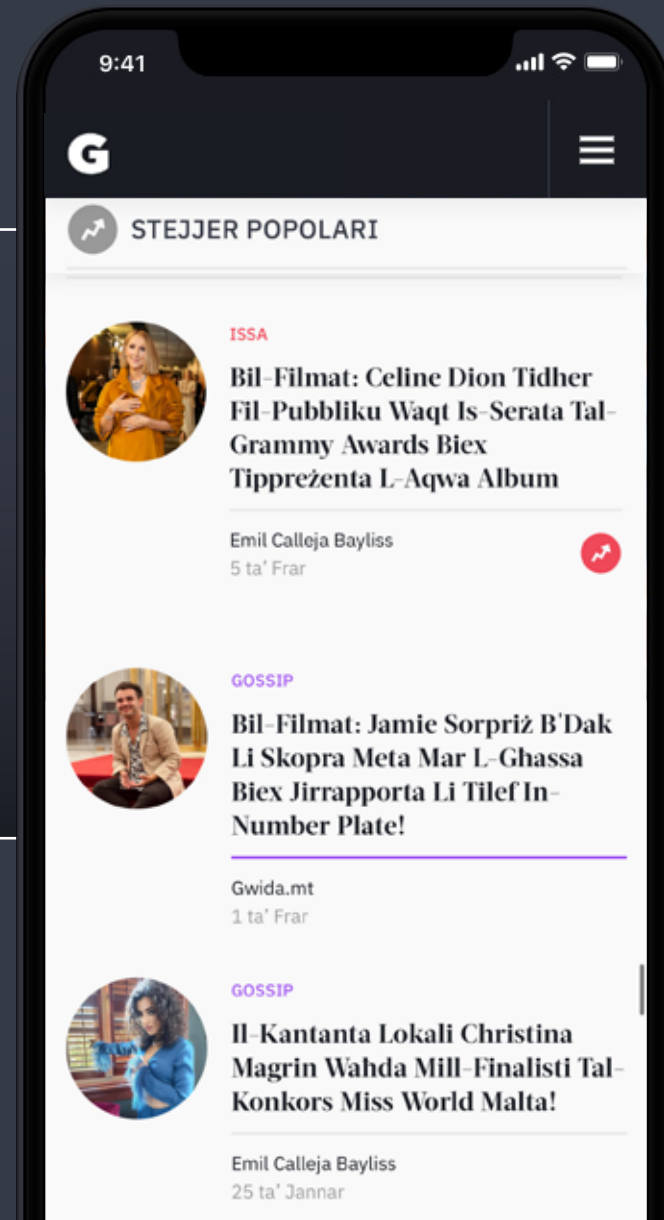


GWIDA.*mt*

Pitch, Audience & Reach

A MEDIA BRAND BY
Content House



GWIDA.mt is by far
Malta's leading lifestyle
& entertainment portal.
Strengthened by its unique
brand heritage spanning
over 60 years, the portal has
exploded in
following &
popularity

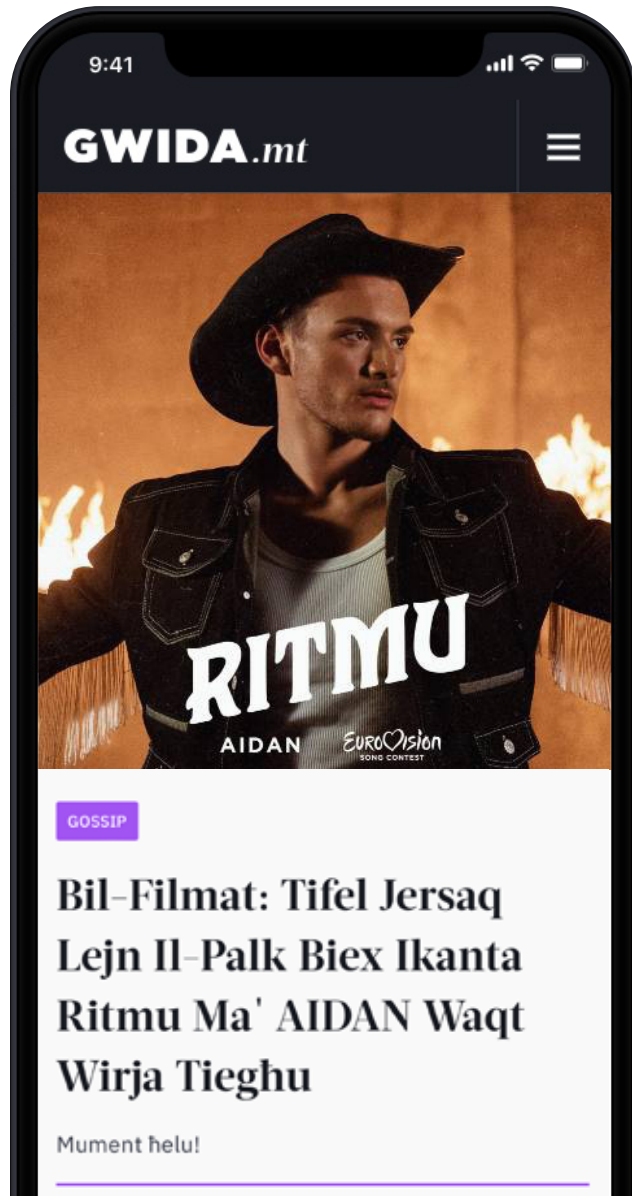
The screenshot displays the GWIDA.mt website interface. At the top, there is a navigation bar with categories like ISSA, SPETTAKLU, GOSSIP, LIFESTYLE, TV, KELLYMNI, and SIGWET HAWN. The main article is titled "M'Hejjem Xejn Aktar Importanti Jew Speċjali Mill-Konnessjoni Bejn Il-Bnedmin" - Ira Losco Tgħid Mument Mill-Kunċert Tagħha. The author is Kyle Zarb, dated 4 ta' Jannar. The article text discusses Ira Losco's performance and her connection to the music industry. Below the article, there is a social media post from Andrew Mercieca about Ira Losco's concert rehearsal. To the right, a section titled "STEJGER POPOLARI" lists several popular stories, including "Guzi Wasal Dalgħodu U Qalbna Ser Tfur Bil-Ferh" by Amber U Ohwyn, "Tinqala' Becca Mill-Ajruplan Waqt Li Qiegħed Għaddej F' Ajru - Fil-Kien Hemm 180 Persuna", "Araw Il-Lista Ta' Prodotti Li Huma Mistennija Jorhsu Fil-Prezz Minn Ċerti Supermarkets", and "Imut Christian Oliver Flimkien Mal-Bniet Tiegħu F'Tragedja B'Ajruplan".



