



For 12 years Tree Ad has been growing strong, locally and regionally

Close your eyes and think of a busy beehive, think of the vigor and energy around you, think of a relentlessly working staff. Open your eyes and look around, you'll find yourself at Tree Ad: a constant bustle, a boundless passion and a dynamic family working as one.

It all started with a seed that was planted 12 years ago; over time it grew and bloomed into a tree, gathering underneath its branches a team of young spirited professionals eager to see their tree thrive further still.

Tre-Lease is a newsletter that we'll be sharing with you on a quarterly basis. The purpose of this newsletter is to update you on the latest news of Tree Ad's media and staff; A platform of information, gags and anecdotes.

This month featured a major event to Tree Ad and an exceptional addition to its portfolio: **Al Joumhouria newspaper**. Launched on February 28th, 2011, Al Joumhouria is the latest Arabic daily 32 page tabloid to join the Lebanese scene, starting where the others have stopped, turning a new page in the country's journalistic chapter. We propose a bold, bright, fearless and truly independent newspaper, **independent in all things but neutral in nothing.**

Comments/letters?
Please send them to info@tread.com



advertisers are not looking for everybody, they're looking for the right people

OVERVIEW

On newsstands since February 2011, Al-Joumhouria pledges to defend Lebanon and the cause of freedom, justice and the state-building project. It hopes to serve as a platform for all political Lebanese and Arab trends, and looks forward to being an oasis of dialogue between conflicting views.

MISSION

Al Joumhouria's mission is to promote a free and independent press, and provide a forum for critical and innovative thinking. A young and daring newspaper that's free of any political affiliation, looking onto Lebanon as the nation of the Free, a nation worth staying in and fighting for; a diversified and rich subject matter that objectively tackles all political and social news and impartially relates all points of view, respective of others, accepting of others.

EDITORIAL

A diversified and select team of journalists make up Al Joumhouria's editorial back bone. Coming together from different political backgrounds and journalistic schools, Al Joumhouria's reporters are as free and independent as the news they cover: A daring and franc read that conveys credible news and incites the reader to go beyond the event.

Another distinction that sets Al Joumhouria apart from other dailies is the business page, exclusively provided by Bloomberg, the world's leading financial software, media and data company.

Bloomberg provides financial software tools such as analytics and equity trading platform, data services and news to financial companies and organizations around the world. In 2010 Al Joumhouria signed an exclusive agreement with Bloomberg, giving the newspaper the sole right to publish the latter's business and financial reports.

Bloomberg

DISTRIBUTION

A free and independent newspaper targeting A, B and C social classes; young, educated and dynamic people who are in search of credible information, political analysis and weighty objective coverage.

Starting with a launching quantity of 15,000 copies, Al Joumhouria is distributed all over Lebanon and has 5,000 subscribers to date.

INDEPENDENT IN ALL THINGS BUT NOT IN NOTHING

LE RESEAU

DID YOU KNOW?

Did you know that Le Réseau added 7 new and exceptional signs to its network in May? A 14m x 6m landmark on the Hazmieh highway, a smaller 12m x 6m sign on the Mkalles/Hayeck roundabout and 2 additional Unipoles, a strategic one on the Dora/Hazmieh highway and another on the Dora highway. With these latest additions, Le Réseau confirms its status as Lebanon's largest Unipole provider.



“In a step to create new opportunities and optimize clients' campaigns...”



A strategic alternative to traditional media, **MAP** is a versatile and flexible medium that can adapt to any client's need; **10 trucks covering all of Lebanon**, allowing clients to target their audience with high efficiency and creativity. Rotating panels, full branding, **3D installation or audio installation**, the possibilities are endless. MAP is also an interactive medium that can be used for sampling, tasting and product demonstration.

This season's campaigns were original and creative, drawing people's attention everywhere they went.

< **Albina** >

With public awareness growing over the need to go green and save energy, Albina chose Map to promote their environmental product, installed a real solar system on the truck, and a 3D mock up of a bath tub inside! The truck was attractive, turning heads everywhere it went.



< **Eti Adicto** >

Resisting the huge chocolate brownie on MAP was not a piece of cake! To complement their campaign, Eti Adicto chose 2 full branded trucks and installed a 3D mock up of the famous brownie; the chocolaty trucks had people craving and awaiting the regular pit stops.

< **Samsung** >

Samsung's latest Eco Bubble Technology offers perfect solutions of complete fabric care, energy saving and great washing performance at once. A great machine and a great campaign with 3 full branded bubble trucks that turned heads everywhere they went!



< **Krispy Kreme** >

the world famous doughnuts are at it again using 2 full branded trucks to promote their delicious doughnuts. The yummy trucks were hard to resist as usual!

