



GuideMeMalta.com

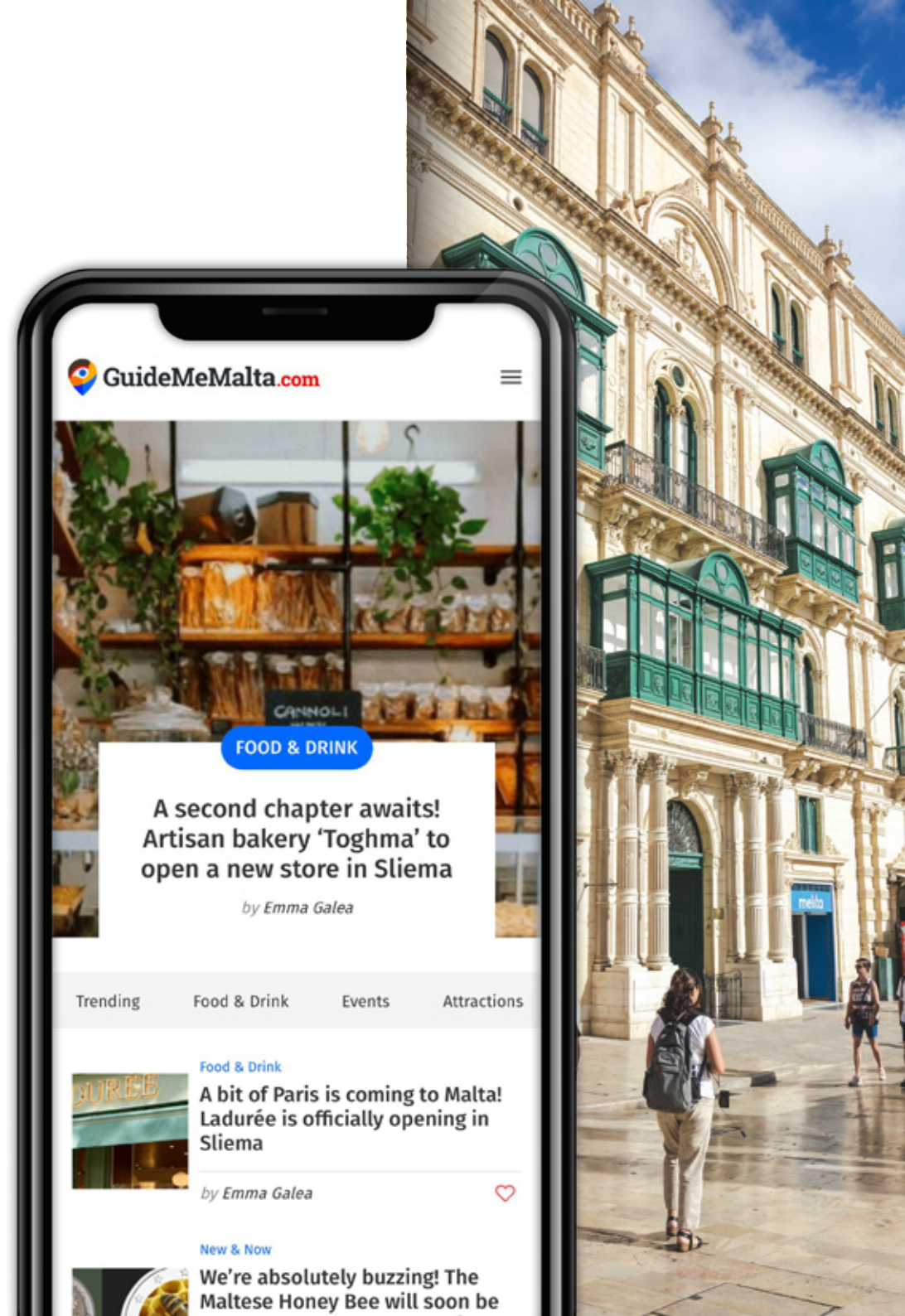
**Discover Malta's Leading
What's On, Travel, and
Lifestyle Portal -
The Ultimate Guide
for Locals, Visitors & Expats**



A MEDIA BRAND BY
Content House

Since its inception in 2005 as a visitors' guide distributed in hotels and tourist information offices, GuideMeMalta has evolved into a formidable digital brand.

Today, it stands as the foremost authority for tourists, expats, and locals seeking the latest insights on what's on, lifestyle, and entertainment in Malta.



