

# BusinessMirror

[businessmirror.com.ph](http://businessmirror.com.ph)





# Introduction

Welcome to the world of *BusinessMirror*, a daily business newspaper founded in 2005 by the late Ambassador Antonio Cabangon Chua.

As we celebrate 18 years of dedicated service, our commitment to providing a broader perspective on the nation's business news has only strengthened.

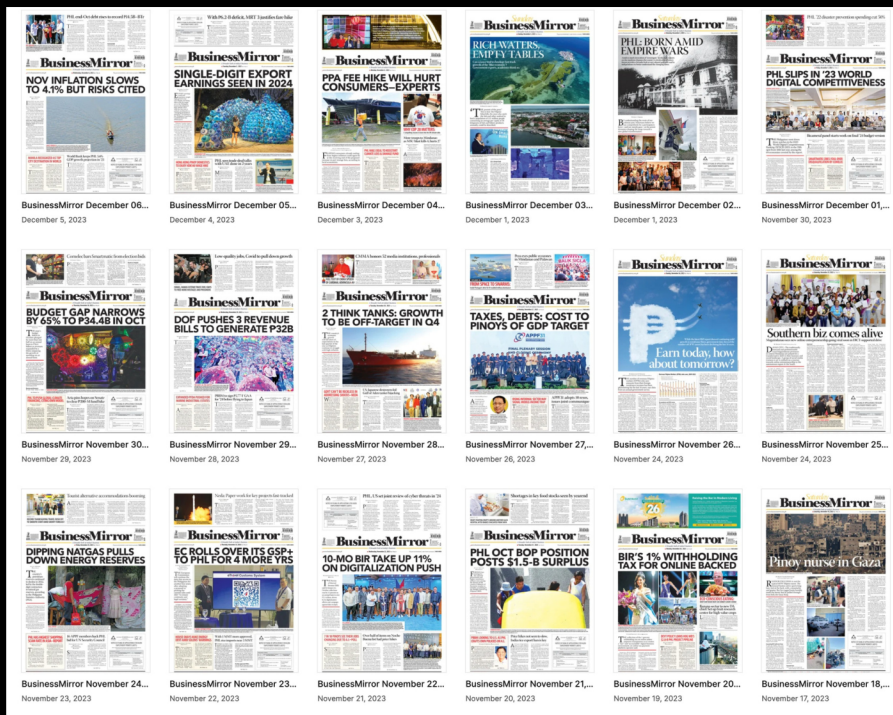






# Overview

- Circulation of 82,600 copies published daily
- Available in both print and online formats for diverse readership access
- Reaches key cities in Luzon, the Visayas and Mindanao





# Unique Selling Proposition

Beyond statistics, the *BusinessMirror* provides the means to understand the “why” behind data and related information.

We offer more than just news; we deliver a comprehensive understanding of the economic landscape.





# Readership Demographics

- 55% female, 45% male readership
- Captivating a diverse and engaged audience



# Awards and Recognitions:

## Recent Achievements



Two awards at the 16th Bright Leaf Agricultural Journalism Awards

- Best Agriculture Story of the Year and Best Feature Story of the Year

When we promised a broader look at today's business, **we really meant it.**



That's why the record fuel and food prices that hit both rich and poor countries earlier in 2008 brought us to some badly hit places... such as Haiti, where the already miserable conditions got so bad they sparked food riots.



**BusinessMirror** Publisher: Anthony C. Chan... **For that reporting, the United Nations Correspondents Association (UNCA) annual journalism awards honored the BusinessMirror with the UN Foundation Prize Gold Medal for Humanitarian and Development Reporting.**

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- "Business News Source of the Year" for 2020 by the Economic Journalists Association of the Philippines
- Pro Patria Award by the Rotary Club of Manila for commitment to free expression and disseminating fair and truthful information
- Multiple Rotary journalism awards, Brightleaf Journalism Awards, and PAJ-SMC Binhi Awards
- Recognized by the Philippine Statistics Authority as the inaugural "Data Champion"
- Two awards at the 16th Bright Leaf Agricultural Journalism Awards
- Best Agriculture Story of the Year and Best Feature Story of the Year



# Special Sections

The *BusinessMirror* offers a diverse range of special sections, each carefully curated to cater to the varied interests and needs of our readers.

