



## ABOUT

**The FINANCIAL** is the intelligence business publication written expressly for opinion leaders and top business decision-makers.

**The FINANCIAL** is about world's largest companies, investing, careers, and small business. It's market coverage with advice, information, analysis, comment and investing tips. Our insight helps you make better decisions about your career, your business, and your personal investment.

“Our insight helps you make better decisions about your career, your business, and your personal investment”

## | WHY TO ADVERTISE? | IT WORKS |

## DISTRIBUTION

**The FINANCIAL** is delivered free of charge to more than 600 companies and their managers. Currently it has 4,000 copies in circulation that is biggest number in Georgia.

Having the most extensive distribution network in Georgia, Financial is broadening in Europe and US. Among FINANCIAL subscribers are the leading financial institutions, chambers of commerce and investing companies. FINANCIAL is offered for free in Radisson Blu Iveria Hotel, Tbilisi Marriott Hotel, Courtyard by Marriott and the Sheraton Metechi Palace.

**The FINANCIAL** has an unparalleled opportunity to influence on local Georgian and world business community. It accesses a hard-to-reach audience of young, educated business professionals with impressive purchasing power.

## AUDIENCE

Our focus has been a quite defined segment: people holding top positions at leading Georgian and international companies and investing thousands of dollars for good causes. The FINANCIAL is a newspaper of choice among bankers, investors and financial consultants.

## VIEWING BY SEGMENTS

**Finance:** The FINANCIAL readers know the value of MONEY. Many of them are powerful finance professionals, who manage big budgets and priceless portfolios. The FINANCIAL is a newspaper of nearly 75 % of top financial decision-makers in Georgia. It reaches more CEO's than all Georgian newspapers combined.

**Luxury:** The FINANCIAL readers own more luxurious cars than readers of other newspapers in Georgia. 80 % of The FINANCIAL readers spend their vacation at five star hotels and restaurants.

**IT:** 90% of The FINANCIAL readers make IT purchasing decisions spending around USD 400 000 on IT and telecoms.

“Companies now have a powerful way to build brand awareness and acquire new customers among The FINANCIAL high-income business professionals.”

### Benefits:

#### Standard annual contract

- Video Interviews
- 45 % off
- Free informational support
- Quarterly payment
- Interviews
- Web Banners
- Priority offers

**“The  
FINANCIAL  
Reaches  
nearly 75%  
of foreigners”**

**“Almost a quarter of  
readers have contacted  
companies after seeing  
publicities in  
The FINANCIAL”**

**The FINANCIAL  
Special issues:**

**Best Georgian Banks;  
Construction Business;  
US Business in Georgia;  
Oil and Gas;  
Corporate Social  
Responsibility;  
Health and Beauty;  
Travel Business;**

**Travelers and foreigners:** The FINANCIAL readers are the most frequent air travelers in Georgia. 70% of The FINANCIAL readers who are senior business people travel first or business class.

**Employment:** The FINANCIAL is the most demanded newspaper in leading business schools of Georgia. It speaks the language of 80 % of English language speakers seeking position in leading companies.

## FINANCIAL PUBLICITIES WHO & WHAT

**“In 2015-2016 145 companies placed ads in The FINANCIAL.  
80% of companies signed long term contract after placing  
their ads in The FINANCIAL”**

Please meet some of these companies:

**Leading Airlines:** LOT, Georgian Airways | Airzena, Ukraine International Airlines, Atlasjet.

**Leading Banks:** Pasha Bank, ProCredit Bank, VTB Bank, TBC Bank, Bank of Georgia, Basis Bank, Liberty Bank;

**Chambers of Commerce:** American Chamber in Georgia, Georgian Chamber of Commerce and Industry, International Chamber of Commerce;

**Best of Georgian Wines and Drinks:** Schuchmann Wines, Tbilvino, Badagoni, Nescafe, Healthy Water – Nabeglavi;

**Leading insurance companies:** Irao Insurance Company, GPI Holding;

**Developer companies:** M2, Lisi Development;

**Oil distributors:** Wissol Group, Gulf;

**Leading Business Schools:** Caucasus University, Georgian-American University, ISET;

**Leading Hotels:** Sheraton Metechi Palace, Sheraton Palace Batumi, Tbilisi Marriott Hotel, Courtyard Marriott Hotel, Radisson Blu Iveria Hotel, Radisson Blu Batumi, Georgia Palace Hotel & Spa, Castello Mare Hotel & Wellness Resort;

## Reach our audience

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# Advertising RATE CARD 2018

# FINANCIAL™

Intelligence Group Ltd.