Backed by a large team of online writers and digital marketing strategists, **GWIDA.*mt*** has ventured into a new genre of content, focusing exclusively on community news, entertainment, lifestyle, and personalities

While the mainstream news audience is fragmented across 10 to 12 portals, the audience for lifestyle, community news and entertainment genres is consolidated, with **GWIDA.*mt*** standing out as the **dominant player** in the market

The screenshot displays the GWIDA.MT website interface. At the top, there is a navigation bar with categories like ISSA, SPETTAKLU, GOSSIP, LIFESTYLE, TV, KELLYMI, and SEWNT HAWW. The main article features a large image of Francesca Sciberras in a white dress and a man in a suit. The headline reads: "Bil-Filmat: 'Fil-Jum Sabih Taghna, Hloqna Memorji Ghal Ghomorna, Kantajtek Kanzunetta Originali...' - Francesca Sciberras". Below the headline, it says "Memorja li zgur so t'baq!" and "Emil Calleja Baylis 4 ta' Jorner". To the right of the article is a sidebar titled "STEJIER POPOLARI" (Popular Stories) with four items: "Guzi Wasal Dalgħoda U Qalbna Ser Tfur Bil-Ferb" - Amber U Olwyn; "Tingala' Bieca Mill-Ajruplan Waqt Li Qleghed Għaddej Il-Ajru - Fil-Kien Hemm 180 Persuna"; "Araw Il-Lista Ta' Prodotti Li Huma Mistennija Jorhu Fil-Prezz Mian Certi Supermarkets"; and "Imut Christian Oliver Flimkien Mal-Bniet Tieghu F'Traġedja B'Ajruplan". Below the main article is a video player showing Francesca Sciberras performing on stage. At the bottom, there is a section titled "LI JMISS: Imut Christian Oliver Flimkien Mal-Bniet Tieghu F'Traġedja B'Ajruplan" with a sub-headline "Mikub Min Emil Calleja Baylis".

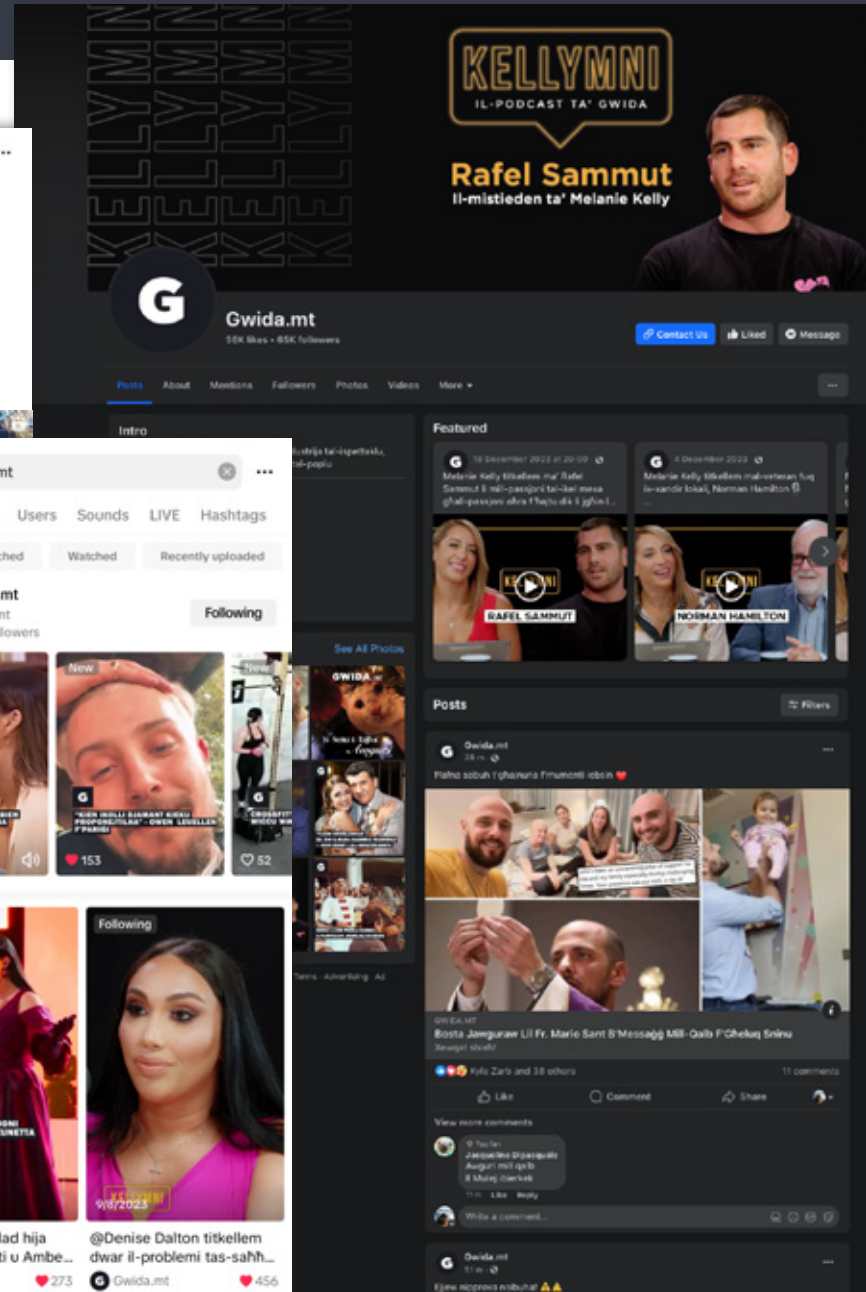
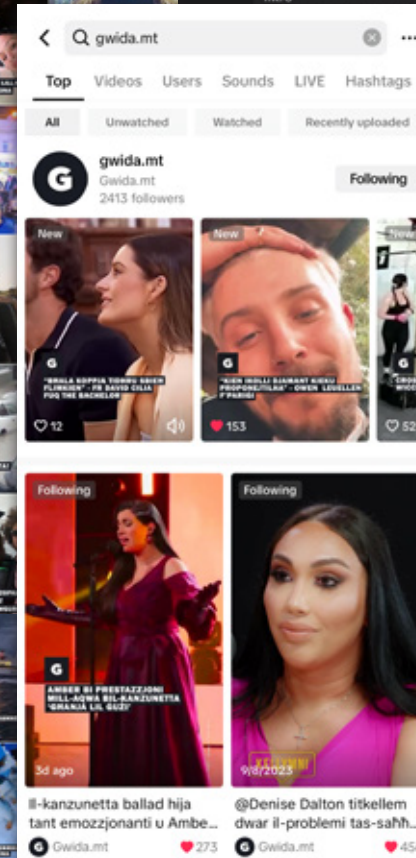
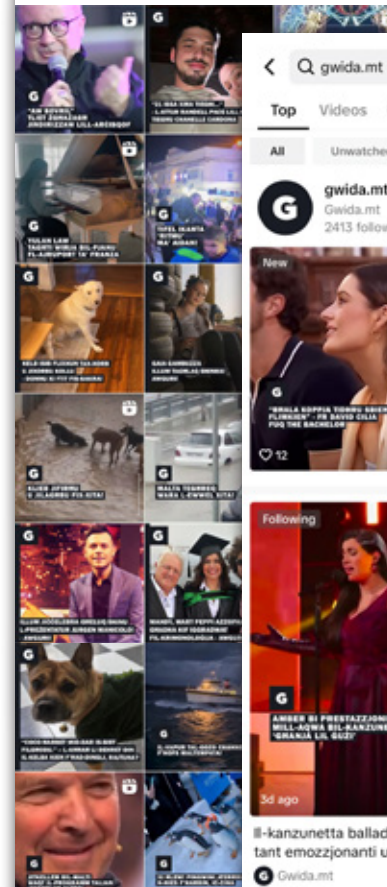
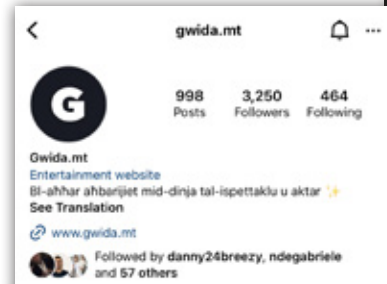