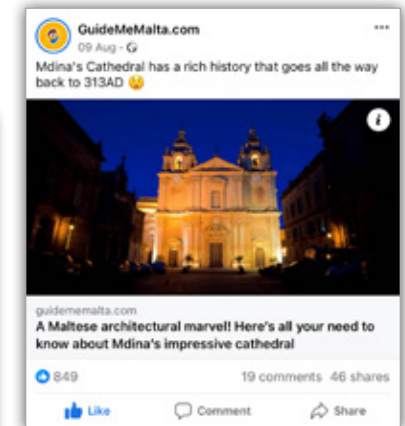
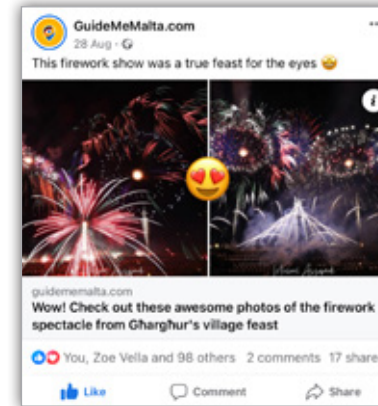
GuideMeMalta.com proudly maintains a strong and committed following, while consistently expanding its reach and engaging with a diverse audience that includes visitors, locals and the local expat community.

With its worldwide presence via the portal and popular social media platforms like Facebook, Instagram, and TikTok, GuideMeMalta.com boasts a monthly reach of

1.2 million

That adds up to an impressive

14.4 million

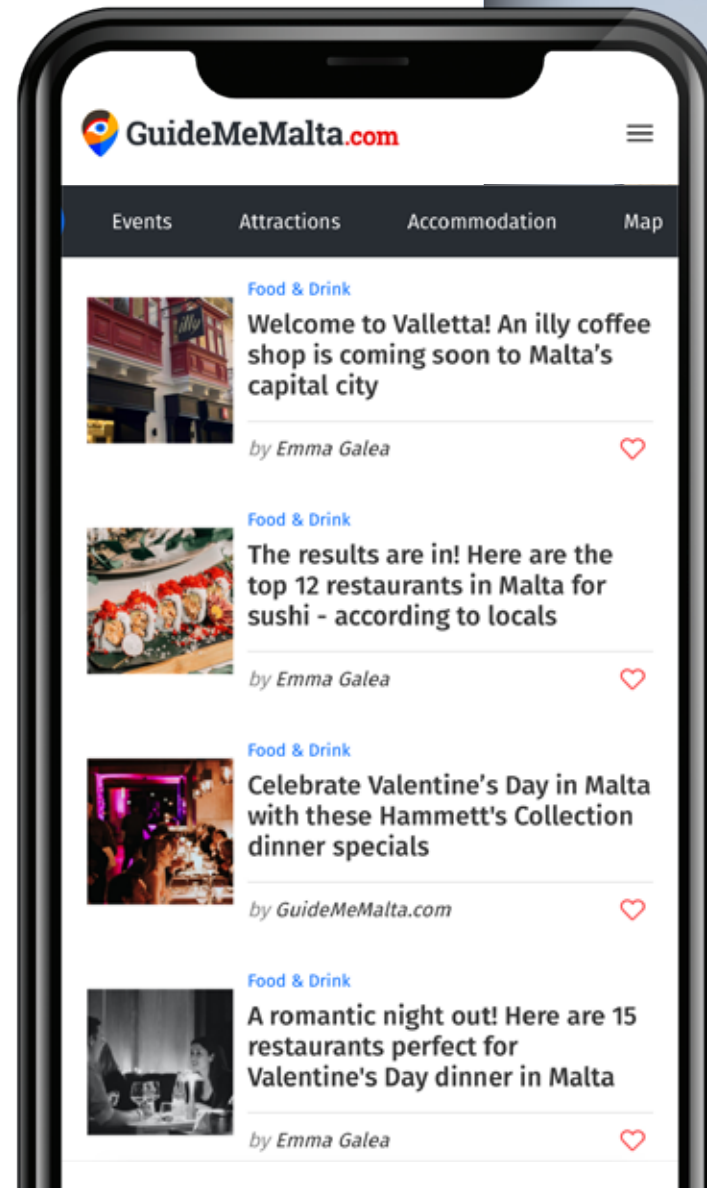
 annually!


