

# 2022

## EDITORIAL MEDIA KIT

**BR** Business  
Review  
WHERE ROMANIA TALKS BUSINESS

[www.business-review.eu](http://www.business-review.eu)



## 2022 MEDIA KIT

WE DELIVER B2B NEWS, REVIEWS, RESEARCHES, INTERVIEWS AND IN-DEPTH ANALYSES ACROSS AN OPTIMAL MIX OF PLATFORMS.

OUR EDITORIAL CONTENT IS AN UNMATCHED, ON POINT NEWS GATHERING AND IS PROVEN TO HELP YOUR COMPANY COMPETE, THRIVE AND BECOME AN INDUSTRY LEADER.

WITH +20 YEARS OF EXPERIENCE, BUSINESS REVIEW IS THE PLACE WHERE ROMANIA TALKS BUSINESS, BEING THE FIRST ENGLISH-LANGUAGE PUBLICATION IN ROMANIA.





**Anda Sebesi**  
Editor-in-Chief

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*After more than 20 years of presence on the Romanian media scene, Business Review gained a wide experience in offering high-quality, objective and original content for its readers. Throughout its 360 degree approach – print, online and events – it became one of the most relevant platforms that companies can use to communicate with the business environment their outstanding achievements and strategies that made them performers in their field of activity. It became a real voice for fields like real estate, human resources, technology, environment, smart cities or foreign investments or retail and logistics by creating relevant and updated content for the entire local business community.*

## BUSINESS REVIEW BY NUMBERS

### THE MAGAZINE

**6K**

Monthly Print Run

### ONLINE

**805K**

users with a total  
of around

**1.2mln**  
page views and

**799K**  
new users

### BR DAILY NEWS

**+3K** BR Daily newsletters with a CTR of over **30%**

### SOCIAL MEDIA:

**+29K** Followers (Linkedin, Facebook,  
Instagram, Twitter, YouTube Channel)

### EVENTS

**11** yearly on-site • online •  
hybrid events streamed live

**+225** registered attendees  
per event

**+4.7K**  
YouTube views



**~56K** PEOPLE REACHED FACEBOOK EVENTS



**+55K** LIVE VIDEOS REACH **+15K** LIVE VIDEOS VIEWS



**+10K** LINKEDIN FOLLOWERS WITH  
**+75%** C-LEVEL SENIORITY

### SPECIAL ISSUES & REPORTS

Real Estate Guide:

**4K** Print Run

True Leaders  
Top 100 Most Profitable  
Companies in Romania:

**4K** Print Run

Invest in Romania:

**3K** Print Run

Country Focus:

**6K** Print Run

### MANAGEMENT LEVEL

**52%**  
Top Management

**33%**  
Middle Management

**12%**  
Entrepreneurs

**3%**  
Others

## AUDIENCE QUALITY

### HEALTHY TRAFFIC

**~60%** of the traffic is brought by organic searches

**~27%** is direct traffic

**~13%** social media

**54%**

**46%**

### BY REGION

**31%** Romania

**26%** EU

**13%** US

**8%** UK

### SOCIAL REACH

FACEBOOK REACH: **350K**

LINKEDIN IMPRESIONS: **1.3MLN**

BR DAILY NEWSLETTER REACH: **470K**

BR DAILY OPEN RATE: **30% (140K)**

### HIGH PROFILE AUDIENCE (\*SATI)

YOUNG EDUCATED  
BUSINESS PROFESSIONALS

**75%**

**BETWEEN 25-44 YEARS**

### SOCIAL CATEGORY (\*Esomar SATI)

**85.7%**

**A & B & C CATEGORIES**

(C-LEVEL CLASS - HIGH,  
OVER MEDIUM INCOME)

**100%**

**URBAN VISITORS**  
(\*SATI)

## BR BY MONTH · 2022 PROJECTS & ACTIVATIONS CALENDAR

### JANUARY-FEBRUARY

**Editorial:** Top Industries to Watch in 2022

**Events:** ◇ RE:FOCUS ON ECOMMERCE, RETAIL & LOGISTICS

### MARCH

**Editorial:** People to Watch in 2022

**Special project:** Achievements and success spotlight:  
Women who Rock the Business World

**Events:**

◇ BUSINESS REVIEW AWARDS GALA (BOP)

◇ HR #FUTURE OF WORK | WORKING ROMANIA

### APRIL

**Editorial:** How can Romania be more competitive  
in the region

**Event:** ◇ TAX & LAW CONFERENCE

### MAY

**Editorial:** Romanian CSR scene: how did pandemic  
change the rules in corporate involvement?

### JUNE

**Editorial:** Sustainable developments of the  
communities. Technologies that push forward the  
smart development of cities.

