Unita *Media*

• Platforms deck · 2026

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.

unitamedia.com · Operated by AS Cyprus Business Advisory LTD

• The ecosystem at a glance

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

CYPRUS BUSINESS REVIEW

Source-led Cyprus business publication and podcast

Audience: **C-level executives, founders, investors and professionals in Cyprus business, and readers abroad looking to relocate to or invest in Cyprus**

35.8k+ quarterly unique visitors · Cyprus + international

Trading Business Review

Trading-industry publication, broker reviews and intelligence

Audience: **Broker and fintech executives, traders and trading-industry professionals**

27.4k+ quarterly unique visitors · International

THE LUXURY PLAYBOOK

Wealth, investment and luxury media with search and AI visibility

Audience: **Investors, high-net-worth individuals and wealth professionals**

180.1k+ quarterly unique visitors · International

Trading Trust Index

Independent broker verification and Trust Index badge

Audience: **Traders and business partners checking a broker before they commit**

21k+ quarterly unique visitors · International

PODCAST STUDIO NICOSIA

Executive podcast, video and short-form production

Audience: **Your own audience: clients, investors and teams, on your channels**

3-camera studio setup · Studio in Nicosia

Social Shield Cyprus

Greek-language everyday economics, guides and practical tools

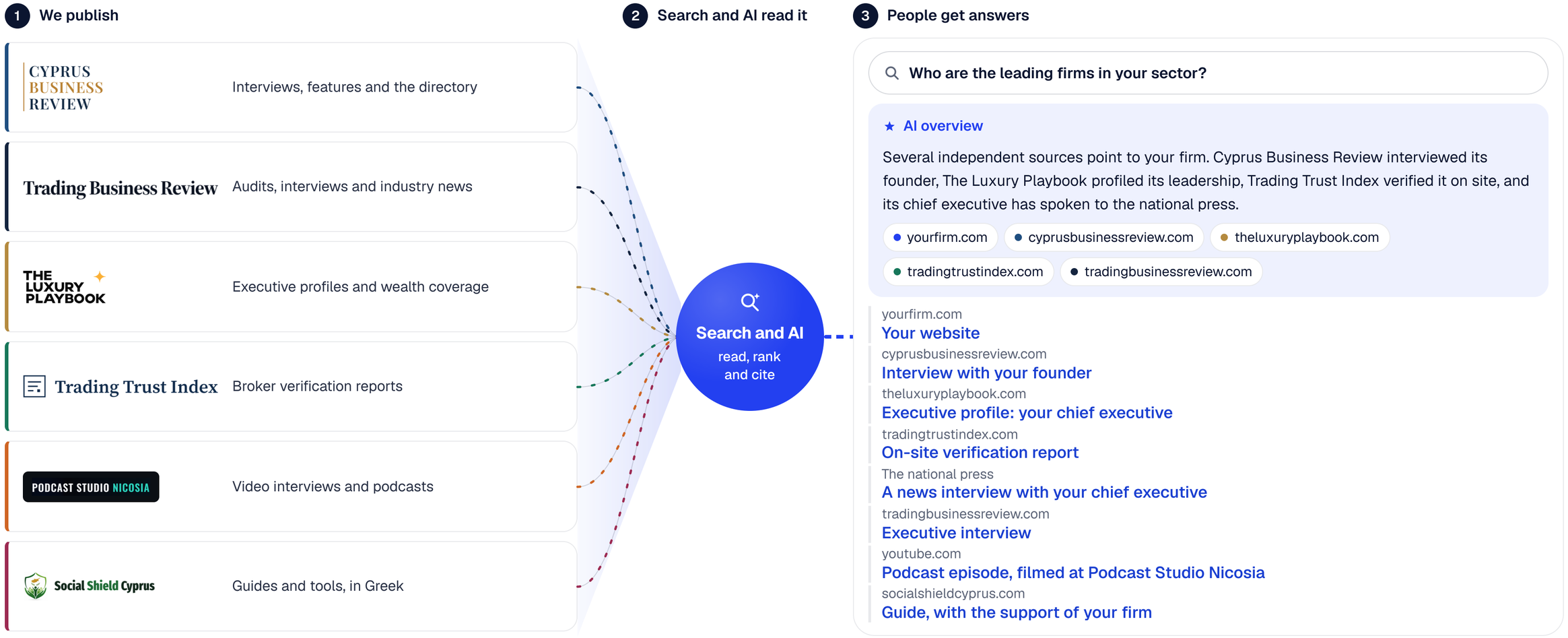
Audience: **Cyprus households, consumers and employees, in Greek**

