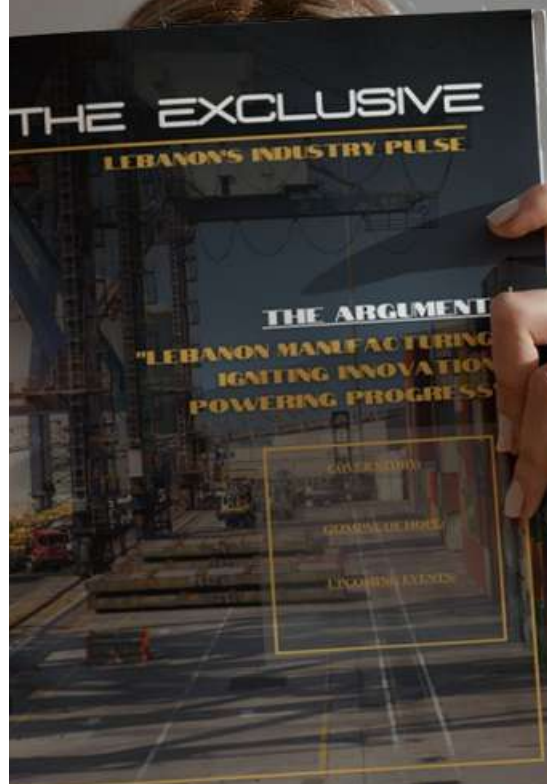


THE EXCLUSIVE

media kit
2023



LEBANON'S INDUSTRY PULSE

A comprehensive and insightful resource that highlights the manufacturing industry in Lebanon

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.

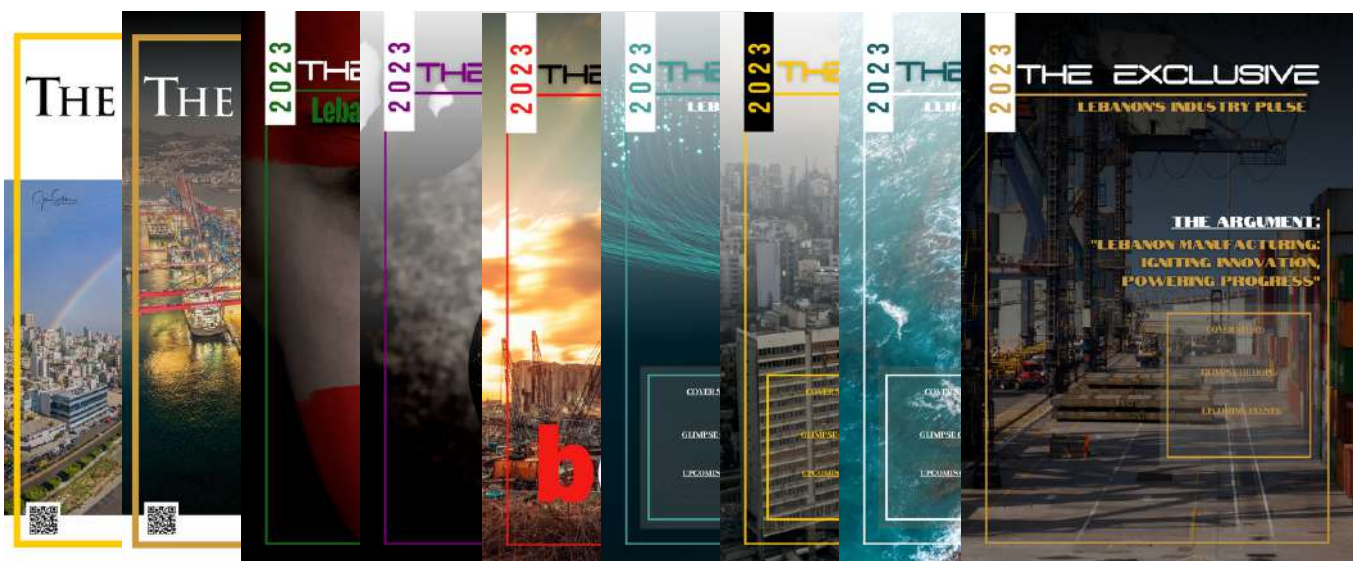
As a national promotion tool, our magazine is invaluable for international players seeking to expand their presence in other countries or regions. We take pride in being a premier network for reimagined communities, innovations, and value-added services. Within our pages, you'll find exclusive interviews 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'S INDUSTRY PULSE