These special sections provide advertisers with unique opportunities to target specific audiences and align their brand with relevant content.

First we gave you the *Harvard Business Review* Monday Morning

Then came the *Turning Points* Philippine Edition

On August 2, you will start receiving every Tuesday our latest collaboration with *The New York Times*...

**BusinessSense**



The only one in Asia, the **BusinessMirror**/*New York Times* **BusinessSense** brings together select articles, images and infographics from *The Economist*, *NYT DealBook*, *HBR Wake-Up Call* and *HBR Monday Morning* in a four-page pullout.

**BusinessMirror**  
www.businessmirror.com.ph





# Special Sections

**1** Monday

*Marketing:* Explore the latest trends, strategies, and insights in the dynamic world of marketing.

*Executive Views:* Gain valuable perspectives from industry leaders and executives, offering a glimpse into the minds shaping business decisions.





# Special Sections

2 Wednesday

*Property: Delve into the world of real estate with comprehensive coverage of property trends, market analyses, and investment opportunities.*

## Property BusinessMirror

Editor: Shi Aduana

Wednesday, December 6, 2017

### Manila's high-end property market price surpasses Dubai, Shanghai, Mumbai and other cities-Knight Frank

By Karen Reyes & Ron

**T**HE luxury market dominated Manila's property sector with a price growth of 21.2 percent—the fastest across the world according to Knight Frank's Prime Global Cities Index.

Young professionals, millennials and the affluent are driving the demand for high-end properties in Manila, says Knight Frank's Asia Pacific Research Director, Simon Willmetts. The firm's research shows that the Manila market is the fastest growing in the region, with a price growth of 21.2 percent in 2017.

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Simon Willmetts, Knight Frank's Asia Pacific Research Director, and two other experts discussing the Manila market.



A modern interior space, possibly a high-end residential or commercial property.

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### SotoGrande Palawan is now open to welcome travelers

**P**ALAWAN, Philippines—SotoGrande Palawan, a new luxury resort, is now open to welcome travelers. The resort is located in the heart of Palawan, a beautiful island province in the Philippines.



The SotoGrande Palawan resort, a new luxury resort in Palawan, Philippines.

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### NREA's new officers to be introduced at in-person business meeting on December 7

**T**HE National Real Estate Association (NREA) will introduce its new officers at an in-person business meeting on December 7.



A man in a suit, likely one of the new officers of NREA.

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## Property BusinessMirror

Editor: Shi Aduana

Wednesday, November 15, 2017

### TAALDC BRINGS BACK THE REAL TAGAYTAY EXPERIENCE



A modern interior space, likely a Tagaytay property.

**T**AGAYTAY City, considered as the second summer capital of the Philippines, has developed a solid reputation as a weekend getaway for city dwellers in Metro Manila seeking a quick respite from the hustle and bustle of urban living.

In the past few years, Tagaytay has become a popular destination for tourists and locals alike. The city is known for its scenic views, cool climate, and various recreational activities.

Tagaytay is a beautiful city with a rich history and a vibrant culture. It is a great place to visit for anyone looking for a peaceful getaway.

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### BUILDING DREAMS, WINNING AWARDS: RLC Residences gets global recognition in Dubai

**I**N THE competitive real estate market, RLC Residences has emerged as a leading name. The company has received several awards for its innovative designs and high-quality construction.

### AppleOne signs agreement with Marriott International to introduce JW Marriott Residences to Panglao Island

**C**ORPORATE real estate giant AppleOne has signed a strategic partnership with Marriott International to introduce JW Marriott Residences to Panglao Island.

