

Where brands can be *seen*, *heard* and *trusted*.

A portfolio of specialist media, verification, production and public-awareness platforms serving business, trading, wealth and reputation, in Cyprus and internationally.



Six platforms. Each built for a *different job*.



Source-led Cyprus business publication and podcast

22.5k+ quarterly traffic · Cyprus + international

Trading Business Review

Trading-industry publication, broker reviews and intelligence

12k+ quarterly traffic · International



Wealth, investment and luxury media with search and AI visibility

90k+ quarterly traffic · International



Trading Trust Index

Independent broker verification and Trust Index badge

10k+ quarterly traffic · International



Executive podcast, video and short-form production

3-camera studio setup · Studio in Nicosia



Social Shield Cyprus

Greek-language everyday economics, guides and practical tools

20k+ quarterly traffic · Cyprus, in Greek

Plus our complementary services



Media and public speaking training
Training



Website development
Design and code



Script writing
Video and audio

- One group. Different objectives.

Start with what you want to *achieve*.

• Be seen

- The Luxury Playbook
- Cyprus Business Review
- Social Shield Cyprus
- Trading Business Review

• Build authority

- Cyprus Business Review
- Trading Business Review
- The Luxury Playbook
- Podcast Studio Nicosia
- 📌 Media training
- 📄 Script writing

• Get found in search & AI

- Trading Business Review
- The Luxury Playbook
- Trading Trust Index
- 🔗 Website development

• Create content

- Podcast Studio Nicosia
- Cyprus Business Review
- The Luxury Playbook
- Social Shield Cyprus
- 📄 Script writing
- 📌 Media training

• Prove trust

- Trading Trust Index
- Cyprus Business Review
- Social Shield Cyprus
- 🔗 Website development

• Lead on CSR

- Social Shield Cyprus
- Podcast Studio Nicosia

• Reach the right audience

- Cyprus Business Review
- Trading Business Review
- The Luxury Playbook
- Social Shield Cyprus

• Media & editorial · Cyprus business & economy



Source-led Cyprus business publication and podcast

Reach executives, investors and professionals shaping business in Cyprus through credible, source-led journalism, analysis and interviews.

