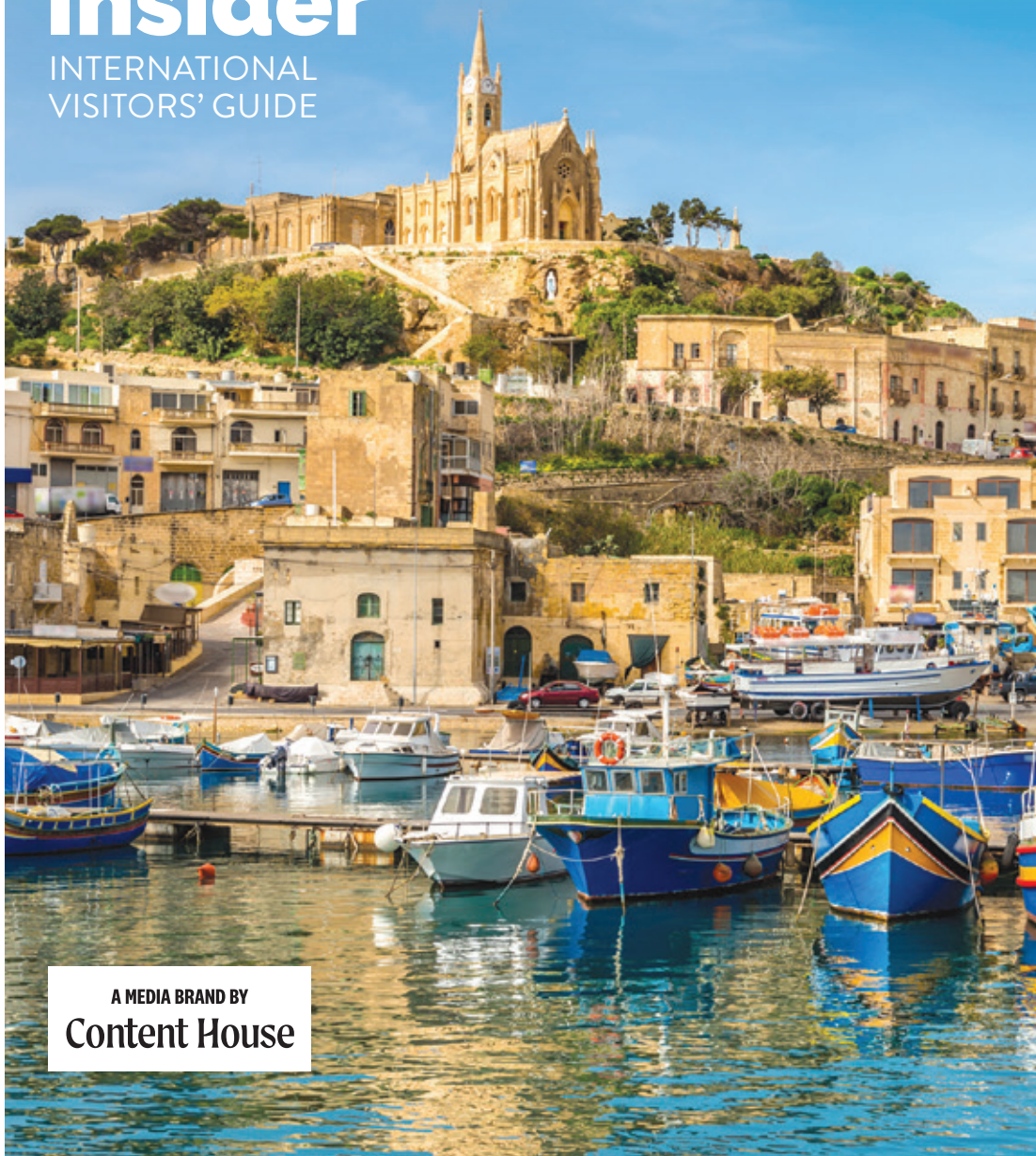


Malta Insider

INTERNATIONAL VISITORS' GUIDE



A MEDIA BRAND BY
Content House

YOUR ESSENTIAL GUIDE TO THE MALTESE ISLANDS

Malta Insider

2024/2025

INTERNATIONAL VISITORS' GUIDE



THE HOTTEST
EVENTS ON THE
ISLANDS

500 ATTRACTIONS,
RESTAURANTS, BARS, HOTELS,
BEACHES AND MORE

YOUR GUIDE TO
INVESTING IN
MALTA

Malta Insider

INTERNATIONAL VISITORS' GUIDE



PROMOTING MALTA AS A DESTINATION FOR LEISURE & BUSINESS!