### Manila's high-end property market price surpasses Dubai, Shanghai, Mumbai and other cities-Knight Frank

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# Special Sections

3 Thursday

*Health & Fitness: Stay informed about the latest in healthcare, wellness, and fitness, targeting readers interested in maintaining a healthy lifestyle.*

## Health & Fitness

BusinessMirror

24 Thursday, November 16, 2023

Thursday, November 16, 2023 25

### Awareness, regular monitoring still the best options to combat stroke

**D**ESPITE the numerous information dissemination and awareness campaigns at the barangay, regional and national levels, stroke continues to be a top killer disease in the country.

Stroke is a leading cause of death and disability in the Philippines, according to the Department of Health (DOH). It is a medical emergency that requires immediate attention.

What makes stroke dangerous? Stroke occurs when the blood supply to the brain is interrupted or reduced, depriving brain tissue of oxygen and nutrients. This can lead to brain cell death and permanent damage.

Stroke symptoms can include sudden weakness or numbness in the face, arm, or leg; sudden confusion or trouble speaking; sudden trouble seeing in one or both eyes; sudden trouble walking; sudden dizziness or loss of balance; and sudden severe headache with no known cause.

Changing the mindset of Filipinos is crucial in reducing the impact of stroke. Many people do not recognize the symptoms or know what to do when a stroke occurs.

Regular monitoring and early detection are key to preventing stroke. People with high blood pressure, diabetes, and high cholesterol are at a higher risk of stroke.

Healthcare providers should continue to educate the public on the importance of regular check-ups and lifestyle changes to reduce the risk of stroke.

Stroke is a complex condition that requires a multidisciplinary approach to treatment. Early intervention can significantly improve outcomes.

Healthcare providers should work closely with patients to develop a personalized treatment plan that addresses their specific needs and risks.

Stroke prevention is a continuous process that requires ongoing monitoring and support from healthcare providers and the community.

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### DOH reiterates commitment to combat antimicrobial resistance

**A**NTIMICROBIAL resistance (AMR) is a global health threat that requires urgent action. The Department of Health (DOH) reiterates its commitment to combat AMR through various initiatives.

AMR occurs when microorganisms develop the ability to resist the effects of drugs used to treat infections. This makes infections harder to treat and increases the risk of illness and death.

The DOH is implementing a comprehensive strategy to combat AMR, including surveillance, infection prevention and control, and antimicrobial stewardship.

## ASIAN HOSPITAL BAGS ASIA CEO AWARD FOR SERVICE EXCELLENCE



**I**t has been a successful and fruitful year for Asian Hospital and Medical Center as it recently bagged another award. The hospital was named Grand Winner of the "Microsourcing Service Excellence Company of the Year" of the Asia CEO Award 2023.

The award recognizes the hospital's commitment to service excellence and its innovative approach to patient care. The hospital's dedication to providing high-quality care and exceptional service has earned it this prestigious honor.



The award ceremony was held in a grand hall, and the hospital's representatives were honored to receive the trophy. The hospital's success in this category is a testament to its commitment to service excellence and its dedication to providing the best care for its patients.

The hospital's commitment to service excellence is reflected in its various initiatives, including its patient-centered care approach, its commitment to continuous improvement, and its dedication to providing exceptional service to all patients.

### Communication solutions provider to be more active in healthcare business

**P**ROGRESSIVE Communication Solutions, a leading provider of communication solutions, is expanding its presence in the healthcare business.

The company is offering a range of services, including voice, data, and video solutions, to help healthcare providers improve their communication and operational efficiency.

Progressive Communication Solutions is committed to providing high-quality service and support to its healthcare clients, ensuring they have the tools and resources they need to succeed.

The company's expertise in communication solutions and its commitment to innovation make it a valuable partner for healthcare providers looking to optimize their communication systems.

