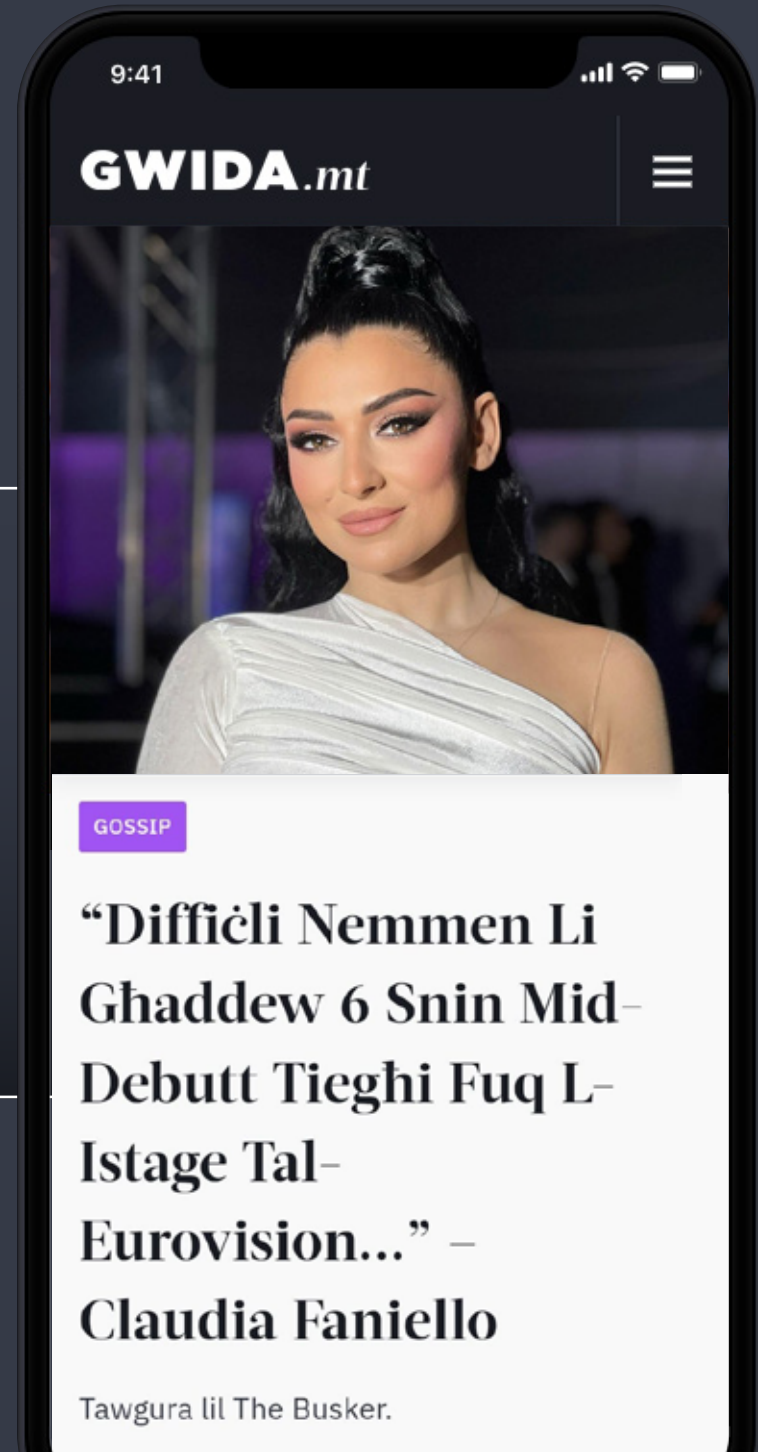


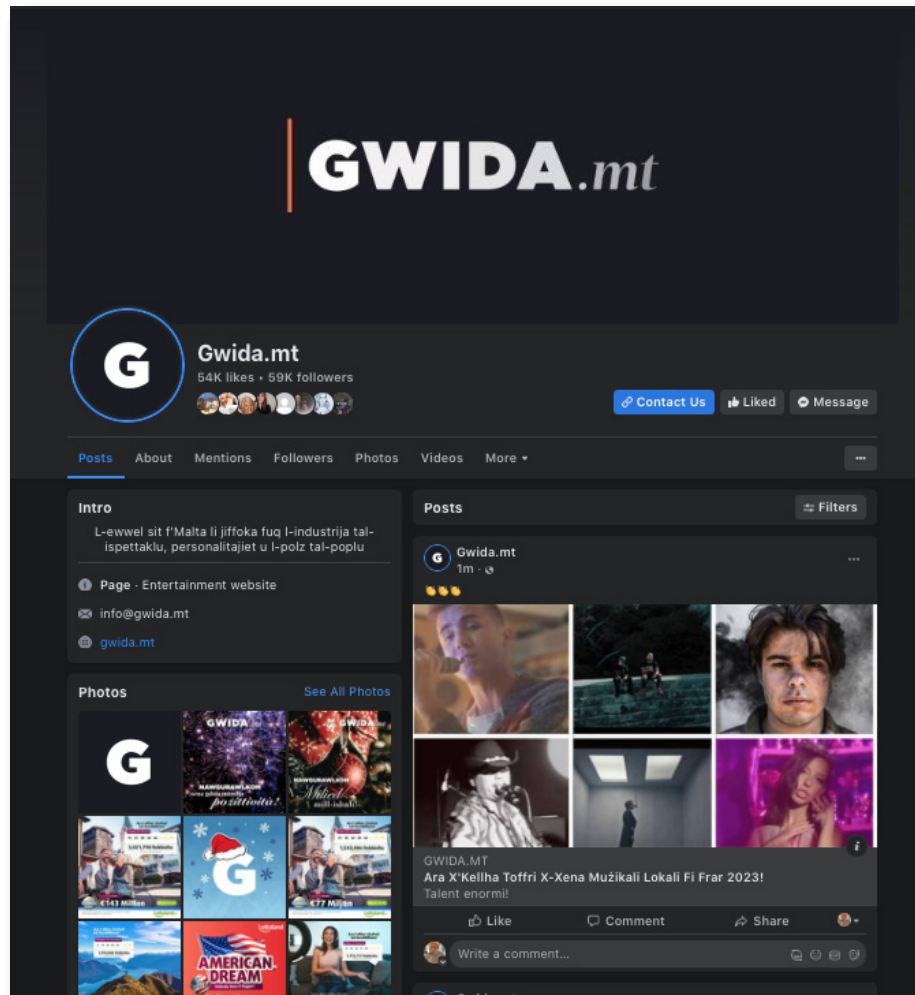
GWIDA.*mt*

Media Kit

A MEDIA BRAND BY
Content House



Our average monthly figures are unbeatable



Sessions

2.5 Million



Pageviews

3.3 Million






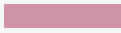












Users

750,000

Winning the battle on social media

Facebook Page

Facebook Engagement

 Gwida.mt	1M	
 TVMnews	705K	
 ONE.com.mt	671K	
 Newsbook.com.mt	557.5K	
 Lovin Malta	471.5K	
 Times of Malta	466.1K	
 NET News	395.5K	
 Malta Today	205.7K	



