

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 Al Joumhouria was put on the forefront when figures showed that merely 8 months after its launch, Al Joumhouria was able to break record sales and become the best selling newspaper in Lebanon. In September, Al Joumhouria asked PricewaterhouseCoopers to undertake an official independent limited assurance engagement on the newspaper's sales and subscription figures and reveal them to the public in all transparency. PWC inspected the printing, selling, distribution, subscription and returned figures of the newspaper. The results were astonishing!

To celebrate Al Joumhouria's accomplishment, Tree Ad hosted a special lunch for the Media and Advertising community at the Four Seasons Hotel, details inside.

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



On Thursday September 29th, Tree Ad hosted a celebratory lunch for Al Jumhouria at the Four Seasons hotel. The event was attended by Lebanon's major Media and Advertising players as well as marketing and statistic companies and some of the country's main advertisers.

His Excellency Mr. Elias El Murr inaugurated the event by announcing the signing of an exclusive partnership agreement between Al Jumhouria and the leading French newspaper «Le Figaro», to be followed by similar agreements with other international newspapers and associations. He also revealed the joining of Special magazine to the Al Jumhouria Group and pointed out that Al Jumhouria received «full membership at the World Association of Newspapers» for being an independent newspaper that respects freedom of opinion and commits to values and human rights while representing a republic every Lebanese aspires to.

Furthermore, he thanked Tree Ad, PricewaterhouseCoopers and Ipsos for their efforts.



Tree Ad's Mazen Moussalem then took the stage and added a few words, explaining the challenge the company took 8 months ago, signing with Al Jumhouria and believing in His Excellency Elias El Murr's vision. Moreover, he revealed how, in an unprecedented first in Lebanon, Al Jumhouria called upon PWC to undertake an official Independent Limited Assurance Engagement on the newspaper's figures, a never before witnessed move on the local dailies' scene. George Abou Mansour, director of PWC, followed and praised Al Jumhouria for being the first newspaper to initiate full transparency in every issue printed and distributed, sharing with the attendees the findings and figures of the Audit.

In conclusion, Ipsos' Edward Monin, discussed the studies conducted on Al Jumhouria based on a sample of readers who expressed their opinion about topics addressed by the newspaper as it covers different fields.

Al Jumhouria has spoken and is now the best-selling newspaper.



Al Jumhouria News

Another novelty this month, is the arrival of Pierre Sadek, Lebanon's notorious caricaturist among the members of Al Jumhouria; Pierre Sadek whose strokes always speak louder than words and whose brush is as feared as the most powerful weapon will henceforth entertain our readers twice a week.





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.

< MAZAYA >

To promote their new flavors for hookah tobacco, Mazaya used 3 trucks, fully branded, to tour all over Lebanon, offering samples to the ever growing hookah smokers' crowd. Passers by were more than pleased to receive the free samples!



< AIPTEK >

For the launch of their new hi tech gadgets, different led technologies and latest laptops, Aiptek used a full branded truck that covered the greater Beirut area, informing passers by of these latest innovations like the Pocket Cinema and the Trio PenCam HD.



< JAMMAL TRUST BANK >

To complement their running campaign, JTB used 4 full branded trucks, with panels from their different outdoor visuals. The attractive yellow trucks circulated all over the country and in its most populated neighborhoods informing people of the bank's different products and services.



< Genova >

The only good thing about going back to school this season were the bags! To promote this year's new designs and patterns, Genova used 4 full branded trucks that turned heads everywhere thanks to their bright and attractive colors!

< MONEY GRAM >

Transferring money through Money Gram turned into an exciting game when 2 full trucks roamed the streets of the country, distributing flyers and inviting people to use Money Gram and win big: locals and foreigners rushed to attempt to win mobile recharge cards and even a brand new car!

< KENWOOD >

To promote their generous offers this season, Kenwood used a full branded truck that covered Beirut's southern suburb, informing people of the unmissable offers on mixers and kitchen robots.



< NIKE >

Nike, the world famous sportswear and footwear brand used 2 full branded trucks to promote their marathon activity: I Run Beirut. The trucks were placed at the start and finish lines, welcoming the racers whose number exceeded all expectations!



< L'OREAL >

2 campaigns, 1 truck for each product: La Roche Posay and Vichy. In one of the season's most memorable campaigns, L'Oréal turned the inside of the trucks into real treatment rooms for product trial and facial sessions executed by professional beauticians. The trucks parked outside pharmacies and invited people to come onboard and try out the new products!