The other portals
focusing on lifestyle
and entertainment have
negligible market share
when compared to
GWIDA.*mt*

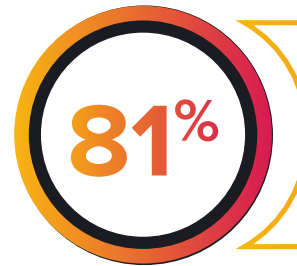
GWIDA.*mt*



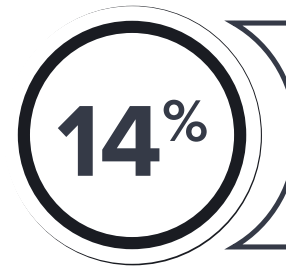
On socials, official reports by Facebook show that **GWIDA.*mt*** consistently ranks in the **top tier** category amongst all portals in Malta



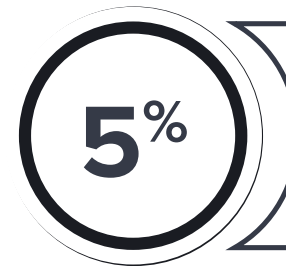
According to a scientific national survey undertaken by Esprimi, 81% regularly encounter **GWIDA.*mt*** content, stories and posts on social media



Come across content regularly



Do not come across content

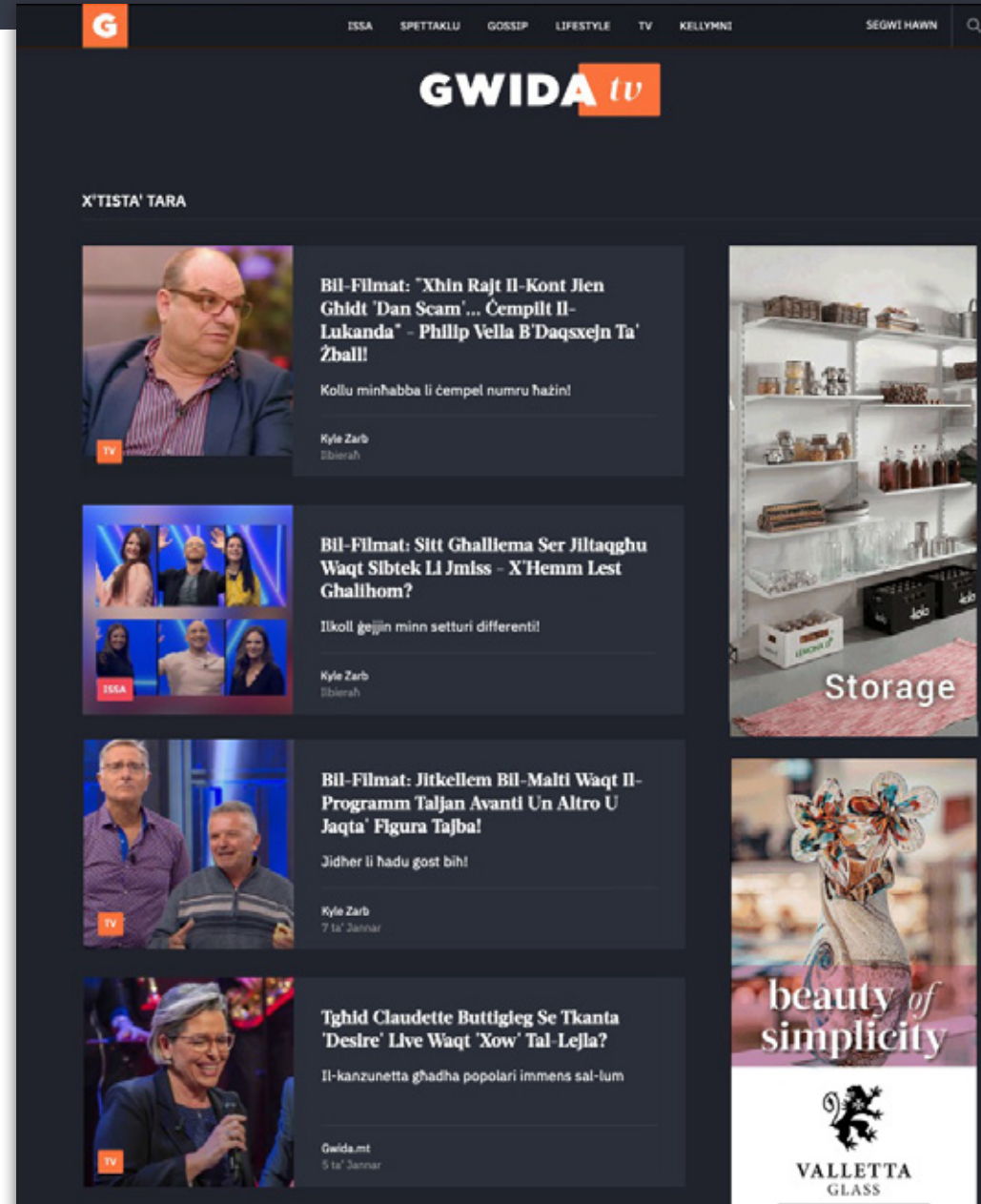


Do not use social media

GWIDA.*mt*'s audience has also exploded and our average monthly figures are fast becoming unbeatable. How many portals in Malta manage to achieve

2.5 million sessions

in a single month?



These are the remarkable monthly figures
we're achieving on **GWIDA.*mt***



2.5 Million
Sessions



3.3 Million
Pageviews



750,000
Users

Insight into our audience. Our demographics show that two-thirds of our followers are female, with the percentage of males following the site rapidly increasing

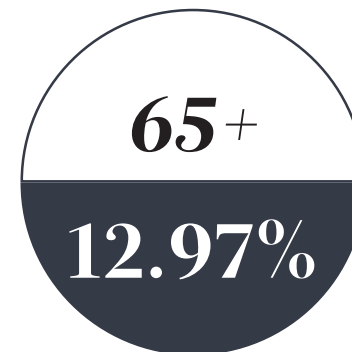
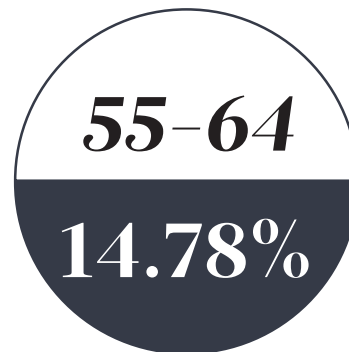
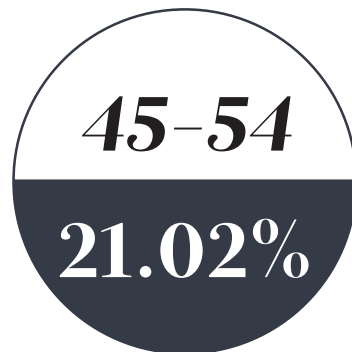
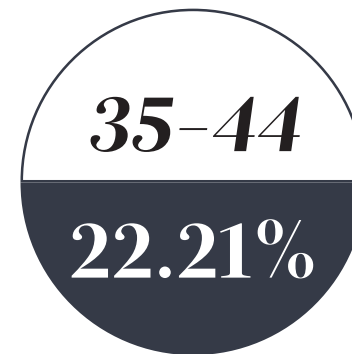
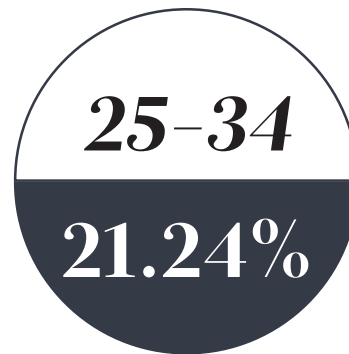
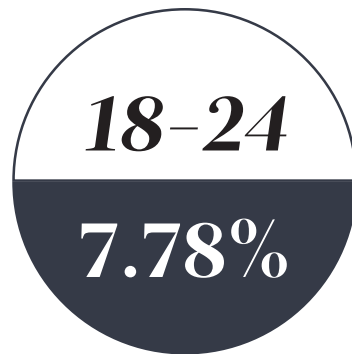


70.10%



29.90%

While the Gwida magazine enjoyed popularity among older age groups, **GWIDA.*mt*** is stronger within the 25-54 age group. Considering the content and pitch, this shift makes perfect sense:



While some news portals in English draw up to one-third of their following from abroad, which dilutes their local market share, **GWIDA.*mt***'s audience is predominantly based in Malta, contributing to a stronger local market share

Malta:

89.77%

United States:

2.80%

United Kingdom:

2.05%

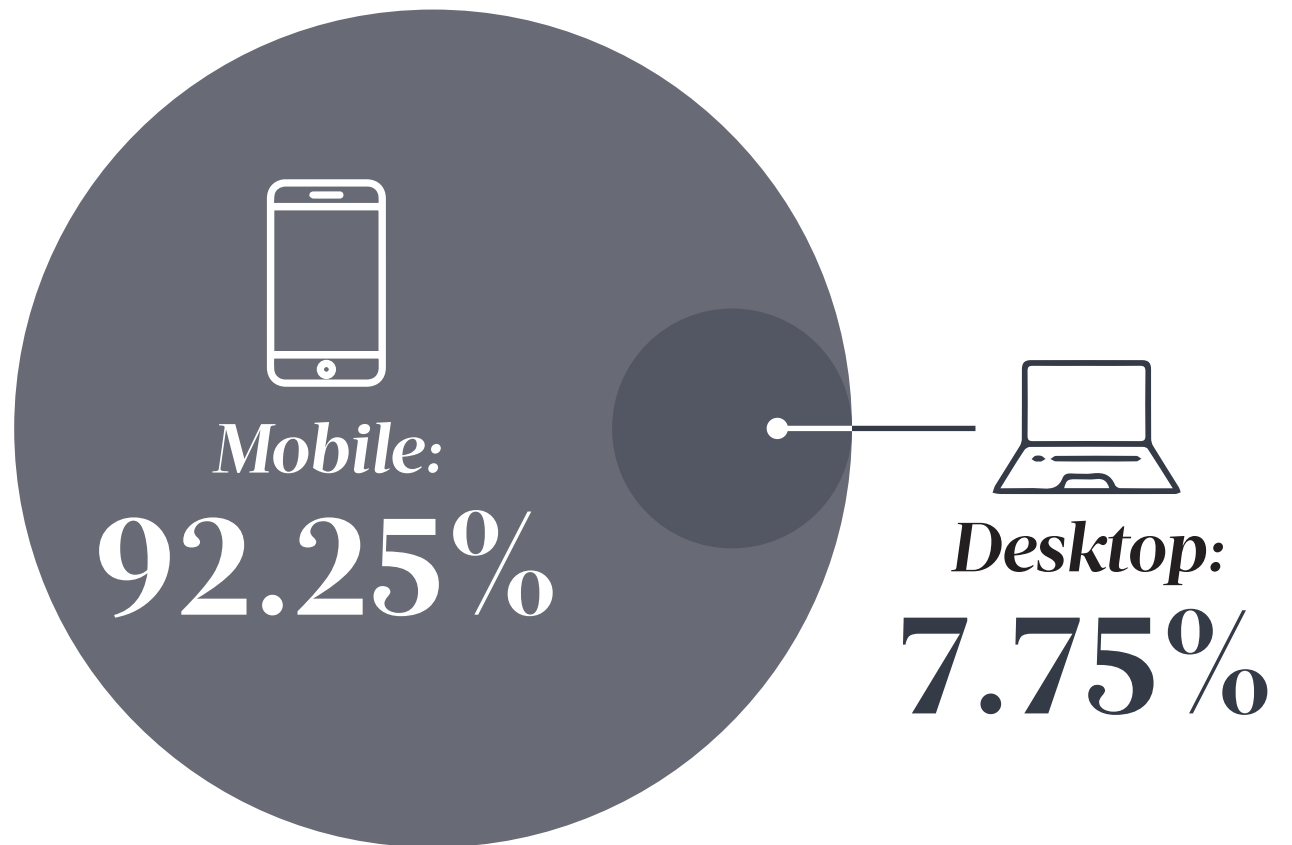
Australia:

1.89%

Other:

3.49%

In line with its strong younger following, the audience predominantly uses smart phones to follow **GWIDA.*mt***



Having the right audience, the exponential growth in following and popularity has attracted a large number of (happy) clients



And clients (and their marketers) are delighted with the stats that they are getting

CASE STUDY 1

Online Banner Campaign

INDUSTRY: **HOME**

START DATE:

JANUARY 2023

END DATE:

SEPTEMBER 2023

OCCUPANCY

10%

VIEWS

1,353,875

CLICKS

1,289

CASE STUDY 2

Online Banner Campaign

INDUSTRY: **EVENTS**

START DATE:

JANUARY 2023

END DATE:

DECEMBER 2023

OCCUPANCY

10%

VIEWS

1,832,288

CLICKS

1,835

CASE STUDY 3

Online Banner Campaign

INDUSTRY: **RETAIL**

START DATE:

FEBRUARY 2023

END DATE:

DECEMBER 2023

OCCUPANCY

20%

VIEWS

3,235,517

CLICKS

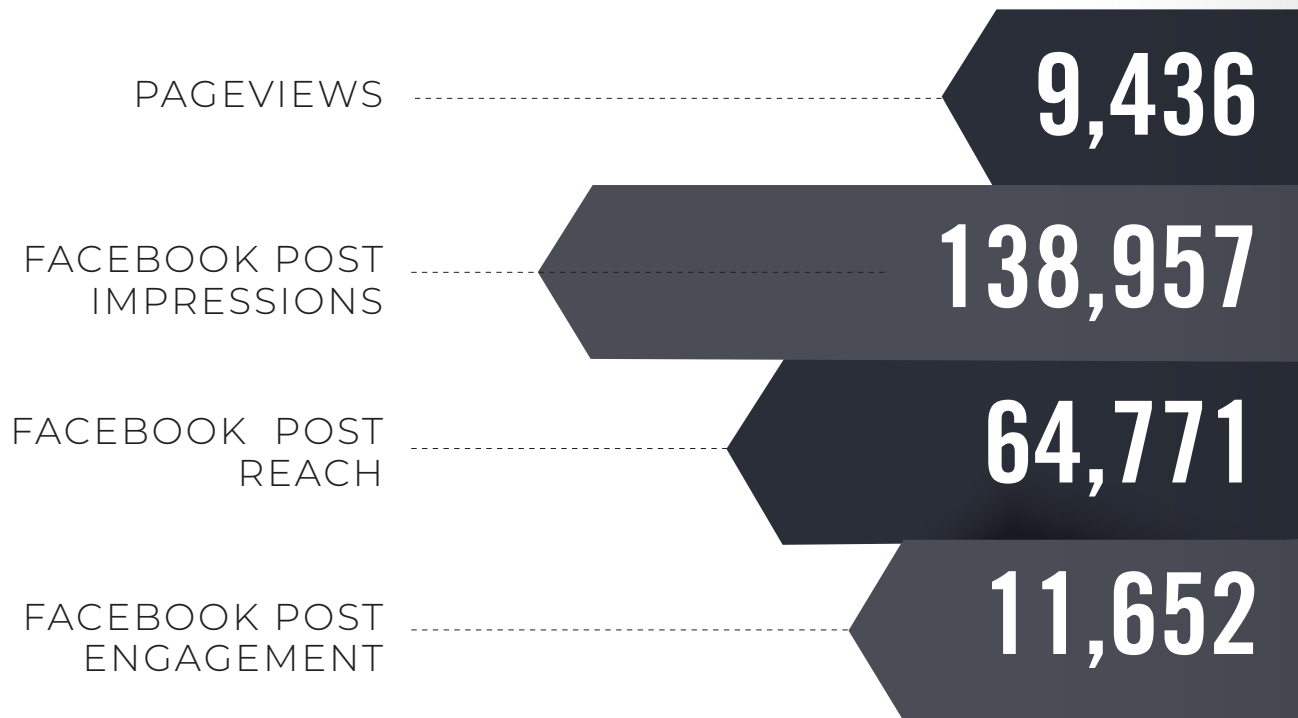
3,166

CASE STUDY 4

Sponsored Content

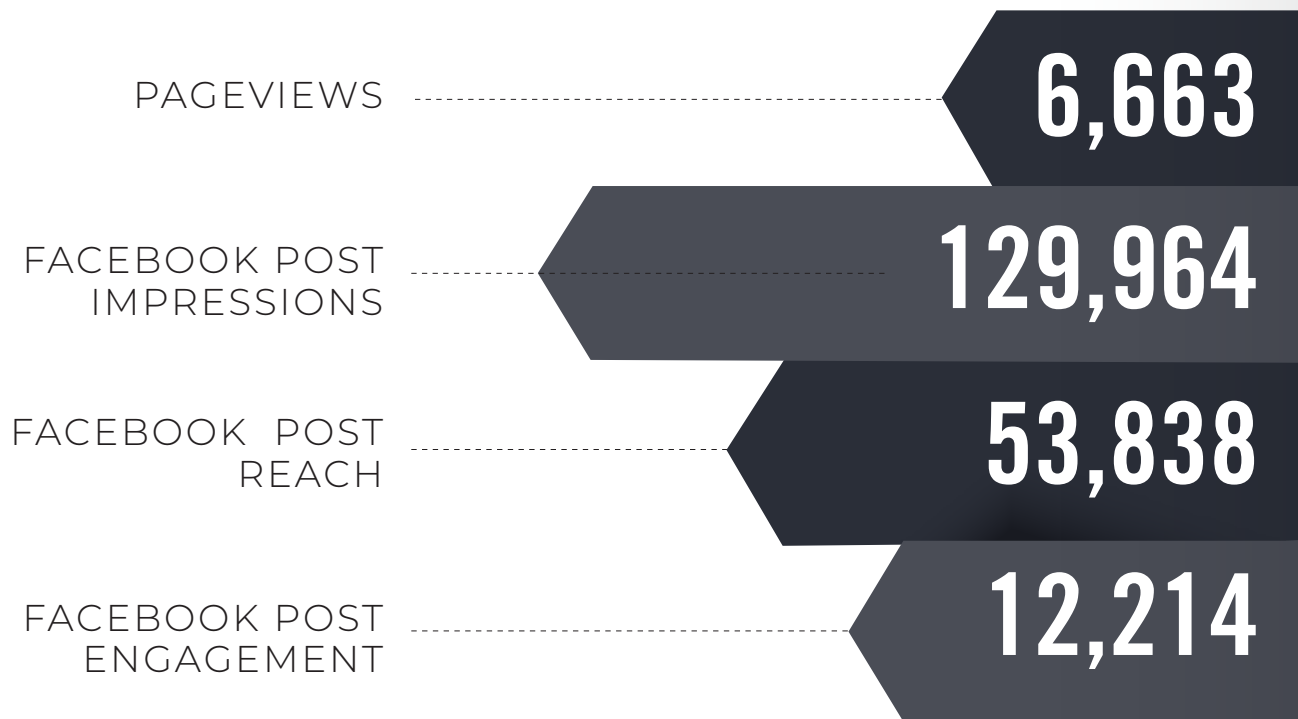
INDUSTRY: **FOOD & BEVERAGE**

PUBLISHED:
MAY 2023



CASE STUDY 5
Sponsored Content
INDUSTRY: **MOTOR**

PUBLISHED:
JUNE 2023

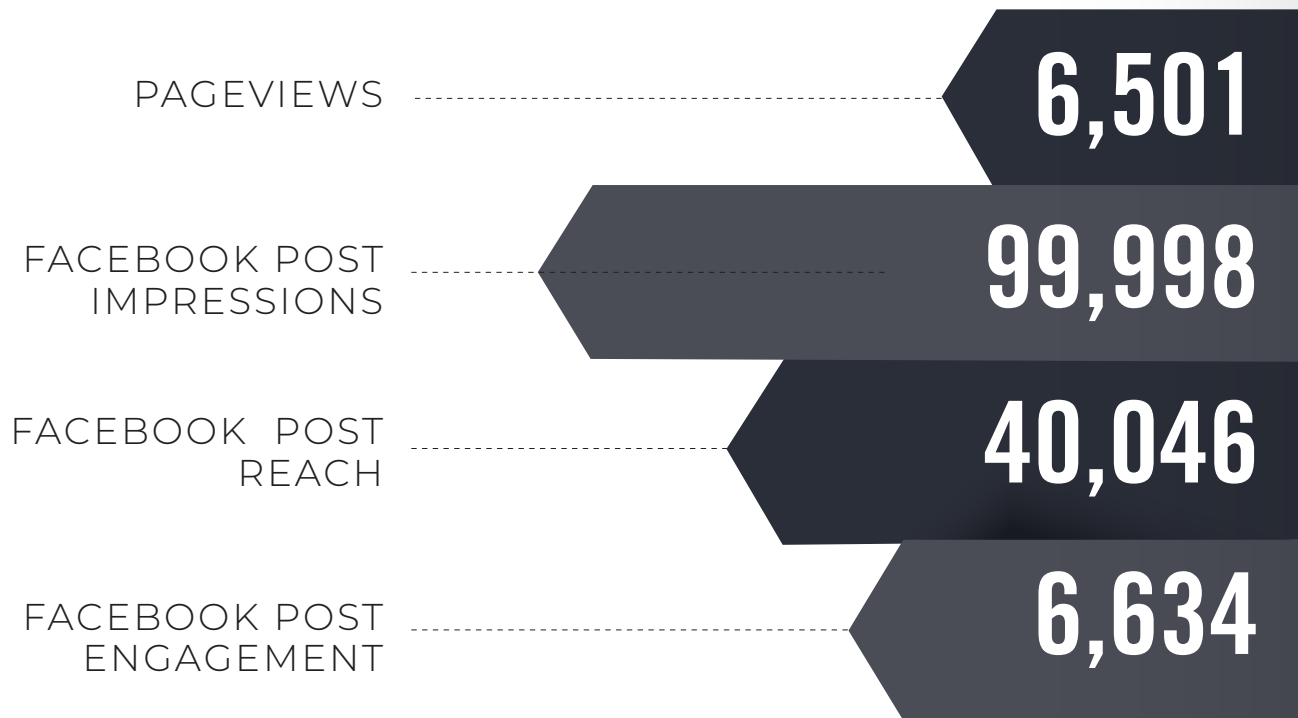


CASE STUDY 6

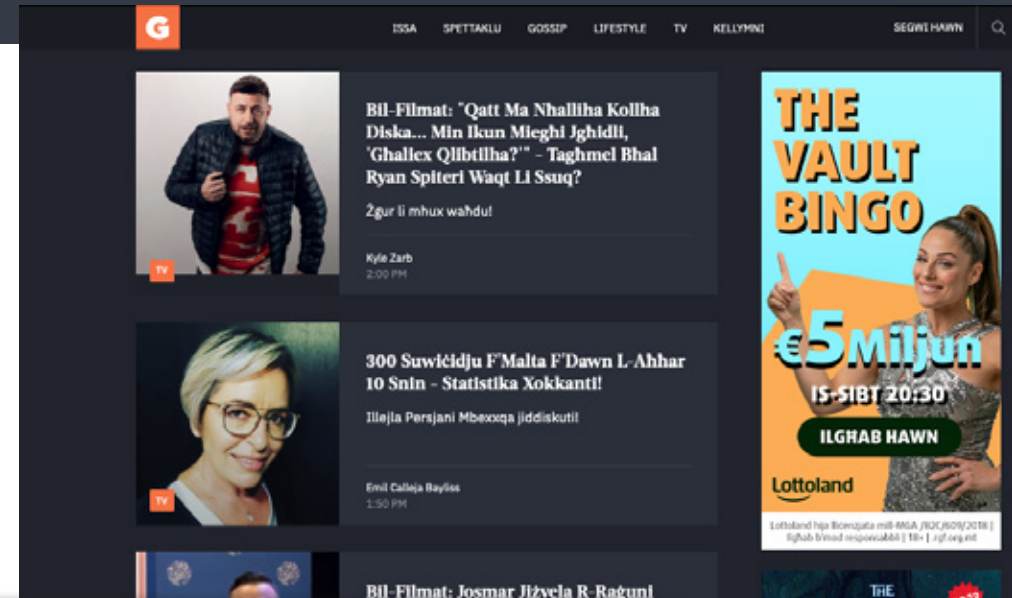