20k+ quarterly unique visitors · Cyprus, in Greek

How it works

From our platforms to *the answers people read*.

Search engines and AI assistants answer from what they can read and trust. We publish about you across independent platforms, so the answers people get about your field can include you.



• Media & editorial · Cyprus business & economy

CYPRUS BUSINESS REVIEW

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 unique visitors

35.8k+

Audience

57% Cyprus-based, 43% international

- Recognition among the executives, investors and professionals who do business in Cyprus
- Your expertise presented in a credible, source-led editorial setting
- Reach beyond the island: 43% of readers are abroad, looking to relocate to or invest in Cyprus



cyprusbusinessreview.com

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 unique visitors

27.4k+

Audience

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



tradingbusinessreview.com

Client visibility

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

• Media & editorial · Wealth, investment & luxury

THE LUXURY PLAYBOOK

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.

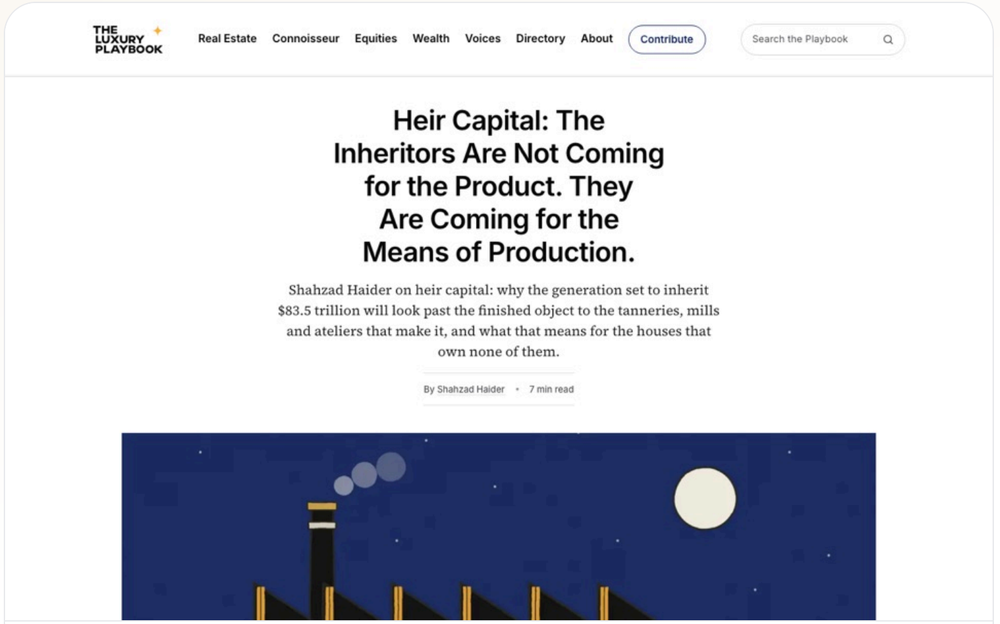
quarterly unique visitors

180.1k+

Audience

Global wealth and investor audience

- The group's largest audience: 180.1k+ quarterly unique visitors, international
- Authority with investors and wealth audiences worldwide
- Durable content that keeps working in search results and AI answers



theluxuryplaybook.com

Client opportunities

- Leadership interviews
- Specialist partner content
- Contributor visibility
- Search and AI visibility
- Newsletter and selected partnerships

• Trust, production & economics · Broker verification

Trading Trust Index

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.