**Event:** ◇ SUSTAINABLE FUTURE CITIES

**Supplement:** ◇ Real Estate Guide

### JULY

**Editorial:** Main Trends on the Local Real Estate &  
Constructions Market

**Events:** ◇ GARDEN ZOOM-OUT |  
REAL ESTATE & CONSTRUCTION FORUM

### AUGUST

**Editorial:** Top 10 most developed cities in Romania  
from various perspectives: economic, human  
resources, investments

### SEPTEMBER

**Editorial:** “Corporate Environment Involvement” –  
Recycling and separate collection in the spotlight

**Event:** ◇ ENVIRONMENTAL & SUSTAINABILITY SUMMIT

### OCTOBER

**Editorial:** Foreign Investments in Romania

**Event:** ◇ FOREIGN INVESTORS SUMMIT

**Supplement:** ◇ Invest in Romania

### NOVEMBER

**Editorial:** Top salaries in ten most dynamic industries  
in Romania for top and middle management

**Event:** ◇ AUTUMN EDITION HR#FUTUREOFWORK  
WORKING ROMANIA

### DECEMBER

**Editorial:** Romanian Retail Market on the Radar

**Events:** ◇ TRUE LEADERS AWARDS

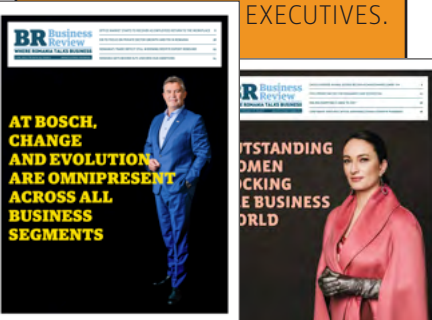
**Supplement:** ◇ True Leaders ·  
Top 100 Most Profitable and Best Performing  
Companies in Romania



# EDITORIAL SPECIALS · PERMANENT NEW SECTIONS IN PRINT & ONLINE

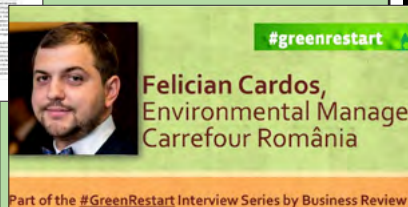
## COVER STORY: PROFILE

BR'S TOPFLIGHT PACKAGE SPOTLIGHTS YOUR COMPANY'S SUCCESS STORY AND CELEBRATES THE ACHIEVEMENTS OF THE EXECUTIVES.



## ONLINE #GREENRESTART

OVERVIEWS FROM LEADING SUSTAINABILITY, ENVIRONMENT AND CSR PROFESSIONALS FROM MAJOR ROMANIAN COMPANIES.



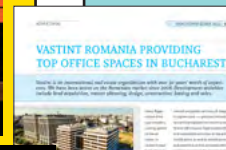
## ONLINE HR SPOTLIGHT

CORPORATE HR CHIEFS INTO THE SPOTLIGHT ONE-TO-ONE INTERVIEWS WITH TOP HR EXECUTIVES AND L&D PROFESSIONALS FROM MAJOR COMPANIES ON NEWEST TRENDS AND DEVELOPMENTS.



## REAL ESTATE

IN-DEPTH OVERVIEWS AND INTERVIEWS WITH REAL ESTATE EXPERTS: INVESTORS, DEVELOPERS, CONSTRUCTORS, BROKERS FOR ALL THOSE LOOKING TO GAIN A COMPETITIVE EDGE. WE PROVIDE THE LATEST ON ALL SEGMENTS OF THE MARKET AND ITS MOST PROFITABLE AND PRODUCTIVE PROFESSIONALS.



