

THE EXCLUSIVE | 1st Edition | Egypt 20|21 Business Guide

The most comprehensive printed guide, dedicated to Egypt, in English, 180 pages | September 2021 | Exclusive product, a unique concept in Egypt and the region, with a tailored distribution



- An essential, integrated, digital, and printed (100.000 copies) market guide mirroring the pulse of the Egyptian market, at the turn of the decades, post global crisis, in 2021-2022
- B2B guide, an international promotion tool through international partners, organizers of B2B forums, exhibitions, conferences (Europe, Middle East, Asia, USA) in 2021 - 2022
- Office buildings | business & technology parks | R&D centers | coworking hubs- projects presentations • Logistic and industrial parks – projects presentations
- Commercial presentations of projects in progress and investment opportunities in dedicated sections related to Energy & Environment, Industry, Hospitality & Tourism, Real Estate.
- National strategies, international financing opportunities, and projects that define the country`s evolution between 2021-2025
- Business communities, business districts, industrial zones, regional projects and opportunities
- In-depth market analysis, studies, and evolution of cities and areas
- Interviews with stakeholders and leaders
- Amplified distribution: direct to the offices, retail, and HoReCa centers, airport lounges, embassies, targeted distribution by request

- Premium exposure in a certified investment guide – yearbook, the most comprehensive business PR instrument of the Egyptian market (1st edition) along with leading developers, investors, manufacturers
- Unique structural concept (editorial & research) with the commercial presentations in the largest guide dedicated to a market in the region (* in reference to other publications with editorial supplements or events)
- direct B2B exposure through the largest and innovative matrix of events in the region and Egypt (the Yearbook is available for all the participants on stands, tables, gift bags, through special partnerships over 30 events / every year) at an equal cost or lower than individually targeting one (1) event by a company.
- B2B exposure, awareness & leads, through controlled distribution (targeted at the offices) to the most diverse sectors of companies in the region, in extension to traditional real estate business - ex. companies in: IT&C, logistics, law firms, architecture & design, advisory, banks, insurance, transport, construction, production - automotive, health - pharmacy, bilateral chambers of commerce and their members, embassies, etc.
- Brand statement & project positioning, in a dedicated product with leading projects and products in Egypt and MENA
- Discounted advertising rates and exposure also in regional cities through The Exclusive event partnerships – personalized offers with discounts in the related magazines • networking & concierge opportunities - with product partners • international B2B exposure, through a network of exclusive events, an increasing number of events (tailored packages for exposure and interaction at Expo Real Munich or MIPIM options)

Product: Yearbook, 180 pages, A4, English

Circulation: 100.000 copies

Date: September 2021 | **Deadline for any materials 15th of August**

Distribution: *Certified distribution documents can be available at any time for those interested

- The yearbook has controlled distribution (complementary), in office buildings (including receptions), logistic parks, industrial parks, to their clients, to investment funds, ministries, embassies, business clubs, banks, bilateral chambers of commerce, investors associations, multinational companies, transport, logistic companies, in Egypt and CEE.
- Exclusive business & marketing tool at Expo Real 2021 | MIPIM 2021 | Expo2020 | World Future Energy Summit – The Exclusive’s booths and conferences.
- Promotion: online and in print editions through our editorial supplements, interactive platform, social media, at events, with advertisements of partners, online on partners websites
- Launching event: A product to support a series of national events to analyze the potential of investments in the real estate market, energy, and environment, tourism and hospitality, industry in Egypt, for the first time dedicated to the potential also of the regional market – secondary cities, held in partnership with main leaders of the market, in September 2021, (details pending, and available by request)

INSIDE FULL-PAGE ADVERTORIAL	\$10,120
INSIDE FRONT COVER (IFC) / BACK COVER (IBC)	\$21,600
OUTSIDE BACK COVER (OBC)	\$24,000
INSIDE FRONT COVER SPREAD (DPS)	\$26,000
INSIDE DOUBLE PAGE SPREAD (DPS)	\$21,300
1, 2, 3 DOUBLE PAGE SPREAD (DPS)	\$24,420
FRONT COVER GATEFOLD	\$32,200
BUTTERFLY GATEFOLD WRAP (BG))	\$44,000

Super Early Booking:

Contracts signed and paid until July 8, 2021::

- 25 % (interior pages)

- 10 % (partner package/covers)



Confirmations / payment conditions:

- Contracts signed in July 2021: -10%
- Creating content - advertorials for clients: +15%
- DTP: +15%
- Contract confirmation: 20 of July 2021
- Payment confirmations: 1st of August 2021
- Partners packages and covers include advertising options in our editorial supplements and personalized options for promotion at events in 2021 | 2022

***Special operations such as belly band, loose/bound/stuck inserts i.e. bookmarks, are available upon request. Contact us at raluca@worldelitesolutions.com for personalized packages.**

****Prices do not include VAT**

Strategic Partner \$40,000

C4, logo on C1, article inside, mention as a partner in all media materials, logo on the business cards

Content Partner \$25,000

Logo on C1, article inside, advertisement, mention as a partner in all media materials, logo on the business cards, logo on pages of dedicated chapter

Mobility Partner \$25,000

Logo on C1, article inside, inside double spread, mention as a partner in all media materials, logo on the business cards, interior advertisement

Launch Event Partner Nice/Cairo \$60,000

Logo on C1, article inside, double spread inside, mention as a partner in all media materials, logo on the business cards, special branding in the launch video, branding at the events

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