A magazine dedicated to showcasing the vibrant and dynamic manufacturing industry in Lebanon. Our publication aims to celebrate the achievements, innovations, and potential of local manufacturers while providing valuable insights and resources for industry professionals, investors, and enthusiasts.

Lebanon's Industry Pulse is your go-to resource for staying informed about the dynamic and innovative manufacturing industry in Lebanon. Through our engaging content and insightful features, we aim to inspire, inform, and connect industry professionals, investors, policymakers, and enthusiasts, driving the growth and competitiveness of the manufacturing sector in Lebanon. Join us as we celebrate the achievements and potential of Lebanese manufacturing and contribute to its ongoing success.



The magazine covers various aspects of the manufacturing sector, including industry spotlights, emerging technologies and trends, sector analysis, supply chain and logistics, innovation and research, and business support and resources. By showcasing success stories, sharing knowledge, and providing market intelligence, the magazine seeks to foster collaboration, drive growth, and elevate the profile of Lebanese manufacturing on both the national and international stages.

OUR SCOPE

To promote and celebrate the achievements, innovations, and potential of local manufacturers while serving as a valuable platform for industry professionals, investors, policymakers, and enthusiasts.

*Educate. Act.
Impact.*



FEATURES

Publication: Special Edition

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

Publication date: December 2023

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

Distribution: Conferences and Trade Shows, Companies and Organizations, Business and Industry Networks, Government Institutions, Business Centers, International Distribution, Embassies, Online Platforms.

Industry Spotlights:

- In-depth profiles of leading manufacturing companies in Lebanon, highlighting their success stories, products, and contributions to the industry.
- Interviews with industry leaders, entrepreneurs, and innovators, shedding light on their experiences, strategies, and vision for the future.
- Case studies showcasing notable manufacturing projects, collaborations, and breakthroughs in Lebanon.

Emerging Technologies and Trends:

- Exploring the latest technological advancements and trends shaping the manufacturing landscape in Lebanon.
- Coverage of topics such as automation, digital transformation, additive manufacturing, sustainable practices, and industry 4.0.
- Insights from experts and thought leaders on how these innovations are revolutionizing the manufacturing sector in Lebanon.

Sector Analysis:

- Comprehensive analysis of key manufacturing sectors in Lebanon, including automotive, textiles, food processing, pharmaceuticals, electronics, and more.
- Examining market dynamics, growth opportunities, challenges, and regulatory frameworks impacting each sector.
- Providing valuable market intelligence and investment prospects to support informed decision-making.

Supply Chain and Logistics:

- Exploring the intricacies of Lebanon's manufacturing supply chain, from raw materials sourcing to distribution and export.
- Showcasing logistics best practices, infrastructure developments, and initiatives driving efficiency and competitiveness.
- Highlighting success stories and collaborations between manufacturers, suppliers, and logistics providers in Lebanon.

Innovation and Research:

- Spotlighting research and development activities, innovation centers, and partnerships fostering technological advancements in Lebanese manufacturing.
- Showcasing collaborations between academia, industry, and government agencies to drive innovation and knowledge transfer.
- Highlighting success stories of locally developed technologies and products with global impact.

Business Support and Resources:

- Providing practical information on business development, funding opportunities, export strategies, and regulatory compliance for manufacturers in Lebanon.
- Listing relevant industry associations, support organizations, and initiatives offering assistance to manufacturers.
- Featuring success stories of Lebanese manufacturers expanding their market reach globally.



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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