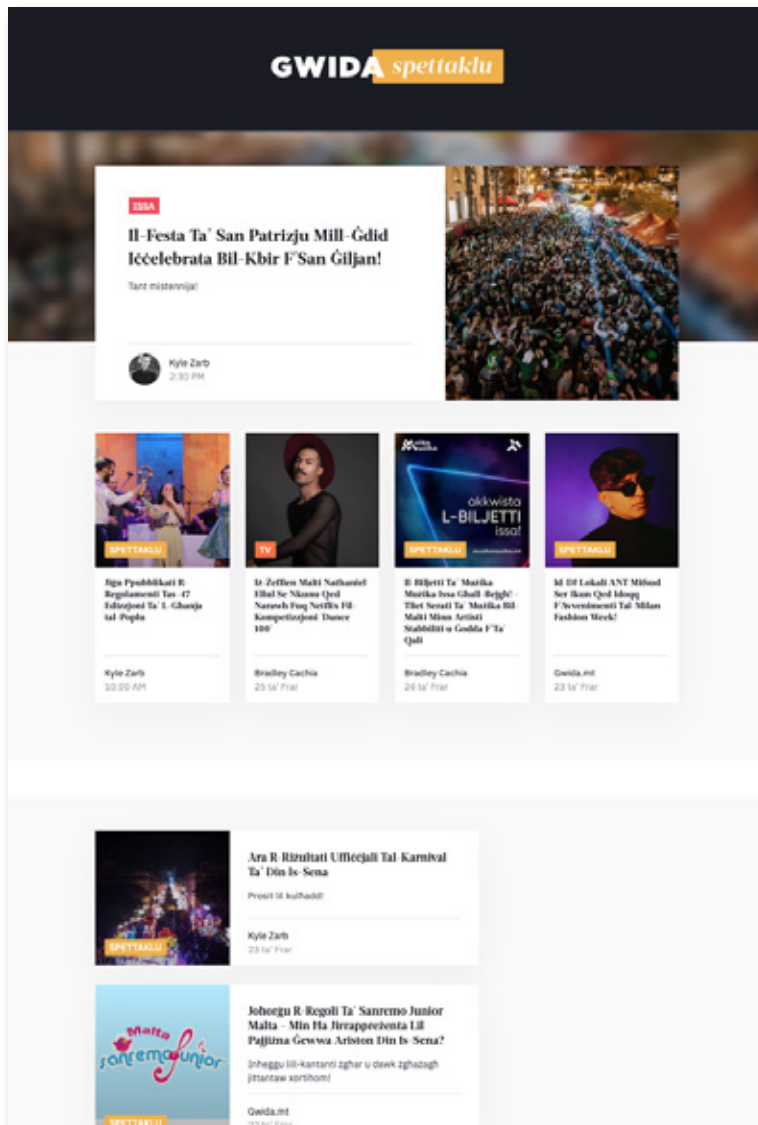
Social Media Engagement

4 Million
every month

Official Facebook Insights showcasing social media engagement for one week amongst local media players

With a brand legacy of over 60 years, **GWIDA.*mt*** has emerged as the strongest and most successful portal in Malta, with **750,000 monthly users**, and with an average weekly social media engagement of over **1 million users**.

The screenshot displays the GWIDA website interface. At the top, there is a navigation bar with categories: ISSA, SPETTAKLU, GOSSIP, LIFESTYLE, TV, and SEGWINA. The main article is titled "L-Atturi Veterani Paul u Vivienne Caruana Jiċċelebraw It-38 Anniversarju Miż-Żwieg Tagghom" (Veteran Actors Paul and Vivienne Caruana Celebrate Their 38th Wedding Anniversary). The article is by Bradley Cachia, dated 5 ta' Mejju. Below the article is a social media share section with 149 likes, 50 comments, and 5 shares. To the right, a "STEJGER POPOLARI" (Popular Stories) section lists several articles, including "Tabib Allegatament Jaqla' Ras Ta' Tarbija Waqt Il-Flas B' Missier It-Tarbija Preżenti Fil-Kamra Magħhom Qed Jara Kollox" and "Ghandi 89 Sena... Qatt Ma Żżewiġt. Guvni Ahjar! Meta Jkollok Mara U Titilqek Mhux Inkwiēt?" - Karmnu Jghidha Kif Jahsibha!



A large volume of daily, cutting-edge and engaging content and stories, a large team of content writers working round the clock, a strong social media strategy, and constant AV content have turned **GWIDA.mt** into a powerhouse on social media. Get a glimpse of our success on socials by taking a quick look at our social page on Facebook – you will instantly get a feel of how the algorithms love **GWIDA.mt**, of our team’s superlative results, and of the unprecedented social media engagement.

Moreover, our clients are getting super stats on their online banners, video advertising and sponsored content; the latter has indeed exploded in popularity.

What makes **GWIDA.*mt*** so great?

Most major portals in Malta cover the same hard news – made up essentially of politics and negative news. We are going against that current – providing a dose of daily, fresh news with a difference – covering social media and community news, gossip and entertainment – all in Maltese, making **GWIDA.*mt*** stand out from the crowd.

The screenshot displays the GWIDA.mt website interface. At the top, there is a navigation bar with categories: ISSA, SPETTAKLU, GOSSIP, LIFESTYLE, TV, and SEGWINA. A search icon is also present. The main content area features an article titled "Li Nsir Omm Kienet L-Iktar Haġa Li Tbezzaghni... Kien L-Iktar Vjaġġ Twil, L-Iktar Avveniment Li Biddilli Hajti..." by Emil Calleja Bayliss. Below the article is a social media post from "Up & Up with Faith" showing a woman holding a child. To the right, a sidebar lists "STEJGER POPOLARI" (Popular Stories) with three items: "Tabib Allegatament Jaqla' Ras Ta' Tarbija Waqt Il-Hlas B'Missier It-Tarbija Prezenti Fil-Kamra Magħhom Qed Jara Kollox", "Tmut L-Eks Partecipanta Ta' Grande Fratello Monica Sirriani", and "Ghandi 89 Sena... Qatt Ma Zzewigt. Gvni Abjar! Meta Jkollok Mara U Titilqek Mhux Inkviet?".