44%

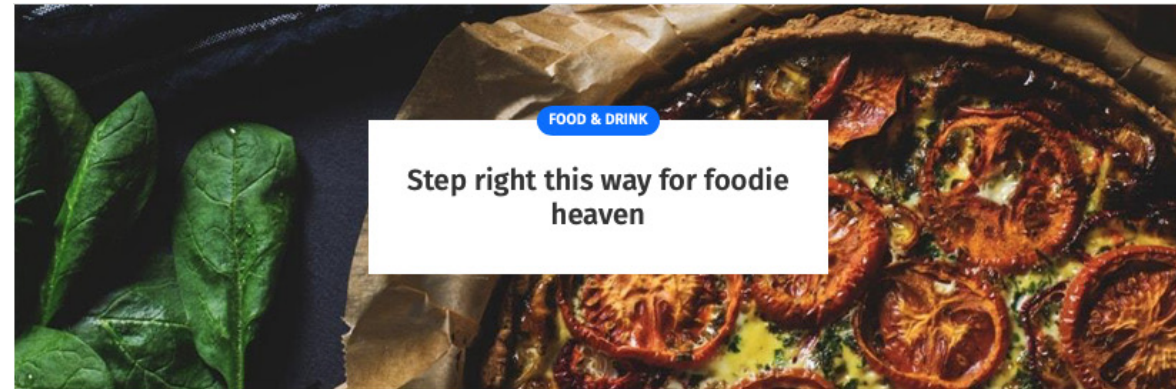
of GuideMeMalta.com's traffic comes from social media, while

56%

is direct or through organic searches. This includes users actively searching for the portal and organic searches on online search engines. Our strong SEO performance contributes significantly to the growth in organic traffic.



GuideMeMalta.com takes pride in its one-of-a-kind content. Our dedicated team of content writers, editors, social media executives, and digital marketing experts tirelessly crafts authentic and distinct content around the clock.



FOOD & DRINK

Step right this way for foodie heaven



Culture



Nightlife



Food & Drink



Events



Attractions



Sports & Leisure



Beaches



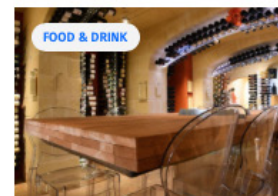
Shopping



FOOD & DRINK

Unforgettable! Michelin Guide list their inspectors' top five most memorable dishes in Malta

by Emma Galea



FOOD & DRINK

Happy Birthday! Gozo's Vini e Capricci celebrating 10 years with a night of culinary delights and entertainment

Here's to the future!



FOOD & DRINK

They will be missed! Owners behind Sliema's iconic Krishna restaurant bid farewell to Malta's oldest Indian eatery

Robert and Kevin are retiring.



FOOD & DRINK

From 'Goodbye Summer' to 'South Africa Day', check out the two gastronomic events by Gozo's Vini e Capricci this September

End summer with a bang!

