



MEDIA
PROPOSAL
2025



ICON

THE BUSINESS ICON MAGAZINE

www.thebusinessicon.global



Sri Lanka's Most Prestigious Publication

Partner with Sri Lanka's Leading Business Magazine

The Business Icon is Sri Lanka's most respected English business publication, connecting elite decision-makers with powerful brands.

With a loyal base of paid subscribers, strategic corporate distribution, and premium editorial content, we offer advertisers an unmatched gateway to the country's most influential business audience. By partnering with us, your brand will be positioned alongside Sri Lanka's top corporate names and thought leaders — where attention, credibility, and impact converge.



-Premium monthly magazine for **Sri Lanka's top-tier Business community**

-Trusted by CEOs, founders, directors, and senior professionals

-Features exclusive interviews, leadership insights, and business success stories

-**3,500+ physical copies** distributed across subscribers, corporates, and retail outlets

-**2,000+ average digital downloads** per month via our online platform

-A respected and influential voice in Sri Lanka's corporate landscape

OUR AUDIENCE

**Sri Lanka's Most Prestigious
Publication**



BRANDS

We are proud to be the chosen media platform for some of the most respected and recognizable names of Sri Lanka, these partnerships reflect the credibility, reach, & premium audience that The Business Icon delivers with every issue.



**EXQUISITE WEEKEND
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Here's unlimited access to a heavenly spread with flavors across the world! Chefs at Ramada have it all set to take you on a gastronomic journey with a long dinner buffet that offers plenty of variety and quantity at Ramada's Gardenia Coffee Shop. The Dinner buffet starts from a shooter corner, with beautiful salads, greens, and sushis, leading to mains with special Indian cuisines and Sri Lankan dishes served in hot clay pots plus a tongue tantalizing International spread accompanied with live-action stations of kebabs. The desert section being the main attraction will leave you in awe and give a fine finish to your night.

The International Dinner Buffet is priced at LKR 3500/- per person every Saturday and Sunday from 7-11pm at the Gardenia Coffee Shop.
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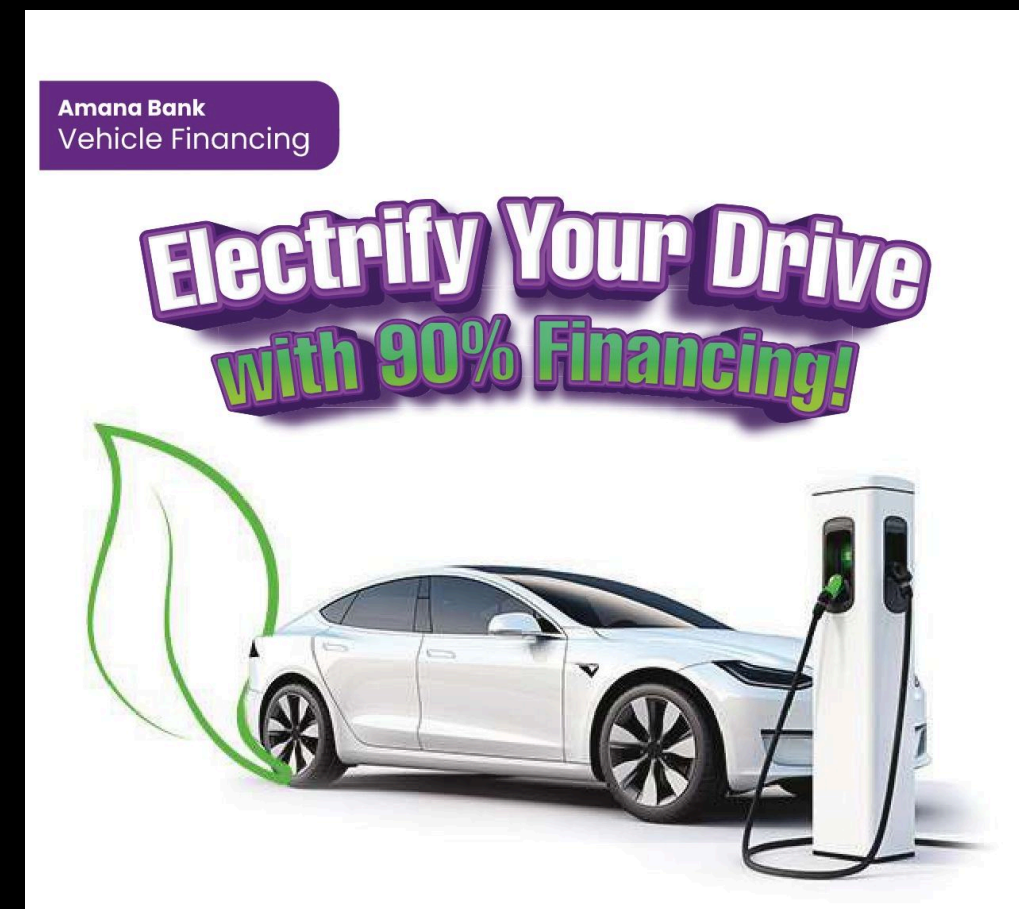
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A PEAK INTO THE ADS