< SPINNEYS >

Spinneys seems to be on a row! After renovating most of its branches in Lebanon, Spinneys opened its biggest store yet in Hazmieh. Announcing the opening, were 2 full branded trucks that toured the neighboring areas inviting people to check out the new branch, its incredible offers and unbeatable prices.

NEWS

ArabAd



الأخبار
al-akhbar



Some things get better with age, that's no secret... 25 years after its launch, ArabAd is looking as fresh and novel as the day it first started, and may be even better.

2 months ago, **Ghada Azzi** joined as **the new Editor in Chief** and **ArabAd** embarked on a rejuvenating plan and underwent a total make over: The result is an uplifted magazine with a bold design, a distinctive layout and a fresh editorial twist that still preserve the heart and soul of **ArabAd**.

The redesigned layout takes **ArabAd** into the new generation of innovative and artistic magazine; and its new sections add richness to its subject matter and substance to its content.

Moreover, and to complement this change, Tree Ad welcomes back **Gisele Doumit Dahan**, a veteran in the Media Representation field, as **Arab Ad's Regional Commercial Manager**. Gisele relocated to Lebanon after many years spent abroad, we trust that with her expertise and know how, she will certainly take the magazine to new heights.

Tree Ad News In a step to better consolidate its Media departments, **Tree Ad** moved **MAP** to its Outdoor department: Seeing as the latter is basically an Outdoor medium, it will henceforth be alongside **Le Réseau**, under **Carine Kanaan's** supervision.

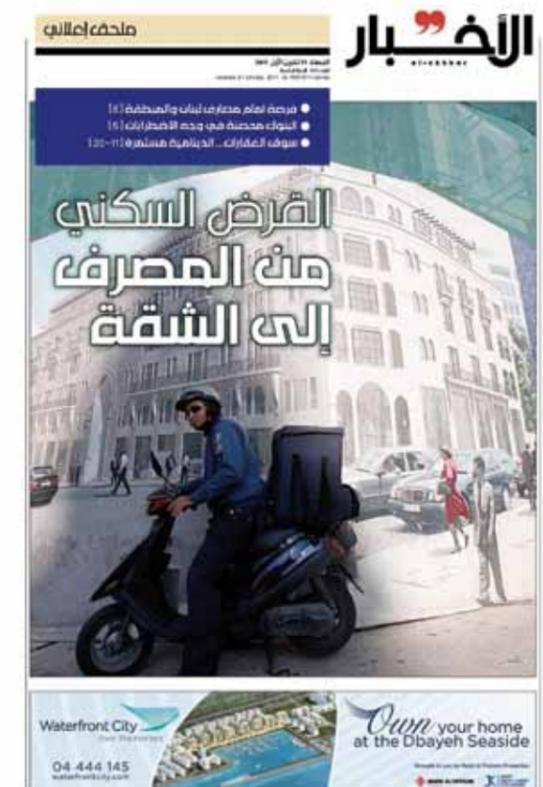
On another note and as you may already be aware, the current inclination in the global Advertising industry is to henceforth exclusively apply and deal in Net rates; accordingly **Tree Ad** is putting the new Net rate cards on its website www.tread.com, for your perusal. The new rates will be applicable as of January 2012.

Last but not least, we are pleased to announce that **Virtuozity** has become bimonthly! **Connoisseurs** and **cigar aficionados** will henceforth enjoy reading the magazine every 2 months, and pretty soon on a monthly basis too!

And finally, great news for working mothers: As part of the benefits extended to its staff, Tree Ad announced the introduction of a flexible working schedule for mothers with children: The flexible schedule will be from 8h30 till 16h30 instead of 9h00 till 17h00, and serves to alleviate some of the load off their backs... a small step for Tree Ad, a huge step for working mums!

Al Akhbar News This month Al Akhbar issued one of the best supplements in Lebanon so far: **From Banking to Housing**. A novel topic that covers many aspects of the real estate and banking sectors in Lebanon; A detailed 20 page supplement loaded with in-depth analysis, useful articles and sound advice given by Al Akhbar's Hassan Chakrani. A thorough review of the economic situation in Lebanon, the pros and cons of bank loans, the current trends in real estate and interviews with bank executives were all part of the supplement.

Al Akhbar's upcoming **"Wish list Supplement"** promises to be the ultimate guide of this season's best gift ideas ranging from electronics and home ware to fashion, beauty, jewelry and alcohol. Don't miss it!



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