ISSA

“Li Nsir Omm Kienet L-Iktar Haġa Li Tbezzaghni... Kien L-Iktar Vjaġġ Twil, L-Iktar Avveniment Li Biddilli Hajti...” – Omm Iċ-Ċekjna Faith

L-isfidi żgur li qatt ma kienu faċili!

Emil Calleja Bayliss
Ibierah

ISSA

Fuq il-paġna ta' Up & Up with Faith, omm iċ-ċekjna Faith tistqarr, "Li nsir omm kienet l-iktar haġa li tbezzaghni, kienet l-ikbar xewqa li kelli, kien l-iktar vjaġġ twil, l-iktar avveniment li biddilli hajti, l-iktar irwol diffiċli li qatt hadt."

Up & Up with Faith
About a month ago

301 153 Share

STEJGER POPOLARI

ISSA
Tabib Allegatament Jaqla' Ras Ta' Tarbija Waqt Il-Hlas B'Missier It-Tarbija Prezenti Fil-Kamra Magħhom Qed Jara Kollox

ISSA
Tmut L-Eks Partecipanta Ta' Grande Fratello Monica Sirriani

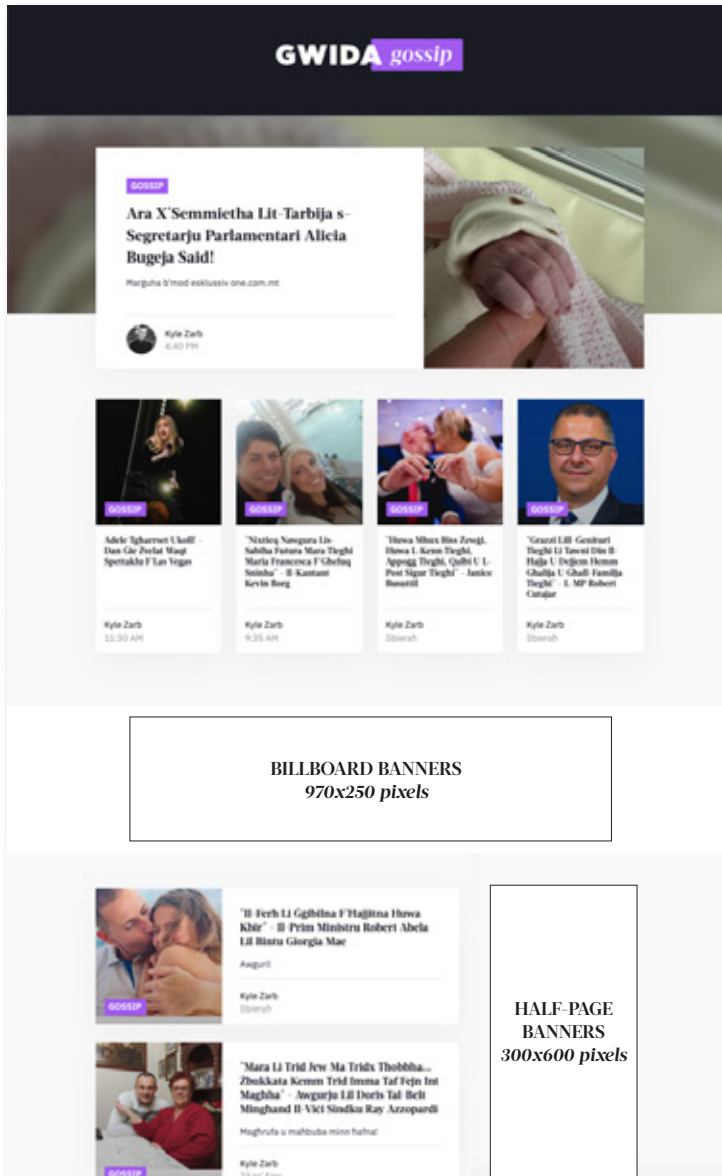
ISSA
"Oqogħdu Attenti Minn Din L-Isam, Li Qed Issir Fi Sqallija, Ghax Blajtu Jien Dalghodu" – Sewwieq Malti Gie Ngannat Fi Sqallija

ISSA
"Ghandi 89 Sena... Qatt Ma Zzewigt. Gvni Abjar! Meta Jkollok Mara U Titilqek Mhux Inkviet?" – Karmnu Jghidha Kif Jahsilha!