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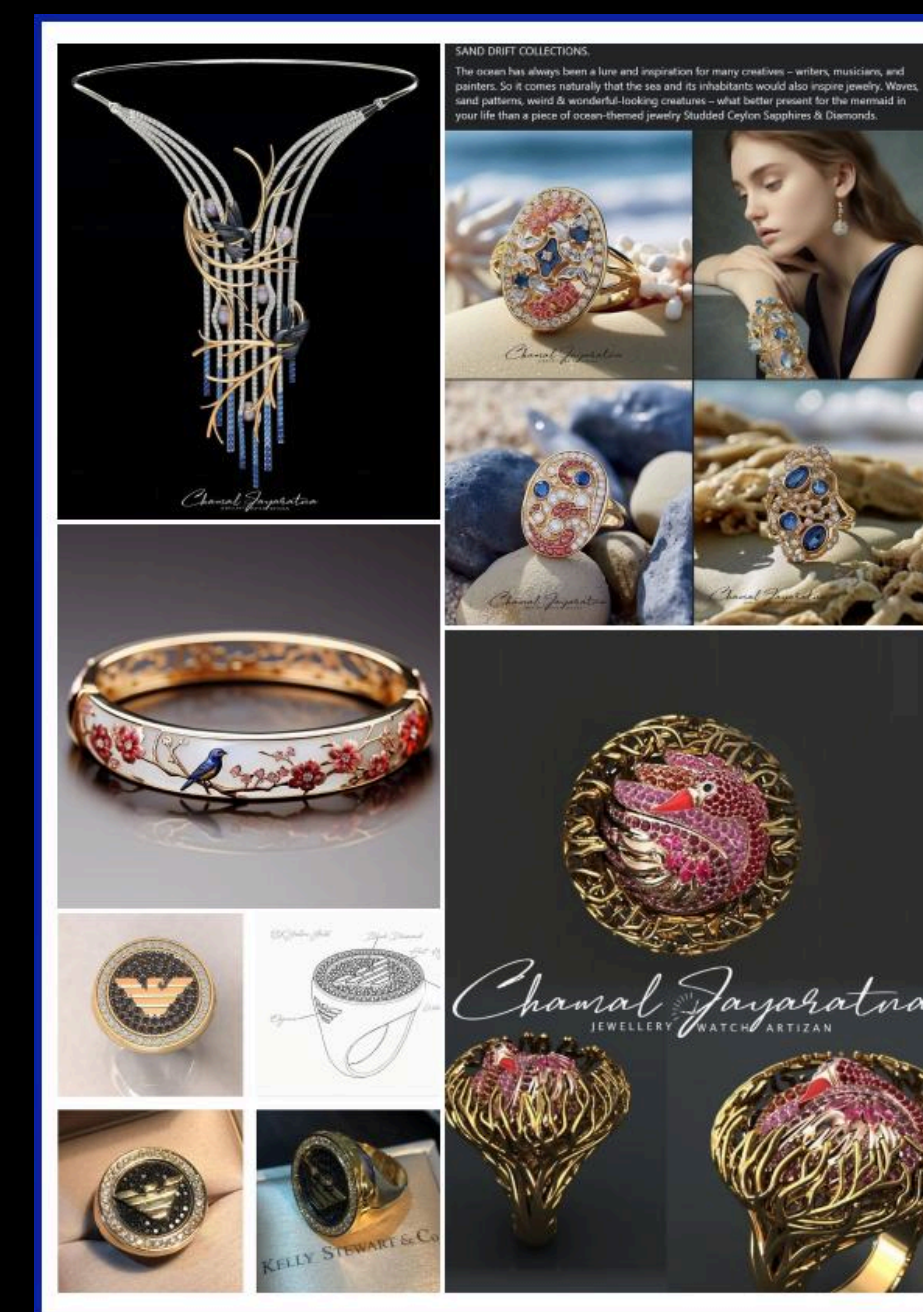
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The ocean has always been a love and inspiration for many creatives - writers, musicians, and painters. So it comes naturally that the sea and its inhabitants would also inspire jewelry. Waves, sand patterns, varied & wonderful-looking creatures - what better present for the mermaid in your life than a piece of ocean-themed jewelry. Studied Carat, Sapphire & Diamonds.