The FINANCIAL is the intelligence business publication written expressly for opinion leaders and top business decision-makers. Having the most extensive distribution network in Georgia FINANCIAL is delivered free of charge to more than 600 companies. **The FINANCIAL e-paper is read by more than 5 000 private subscribers**

UPDATED on May 2018

<b>BLACK &amp; WHITE (Economy package)</b>	<b>WHOLE Page 850 sq.cm</b>	<b>HALF PAGE</b>	<b>QUARTER PAGE</b>
<b>Front page ::Top rating::</b>	-	<b>€ 522</b>	<b>€ 324</b>
<b>Front page ::Most viewed::</b>	-	<b>€ 423</b>	<b>€ 261</b>
<b>2-5 ::Top position::</b>	<b>€ 225</b>	<b>€ 189</b>	<b>€ 135</b>
<b>6-9 :: ITE technologies::</b>	<b>€ 207</b>	<b>€ 148</b>	<b>€ 108</b>
<b>10-13 ::Bank &amp; Finance::</b>	<b>€ 180</b>	<b>€ 130</b>	<b>€ 103</b>
<b>14-17 ::Company news::</b>	<b>€ 171</b>	<b>€ 126</b>	<b>€ 135</b>
<b>18-21 ::Company News::</b>	<b>€ 166</b>	<b>€ 121</b>	<b>€ 135</b>
<b>22-25 ::Company News::</b>	<b>€ 153</b>	<b>€ 112</b>	<b>€ 81</b>
<b>26-27 ::Global Brands::</b>	<b>€ 135</b>	<b>€ 94</b>	<b>€ 81</b>
<b>28 :: Back page/Top ::</b>	<b>€ 594</b>	<b>€ 364</b>	<b>€ 270</b>
<b>COLORED Ads</b>	<b>WHOLE PAGE</b>	<b>HALF PAGE</b>	<b>QUARTER PAGE</b>
<b>Close to Financial logo</b>	-	<b>€ 531</b>	<b>€ 333</b>
<b>Front page ::Most viewed::</b>	-	<b>€ 432</b>	<b>€ 270</b>
<b>2-3 ::Top position::</b>	<b>€ 387</b>	<b>€ 274</b>	<b>€ 207</b>
<b>4-5 ::Financial news::</b>	<b>€ 360</b>	<b>€ 261</b>	<b>€ 180</b>
<b>6-7 ::ITE technologies::</b>	<b>€ 315</b>	<b>€ 225</b>	<b>€ 180</b>
<b>8-9 ::financial news::</b>	<b>€ 288</b>	<b>€ 216</b>	<b>€ 180</b>
<b>10-11 ::Banks&amp;Finance::</b>	<b>€ 270</b>	<b>€ 207</b>	<b>€ 171</b>
<b>12-13 ::Bank &amp; Finance::</b>	<b>€ 270</b>	<b>€ 207</b>	<b>€ 171</b>
<b>14 -15 ::Bank &amp; Finance::</b>	<b>€ 252</b>	<b>€ 180</b>	<b>€ 153</b>
<b>16-17 ::Company news::</b>	<b>€ 234</b>	<b>€ 171</b>	<b>€ 144</b>
<b>18-19 ::Company news::</b>	<b>€ 198</b>	<b>€ 180</b>	<b>€ 144</b>
<b>20-21 ::Company News::</b>	<b>€ 225</b>	<b>€ 180</b>	<b>€ 144</b>
<b>22-23 ::Travel News::</b>	<b>€ 225</b>	<b>€ 180</b>	<b>€ 144</b>
<b>24-25 ::Travel News::</b>	<b>€ 225</b>	<b>€ 180</b>	<b>€ 144</b>
<b>26-27 ::Banks&amp;ATMs::</b>	<b>€ 189</b>	<b>€ 153</b>	<b>€ 117</b>
<b>28 :: Back page/Top ::</b>	<b>€ 594</b>	<b>€ 364</b>	<b>€ 270</b>

**>> ASSOCIATE YOUR BRAND  
WITH FINANCIAL**



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**The FINANCIAL Bank Details.**  
Intelligence Group LTD.  
ID N: 204489847  
A/N: GE06TB1100000360800221  
TBC Bank, Marjanishvili Branch  
Bank code: TBCBGE22

**Announcements ¼ page: € 50**  
This price applicable only on back pages  
with annual contract terms  
(minimum 20)

**Job vacancy ¼ page: € 50**  
This price applicable only on back pages  
with annual contract terms  
(minimum 20)

**Discounts: We offer up to 45 % off on annual Advertising contract**  
Annual contracts with more then EURO 15 000 - 45 % off,  
10 000 - 30 %, 8 000 - 20 %, 5 000 - 10 %

## FINANCIAL

What to choose? We recommend you the most creative positions

### HEART PLACES

Set squarely in the middle of the page. This heartplace Ad stares your audience in the face – so you get great branding and maximum impact. **EURO 405**



### DOUBLE PAGE SPREAD

This format gives you two major advantages. It's unusual, so it gets noticed. And it offers fantastic creative possibilities for your message. **EURO 450**



### DIVIDED AD

You can't fail to get noticed with the FINANCIAL DIVIDED format – vertical strip Ads on the outside edge of facing pages that help integrate your message with the copy.

**Rate: EURO 540 | 45% off on annual contract.**