## CALLFORLEADERS

AN EXCLUSIVE EDITORIAL PROJECT THROUGH WHICH BUSINESS REVIEW FEATURES 4 MAIN QUESTIONS TO ROMANIA'S TOP BUSINESS LEADERS.



## EDITORIAL SPECIAL PRINTS & SUPPLEMENTS

### REAL ESTATE GUIDE



INSIGHTFUL AND DETAILED OVERVIEWS, ANALYSES AND INTERVIEWS ON INVESTMENTS AND TRENDS SHAPING THE EVOLUTION OF REAL-ESTATE WITH EVERYTHING IT ENCOMPASSES: OFFICE, RETAIL, RESIDENTIAL, INDUSTRIAL & LAND.

[Download PDF](#) | **BR's Real Estate Guide: Major Insights into Romania's Property Market in 2021**



### TRUE LEADERS



TOP 100 MOST PROFITABLE COMPANIES IN ROMANIA & ECONOMY OVERVIEW

[Download PDF](#) | **TOP 100 Most profitable and best performing companies in Romania**



### INVEST IN ROMANIA



OVERVIEWS AND ANALYSIS ON MAJOR SUSTAINABLE INVESTMENTS IN ROMANIA, EMPHASIZING TOP C-LEVEL EXECUTIVES' VISIONS ON ROMANIA'S BUSINESS ATTRACTIVENESS.

### COUNTRY REPORTS



ANALYSIS OF FOREIGN INVESTMENTS IN ROMANIA, HIGHLIGHTING FDIS MADE BY SPECIFIC COUNTRIES. OVERVIEWS OF THE ACTIVITY / RESULTS OF MAIN FOREIGN COMPANIES PRESENT IN ROMANIA AND THEIR IMPACT ON LOCAL ECONOMY. EDITION OF 4 PAGE-ARTICLE, INSIDE BR MAGAZINE.



## EVENTS

### TRADEMARK EVENTS



### EVENTS DEDICATED TO A RANGE OF DIFFERENT INDUSTRIES



## BESPOKE

We have the know-how and the right connections!  
Count on us to deliver custom events that help you achieve strategic goals, connect with influential decision makers and engage your most desired audience.

**Let's start the conversation!**

### #Call4Leaders Video Talks

July 2, 2020, 10:30

**LIVE HAPPENING NOW:**  
LIVE TRANSMISSION

**CLICK**  
for ACCESS

**Antoaneta Curteanu**  
Head of Retail Division  
UniCredit Bank Romania

**Camelia Ivan**  
CEO  
Trans Sped

**Aurel Dragan**  
Moderator  
Business Review

Powered by **UniCredit Bank**

Event organized by **BR Business Review**


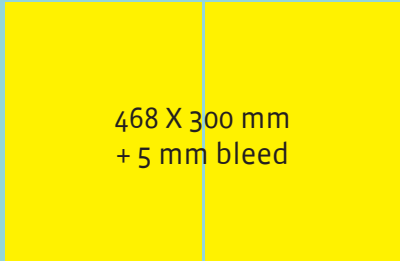
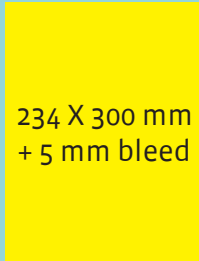
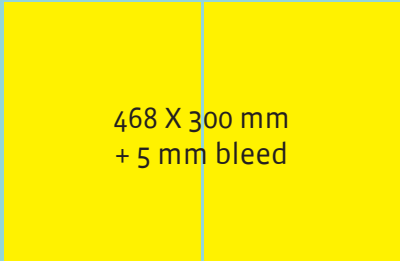
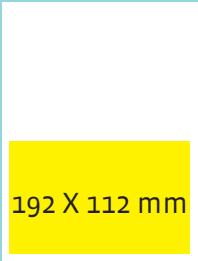
## PRINT MAGAZINE OPPORTUNITIES

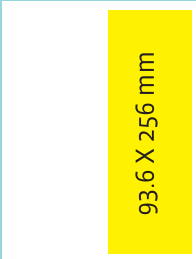
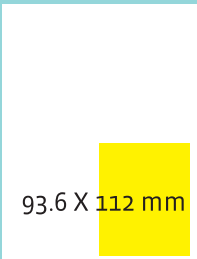
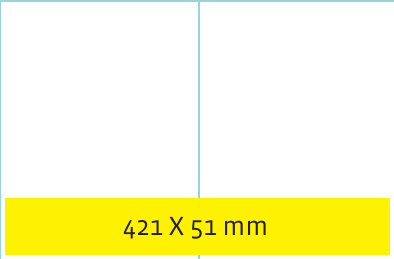

