

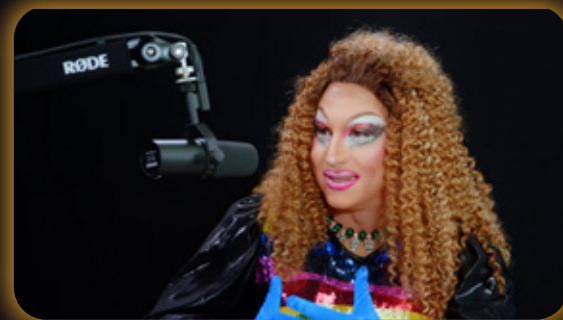
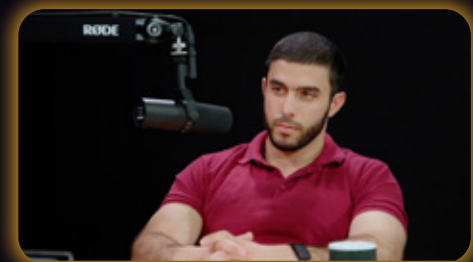


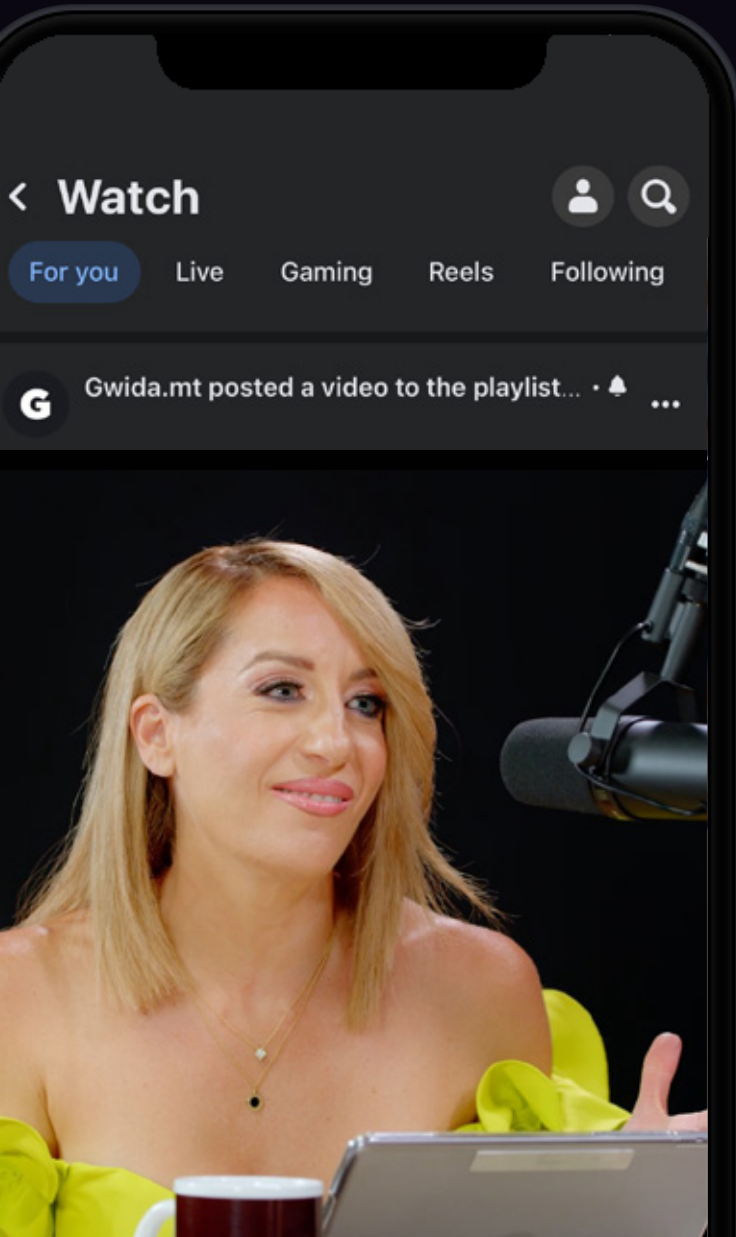
KELLYMNI



IL-PODCAST TA' GWIDA

GWIDA.mt Content House





1.9k 97 comments 20 shares 62.6k views

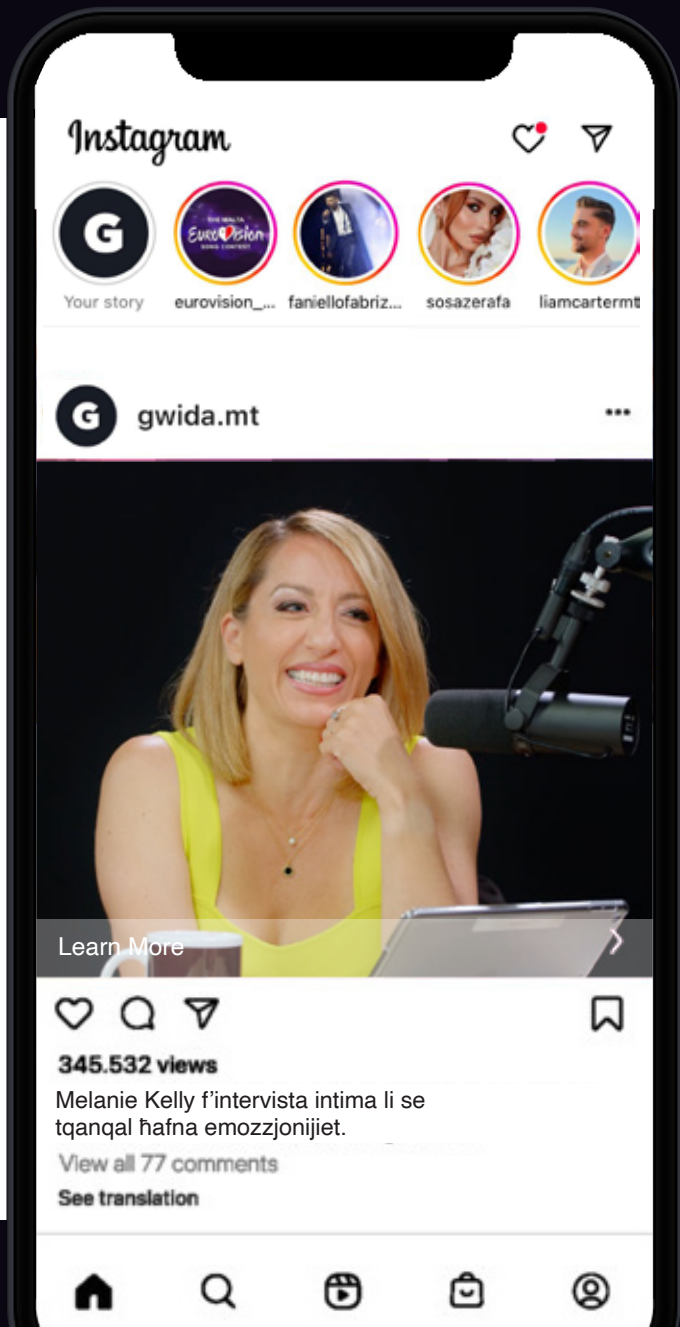
KELLYMNI – REACHING OVER **60,000 VIEWERS** PER PODCAST!

An authentic, emotional and deeply honest show, where guests share personal stories they wouldn't usually share in public



Kellymni is the audiovisual podcast of **GWIDA.mt, Malta's leading entertainment and lifestyle portal, enjoying the highest weekly social engagement on social media, among all portals locally.**

Presented by popular TV personality Melanie Kelly, and produced by Content House Group, Kellymni is a raw, authentic one-to-one show available on demand on the official Facebook page of **GWIDA**, benefitting from a weekly social media engagement of over 1 million. The show is also available on demand on **GWIDA**.mt and on social media, including Spotify, Apple Podcasts, and on YouTube. Extracts from the show are also heavily promoted on TikTok, Instagram and Facebook.



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.

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**.



During the podcast, Melanie sits down with a single guest who has a strong, authentic story to share with our audience. The guests are a mix of well-known personalities – where the discussion focuses on discovering exclusive untold stories about their life – and guests who are lesser-known individuals with a profoundly human, emotional, or inspirational story to share with Melanie and our viewers.

Kellymni is Malta’s first heart-warming show in its genre, where guests feel empowered to share their personal stories, and listeners are glued to an intriguing, thought-provoking and inspirational journey. In line with the editorial policy of **GWIDA.mt**, the podcast does not feature guests who discuss topics that are linked to partisan politics.