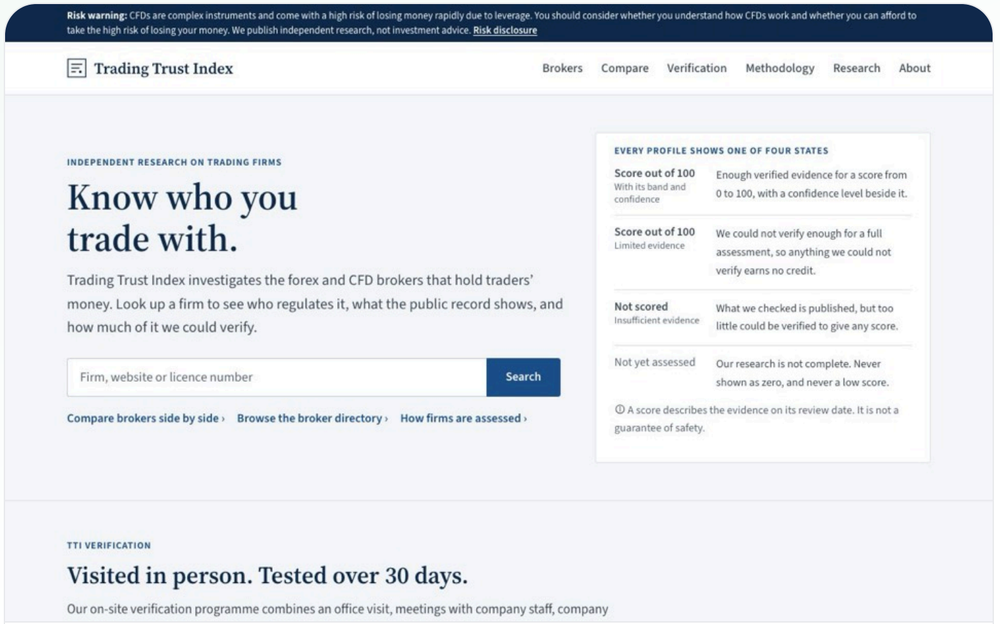
quarterly unique visitors

21k+

Audience

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



tradingtrustindex.com

Value to the broker

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

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.