L-imhabba tal-omm speċjali wisq u tohrog ċara f'dan il-kliem mill-qalb! Segwu l-filmat helu HAWN.

ISSA

LI JMISS: Tabib Allegatament Jaqla' Ras Ta' Tarbija Waqt Il-Hlas B'Missier It-Tarbija Prezenti Fil-Kamra Magħhom Qed Jara Kollox



Animated Advertising Banners

Here's your chance to showcase your business on this exciting dynamic platform. In keeping with international trends, our banner sizes match those utilised by major international portals, and are enhanced to maximise exposure across all devices, including smartphones. Large banners make it easier for advertisers to get their message across – helping to deliver better results! These are the animated banner options we offer:

Billboard Banners

Media Size: 970x250 pixels

1 month €700

Half-Page Banners

Media Size: 300x600 pixels

1 month €700

These rates are based on 10% occupancy.

File format: JPG, PNG, GIF or animated GIF.

Max. Size 150KB (Billboard & Half-Page), 50KB (Rectangular).

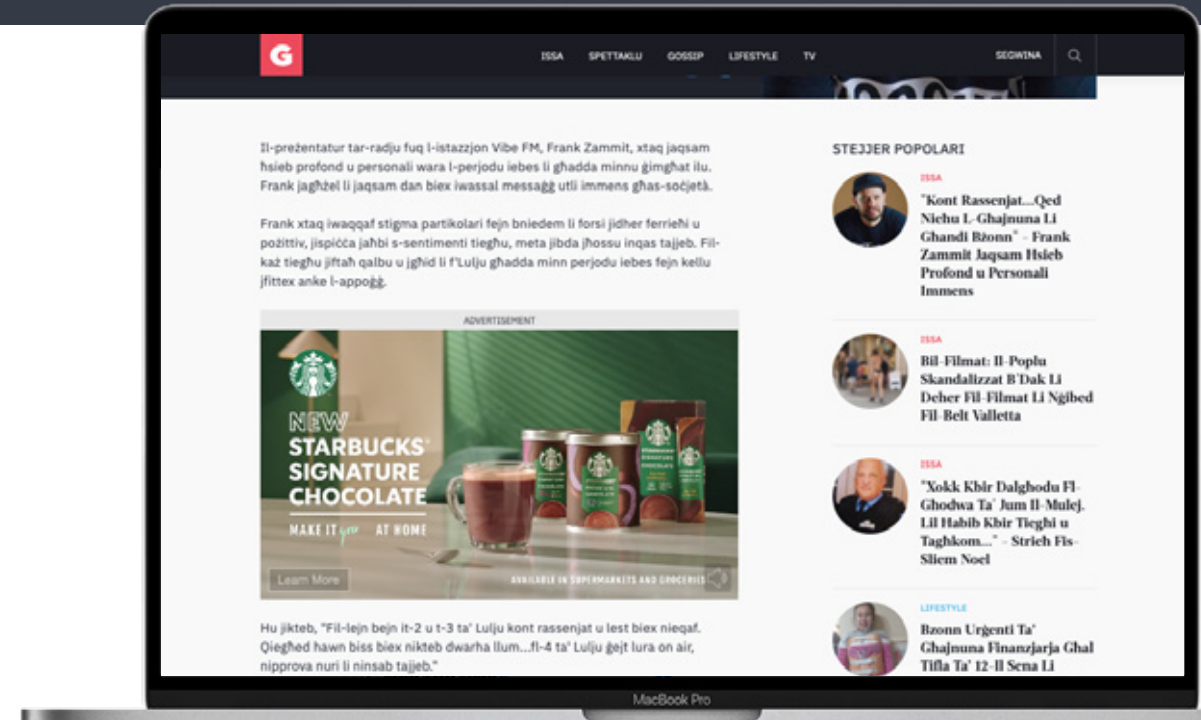
Being a responsive site, advertisers will get full exposure on desktop, as well as on mobile and tablet devices. We make sure your banner looks great across the board by replacing half-page banners and billboard banners with rectangular banners (300x250 pixels) on mobile and tablet. In this case, the two banner sizes (half-page & rectangular OR billboard & rectangular) will need to be sent prior to the commencement of the campaign.