### Southeast...

The Southeast Asian region is experiencing rapid growth in the healthcare sector, driven by increasing demand for medical services and advancements in technology.

Healthcare providers in the region are investing in new technologies and services to improve patient care and operational efficiency.



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# Special Sections

4 Thursday

*Envoys & Expats: A Gold Anvil winner in 2019, this section focuses on the experiences and perspectives of envoys and expats, providing a unique cultural lens.*



**MISSION PHL**  
THE **BusinessMirror** Envoys&Expats AWARDS





# Special Sections

5 Friday

***Motoring:** A Hall of Fame winner for the Best Motoring Section in the Henry Ford Awards, this section covers the latest developments in the automotive industry, catering to car enthusiasts and industry professionals alike.*





# Special Sections

## 6 Saturday

**Tourism & Entertainment:** Explore travel destinations, entertainment news, and the vibrant world of leisure.

**Our Time:** Dedicated to senior citizen news, including benefits and events specifically catered for comfort, health, and well-being.

**Education:** Stay updated on educational trends, insights, and opportunities, targeting readers interested in the field of education.





# Special Sections

**7** Sunday

**Science:** Delve into the latest advancements, discoveries, and discussions in the world of science.

**Biodiversity:** Explore the diverse ecosystems and environmental issues, emphasizing BusinessMirror's commitment to a broader perspective on nature.





# Special Sections

8

Every Last Sunday of the Month

*Wine & Dine: Indulge in the world of culinary delights, exploring the latest trends in food and beverages.*

BusinessMirror

Wine & Dine

Sunday, November 30, 2013

www.bismirror.com.ph

## A GASTRONOMIC JOURNEY AT TAAL VISTA HOTEL

**By Wilfredo Reyes for BusinessMirror**

Taal Vista Hotel, a premier resort and spa, has recently unveiled its new gastronomic journey, a culinary experience that promises to delight the palate and soothe the soul. The hotel's new restaurant, Taal Vista Hotel Restaurant, is a testament to the hotel's commitment to excellence in service and cuisine.

The restaurant, located in the heart of the hotel's lush grounds, offers a wide array of dishes that are both visually stunning and delicious. The menu is a blend of traditional Filipino flavors and modern culinary techniques, creating a unique dining experience for guests.

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## ENJOY THE FESTIVE SEASON WITH SPECIAL CHRISTMAS MENU AT SALVATORE CUOMO & BAR

**By Wilfredo Reyes for BusinessMirror**

Salvatore Cuomo & Bar, a popular dining establishment, is celebrating the festive season with a special Christmas menu. The menu features a variety of dishes that are both delicious and festive, perfect for the holiday season.

The restaurant, located in the heart of the city, offers a wide array of dishes that are both visually stunning and delicious. The menu is a blend of traditional Filipino flavors and modern culinary techniques, creating a unique dining experience for guests.

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## McDonald's offers not bad, but 'nice vice' with new Chicken McDo

**By Wilfredo Reyes for BusinessMirror**

McDonald's, a global fast-food chain, has recently unveiled its new Chicken McDo, a delicious and satisfying meal that is perfect for the festive season. The new menu item is a testament to the chain's commitment to excellence in service and cuisine.

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BusinessMirror

Wine & Dine

Sunday, November 30, 2013

www.bismirror.com.ph

## SERENITEA CONTINUES BUILDING ON THEIR 15-YEAR LEGACY

**By Wilfredo Reyes for BusinessMirror**

Serenitea, a premier resort and spa, has recently unveiled its new gastronomic journey, a culinary experience that promises to delight the palate and soothe the soul. The resort's new restaurant, Serenitea Restaurant, is a testament to the resort's commitment to excellence in service and cuisine.

The restaurant, located in the heart of the resort's lush grounds, offers a wide array of dishes that are both visually stunning and delicious. The menu is a blend of traditional Filipino flavors and modern culinary techniques, creating a unique dining experience for guests.