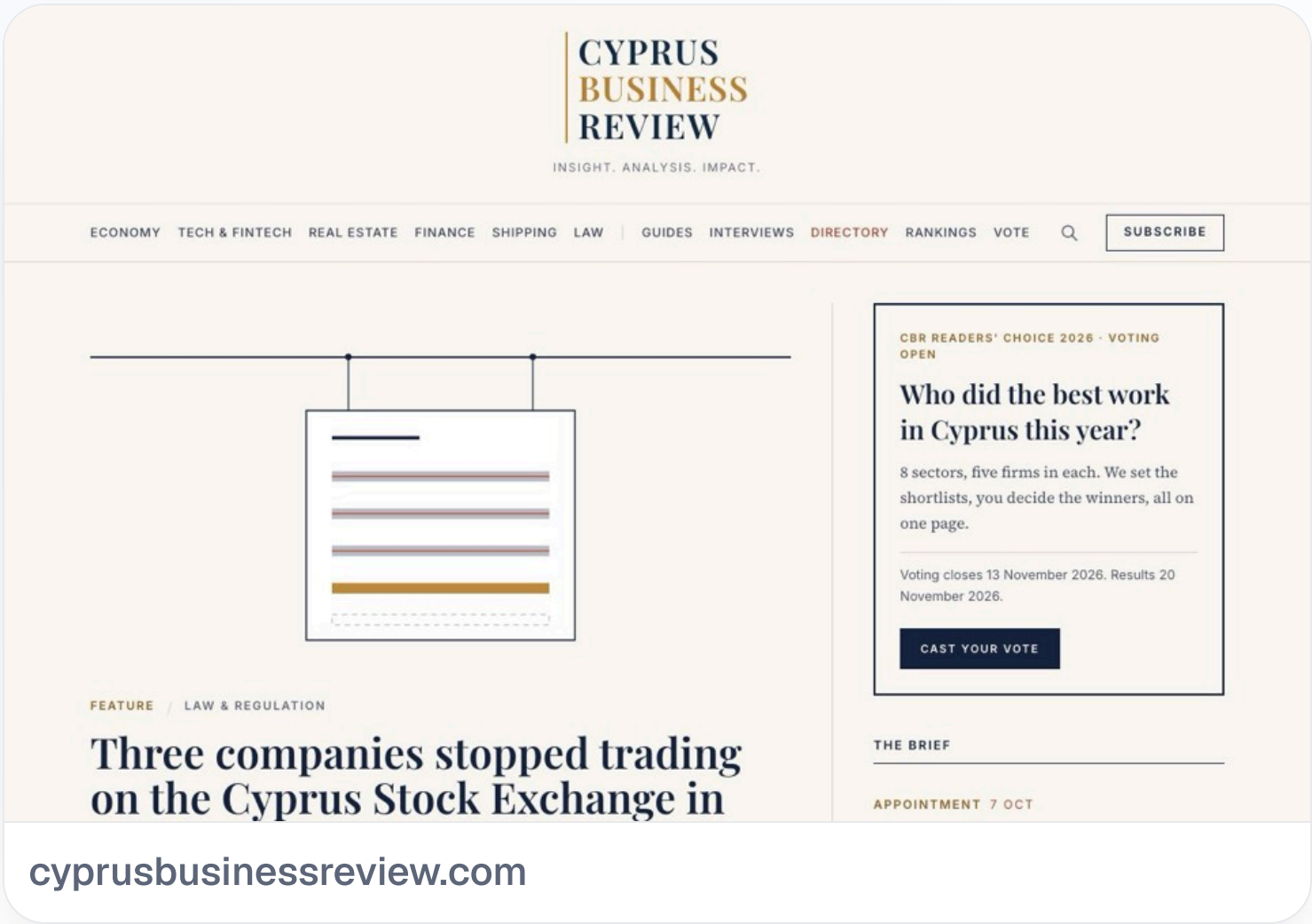
quarterly traffic

Audience

22.5k+

60% Cyprus-based, 40% international

- ✓ Recognition among the executives, investors and professionals who do business in Cyprus
- ✓ Your expertise presented in a credible, source-led editorial setting
- ✓ Directory visibility alongside the firms that make up Cyprus business