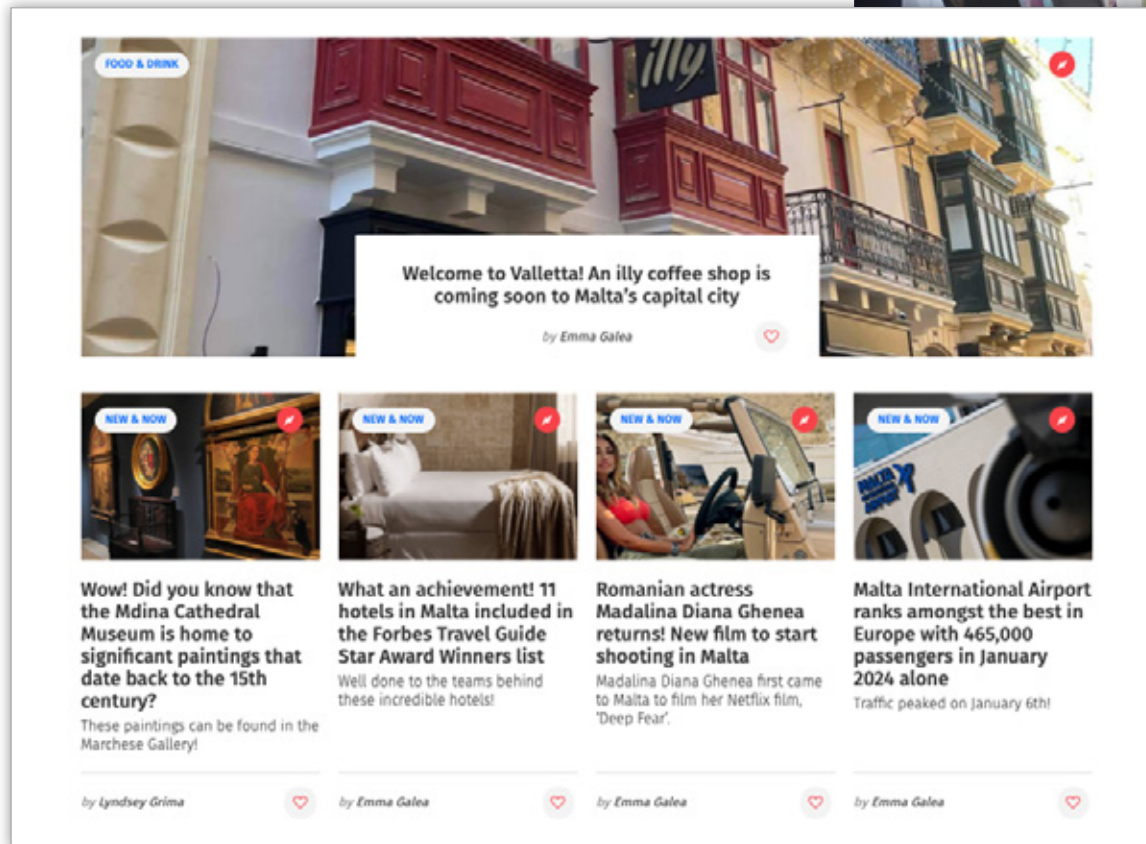


FOOD & DRINK

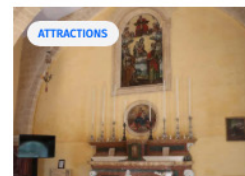
'We've always had a love affair with Malta'- Meet the two Maltese Australian brothers behind Gemma Joe's, the late night Sliema diner food truck

From shaved ice to corn dogs and waffles, this food truck will transport visitors back to 1950's America.

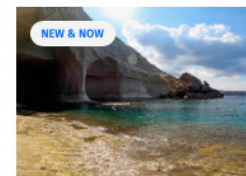
Our content is thoughtfully curated to serve a broad and diverse audience seeking trustworthy, well-researched information about Malta as a destination. We extensively cover various aspects, including events, what's happening in Malta, restaurant and food & drink updates, theatre, art, music, and an ample supply of authentic insights into life in Malta.



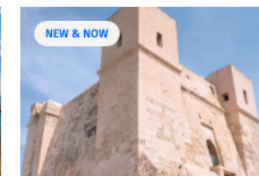
Our expanding audience, made up of tourists, business travellers, expats, and locals, is a testament to our ability to provide relatable content. We focus on delivering positive insights about Malta, avoiding hard news, politics, and mainstream coverage, which resonate with our diverse and growing readership.



A 15th century Maltese treasure! Explore the historic 600-year-old Bir Miftuh chapel in Gudja
It served as parish church for over 200 years.



Did you know? Gnejna's idyllic Ta' Marija Sea Cave can be accessed on foot
Many people opt to visit this site aboard a kayak.



Visting St Paul's Bay Tower! Explore the oldest coastal surviving defence post in all of Malta and Gozo
It was built in 1610.



A centuries old paradise! A guide to Mdina, Malta's silent city and its surrounding villages
The medieval city of Mdina is a beguiling sight, whether you visit its palaces and picturesque alleys by day, or discover the reason it is known as the Silent City by night.

GuideMeMalta.com is brimming with authentic and practical content that caters to both locals and visitors alike. Explore a wealth of resources, including:

Over

200

vibrant events

Over

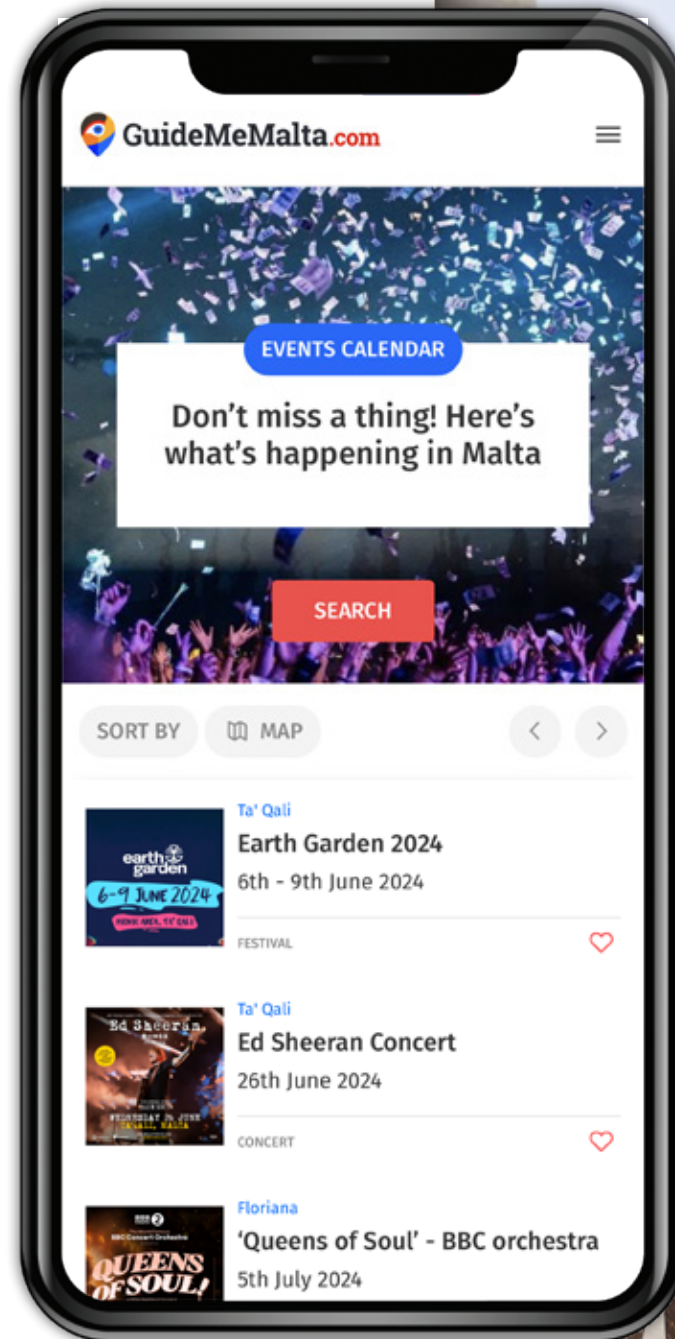
300

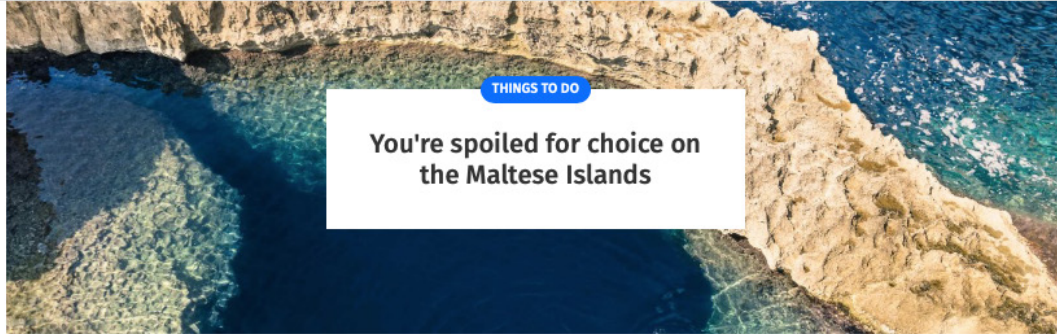
captivating attractions

A Restaurant Directory of more than

1000

spots to choose from





THINGS TO DO

You're spoiled for choice on the Maltese Islands

- Culture
- Nightlife
- Food & Drink
- Events
- Attractions
- Sports & Leisure
- Beaches
- Shopping



CULTURE

Remarkable! Giuseppe Cali' painting at St Laurence's Birgu Parish Church restored to former glory

by Emma Galea



CULTURE

Did you know the British had once closed off Valletta's Piazza Regina for a British access-only orchard?
Different times.



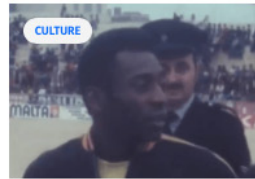
EVENTS

Living the sweet life! Sweet Tooth Festival returns to Gozo's Villa Rundle Gardens this November
Calling all sugar rush lovers!



NEW & NOW

A cultural jewel! Teatru Manoel's Priory of Navarra revived following a €1.7 million restoration project
The recent upgrades include the Booking Office and the transformation of Sala Isouard into a corporate space and smaller musical events.



CULTURE

WATCH: 48-year-old video shows the legendary footballer Pelé training young players while in Malta
Pelé is often regarded as the greatest football player of all time.