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- Inward remittances credited to your account free of charge.
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What you need

- Proof of foreign exchange earnings from export of goods/ services.
- Other documents as required.

For documents requirements contact
People's Bank International Banking Division
Tel - 011 2330 119, 011 2320 651 Ext - 367 Or Nearest People's Bank Branch

All deposits held at People's Bank are covered under the Sri Lanka Deposit Insurance Scheme.

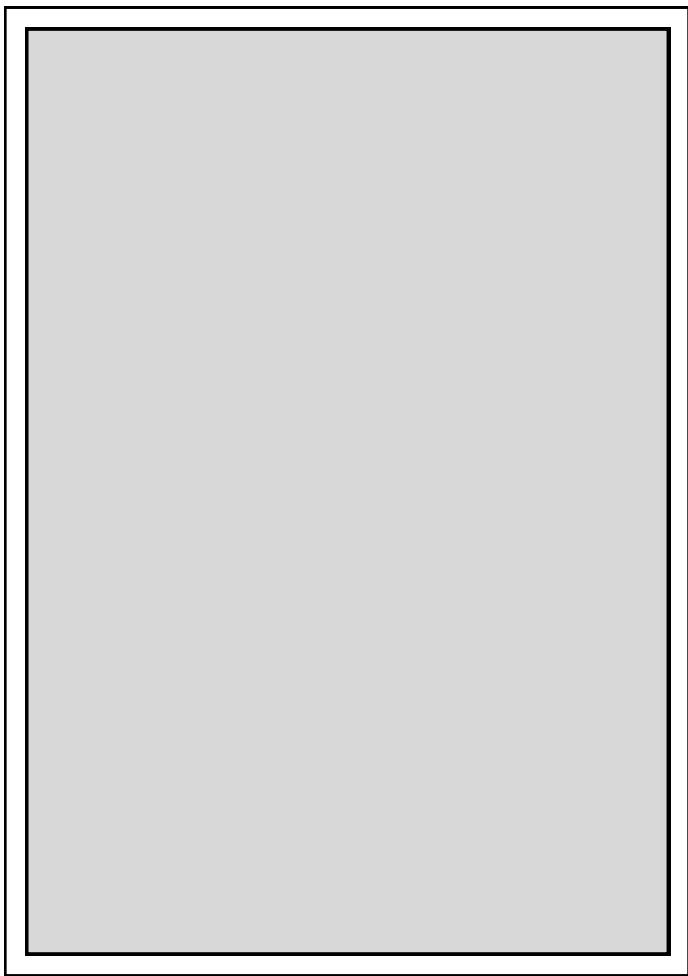
PEOPLE'S BANK
Pride of the Nation

ADVERTISING FORMATS



Full Page

Ad Trimming Size (Inset)
H = 265mm, W = 185mm



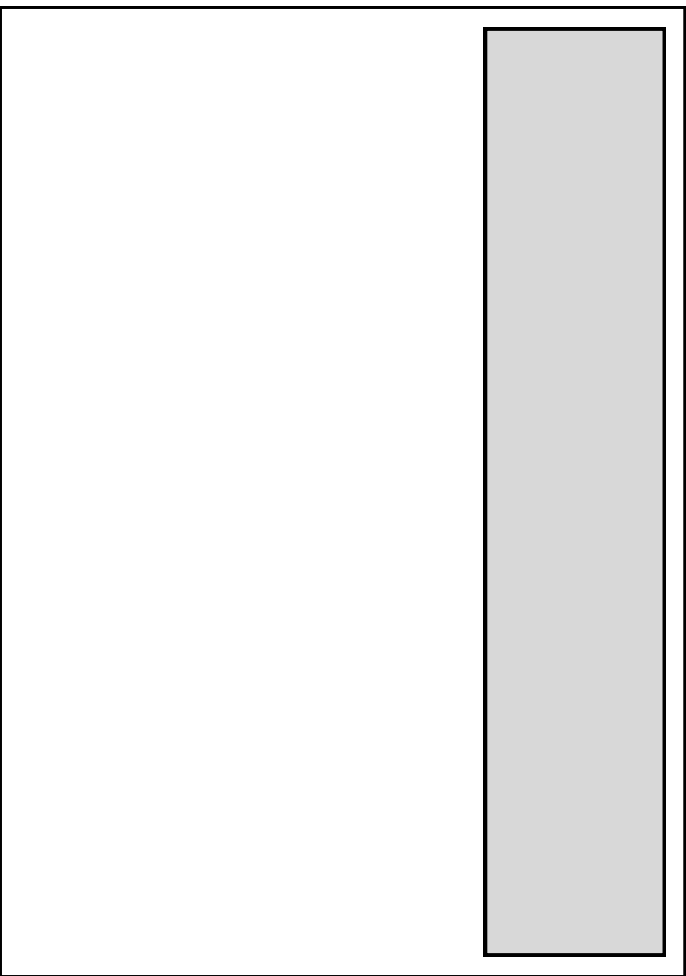
One-Year Contract
Monthly Payment: LKR 100,000

