

## SeeNews TOP 100 SEE 2017 Sponsorship proposal

### About SeeNews TOP 100 SEE

Last year's edition - [SeeNews TOP 100 SEE 2016](#) was a news story in more than **130 newspapers, on-line media, TVs, social networks and blogs in more than 15 countries**. Over 10 million business users throughout the world were reached in 2016 thanks to the news articles for its launch and the republished interviews in one of the biggest global business news providers including *Thomson Reuters, Bloomberg, Dow Jones Factiva and LexisNexis* among others.

[SeeNews](#) will release at the beginning of **October 2017** its [SeeNews TOP 100 SEE](#) anniversary ranking of the largest companies in the region of Southeast Europe (SEE) for a 10th consecutive year.

**SeeNews TOP 100 SEE** is a comprehensive, in-depth guide to the transition economies of Southeast Europe, which provides an up-to-date perspective on regional economies and business activities with detailed presentation of the best performing businesses in each of the SEE countries.

**SeeNews TOP 100 SEE is the only ranking of the top companies, banks and insurers in Southeast Europe.** The rankings will come out as a **print edition** and will also be distributed to our database by e-mail in a PDF format and published online on <http://top100.seenews.com>.

The edition will be released in **English** and distributed for **free** to thousands of **executives, industry professionals and decision makers** throughout Southeast Europe.

## Content

**SeeNews TOP 100 SEE**, edition 2017, will feature:

- **SEE Top 100 Companies** – a ranking of the best performing companies in Southeast Europe in terms of total revenue.
- **SEE Top 100 Banks** – ranking of the biggest banks in Southeast Europe in terms of total assets.
- **SEE Top 100 Insurers** - ranking of the biggest insurance companies in the region in terms of premium income.
- **SEE Sustainability** – In-depth analysis, trending and the challenges of the sustainable development for the countries and businesses in Southeast Europe. Best practices, models and the opportunities for their implementation for sustainable development.
- **SEE Corporate Management**
- **SEE TOP Industries** – industry profiles, analyses and features of hot industries
- **SEE Country Profiles** - a snapshot of the 10 transition economies of Southeast Europe
- Analyses, Opinions & Interviews, investment researches and features

## Snapshot

**Print Circulation:** **4,000+** reaching all C level executives and managers in SEE, events and conferences, major business centres and company headquarters.

**Digital Circulation:** The edition is uploaded on the [TOP 100 webpage](#) with news articles for the launch and the individual interviews also published in the biggest information aggregators like: *Bloomberg, Thomson Reuters, Thomson West, Dow Jones Factiva, NewsEdge, Infodesk* among others, thus, reaching to over 10 million business users throughout the world.

**Format:** Print Edition/PDF file  
**Size:** 90+ pages (estimation)  
**Publication Date:** October, 2017  
**Website:** <http://top100.seenews.com>

## Visibility

- Over 300 CEOs of the ranked top companies, banks and insurers in SEE
- SeeNews TOP 100 pool of 6,000+ companies, banks and insurers in SEE
- Associations, chambers of commerce, professional organisations in SEE
- International investors in SEE
- Placement at business events and conferences in Europe, reaching over 10,000 C-level executives and business people
- Stock Exchanges and Investment Agencies in SEE
- SEE countries' embassies and trade consulates
- Consultants and research agencies/companies
- Banks, investment intermediaries, investment funds, private equity funds and venture capital funds
- Subscribers of Capital weekly newspaper in Bulgaria
- Lobbies of major business hotels in the region
- Sofia Airport Business lounge

## Advantages

- Long lifecycle of the edition
- Re-read by more than once by multiple people
- Archived on the official SeeNews TOP 100 webpage – access any time
- A source of expensive and hard-to-collect information
- Indicator of the economic development of the region
- Indicator for trends and analysis in different sectors
- Interviews with people who do not appear in the media often
- Information, analysis, rankings, macro- and microeconomic indicators for the whole region
- Detailed presentation of the sectors banking and insurance

## Sponsorship packages

### Premium

Regular price: EUR 6,000 (VAT excl.)

**20% discount off regular price, if booked before 31<sup>st</sup> May 2017: EUR 4,800 (VAT excl.)**

#### PRINT

- Advertisement on 4<sup>th</sup> back cover
- Two-page-interview with a company executive in a section selected by client
- Branding with company logo of one selected ranking in SeeNews TOP 100. Each ranking includes ranking tables and analyses, a total of 4-5 pages. Available rankings for selection include:
  - *SEE TOP 100 Companies*
  - *SEE TOP 100 Banks and*
  - *SEE TOP 100 Insurers*

#### ONLINE

##### **\*BONUS\***

**1,200 EUR worth:**

- Interview republished on SeeNews and the global business news providers including Thomson Reuters, Bloomberg, Thomson West, Dow Jones Factiva, LexisNexis, NewsEdge and Infodesk
- Branding with company logo and direct link to the Sponsor's website of the corresponding ranking online on <http://top100.seenews.com>
- Social media coverage – the interview will be promoted in advance and shared on social media, including Twitter, Facebook and LinkedIn
- **Banner in homepage and news section on SeeNews.com** with exclusivity rotation terms – 2 weeks after launch of edition

- **Banner in daily Newsletter** reaching more than 6 500+ highly targeted readers weekly – 2 weeks before edition is out and 2 weeks after. Total reached 26 000+ subscribers for the whole period

## Plus

Regular price: EUR 4,500 (VAT excl.)