Sponsored Content

INDUSTRY: **BANKING & INSURANCE**

PUBLISHED:
MAY 2023



Your campaign can be as versatile as you wish for **GWIDA.*mt*** can take video streaming, online half-page banners, online billboard banners and rectangular banners for the mobile version of the portal



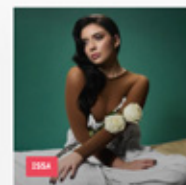
STEJĠER POPOLARI



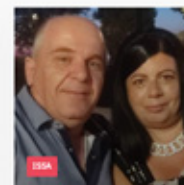
"Għaddejt Mill-Iskar Xhur Ibsa Ta' Hajti, Kemm Mentalment Kif Ukoll Fizikament..." - Xitina Dwar L. 2023



"Kelhom Joehhulu Saqajh U Jdejh It-Tnejn Sabiex Isalvawlu Hajtu... Għandu Bżonn Idejn U Saqajn Bionic Li Jiswew Ammont Kbir Ta' Flus" - Graziana



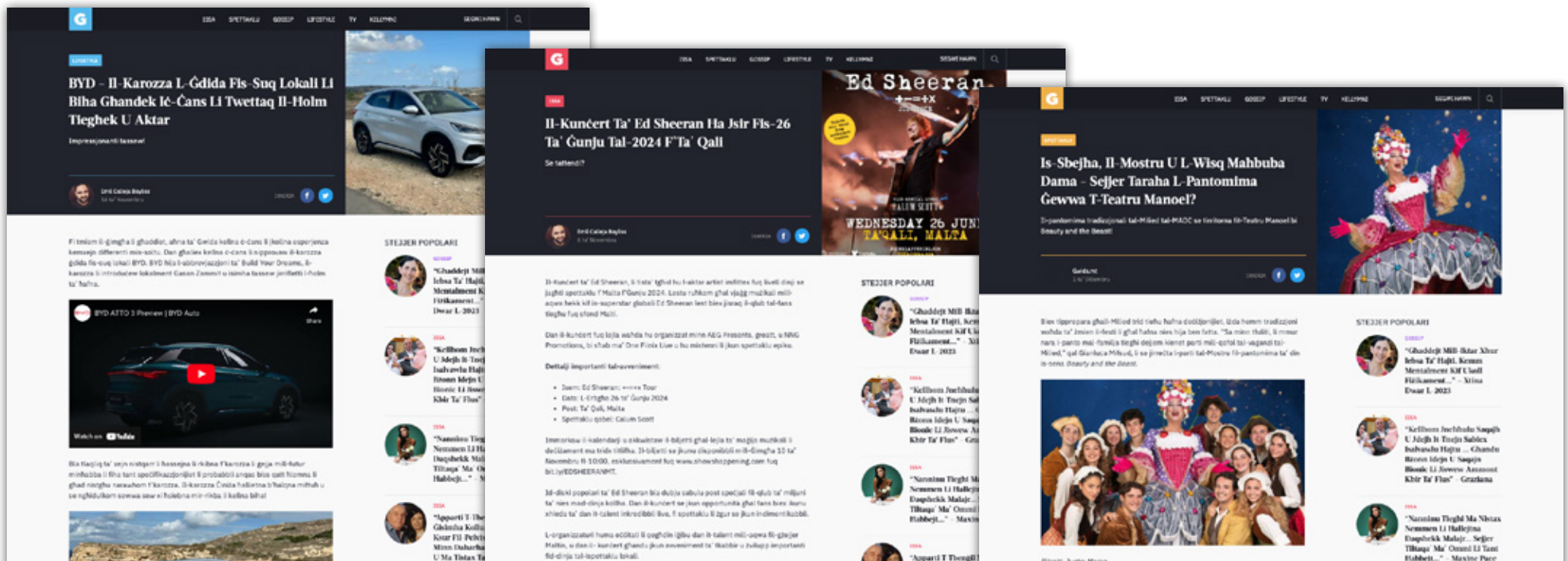
"Nanninu Tiegħi Ma Nistax Nemmen Li Hallsjtna Daqshekk Malajr... Sejfer Tiltaq' Ma' Ommi Li Tant Habbejt..." - Maxine Pace



