

A stylized graphic of a dark blue suit jacket and a black necktie, centered on a white background. The suit jacket is represented by two large, dark blue triangular shapes pointing downwards, meeting at a central point. The necktie is a solid black shape, also pointing downwards, centered between the two jacket shapes.

CORPORATE MALDIVES

Premium Business & Hospitality
Magazine of Maldives

www.corporate.mv

MEDIA KIT

ONLINE
2016/2017

Leading business
and hospitality magazine
in Maldives

Corporate Maldives is the leading business & hospitality magazine of Maldives, providing business, financial and industry news, as well as events and information

ABOUT

Corporate Maldives is a premium business & hospitality magazine of Maldives providing business, financial and industry news, as well as events and information. It cover sectors as diverse as hospitality, aviation, construction, banking, education, media, healthcare, real estate, retail, energy, utilities, technology and travel/leisure.

Corporate Maldives provides the business community of Maldives with a networking platform to expand their businesses and also assist those in search of new business opportunities.

Our readership is corporate executives and hospitality professionals who are the decision makers in the industry. Advertising with us ensures that your businesses receive attention from the key decision makers with the business community of Maldives.

Corporate Maldives publishes an annual list of leading companies in Maldives, named as GOLD 100.

USD 3 billion +
GDP

400,000 +
Population

200,000 +
Expats

1,200,000 +
Tourists

MVR 30 billion+
Total Imports

MVR 4 billion+
Total Exports

Economic Highlights 2015

TOURISM

2%

Tourist arrivals growth

Tourist arrivals growth slowed down, attributed to a decline in arrivals from China, combined with the poor performance of the Russian market.

FISHERIES

10%

Fish purchases Jan-Nov 2015

Fishing activity declined, owing to dwindling fish purchases and adverse conditions in the international tuna market with sharp decline in tuna prices.

CONSTRUCTION

40%

Average construction sector output

Construction sector output remained robust, boosted by the commencement of several public sector infrastructure projects during the year.

INFLATION

1.4%

Inflation rate

The rate of inflation eased in 2015, contributed by declining global commodity prices and domestic fish prices.

PUBLIC FINANCE

70%

Fiscal deficit as a percentage of GDP

Fiscal deficit worsened in 2015 reaching 70% of GDP which exceeded the initial estimate and the deficit was almost entirely financed via domestic sources. Revenue collections fell short of the initial target, although total expenditure was lower than the budgeted value, owing to a fall in capital expenditure.

MONETARY POLICY

10%

Current MRR

The MMA lowered the MRR from 20% to 10%, effective 20th August 2015, with the aim of reducing the cost of funding for banks and to facilitate private sector lending; and to align the level of MRR in the Maldives to international levels.

FINANCIAL SECTOR

12%

Deposit base growth

The expansion in the deposit base of the banking sector led to a 11% growth in net assets of the sector. The asset quality of the sector also improved with NPLs ratio falling to 14% in 2015. This was driven by a decline in the absolute value of NPLs and a significant increase in lending during the year.

EXTERNAL SECTOR

9%

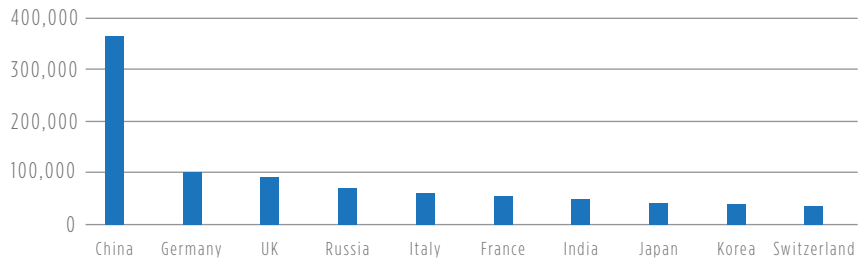
Current account deficit as a percentage of GDP

Current account deficit worsened, owing to lower tourism receipts and increased outward remittances. Net inflows on the financial account declined notably. Thus, the overall balance of payment recorded a deficit during the review year and gross international reserves posted a decline of US\$50.0 million in 2015.

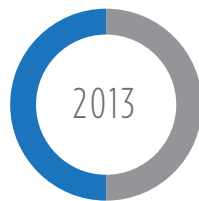
TOURISM INDUSTRY

- **120+**
Resorts
- **170+**
Safari Vessels
- **350+**
Hotels &
Guesthouses
- **34,500+**
Beds
- **1.2 million+**
Tourists
- **7 million+**
Bed nights
- **\$2.5 billion+**
Tourism receipts

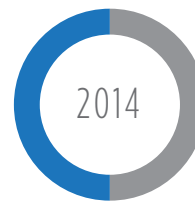
TOP 10 MARKETS



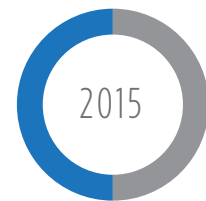
INIA PASSENGER FLOW



■ 1,363,930 ARRIVALS
■ 1,375,979 DEPARTURES



■ 1,495,338 ARRIVALS
■ 1,502,105 DEPARTURES



■ 1,525,598 ARRIVALS
■ 1,520,021 DEPARTURES

96,720

domestic sea plane
movements

23,678

domestic wheel
based movements

23,482

International wheel
based movements

143,880

Total aircraft
movements

ONLINE VISITOR STATISTICS

 **500,000** reach per month

 **200,000** reach per month

5,000 daily unique readers

OPERATING SYSTEM (MOBILE)

Android **54%**
IOS **45%**

BROWSER

Chrome **54%**
Safari **38%**

COUNTRIES

Maldives **78%**
USA **3%**
Sri Lanka **3%**
India **2.6%**
Malaysia **1.5%**
UK **1.5%**
Australia **1%**
Singapore **1%**

DEMOGRAPHICS

18 - 24 **22%**
25 - 34 **35%**
35 - 54 **28%**
55 - above **15%**

GENDER

Male **54%**
Female **46%**

ONLINE ADVERTISING OPPORTUNITIES

	per month (min 6 months)	per month (min 12 months)
All Pages		
Top Banner	USD 500	USD 400
Right top box ad	USD 350	USD 300
Search sponsor	USD 225	USD 200
Home Page		
Mid box ad x 3	USD 200	USD 175
Footer	USD 200	USD 175
Section Pages		
Top banner	USD 300	USD 250
Article Pages		
Top banner	USD 350	USD 300
Bottom banner	USD 300	USD 250
PR Oppotunities Online		
Advertorial / Product Review	USD 300	

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MALDIVES GETAWAYS

Public Relations & Marketing Agency

Founded in 2010, Maldives Getaways is a leading PR and marketing agency in Maldives. Among the services provided by Maldives Getaways are Graphic Designing, Corporate Identity & Branding, Publishing, Web Designing, Social Media & E-Marketing, Photography, Video Production, Media Broadcasting, Public Relations, Copywriting, Content Writing, Media Buying, Market Research & Consultancy. Maldives Getaways has gained a huge, dedicated and loyal customer base over a few years, due to the promise of guaranteed solutions.


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