Client opportunities

Podcast interviews

Partner content

Expert contributions

Directory visibility

Sponsorship

- Media & editorial · Trading industry: media, broker reviews, intelligence

Trading Business Review

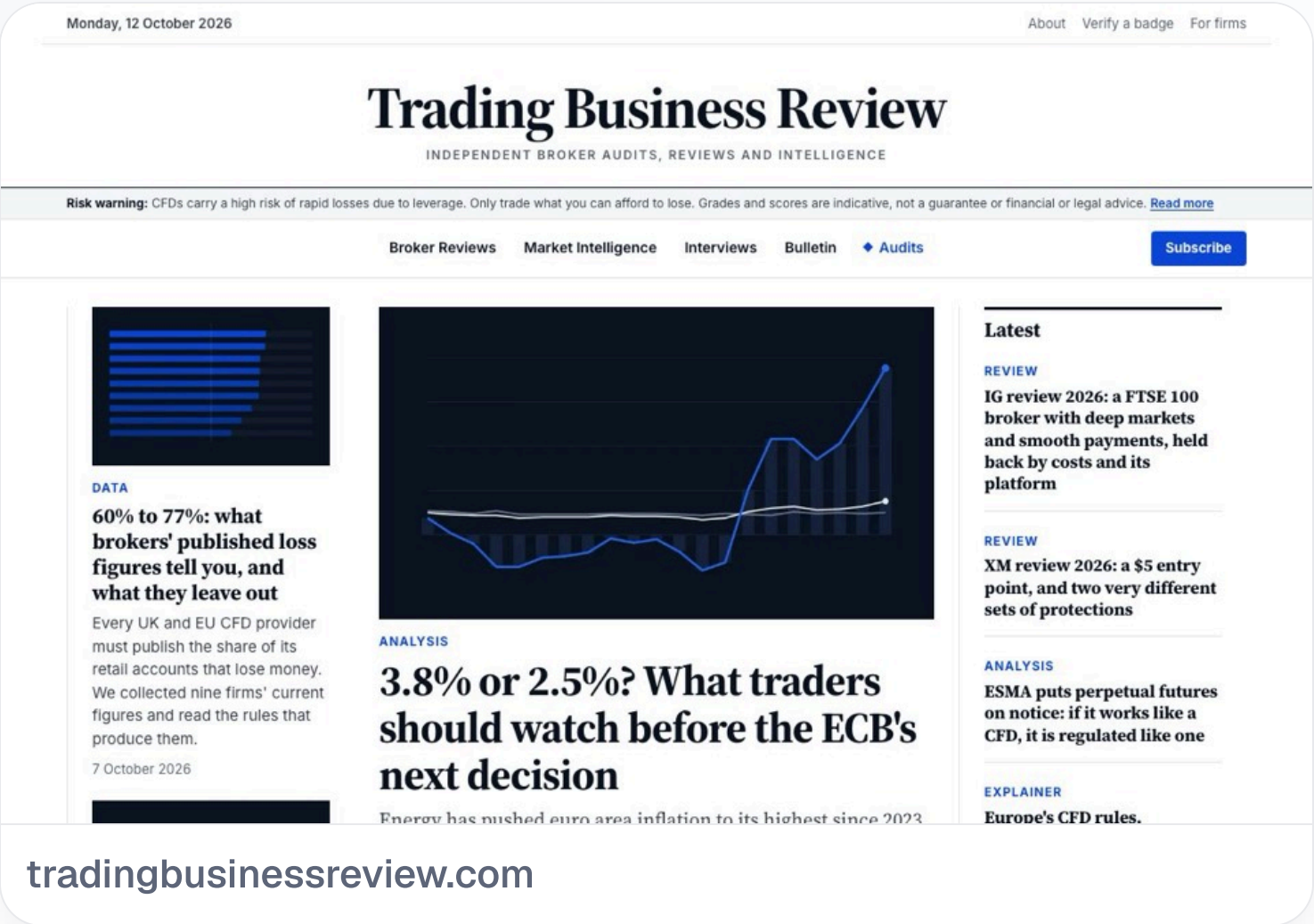
Trading-industry publication, broker reviews and intelligence

Build visibility and authority within the global trading industry through specialist broker reviews, regulatory analysis, market intelligence and coverage of the companies shaping the sector.

quarterly traffic Audience

12k+ Global trading-industry audience

- ✓ Visibility with traders and industry professionals worldwide, in a specialist publication
- ✓ Coverage structured to be found and cited by search engines and AI assistants
- ✓ Executive commentary that positions your leadership on regulation, markets and fintech



Client visibility

- Executive interviews
- Sponsored articles
- Company profiles
- Industry commentary
- Press release visibility
- Newsletter placement

• Media & editorial · Wealth, investment & luxury



Wealth, investment and luxury media with search and AI visibility

Build authority with a global wealth audience while creating durable search and AI visibility for investment, trading, financial and luxury-sector expertise.

quarterly traffic

Audience

90k+

Global wealth and investor audience

- ✓ The group's largest audience: 90k+ quarterly traffic, international
- ✓ Authority with investors and wealth audiences worldwide
- ✓ Durable content that keeps working in search results and AI answers



Client opportunities

Leadership interviews

Specialist partner content

Contributor visibility

Search and AI visibility

Newsletter and selected partnerships

- Trust, production & economics - Broker verification



Independent broker verification and Trust Index badge

Independent broker verification designed to give trading firms a visible, evidence-backed trust signal that clients and partners can understand.