< **Tutti Frutti** >

After the successful "Tarboush" campaign, M.O Ghandour & Sons opted for a second round with MAP but this time for the famous Tutti Frutti chocolate bar. 2 full branded trucks with 3D mock ups inside roamed the streets of Beirut and Mount Lebanon with promoters giving away free samples of the new chocolate. What will they do next?



< **Chili's** >

As with any new opening, Chili's opted for MAP with 2 full branded trucks to announce the exciting news! The red hot trucks covered the streets of the town inviting people to try out the new restaurant in Gemmayze, Beirut's favorite night destination.

< **Arabica Movies** >

For the launch of 365 Youm Saada, the latest Egyptian blockbuster, 2 trucks were used to promote the motion picture and invite movie goers to check it out.



< **Outdoor Lebanon** >

In an unprecedented first, IFP launched Outdoor Lebanon, the first outdoors, lifestyle and leisure event at Biel: Extreme sports, hunting, fishing, camping, cycling, diving and general sports.. Promoting this exciting show was a full branded truck and MAP's live Mobile Show.

< **Byblos Bank** >

After Marjeyoun and Bayyada, it's Mansourieh's turn! To promote the opening of their new branch, Byblos bank opted yet again for 2 full branded trucks to inform the people living in Mansourieh and the neighboring areas of the new services now available for them from the bank. Looking forward the next branch opening from Byblos bank!



< **Chopsticks** >

Missing one of the 4 Chopsticks trucks last month was almost impossible! The full branded trucks circulated in Beirut and Mount Lebanon and pit stopped in front of the outlets to inform people that some of the branches are turning to a delivery center to better serve the customers.

< **Mazaya** >

Good news to all hookah smokers! New flavors are henceforth available on the Lebanese market. 3 full branded trucks with promoters toured the crowded streets of Great Beirut, pit stopping at coffee shops and restaurants, giving away samples of the new tobacco flavors. The campaign will resume in July.





LE FIGARO

NEWS



Tree Ad

As you already know, **Tree Ad's** portfolio is not limited to local media only; In 1999 **Tree Ad** became the exclusive Media Representative of **Le Figaro** and all other Groupe Express-Expansion publications: these are diverse and cover a variety of fields: *Le Figaro Magazine, Madame Figaro, Figaro Scope, JDD, Le Journal des Finances, l'Express, l'Expansion, l'Entreprise, Maison Française, Maison Magazine, Côté Sud, Côté Est, Côté Ouest, Lire, Atmosphères, Ideat.*

Le Figaro, France's leading national quality daily newspaper, carries a wealth of feature pages and sections each day and is accompanied by a wide range of highly targeted newspaper and magazine supplements: *So Figaro, Figaro Patrimoine, Figaro Plus, Guide Figaro...*

Moreover, constantly on the forefront of technological novelties, **Le Figaro** and its group of publications are always offering the latest services to their readers: **Newsletters, blogs, applications and widgets...** **I-mad**, Madame Figaro's latest application launched on May 5th 2011, was an instant hit. Each month readers can enjoy a full fledged e-magazine with exclusive articles and sections; special reports and videos are also part of the new application.

This past semester, we welcomed 3 new members into our family: **Joseph Kallas**: After several years of experience in Regional Sales and Advertising, Joseph returns to Lebanon from Dubai to join Tree Ad's Print Department as Commercial Manager on *Al Joumhouria*. **Elie Saade** will team up with Joseph on the latter.

Georges Renno joined *Al Akhar's* sales team and **Daniel Rizk** will henceforth handle *MAP*, replacing **Grace Assaf** who moved to *Le Réseau's* team.



Newsweek

Tree Ad added yet another international leading magazine to its portfolio: *Newsweek*. Distributed in more than 190 countries around the world, Newsweek offers an unmatched global network of regional and local-language magazines. Each week Newsweek provides millions of readers with the latest news, information and trends through five English-language editions, five local-language editions, and one unique global perspective.

In November of 2010, Newsweek merged with The Daily Beast, a thriving young news site, creating a new entity called: The Newsweek Daily Beast Company. The combined operation now attracts over 9 million unique online visitors a month and the magazine reaches 14 million readers across, and millions more through its international editions.

“ I see Newsweek and the Beast as a marriage between Newsweek’s journalistic depth and the vibrant versatility The Daily Beast has realized on the Web. The metabolism of The Daily Beast will help power the resurgence of Newsweek and Newsweek amplifies the range of talent and audience The Daily Beast can reach.

The two entities together offer writers, photographers and marketers a powerful dual platform. ”

Tina Brown
Editor-in-Chief

TRE LEASE



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