"Apparti T Tbejgħi Ma' Gisimha Kollha, Għandha Ksur Fil-Pelvis, U 3 Irkikel Minn Daharha' Mcaqalgħin U Ma Tistax Tagħmel L-Ebda Moviment" - Gino Tal-Gutz



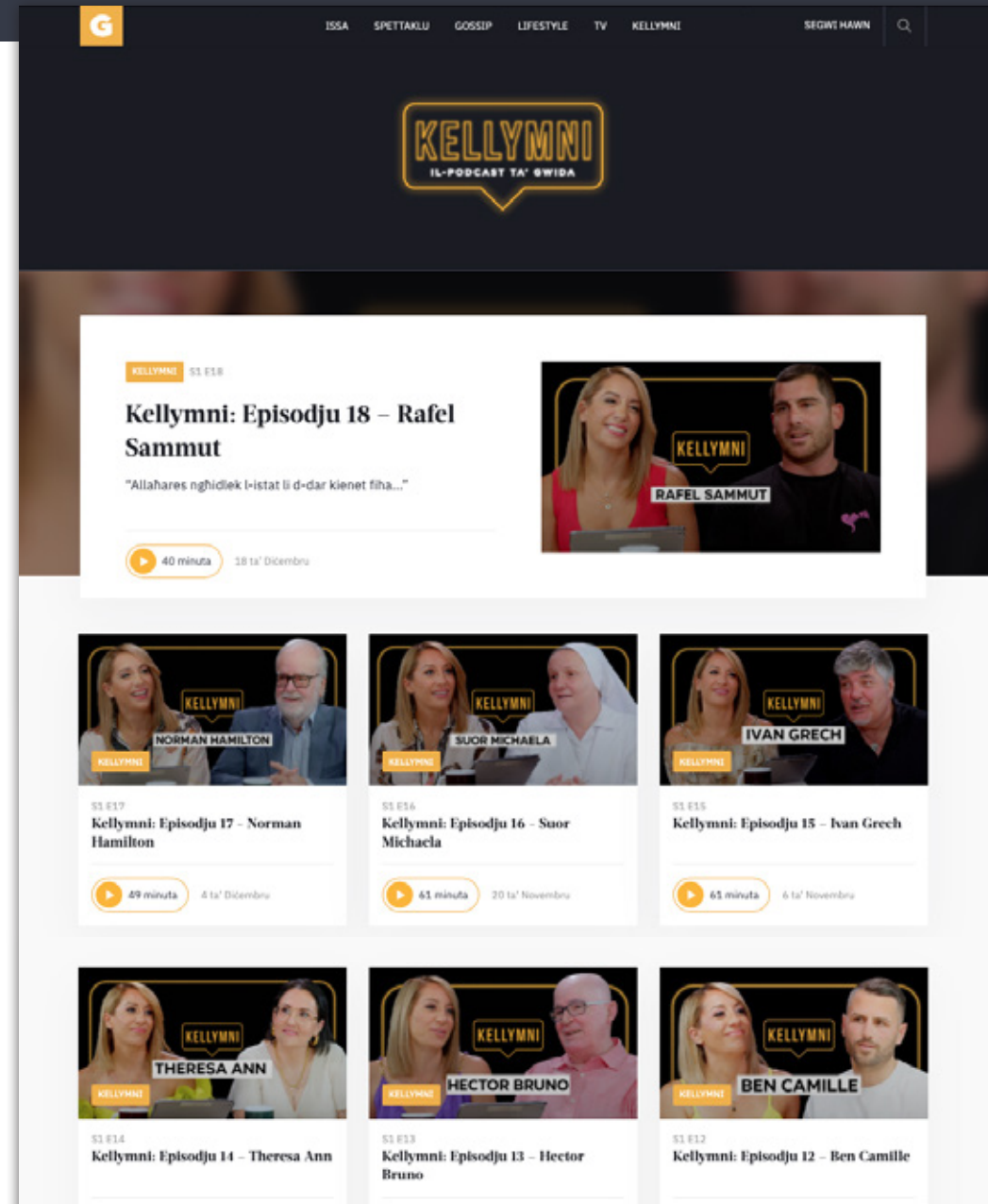
We can also offer extensive sponsored content-related services – from content writing in Maltese, to social media boosting, to posting and sharing on socials



Kellymni – Il-Podcast ta' Gwida

Reaching over
60,000 viewers
per podcast!

Kellymni's popularity and reach ride on the excellent social media presence of **GWIDA.*mt***, Malta's most popular portal on socials, and the portal with the highest social media engagement locally. Each podcast is heavily promoted through social media marketing, ad banner campaigns, and curtain raiser stories on **GWIDA.*mt*** and its social platforms



Kellymni – Il-Podcast ta' Gwida

Kellymni: Episodju 7 – Mary Rose Ma
You, Godwin Buttigieg, Marie Claire Car
57 comments · 55.1K views

Kellymni: Episodju 8 – Dr. Mike Tabol
You, Godwin Buttigieg, Marie Claire Camill
2 comments · 49.5K views

Kellymni: Episodju 9 – Marina Arrigo
You, Godwin Buttigieg, Marie Claire t
46 comments · 65.6K views

Kellymni: Episodju 10 – Olivia Lilith
You, Godwin Buttigieg, Wanaha Camille
55 comments · 65.6K views

Kellymni: Episodju 11 – Denise Dalto
You, Godwin Buttigieg, Jackie Sultar
19 comments · 70K views

Kellymni: Episodju 12 – Ben Camille
You, Godwin Buttigieg, Marie Claire Car
43 comments · 61.1K views

Kellymni: Episodju 13 – Hector Bruno
You, Godwin Buttigieg, Marie Claire Car
76 comments · 47.9K views

Kellymni: Episodju 14 – Theresa Ann
You, Godwin Buttigieg, Marie Claire Car
78 comments · 59.3K views

Kellymni: Episodju 15 – Ivan Grech
You, Godwin Buttigieg, Jackie Sultana s
36 comments · 46.3K views

Each edition of Kellymni is attracting over 60,000 views on **GWIDA.*mt***, Facebook, Instagram, Tik Tok, You Tube and Spotify. Besides the full podcast, snippets of each podcast are heavily promoted on all social media, attracting a further **50,000 views** per week

On a personal level, it might be your cup of tea, or it mightn't.

But it's **strong**, it's **popular** & it **works**.

Nobody is managing to reach the mainstream market in Malta like we do...