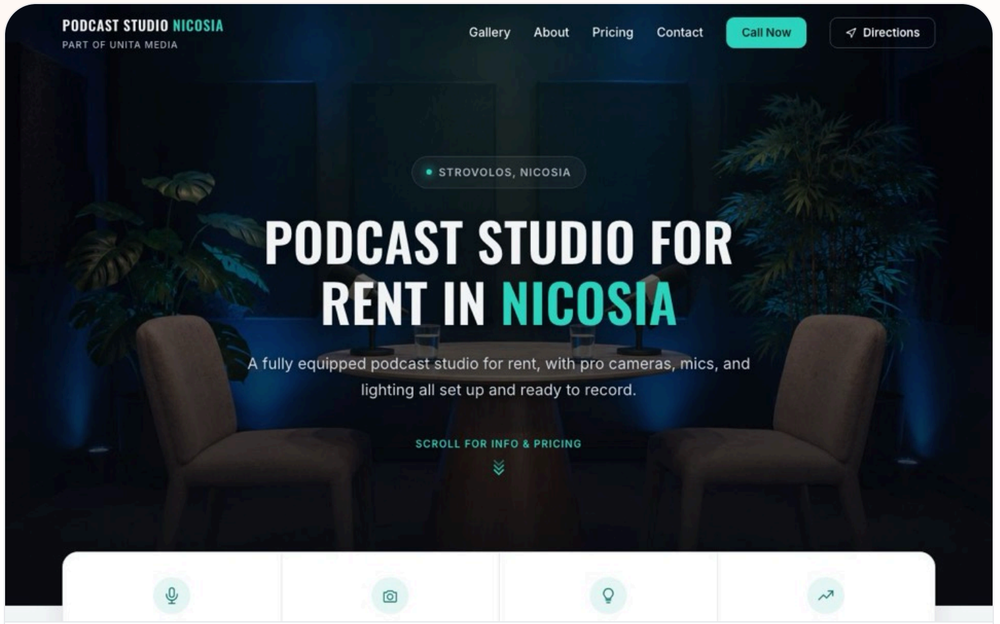
studio setup

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

Social Shield Cyprus

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.

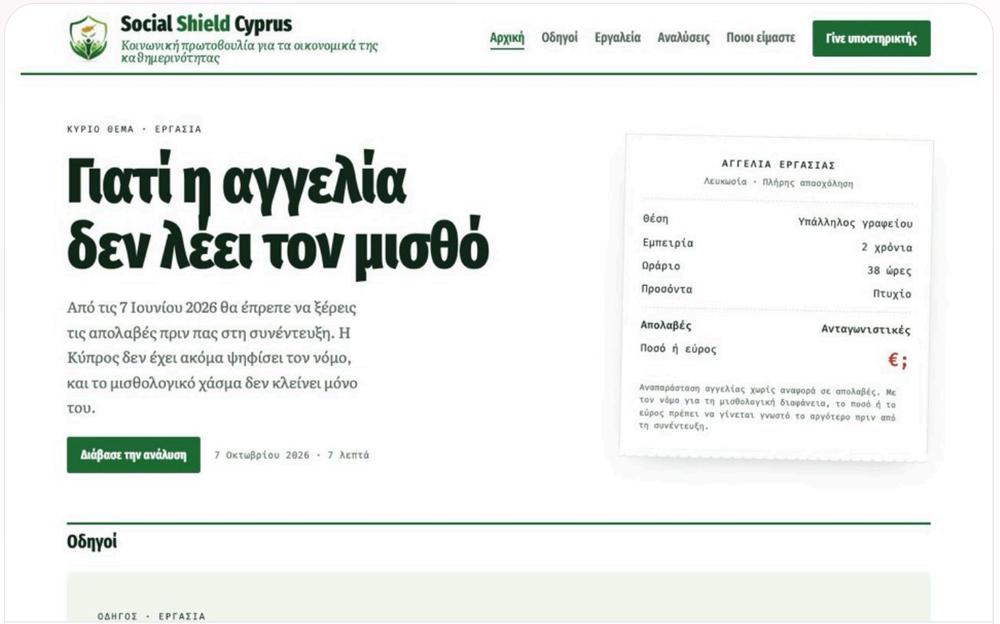
quarterly unique visitors

20k+

Audience

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



socialshieldcyprus.com

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

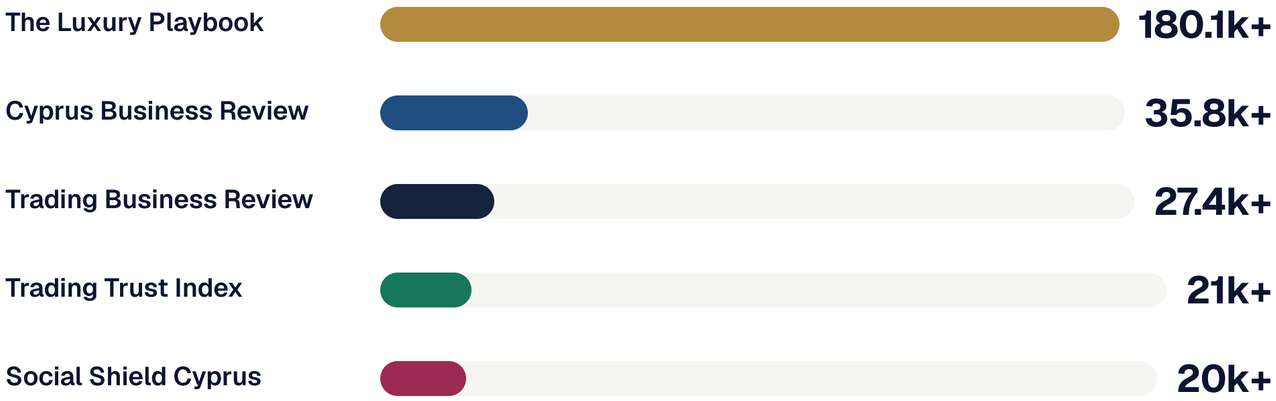
Practical help for Cyprus households, a programme story told on video, and visibility with Cyprus business.