Malta Insider is the leading and largest annual destination magazine for the Maltese islands. The prestigious international publication specifically targets leisure and business travellers visiting Malta & Gozo.

Owned and operated by Content House, Malta's largest and leading publishing house in the online and print sectors, Malta Insider is backed by a specialised team of editors and journalists, as well as a large dedicated team of creative and art directors, marketing strategists, and a strong arm of sales and business development.

Malta Insider

INTERNATIONAL VISITORS' GUIDE



WE HAVE A CAPTIVE AUDIENCE AND YOU CAN REACH OUT TO IT



Over the past years this publication has become an indispensable guide for visitors looking to learn more about what Malta has to offer. Malta Insider also includes extensive coverage and a special supplement focusing specifically on investment and business in Malta, with insider highlights from the business, legal and financial points of view.

Malta Insider will continue building on the heritage and experience of the past years. All the content of Malta Insider is written by a team of local experts who offer a unique and comprehensive insider's perspective.

Malta Insider offers you the possibility of tailor-made sponsorship packages earmarked to give you premium exposure and an unparalleled platform to reach out to people interested in Malta as a destination.

Estimated Reach: 75,000 annually

This figure is based on long-term assessments of various distribution models, both single and multiplier distribution points, where Malta Insider can be accessed or seen by potential readers.



Four Seasons Hotel at Trinity Square, London



Paddington Central, London

Malta Insider

INTERNATIONAL
VISITORS' GUIDE



INTERNATIONAL DISTRIBUTION

Malta Insider has unique international and local distribution channels making it the strongest medium internationally that's focused on Malta. The distribution list includes the following network:

■ INTERNATIONAL DISTRIBUTION

Through an international distribution agreement, Malta Insider benefits from exposure in the following strategic locations in the UK:

- Leading Hotels in the UK, with specific focus on London hotels
- Corporate Offices and Leading Companies in the UK
- Leading Embassies based in London
- Airport Locations – London Gate Services & Media Walls
- Stansted Express & Gatwick Express
- Eurostar Lounge @ London St Pancras

Malta Insider is available for **free to guests at the Four Seasons Hotel at Trinity Square, London** (pictured), among other top-rated hotels in the UK, in high footfall areas.

Complimentary copies of Malta Insider are **available from a prominent stand at Paddington Central, London** (pictured), among other locations that experience very high pick-up rates.

Malta Insider

INTERNATIONAL VISITORS' GUIDE



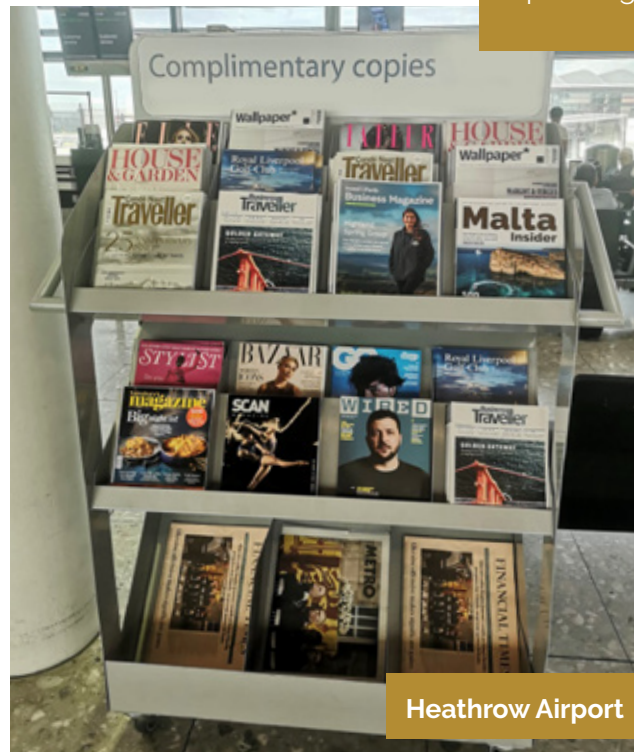
INTERNATIONAL DISTRIBUTION

Copies of Malta Insider are available for **free at Microsoft Headquarters in London** (pictured) and other top corporate offices in the UK frequented by affluent individuals who are frequent travellers.