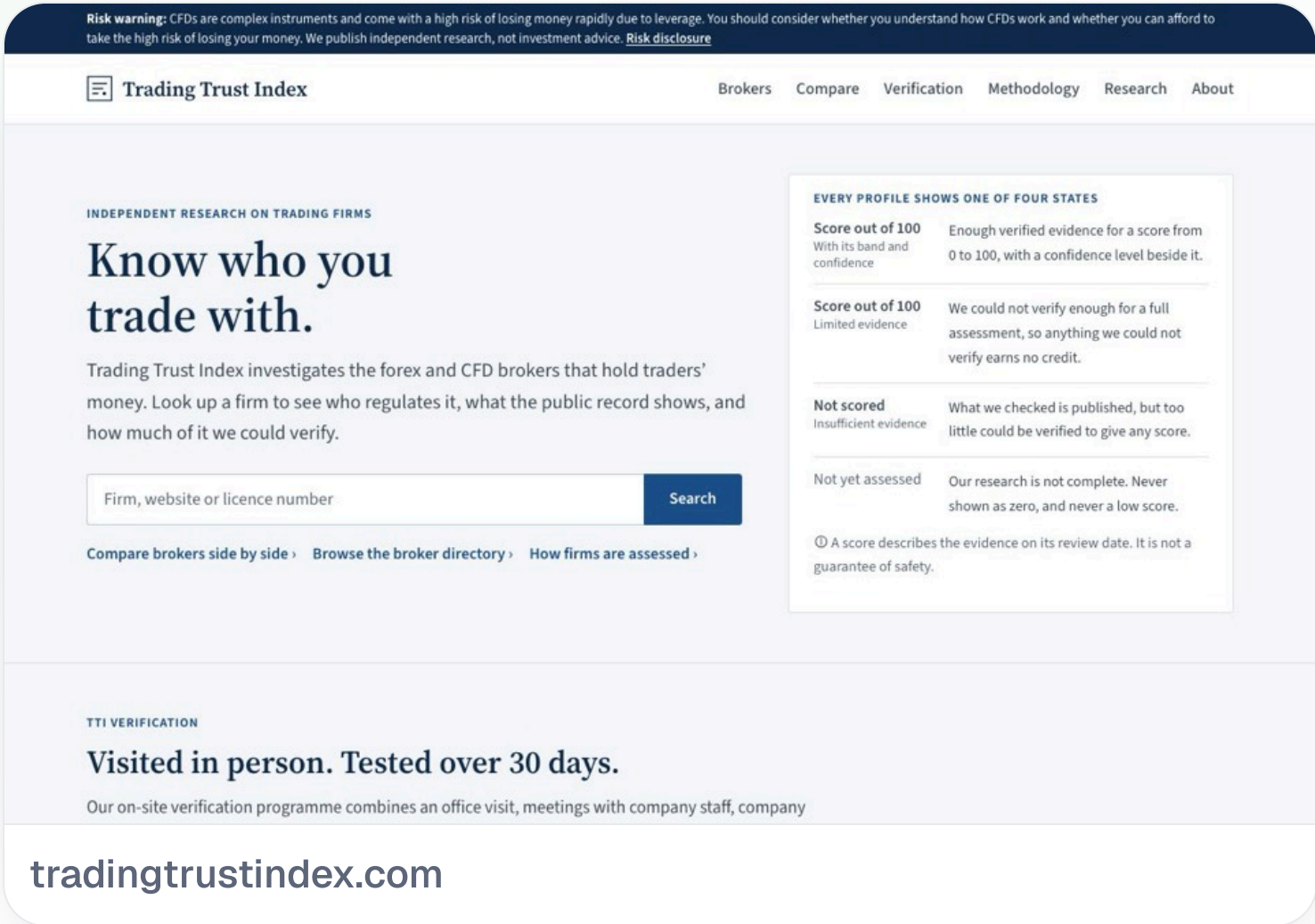
quarterly traffic

Audience

10k+

Multi-country verification

- ✓ Independent evidence of how your firm operates, which clients and partners can check
- ✓ A published report and the Verified by Trading Trust Index badge for verified firms
- ✓ An independent record that search engines and AI assistants can find