What sets our portal apart is the incredible diversity of our audience:

Locals, Visitors, and Expats accessing the site from Malta make up

60%

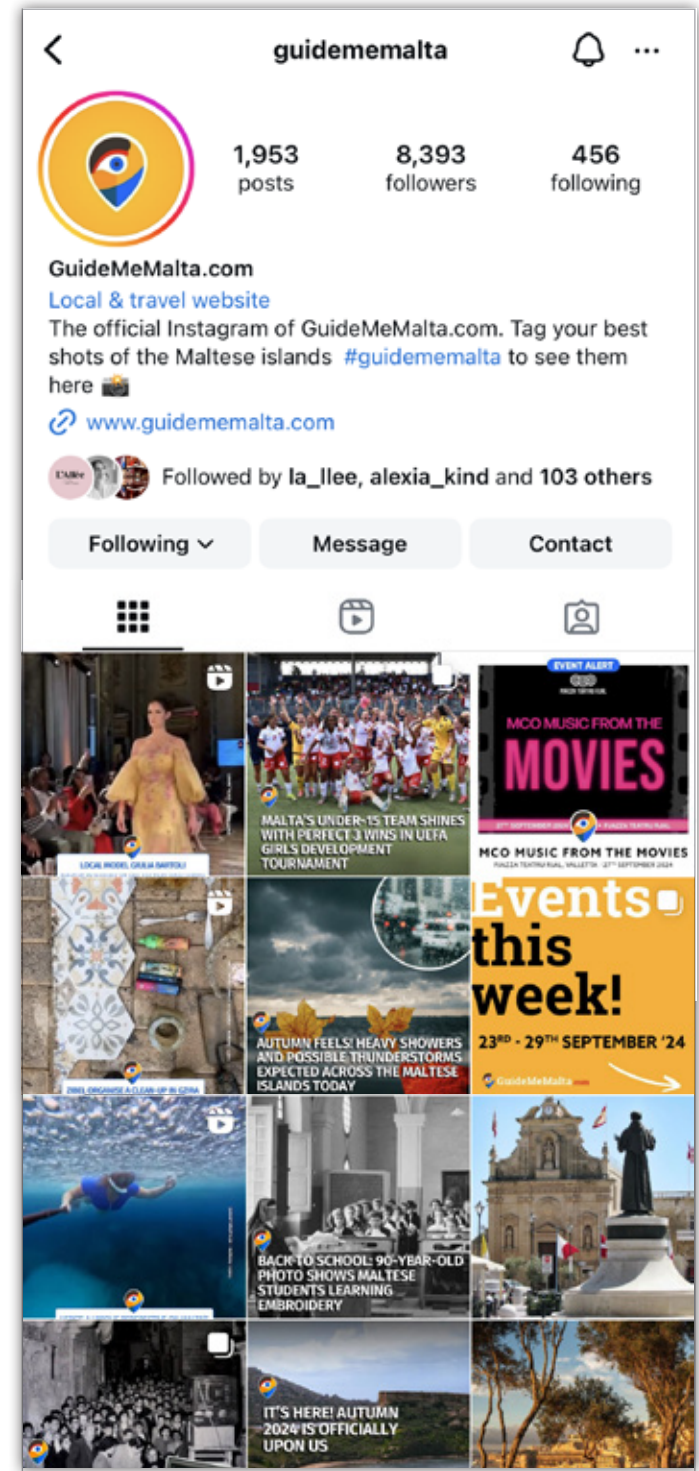
Tourists accessing the site from abroad contribute

