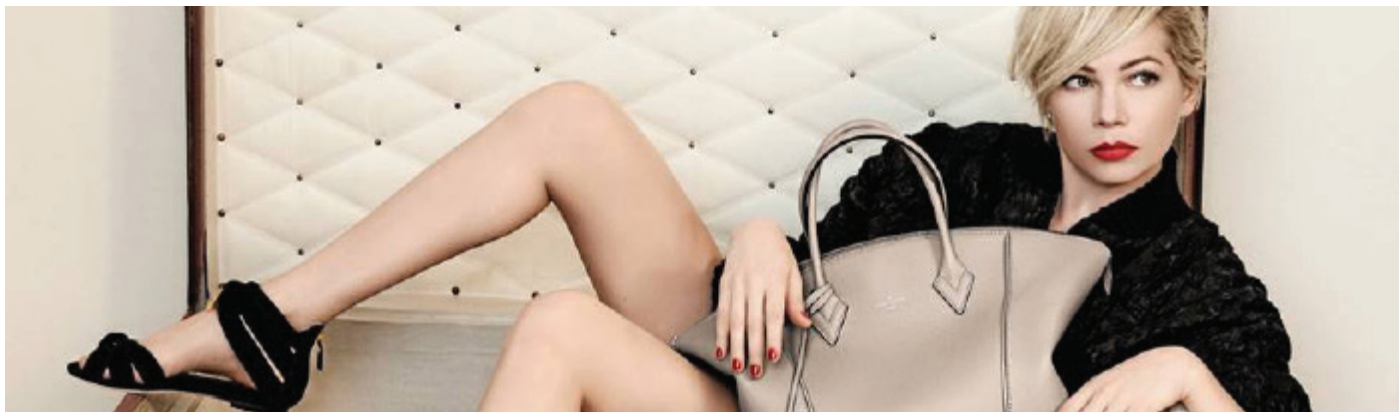


SUNDAY trends

LIFESTYLE • TRAVEL • FASHION • WELLNESS • LUXURY • DESIGN

A total different, modern, sophisticated lifestyle and fashion magazine for the modern Maltese with a strong focus on fashion, beauty, shopping and lifestyle trends.

RATE CARD 2021



MBR's Sunday Trends reaches a wide audience from smart, sophisticated women who are affluent, well-travelled, cultured, style-conscious and socially active, to the corporate executive, who are mobile and have fashion-sense, from the sales girl in downtown fashion retail to the suburban hairdresser, from the housewife to the opinion-minded husband, Sunday Trends delivers quality services and an overall presentation of your product into this prestigious publication which goes out with Independent on Sunday, and on

Facebook in digital interactive flip over version. You automatically get to the value-added publicity as they are uploaded on Malta Business Review website and also The Malta Independent website along with 200,000 emails shot to businesses. We basically help you to publicise your products all over the country by publishing them on the people's favourite choice- It will be a wonderful experience for you as we deliver quality services with full customer satisfaction in a different and readers wants style.

**READERSHIP: 200,000 DIGITAL ELECTRONIC FLIP-OVER VERSION VIA ONE EMAIL BLAST
CIRCULATION: 20,000 PRINTED COPIES**

(including All stationers, complimentary copies to corporate businesses, SMEs, Industrial zones, Banks, Beauty & Health Centres, SPAs;)

No more printing only. One can view the publication digitally also on facebook. In this manner, the publication will reach every person in their own way.

READERS PROFILE

- Average age of readers between 24 – 40 years
- Strong coverlines, top quality stories, high profile interviews, topical issues, fashion and beauty stories.
- Top concerns of readers are self-improvement and lifestyle/ wellbeing, money, personal finance and career

- Engagement with Sunday Trends readers goes beyond the print magazine – and takes place through social media, online, via Facebook and the MBR website, and new communication avenues such as MBR events and fashion shows
- Sunday Trends Provides advertisers with a new communication avenue to reach a fashion-savvy, trend-driven set of young people who strive to be fun, fearless and always fabulous in their everyday life.

AUDIENCE AGE EDUCATION/EMPLOYMENT

18-49	College Educated	80%
25-49	Employed	74%
25-54	Unemployed	70%

THE FIRST TRULY DIGITAL, ONLINE AND PRINT LIFESTYLE AND FASHION MAGAZINE

GENERAL ADVERTISING RATES

	1x	3x	6x
Full page	€650	€600	€550
1/2 Page	€350	€325	€300
1/4 Page	€200	€180	€150
Spot	€120	€100	€85
Front Cover (inc. two page article)	€1,350	/	/
Inside Front	€800	/	/
Inside Back	€700	/	/
Back Cover	€900	/	/

*All prices exclude 18% VAT

FACEBOOK & ONLINE ADVERTISING

	1x	2x	3x
Leader Board 468px x 60px	€100	€100	€100
Banners Ads 125px x 125px	€50	€50	€50
Box Ads	€50	€50	€50
Blogs/Editorials/ Advertorials	€50	€50	€50
Video Clips	€150	€100	€75

*All prices exclude 18% VAT

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.

CLOSING DATES & ISSUE CYCLES

Sunday Trends is published bi-monthly. The publication goes out with The Malta Independent on Sunday to all main stationeries, facebook digital, website digital and 200,000 email shots.

The distribution includes; Accountants, Audit, Architects & Engineers, Agencies, Banks, Boat owners, Chamber of Tax & Legal Consultancies,

Cruise Line Industry Clusters, Foreign Representations & Embassies, Shops, Lawyers, Financial Institutions, Marinas, Navigation & Maritime Associations, Shipping Ship Yards, Transport & Logistics Sector, Yacht & Brokerage Companies, Malta Maritime Agencies and Law Association.

SUNDAY TRENDS TOPICAL MONTHLY SUBJECTS

Solved / Unsolved Mysteries, True stories & Life Drama, Fashion & Lifestyle Trends, Fashion Accessories, Beauty, Fitness, Health, Doctors Q&A, Food & Beverage, Sports, Mother care, Travel & Leisure, Events & Entertainment, Paparazzi, Motoring, Humour corner, Sex Files, Home decor/ Interior design, Interview of the month, Body art, Maltese landscape, Mystery shopper, Pets, Property & Real estate, Hotel & Hospitality, Gadgets and Games & Quiz with prizes.

SIZE

Full Page	210mm x 297mm +5mm bleed all around
Half Page (Horiz)	185mm x 30mm
Half Page (Vert)	265mm x 86.5mm
Quarter Page (Vert)	129mm x 86.5mm
Quarter Page (Hor)	180mm x 61mm
Spot (Size of image)	60mm x 60mm

Artwork Specifications

All adverts must be submitted in electronic format in PDF, TIFF or EPS formats in high resolution 300dpi. Should you have other file formats kindly confirm with our team beforehand. A full sized printed copy must be sent with the artwork as approval.

CONTACT

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