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## It's beginning to taste a lot like Christmas with Shakey's all-new Christmas Collection!

**By Wilfredo Reyes for BusinessMirror**

Shakey's, a popular dining establishment, is celebrating the festive season with a special Christmas Collection. The collection features a variety of dishes that are both delicious and festive, perfect for the holiday season.

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the good

deals

≥ Masyadong Good! ≤

Holiday Deals!

Brisk Ham

BUY 10 + GET 1 FREE

Jerome Roasts

BUY 10 + GET 1 FREE

Celebration Ham

BUY 5 + GET 1 FREE



# Special Executions

These special executions provide advertisers with a strategic platform to connect with specific target audiences, ensuring that their brand messages are aligned with relevant and engaging content.

# Ad with advertorial

Maximize visibility with a combination of a prominent ad and engaging advertorial content.

## The Business of Living Staying Strong at 16

www.businessmirror.com.ph

BusinessMirror

Tuesday, October 6, 2020

# SM GOES ONLINE!

**SM'S GOT EVERYTHING YOU NEED!**  
We're just a tap or call away.

**THE SM STORE**  
FOR YOUR HOME

CALL TO  
ORDER  
#143SM

ShopSM  
ShopSM Mobile App

**SM MARKETS**  
FOR YOUR PANTRY

CALL TO  
ORDER  
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ShopSM  
ShopSM Mobile App

**SM MALLS**  
FOR YOUR LIFE ESSENTIALS

CALL TO  
ORDER  
#876-1111

ShopSM  
ShopSM Mobile App



WITH the community quarantine due to COVID-19, many of us stayed at home and downloaded various apps on our phone to have convenient access to essential products and services. However, having so many mobile apps – from food delivery, shopping, to restaurants can sometimes be very confusing, especially when you need keep track of all the pop-up notifications, payment transactions, and not to mention, the expensive delivery fees.

Don't you get tired of scrolling through a long list of apps? Well, the good news is, you can now have everything you need in one place. SM Malls Online App is a one-stop solution for all your needs. It's a free app that you can download on your phone. It's a one-stop solution for all your needs. It's a free app that you can download on your phone.

other SM malls nationwide, SM Malls Online App guarantees Programs and services to make your shopping experience easier and more convenient. It's a one-stop solution for all your needs. It's a free app that you can download on your phone.

Shopping, and home appliances, SM Malls Online App guarantees Programs and services to make your shopping experience easier and more convenient. It's a one-stop solution for all your needs. It's a free app that you can download on your phone.



## 15inQuarantine

16 Tuesday, October 6, 2020

BusinessMirror

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# A LONG ROAD BACK, BUT TOURISM WILL GET THERE



**Boat tour operators** are hopeful that the tourism industry will rebound once the country is fully open. Photo: [Name]



**Travel agency** owner [Name] believes that the tourism industry will rebound once the country is fully open. Photo: [Name]

After 15 months of quarantine, the tourism industry is slowly but surely making a comeback. Travel agencies and tour operators are optimistic that the industry will rebound once the country is fully open. They believe that the tourism industry will get back on its feet and that there will be a long road back, but it will get there.

## OMF bags four Stevies for its COVID initiatives

THE corporate social responsibility arm of the Manila Electric Company (Meralco) has been recognized for its COVID-19 response efforts.



Meralco's COVID-19 response efforts have been recognized with four Stevie Awards. The awards are given to companies that have demonstrated exceptional performance in their respective industries. Meralco's COVID-19 response efforts have been recognized with four Stevie Awards. The awards are given to companies that have demonstrated exceptional performance in their respective industries.

Tailor-made, engaging stories create a lasting digital imprint, enabling customer journeys, building trust, and generating leads.