Value to the broker

- Independent evidence
- Visible trust signal
- Client-facing verification
- Annual renewal
- Multi-country verification

- Trust, production & economics - Executive content production

PODCAST STUDIO NICOSIA

Executive podcast, video and short-form production

Turn executive expertise into professional video, podcast and short-form content from a dedicated production environment in Nicosia.

studio setup

3-camera

Audience

Recorded in Cyprus, published wherever your audience is

- ✓ Professional video and podcast content featuring your own executives
- ✓ One recording session turned into long-form episodes, clips and reels
- ✓ Thought-leadership content ready for your website, social channels and campaigns



Best for

- Founders and executives
- Corporate podcasts
- Thought leadership
- Campaign content
- Event and interview production

- Trust, production & economics - Everyday economics, Greek-language



Greek-language everyday economics, guides and practical tools

A Greek-language public-interest platform that turns everyday economics into practical guidance, helping people understand what financial changes mean for their household and what they can do next.

quarterly traffic

Audience

20k+

Cyprus households, Greek-language

- ✓ Reach Cyprus households in Greek, in a public-interest setting
- ✓ A CSR programme with visible, practical value: guides and free tools people use
- ✓ Association with financial education rather than advertising



Partnership routes

- Educational content
- Thematic campaigns
- Expert contributions
- Public-interest partnerships
- Branded educational content

- How the pieces fit

One platform, or several *working together*.



A broker building trust with new clients

Trading Trust Index: Independent verification, report and badge

Trading Business Review: Company profile and executive interview

The Luxury Playbook: Search and AI visibility

Independent evidence of how the firm operates, visible where traders and investors research brokers.



A Cyprus firm raising its profile

Podcast Studio Nicosia: Executive interview, recorded on three cameras

Cyprus Business Review: Podcast interview and directory visibility

A podcast interview for the Cyprus business community, plus clips and reels for your own channels.



A wealth or investment firm reaching investors abroad

The Luxury Playbook: Leadership interview and contributor visibility

Podcast Studio Nicosia: Video and short-form content

Authority with a global wealth audience, with video to carry it across your channels.