Video Advertising

Increasingly in the world of advertising, video is being used to tell a brand or product's story. As a medium, video enables you to connect with your target audience on a deeper level, letting them know what you're all about. Want to promote your business using an eye-catching video? We offer that too:

Outstream Video Ads

Outstream Video Ads are undoubtedly the most innovative form of video advertising – a game changer in the digital world. So, what's so great about it? This video content is seamlessly integrated within desktop and mobile, and is non-intrusive to the user experience. A high-impact, engaging video, this ad features on all article pages and becomes visible as users scroll through.



1 month €1,000

The above rate is based on 10% occupancy

File format: **.mp4**

Max. Size **8MB**

Ratio: **16:9**

Dimension: **1280x720px**

Video Duration: **15/30 sec**

FPS: **24**

The screenshot shows a news article on the GWIDA.MT website. The main headline is "Celebrating 100 Years of Hollywood - Il-Konċert Mill-BBC Concert Orchestra Lura Fuq Il-Fosos Tal-Floriana". Below the headline is a sub-headline: "Miġjub illek b'aktar minn 90 muziċist inkluż l-orkestra famuza mad-dinja kollha!". There is a large image of a concert stage with the text "CELEBRATING 100 YEARS OF HOLLYWOOD 09 JULY 2023". To the right of the main article is a sidebar titled "STEJZER POPOLARI" (Popular Stejzer) with three items, each featuring a small profile picture and a snippet of text. The first item is about "Tara Nizliq Naraqod...". The second is about "Bi-Film: 'Ma Tintax Tagħmel Sev F'Il-Patata...". The third is about "Tadna Talba Għall-Ijghaddi Kollha F'Wicc Il-Cat U'Li Ighaddiem".

Sponsored Content

Sponsored content is considered one of the most effective forms of modern digital marketing. Through such strategic content, advertisers are reaching a wide audience in a seamless way and without disrupting the flow of content reaching the end-user. Sponsored content is essentially online content that is created for paid promotion, which doesn't use a traditional ad format such as a banner ad, but includes editorial content that can take the shape or form of organic content.

€1,200 (includes journalist and photographer fees)

The Process

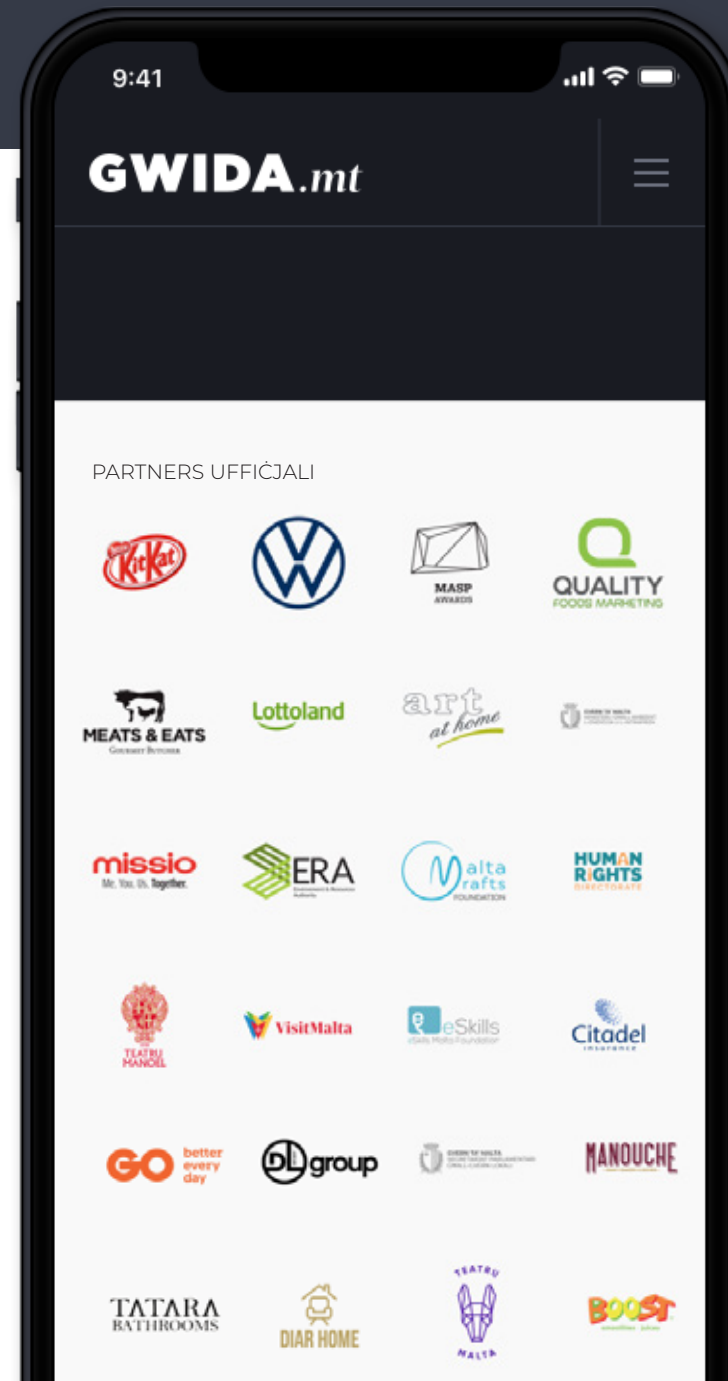
One of our talented in-house journalists will get in touch to prepare content that will ensure that your company, product or service stands out, while our digital marketing experts will make sure that the article is viewed by as many people as possible, including via the running of a digital marketing campaign on Facebook.

