officials, hoteliers, tour operators, and entrepreneurs. Discuss industry trends, challenges, and future developments, providing readers with a comprehensive view of the sector.

Visual Showcase:

Stunning photography and captivating visuals that capture the beauty, diversity, and allure of Lebanon's tourism and hospitality scene. From breathtaking landscapes to cultural landmarks and vibrant street scenes, let the visuals transport readers to the heart of Lebanon's allure.



ADVERTISEMENT OPPORTUNITIES

● **Advertorial / advertisement:**

1 page (English): 1.500 USD
2 pages (English): 2.200 USD

● **Advertisements 1/1 (covers):**

C2: 5.000 USD
C3: 4.500 USD
C4: 6.000 USD

● **Spread (interior):**

Opening spread (C2 + P 1): 7.000 USD
2nd opening spread (P4 & P 5): 4.000 USD
Spread intro (between P 5 - P 15): 2.700 USD

● **Reverse covers:**

Intro reverse cover: 5.000 USD
End reverse cover - 4.000 USD

● **Interior pages:**

P3 (advertisement or advertorial): 3.000 USD
Intro pages - interior covers pages opening chapters: 4.500 USD

Branded sections:

logo in header – interior chapters with personalized pages (logo + website) + logo on cover 1 as product partner – 5.000 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) – 4.000 USD

12.000 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.

9000 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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