HOW TO EXPLOIT THE STRENGTH OF THE KELLYMNI PODCAST:

Podcast Official Sponsors – €250 per podcast

Each Podcast Sponsor Package includes:

- Logo promotion before and after the show is aired
- A voice-over credit before and after the podcast
- Each logo features in promotional ongoing online banner campaigns on **GWIDA.mt**
- The brand, through logo exposure, also benefits from extensive coverage on promotional boosted social media posts, and curtain raisers on Facebook, linked with each show on **GWIDA.mt** and its socials.
- A single 5 to 15 sec AV spot is also included in the package, and aired during the show
- A single pop-up banner is included in each show

LOGO SPECIFICATIONS: 1920X1080 PNG. WITH TRANSPARENT BACKGROUND





TV Spots* (aired once, rate per podcast)

| | | | |
|--------|-----|--------|------|
| 5 sec | €70 | 15 sec | €120 |
| 10 sec | €90 | | |

Specifications:
1080p25 mov. or mp4.

Super TV Spot* - €400

Ad shown in major highlight of the programme through an exclusive break (5 to 15 seconds)

Pop up* - €100

(aired twice per programme. Rate is for 2 pop ups in 1 podcast. Rate is for participation in each show)

Specifications:
File: png.
Size: 1920 x 200 pixels (must include solid background)

Product Placement - to be discussed and packaged on a case-by-case basis

*All ads are baked-in ads and cannot be removed at any point.

KELLYMNI

TERMS & CONDITIONS

- Advertising and Production Rates are exclusive of VAT.
- Advertising Rates exclude artwork production.
- TV Spots to be supplied ready to air.
- 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 **Content House**

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

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