Six Month Contract
Monthly Payment: LKR 130,000

Less Than Six Month
Monthly Payment: LKR 150,000

Vertical

Ad Trimming Size (Inset)
H = 265mm, W = 60mm



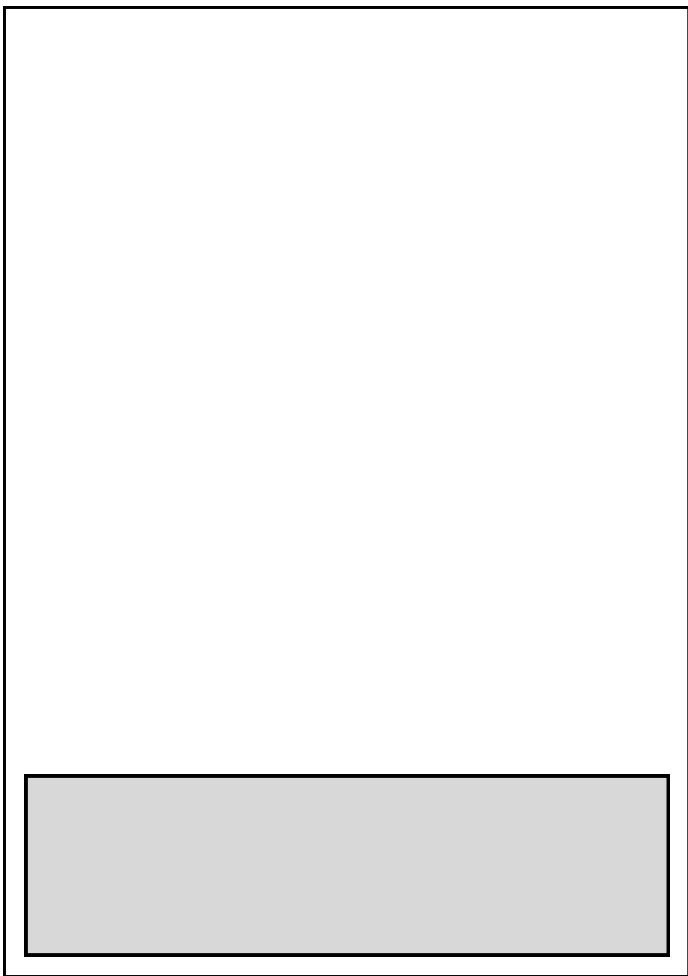
One-Year Contract
Monthly Payment: LKR 35,000