Examples of how the platforms combine, not fixed packages.

• Audience in numbers

Reach you can match to your *market*.

Quarterly unique visitors



284,300+
unique visitors a quarter, across 5 platforms

1,137,200+
unique visitors a year

4,602,400+
page views a year

Where each audience is

International

The Luxury Playbook, Trading Business Review, Trading Trust Index

Cyprus and international

Cyprus Business Review

57% Cyprus-based, 43% international readers looking to relocate to or invest in Cyprus

Cyprus, in Greek

Social Shield Cyprus

Studio in Nicosia

Podcast Studio Nicosia

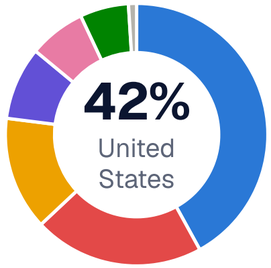
Content for any market

Each platform's own analytics, rounded down. A year is four quarters, and the totals add the platforms together. Page views are from Cyprus Business Review, Trading Business Review, The Luxury Playbook and Trading Trust Index.

• Audience by country

Where each audience *reads* from.

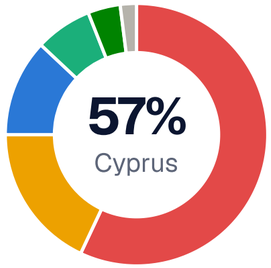
The Luxury Playbook



United States	42%
Monaco	21%
United Kingdom	14%
China	9%
France	7%
Singapore	6%
Other	1%

Share of unique visitors

Cyprus Business Review

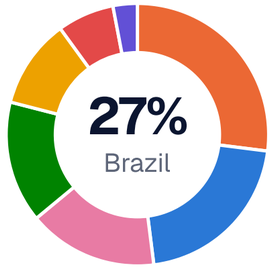


Cyprus	57%
United Kingdom	18%
United States	12%
Germany	7%
Singapore	4%
Other	2%

Share of unique visitors

Readers abroad come to CBR because they are looking to relocate to or invest in Cyprus.

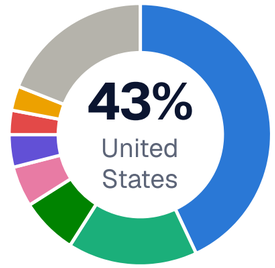
Trading Business Review



Brazil	27%
United States	21%
France	16%
South Africa	15%
Greece	11%
Cyprus	7%
China	3%

Share of unique visitors

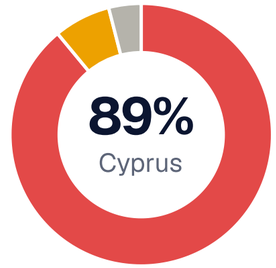
Trading Trust Index



United States	43%
Germany	16%
Singapore	7%
France	5%
Netherlands	4%
Hong Kong	3%
United Kingdom	3%
Other	19%

Share of page views

Social Shield Cyprus



Cyprus	89%
Greece	7%
Other	4%

Share of unique visitors

How we work

From your objective to the right *fit*.

01

You tell us

What you want to achieve, and where.

- Your objective, in 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

Publicity, media and reputation

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Social media marketing and studio bookings

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