Malta Insider copies are available for free at the **Airport Gate Services of premium airlines in UK airports** for passengers to collect ahead of their flights.



Microsoft Headquarters in London



Heathrow Airport



Stansted Express

Malta Insider

INTERNATIONAL VISITORS' GUIDE

LOCAL DISTRIBUTION

■ MALTA TOURISM AUTHORITY INFORMATION OFFICES AROUND MALTA & GOZO

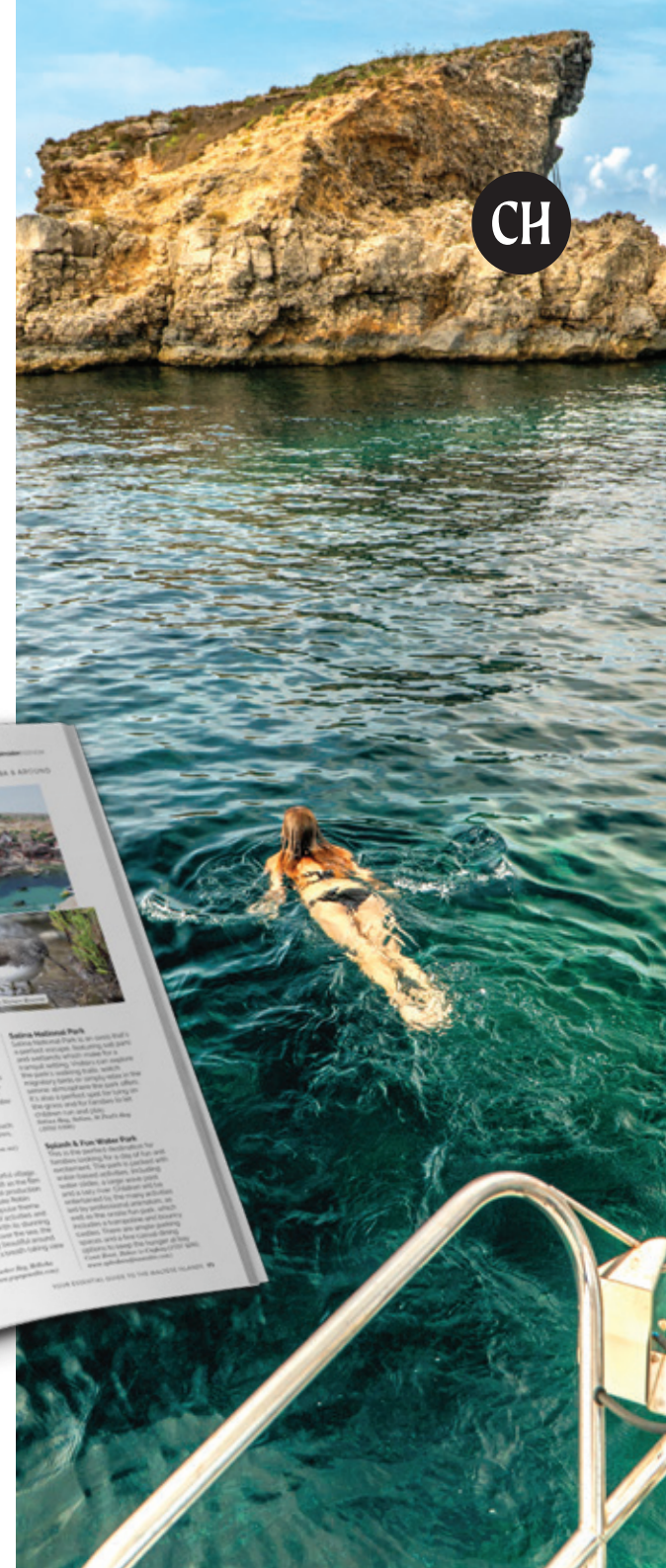
Thousands of copies are distributed at the Malta Tourism Authority Offices in Malta and Gozo (i.e. Valletta, Malta International Airport, Mdina, Mellieha and Victoria, Gozo)

■ LEADING 4- AND 5-STAR HOTELS, AS WELL AS THE MOST HIGHLY RATED BOUTIQUE HOTELS

Malta Insider is available across many leading hotels around Malta & Gozo – distributed through reception and/or lobby and/or concierge areas.