The fee is all-inclusive and covers all the different elements of the job from digital marketing to content writing.

Official Partner Status

€10,000

You want your brand to stand out; we can make that happen. With an ‘Official Partner’ Status you will gain access to **GWIDA.*mt*** whenever you need it! Through this 12-month partnership, your brand can count on our support whenever you need it. So if you have launched a new product, have a major announcement to make, or simply want to promote your amazing service, you can count on us – you will be able to rely on our editorial team and digital marketing know-how to ensure that your sponsored articles are posted in a timely manner and will get wide exposure, not only on the portal per se, but on our popular Facebook page too.



Gaining the status of an ‘Official Partner’ of **GWIDA.*mt*** is indeed prestigious and ensures your brand gains exposure with hundreds of thousands of people. But besides gaining a voice and prestige, an organisation that becomes an official partner of **GWIDA.*mt*** will also benefit from the following:

1. AN ANIMATED ONLINE ADVERTISING BANNER AT 10% OCCUPANCY FOR 12 MONTHS on the homepage as well as in the articles section, which can be changed throughout the year as you please. With the ‘Official Partner’ status you also gain flexibility, so if you would not like your online banner to be published on certain months but want to run 2 consecutive banners on other months, the Official Partnership programme is flexible enough to accommodate a bespoke approach that’s tailored to your needs.

2. SPONSORED CONTENT ARTICLES PUBLISHED ON THE PORTAL. Content is key. It ensures that your product and brand get the acknowledgement and audience they deserve. It ensures that the message you want to convey is explained loud and clear. So, whenever you have brand or commercial news, or a message to communicate to the hundreds of thousands of **GWIDA.*mt*** users, you can make use of our portal and our popular socials to reach out – the relationship at this level caters for a bespoke approach, tailored to your requirements. The Official Partner Status includes one sponsored article on **GWIDA.*mt***.

3. YOUR LOGO WILL FEATURE WITHIN A FOOTER ON EACH AND EVERY PAGE OF THE SITE, INCLUDING ARTICLES AND OUR HOMEPAGE.

Your logo will also be clickable and will lead to any URL of your choice, whether it’s your website or Facebook page, etc.

GWIDA.*mt*

TERMS & CONDITIONS

- Advertising and Production Rates are exclusive of VAT
- Advertising Rates exclude artwork production
- Artwork Creation: €150 – Artwork Resizing: €50
- A fee of 40% will be charged on cancellation of an advert. A one-month notice must be given in writing for a pre-booked campaign to be cancelled.
- Artworks must be sent to our offices five working days before the commencement of the campaign. If the material is sent any later, the advertising campaign cannot be extended beyond the agreed dates of the booking order.
- Invoices will be issued upon confirmation of booking. Terms of payment – 30 days from date of invoice.

GWIDA.*mt* is owned and operated by Content House, Malta's largest media house.

For more information contact our Business Team at Content House on 2132 0713 or send an email to info@gwida.mt

Content House