**20% discount off regular price, if booked before 31<sup>st</sup> May 2017: EUR 3,600 (VAT excl.)**

### PRINT

- Advertisement on the 2<sup>nd</sup> or 3<sup>rd</sup> inside cover
- One-page interview with a company executive in a chapter chosen by the client
- Branding with company logo and direct link to the Sponsor's website of the [industry analysis name] industry analysis for SEE published online on <http://top100.seenews.com>

### ONLINE

#### **\*BONUS\***

#### **700 EUR worth:**

- Interview will be republished on SeeNews and on the global business news providers including Thomson Reuters, Bloomberg, Thomson West, Dow Jones Factiva, LexisNexis, NewsEdge, and Infodesk
- Social media coverage – the interview will be promoted in advance and shared on social media, including Twitter, Facebook and LinkedIn.
- Banner in daily Newsletter reaching more than 6 500+ highly targeted readers weekly – 2 weeks after the edition is out

## Standard

Regular price: EUR 3,500 (VAT excl.)

**20% discount off regular price, if booked before 31<sup>st</sup> May 2017: EUR 2,800 (VAT excl.)**

### PRINT

- Two-page-positioning in SeeNews TOP 100, edition 2017.
- Options to choose from:
  - A two-page-interview with an organisation's top executive (edited by SeeNews editors)
  - One-page interview and A4 advertisement
  - Company profile. Design and samples will be available upon request.

### ONLINE

#### **\*BONUS\***

#### **700 EUR worth:**

- Interview will be republished on SeeNews and on the global business news providers including Thomson Reuters, Bloomberg, Thomson West, Dow Jones Factiva, LexisNexis, NewsEdge, and Infodesk.
- Social media coverage – the interview will be promoted in advance and shared on social media, including Twitter, Facebook and LinkedIn.

## Half-page visual + Half-page interview

Regular price: EUR 2,190 (VAT excl.)

**20% discount off regular price, if booked before 31<sup>st</sup> May 2017: EUR 1,750 (VAT excl.)**

### PRINT

- Half-page visual + half-page interview in SeeNews TOP 100, anniversary 10th edition.

### ONLINE

#### **\*BONUS\***

#### **700 EUR worth:**

- Interview will be republished on SeeNews and on the global business news providers including Thomson Reuters, Bloomberg, Thomson West, Dow Jones Factiva, LexisNexis amongst others
- Social media coverage – the interview will be promoted in advance and shared on social media, including Twitter, Facebook and LinkedIn

## One-page positioning

Regular price: EUR 1,750 (VAT excl.)

**20% discount off regular price, if booked before 31<sup>st</sup> May 2017: EUR 1,400 (VAT excl.)**

### PRINT

- One-page-positioning in SeeNews TOP 100, anniversary 10th edition. That could be one of the following:
  - A one-page interview with an organisation's top executive (edited by SeeNews editors)

- One-page A4 advertisement
- Company profile. Design and samples will be available upon request

## ONLINE

### **\*BONUS\***

#### **700 EUR worth:**

- Interview will be republished on SeeNews and on the global business news providers including Thomson Reuters, Bloomberg, Thomson West, Dow Jones Factiva, LexisNexis amongst others
- Social media coverage – the interview will be promoted in advance and shared on social media, including Twitter, Facebook and LinkedIn

## Half-page positioning

Regular price: EUR 1,190 (VAT excl.)

**20% discount off regular price, if booked before 31<sup>st</sup> May 2017: EUR 952 (VAT excl.)**

## PRINT edition

- Half page positioning in SeeNews TOP 100, anniversary 10th edition. That could be one of the following:
  - Half-interview with an organisation's top executive (edited by SeeNews editors)
  - Half-page advertisement
  - Company profile. Design and samples will be available upon request

## ONLINE

### **\*BONUS\***

#### **700 EUR worth:**

- Interview will be republished on SeeNews and on the global business news providers including Thomson Reuters, Bloomberg, Thomson West, Dow Jones Factiva, LexisNexis amongst others



- Social media coverage – the interview will be promoted in advance and shared on social media, including Twitter, Facebook and LinkedIn

## Non-standard advertising options:

Apart from our standard packages and other standard advertising options, we can offer custom communication solutions based on the requirements and needs of the client.

Some of the non-standard means of communication include:

- Fliers/Inserts,
- Brochures,
- Sleeves,
- Invitations
- Banner/Ribbon
- And many more

*Prices are calculated on individual basis and depend on the specifics of the chosen method of advertising. Promotional discounts do not apply to non-standard advertising options. Availability is based on quantities.*

## Contact us:

For additional information, booking requests and queries please get in touch with:

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