**BusinessMirror**

Home Business Sports Opinion Life Features **Wishes** The Brother Link

**Experiences Released Bring Down Rockwell's New Year, Holiday and Christmas Limited units released!**

**BENTLEY SYSTEMS**  
Bentley Systems Inc.  
**RENTAL EQUIPMENT**

Join vivo's 'Christmas Make A Wish' Raffle Promo to Win NBA Tickets

80%Pos December 1, 2023 2 minute read

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Official Smartphone of the NBA

### How to join

- Buy any vivo smartphone
- Follow vivo Facebook account
- Scan QR code
- Make a wish & Win

3 NBA Tickets  
 Without Basketball signed by Dominique Wilkins  
 Sign NBA LEAGUE PASS  
 8 Units of vivo smartphones

Vivo Philippines

**v29 5G**  
Available from January 1st to February 2nd, 2024

**FREE**  
Win a chance to win a Vivo v29 5G smartphone

**Manila, Philippines** – The holiday is well and truly upon us! For those who are not feeling festive just yet, vivo has a major treat that will surely perk your spirits up. The smartphone brand will kick off a Christmas promo starting **TOMORROW December 1 (Friday)**, extending until **January 31, 2024** to add an exciting layer of excitement to this joyful season and spread the good cheer!

It is widely known Christmas is the most wonderful time of the year, embraced by all as a time of unparalleled joy and enchantment.

In the Philippines, the yuletide spirit comes alive as soon as the -er months hit, making it the longest and most fun Christmas celebration in the world.

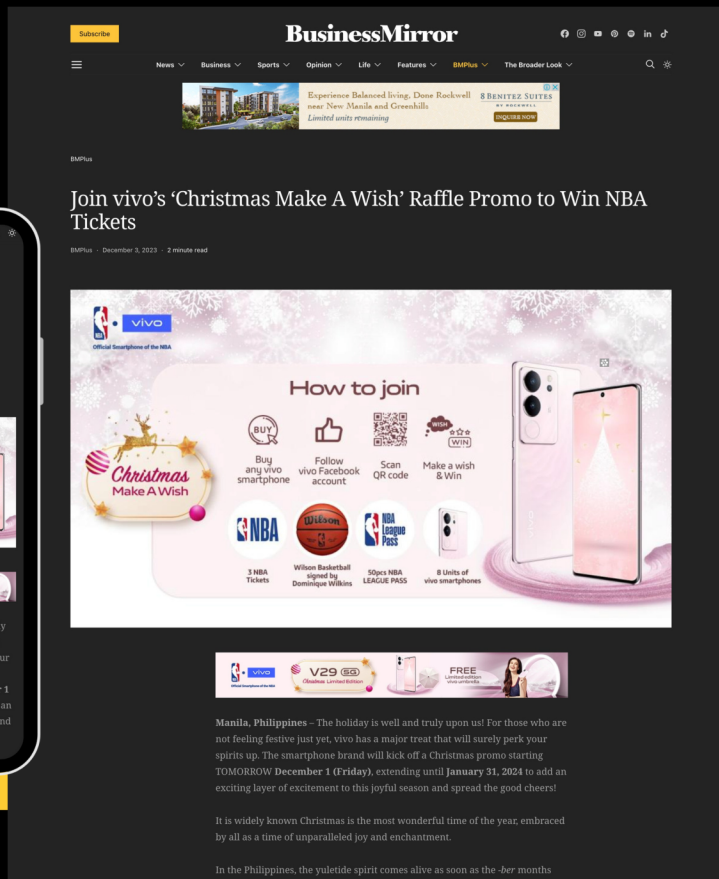
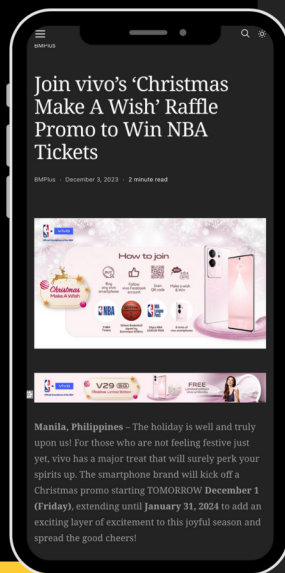






# Webvertorial for Online Campaigns

Leverage online platforms with product features, informative campaign promotions, online corporate placements, how-to articles, and native articles.