A company with a CSR or financial-education programme

Social Shield Cyprus: Educational content and thematic campaigns, in Greek

Podcast Studio Nicosia: The programme on video and podcast

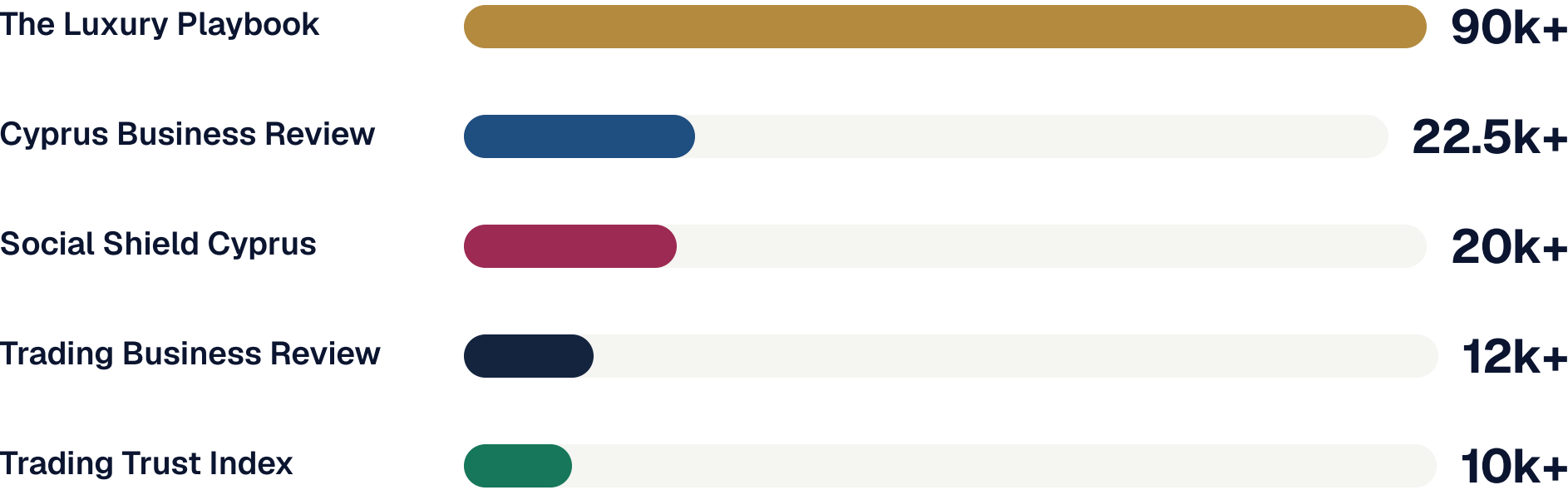
Cyprus Business Review: Partner content for the business community

Practical help for Cyprus households, a programme story told on video, and visibility with Cyprus business.

Examples of how the platforms combine, not fixed packages.

Reach you can match to your *market*.

Quarterly traffic



154.5k+ combined quarterly traffic across 5 platforms

Traffic figures are each platform's own, rounded down.

Where each audience is

- International
The Luxury Playbook, Trading Business Review, Trading Trust Index
- Cyprus and international
Cyprus Business Review
60% Cyprus-based, 40% international
- Cyprus, in Greek
Social Shield Cyprus
- Studio in Nicosia
Podcast Studio Nicosia
Content for any market

Training, websites and scripts, from the *same team*.



Media and public speaking training

Prepare founders, executives and spokespeople to speak with confidence: in a press interview, on camera, on a podcast or on stage.

- ✓ Clear key messages your spokespeople can deliver under pressure
- ✓ Confidence on camera, on a podcast and in front of a live audience
- ✓ Calm, prepared answers to difficult and unexpected questions



Website development

We design and code fast, search-ready websites, from publications and research platforms to law firms and studios. Every case study is a live site we built.

- ✓ A fast, mobile-first website your clients can trust
- ✓ Pages structured to be found by search engines and AI assistants
- ✓ Tools, forms and data that do real work for your visitors



Script writing

Scripts for YouTube, explainer and corporate videos, podcasts and reels: researched, timed to the second, and written with the direction your editor and voice artist need.

- ✓ A script timed to your runtime, ready for a voiceover or a presenter
- ✓ Shot, graphics and sound direction your editor can work from
- ✓ Titles, descriptions, chapters and tags written for search

From your objective to the right *fit*.

01

You tell us

What you want to achieve, and where.

- ✓ One or more of the seven objectives, or your own words
- ✓ The market: Cyprus, international or both
- ✓ Your sector, your timing and any platforms you already have in mind

02

We suggest

We reply by email with how we would approach it.

- ✓ The platforms and formats that fit, alone or combined
- ✓ How they work together, such as a studio interview that becomes a podcast episode and a written feature
- ✓ Who each one reaches and where, so you can match it to your market

03

You decide

Nothing goes ahead until you agree it.

- ✓ Choose what suits you, from one format to a combination
- ✓ We agree the scope and the timing with you
- ✓ Start with one platform and add others as you go

Unita Media

- Start with the objective

Tell us what you want to *achieve*.

Share your objective and the market you want to reach. We will reply with the platforms and formats that fit, and how they work together.

unitamedia.com/#contact

Unita Media · Operated by AS Cyprus Business Review LTD

