

# THE EXCLUSIVE

media kit  
2023



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

A bespoke magazine that celebrates the beauty, culture, and exceptional hospitality that Lebanon has to offer.

# 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

## A GUIDE TO INVESTMENT OPPORTUNITIES IN THE LEBANESE CAPITAL

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:** 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

## 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.

## 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:**

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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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