

THE EXCLUSIVE

media kit
2023



TASTE OF LEBANON

Exploring the Bountiful World of
Artisanal Agri-Food Products

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 TASTE OF LEBANON

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.

Indulge your senses and embark on a culinary journey through the flavors and traditions of Lebanon with our bespoke magazine dedicated to showcasing the finest "Made in Lebanon" agri-food products. From the sun-drenched vineyards to the fertile orchards and artisanal kitchens, this magazine celebrates the rich diversity, quality, and authenticity of Lebanon's agri-food sector.



Step into the enchanting world of Lebanese agri-food products with our bespoke magazine, where the land's bounty and culinary traditions come alive. From the fields to your plate, we invite you to savor the passion, craftsmanship, and rich flavors that define "Made in Lebanon" agri-food products. Prepare to be inspired, tantalized, and immersed in the vibrant tapestry of Lebanese cuisine, where every bite tells a story of heritage, authenticity, and the love of good food.

OUR SCOPE

To feature a range of content that showcases the diversity, quality, and traditions of Lebanese culinary heritage.

*Educate. Act.
Impact.*



FEATURES

Publication: Special Edition

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

Publication date: June 2023

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

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

Producer Profiles:

Highlight individual farmers, artisans, and food producers who are dedicated to crafting exceptional agri-food products. Explore their stories, family traditions, and the unique techniques they employ to create their signature offerings.

Product Spotlights:

Showcase a variety of agri-food products, such as olive oils, spices, dairy products, honey, traditional sweets, and preserved foods. Provide detailed descriptions of each product, including its origin, production process, flavor profile, and suggested uses.

Farm and Orchard Tours:

Virtual tours of Lebanon's picturesque farms, vineyards, and orchards. Explore the agricultural practices, sustainable farming techniques, and organic cultivation methods employed by local producers. Highlight the natural beauty of the landscapes and the connection between the land and the food it produces.

Expert Insights and Tips:

Interview renowned chefs, food experts, and sommeliers who can provide insights into Lebanese cuisine, agri-food products, and culinary traditions. Share their tips for pairing food and wine, enhancing flavors, and incorporating Lebanese ingredients into global cuisine.

Cultural Significance:

Explore the cultural significance of agri-food products in Lebanese society. Discuss how food and culinary traditions are tied to celebrations, customs, and family gatherings. Highlight the role of agri-food products in promoting cultural identity and preserving heritage.

Market and Retail Guide:

Provide a comprehensive guide to local markets, specialty stores, and online platforms where readers can find and purchase Made in Lebanon agri-food products. Include information about the producers, the products they offer, and any unique features or certifications.

Collaborations and Success Stories:

Showcase successful collaborations between Lebanese agri-food producers and international partners. Highlight restaurants, retailers, and chefs who have embraced and promoted Lebanese ingredients and products in their establishments. Share stories of export success and the impact of Lebanese cuisine on the global culinary stage.



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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