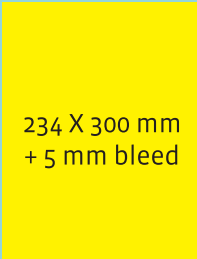
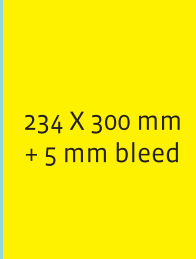

GET YOUR CONTENT INTO THE RIGHT HANDS. PRINT ADS CAN LITERALLY LIVE FOREVER.

### DISTRIBUTION: CORPORATE SUBSCRIPTIONS & KEY HOTSPOTS

in Bucharest and around the country  
Ministers, Chambers of Commerce, Stock Exchange, Business Centers, only 4 & 5 stars hotels, Media Agencies, Banks, medical & health centers, Airlines Business Class Lounges + premium top-level audience of BR's events.

**THE DIGITAL MONTHLY  
VERSION AVAILABLE  
ONLINE** completes the access and strengthens awareness, being readable anywhere in the world!  
**AVAILABLE HERE!**

| 1/1 PAGE   | OPENING SPREAD  |  | COVER 2  | INSIDE SPREAD  |  | 1/2 PAGE LANDSCAPE  |
|--|---|--|--|--|--|---|
|  <p>234 X 300 mm<br/>+ 5 mm bleed</p> |  <p>468 X 300 mm<br/>+ 5 mm bleed</p> |  |  <p>234 X 300 mm<br/>+ 5 mm bleed</p> |  <p>468 X 300 mm<br/>+ 5 mm bleed</p> |  |  <p>192 X 112 mm</p> |
| EUR 4,500  | EUR 6,200   |  | EUR 5,550  | EUR 5,800  |  | EUR 2,950   |

| 1/2 PAGE PORTRAIT  | 1/4 PAGE   | STRIPE ORIZONTAL SPREAD   |  | STRIPE VERTICAL  | COVER 3  | BACK COVER   | INSERT  |
|--|--|---|--|--|--|--|---|
|  <p>93.6 X 256 mm</p> |  <p>93.6 X 112 mm</p> |  <p>421 X 51 mm</p> |  |  <p>60.7 X 250 mm</p> |  <p>234 X 300 mm<br/>+ 5 mm bleed</p> |  <p>234 X 300 mm<br/>+ 5 mm bleed</p> |  |
| EUR 2,950  | EUR 1,750  | EUR 3,500   |  | EUR 2,300  | EUR 5,140  | EUR 6,650  | EUR 2,300   |

## ENGAGING DIGITAL OPPORTUNITIES

| DISPLAY ADS  | VIDEO ADS  | SPONSORSHIPS   | ENGAGING ADVERTISING  | NEWSLETTER PLACEMENT  |
|--|--|--|---|---|
| 728x90<br>300x250 (3 positions)<br>750x150<br>(banner inside article)<br><br><b>Offer:</b><br>EUR 10 /cp | 300x250<br>2-3 min. max length<br><br><b>Offer:</b><br>EUR 20 /cpm | Individual road block<br>for 1 month, 1st screen<br>positioning<br><br><b>Offer:</b><br>EUR 350 for 728x90<br>& 300x250<br><br>EUR 525 for 1160x200<br><br>EUR 850 for<br>1160x200+160x600<br>(website branding) | Publish a good written<br>advertorial with 24h<br>on HP · social media share ·<br>included as news in<br>BR Daily News Service<br><br><b>Offer:</b><br>700 Euro | <b>Offer:</b><br>300 Euro/week – 5 inserts<br><br>800 Euro/month – 20 inserts |