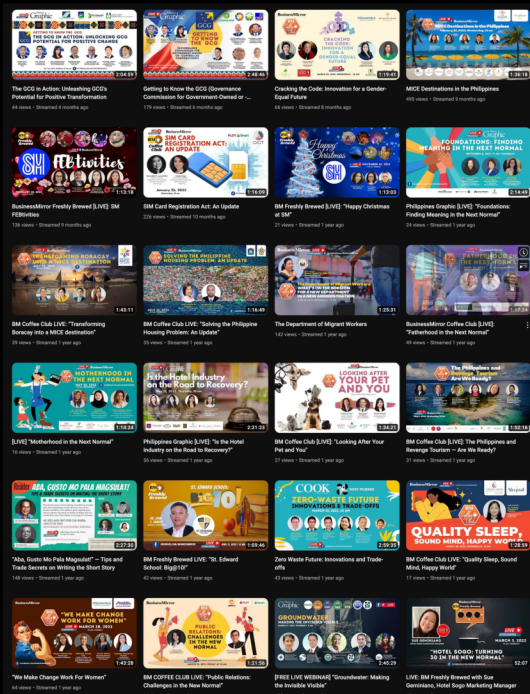


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# **Diversifying Your Reach: BusinessMirror's Multifaceted Media Offerings**

The *BusinessMirror* introduces exclusive opportunities for online advertising partnerships through innovative initiatives like BM Webinars, BM Coffee Club, BM Freshly Brewed Livestreams, and our Broader Look Podcast.

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**BusinessMirror**  
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**SAN MIGUEL CORPORATION**  
YOUR WORLD MADE BETTER

**BM CYCLING**

**LIVE EVERY MONDAY!**  
7:00 TO 8:30 PM  
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BusinessMirror  
National Commission for  
Road, PhilCycling

**Sunshine Joy Mendoza**  
Race Director,  
Le Tour de Filipinas  
National Commission for  
Road, PhilCycling

OUR PREVIOUS GUESTS:

**WHO DO YOU WANT TO FEATURE NEXT?**

WHAT DO YOU WANT TO TALK ABOUT IN OUR NEXT SEGMENT?  
**SEND US A SHOUTOUT**  
f BusinessMirror/live/

**ANANDA**

**SHARP**  
Be Original.

**Sondari**  
KATULAN

**FGN**  
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**DWIZ**  
DIGITAL WORKS

**U.S.**  
UNITED STATES

**Graphic**  
PHILIPPINES

# Elevating Your Brand with BusinessMirror's Dynamic Platforms



Mobile-optimized text view, listening mode and one-touch translation. The BusinessMirror free on Preheader **BM**



# Breaking Boundaries: BusinessMirror's Exciting Journey on TikTok

In a groundbreaking move that proves business journalism can be exciting, sexy, and interesting for everyone, the *BusinessMirror* took a leap into the vibrant world of TikTok. Our TikTok page went live on May 18, 2021, and the response has been nothing short of phenomenal.






**Embark on a journey into the future of advertising with the BusinessMirror's vibrant and versatile platforms.**


**From timeless Legacy Ads to the interactive realms of BM Webinars, BM Coffee Club, and BM Freshly Brewed Livestreams, and extending to our revolutionary presence on TikTok and enriching podcast series, we present unrivaled opportunities for your brand to flourish in the ever-evolving landscape of print and digital marketing. Partner with us, and together, let's craft unforgettable experiences that deeply resonate with your discerning target audience.**


*[www.businessmirror.com.ph](http://www.businessmirror.com.ph)*





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