Six Month Contract
Monthly Payment: LKR 55,000

Less Than Six Month
Monthly Payment: LKR 70,000

Horizontal

Ad Trimming Size (Inset)
H = 90mm, W = 185mm



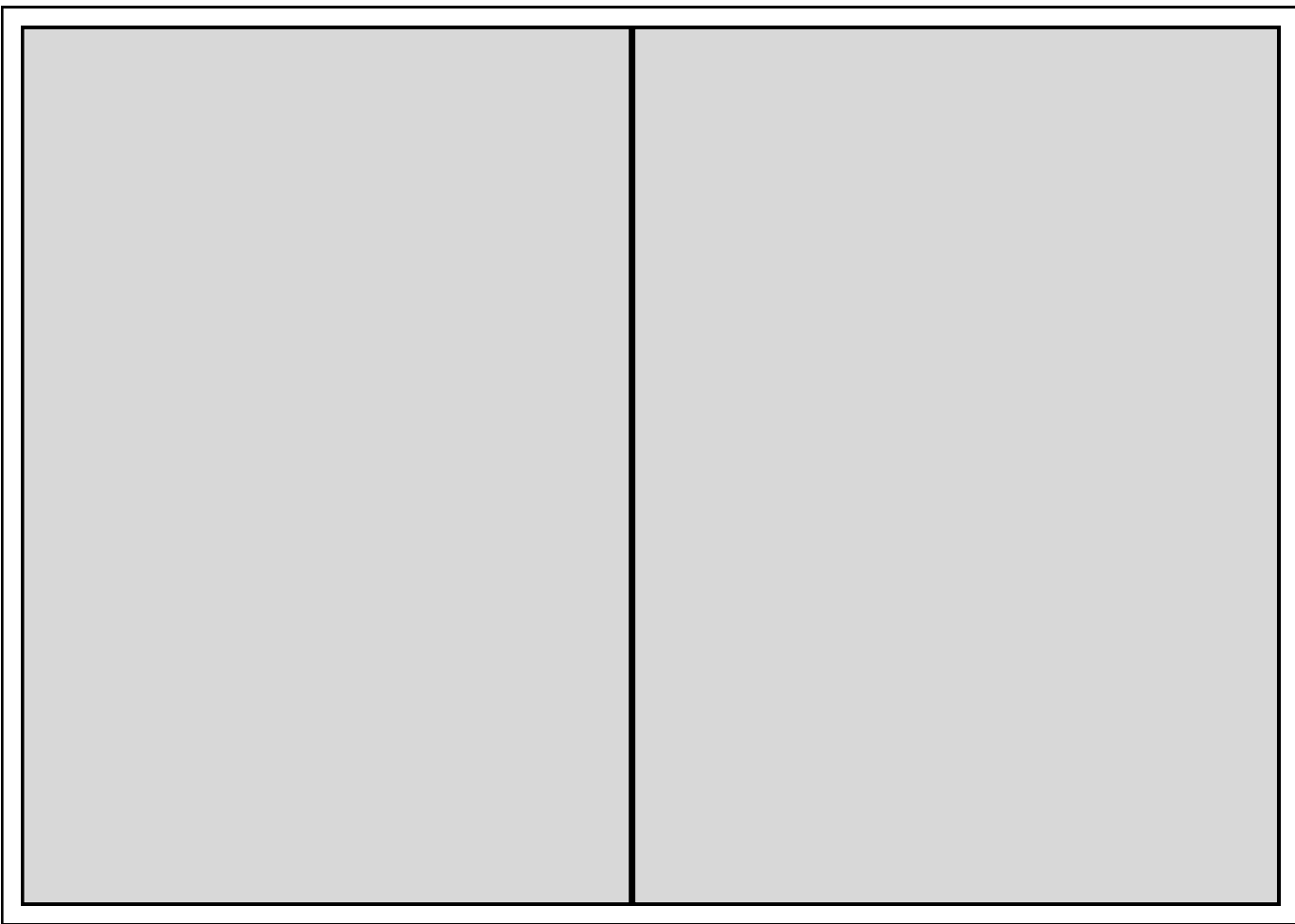
One-Year Contract
Monthly Payment: LKR 35,000

Six Month Contract
Monthly Payment: LKR 55,000

Less Than Six Month
Monthly Payment: LKR 70,000

Double Spread - Two Pages

Ad Trimming Size (Inset)
H = 265, W = 390mm



One-Year Contract
Monthly Payment: LKR 180,000

Six Month Contract
Monthly Payment: LKR 230,000

Less Than Six Month
Monthly Payment: LKR 250,000

*Please kindly note that, rates exclude VAT, NBT, and any other government-imposed taxes

OTHER BENEFITS FOR ADVERTISERS

- **Monthly Social Media Post:** Each brand that advertises with us receives **one dedicated social media post per month**, shared via The Business Icon's official Instagram and Facebook pages.
- **Unlimited Press Release Sharing:** Whether it's a product launch, new branch opening, award recognition, CSR activity, or partnership announcement, you can share the news with us, and we will publish it under our Advertiser Forum both in print and online — **at no additional cost**.
- **Feature on Our Official Website:** All press releases, brand updates, and news shared with us are also published on The Business Icon's official website under the advertiser section. This not only increases your online presence but also improves your search engine visibility (SEO) and long-term discoverability.
- **Multi-Channel Brand Exposure:** Your brand doesn't just appear in print — we promote your message across multiple platforms:
 - Print Magazine
 - Digital e-Magazine (downloadable)
 - Social Media Channels
 - Website Articles
- **Opportunity to Feature Event Coverage:** If your company hosts events, conferences, or launches, you can send us photos and a summary for a chance to be featured in the Events Spotlight section — **both online and in print**.

ICON

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