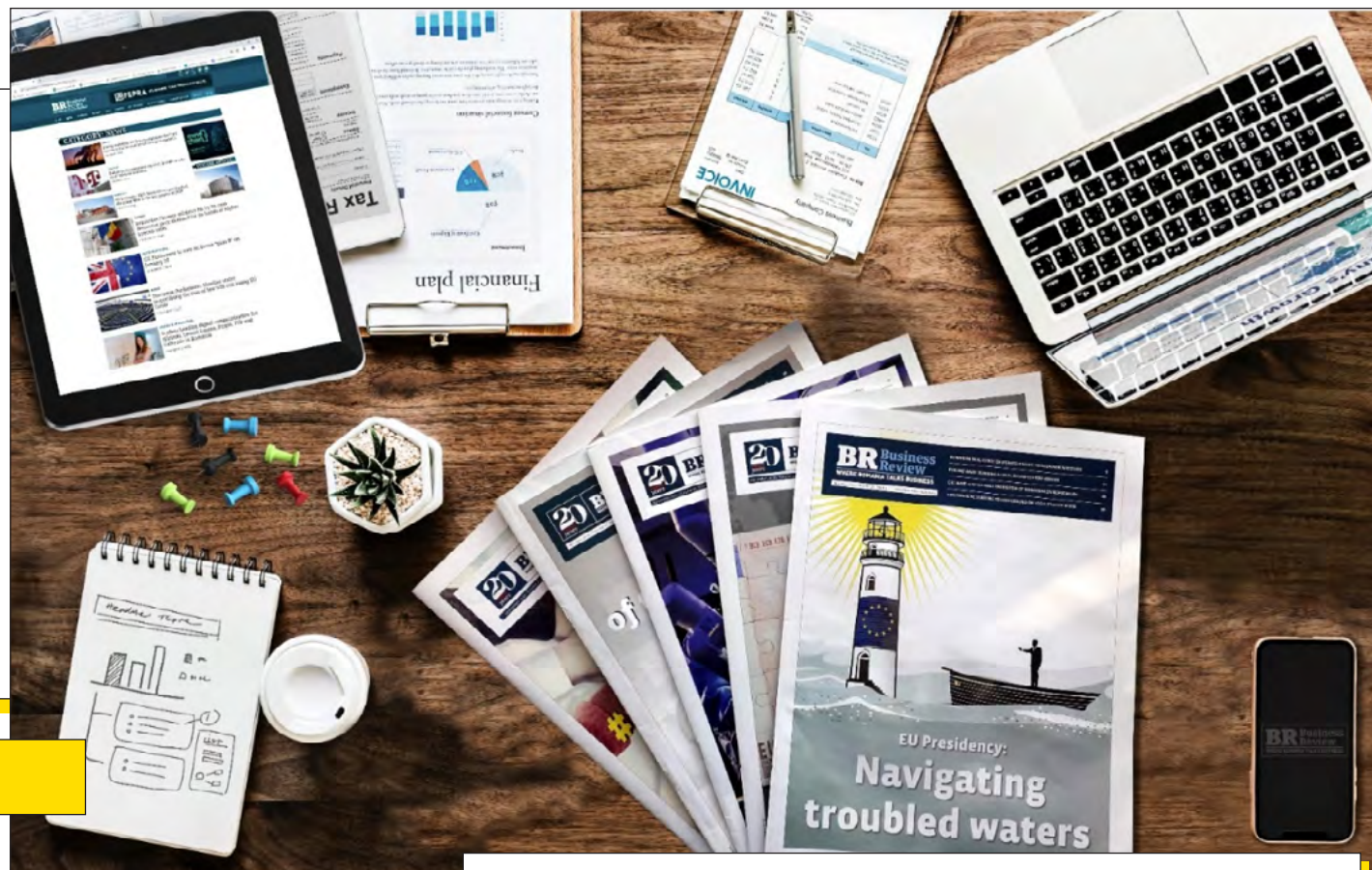
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ACROSS OUR PLATFORMS

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EXECUTIVES, DECISION MAKERS AND  
KEY CONTACTS IN MAIN INDUSTRIES,  
WE CAN HELP POSITION YOUR BRAND  
AS LEADER IN ITS FIELD OF EXPERTISE.

• PRINT • ONLINE • EVENTS •



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Our sales process is consultative and ROI-driven, as our team works to understand your business objectives and deliver a sponsorship package that meets your exact needs. This approach ensures that sponsorship of the optimal mix of Business Review products - conference, online and print materials - delivers value for your organization.

**Let's  
talk**



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