■ LEADING STATIONERS AND SHOPS INCLUDING AT ALL WH SMITH OUTLETS AND ON GOZO FERRY

We ensure that Malta Insider is available for sale at all relevant shops in touristic areas such as the Malta International Airport, Gozo Channel Ferry and other strategic places.



Malta Insider

INTERNATIONAL
VISITORS' GUIDE

SPECIAL EDITION SUPPLEMENT: INVESTING IN MALTA

INTERNATIONAL INSIDER GUIDE -
A GUIDE TO DOING BUSINESS AND INVESTING IN MALTA



Investing in Malta is an in-depth supplement and guide that forms part of **Malta Insider** International Visitors Guide. The special insider supplement focuses on Malta's public & regulatory infrastructure for investors, Malta's attractiveness as a business jurisdiction and the outlook for Malta's economy. The supplement also delves into investing in the property market, taxation for foreign investors, the legal framework for doing business in Malta, and more.



Malta Insider

INTERNATIONAL VISITORS' GUIDE

ADVERTISING PACKAGES

BACK COVER €2,000

INSIDE BACK COVER €1,400

INSIDE FRONT COVER SPREAD €2,000

PREMIUM DOUBLE PAGE SPREAD €1,700

DOUBLE PAGE SPREAD €1,400

FULL PAGE €1,000

HALF PAGE €750

PUBLICATION SIZE: 210MM X 273MM

FINISH: PERFECT BOUND

TERMS & CONDITIONS

- Advertising and Production Rates are exclusive of VAT
- Advertising Rates exclude artwork production
- Artwork must be supplied in the correct size by the client
- Artwork Creation Rates: **€90** - Artwork Resizing: **€50**
- A fee of 50% 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.
- Invoices will be issued upon publication of magazine. Terms of payment – 30 days from date of invoice.

PLATINUM SPONSORSHIP PACKAGE:

Brand Logo on Front Cover, Premium Double Page Spread, 2 Full Pages, 100 copies of Malta Insider

Total Package €5,000

SPONSORED CONTENT FEATURE €2,500

Malta Insider features articles/interviews on subjects/venues/activities that are of interest to our readers. The content, which will be entrusted to an in-house journalist, will be dealt with from an 'insider' perspective, hence giving interesting insight from a reader's perspective.

Length: Maximum of 3 pages

Photography: to be provided in high-resolution by the client. Alternatively, a photographer can be assigned for an additional fee of €50 (ex VAT) for a 1-hour session.



Malta Insider

INTERNATIONAL
VISITORS' GUIDE

PRINTING SPECIFICATIONS



PREMIUM DOUBLE PAGE SPREAD/ DOUBLE PAGE SPREAD

Trim Size: 420mm W x 273mm H
Text Safe Area: 406mm W x 259mm H
Gutter Allowance: 7mm
Bleed Size: 430mm W x 283mm H
Bleed: 5mm bleed all round

INSIDE FRONT COVER SPREAD

Trim Size: 420mm W x 273mm H
Text Safe Area: 394mm W x 259mm H
Gutter Allowance: 7mm
Bleed Size: 430mm W x 283mm H
Bleed: 5mm bleed all round



FULL PAGE/ BACK COVER ADVERT

Trim Size: 210mm W x 273mm H
Text Safe Area: 196mm W x 259mm H
Gutter Allowance: 7mm
Bleed Size: 220mm W x 283mm H
Bleed: 5mm bleed all round

INSIDE BACK COVER

Trim Size: 210mm W x 273mm H
Text Safe Area: 184mm W x 259mm H
Gutter Allowance: 7mm
Bleed Size: 220mm W x 283mm H
Bleed: 5mm bleed all round

HALF PAGE

178mm W x 122mm H
No bleed

IMPORTANT:

No text or logo in the centre of the artwork.
Minimum of 14mm Gutter Allowance in the centre.

GENERIC SPECIFICATIONS

Crop Marks: Not required

Binding: Perfect bound

Format: PDF / JPG

Resolution: Minimum 300DPI

Convert to CMYK: ISO Coated (ECI) FOGRA39 (ISO 12647-2:2004)

Content House

For more information contact the Advertising Sales
Department at Content House on **2132 0713** or send an
email to info@contenthouse.mt