40%

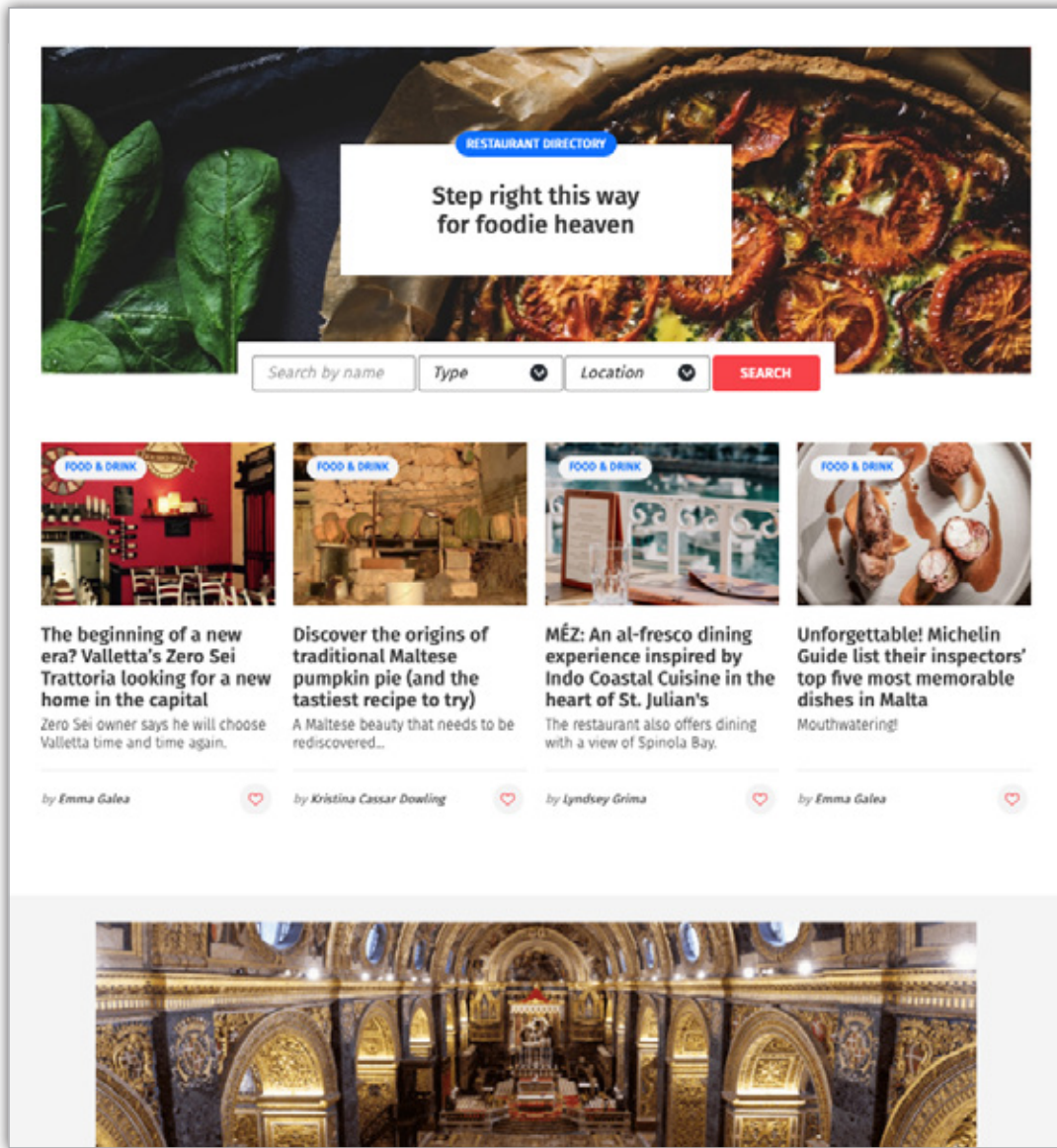
to our growing international community.

From a marketing perspective, GuideMeMalta.com offers a powerful advantage as it provides a single platform to engage with locals, tourists, and expats.

Our content seamlessly covers various aspects such as hospitality, culinary experiences, events, entertainment, attractions, shopping trends, and much more. When you choose online marketing through GuideMeMalta.com, you're connecting with a discerning and engaged audience, a captive group genuinely eager to discover what you have to offer!



Equally significant is our ability to engage tourists and business visitors at two crucial stages:



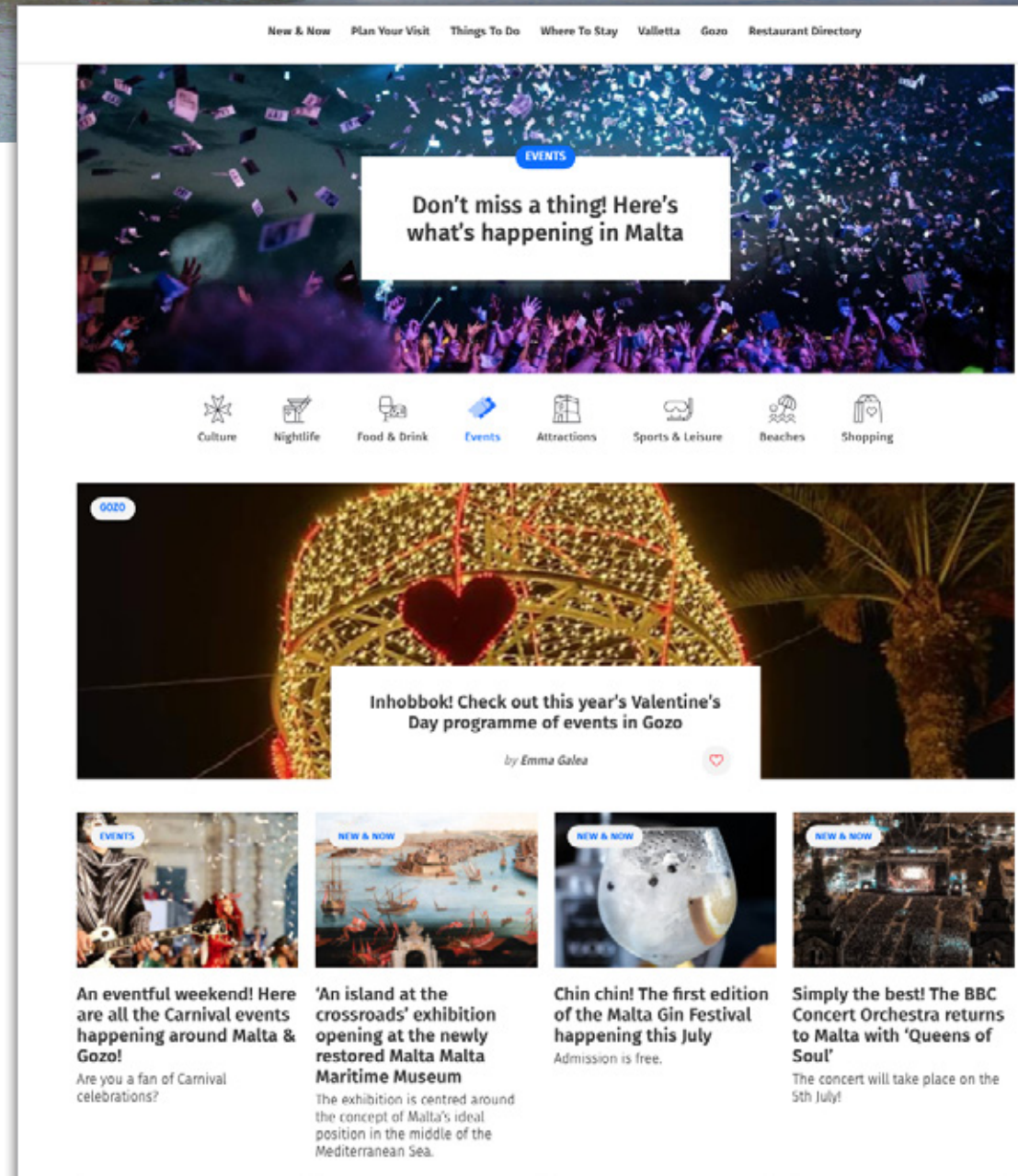
Pre-arrival: We reach them while they are actively planning their trip to Malta, seeking to book flights, accommodations, excursions, events, car rentals, and more.

During their stay in Malta: At this point, they are looking for real-time information on shows, restaurant reservations, transportation, shopping, and a host of other experiences to enhance their visit.

Foreign visitors who explore GuideMeMalta.com before setting foot in Malta hail from a multitude of countries, such as:

- United Kingdom
- Germany
- Netherlands
- Italy
- France
- Ireland

These diverse global origins contribute to the richness of our international readership.

The screenshot shows the website's navigation menu at the top: **New & Now**, **Plan Your Visit**, **Things To Do**, **Where To Stay**, **Valletta**, **Gozo**, and **Restaurant Directory**.

The main banner features a vibrant image of a crowd celebrating with confetti. A white box in the center contains the text: **Don't miss a thing! Here's what's happening in Malta**. Above this text is a blue button labeled **EVENTS**.

Below the banner is a row of icons representing different categories: **Culture** (snowflake), **Nightlife** (guitar), **Food & Drink** (fork and knife), **Events** (calendar), **Attractions** (book), **Sports & Leisure** (goggles), **Beaches** (umbrella and chair), and **Shopping** (shopping bag).

The next section is titled **GOZO** and features a large image of a heart-shaped light display. The text reads: **Inhobbok! Check out this year's Valentine's Day programme of events in Gozo**, by Emma Galea.

Below this are four smaller event cards:

- EVENTS**: An eventful weekend! Here are all the Carnival events happening around Malta & Gozo! Are you a fan of Carnival celebrations?
- NEW & NOW**: 'An island at the crossroads' exhibition opening at the newly restored Malta Maritime Museum. The exhibition is centred around the concept of Malta's ideal position in the middle of the Mediterranean Sea.
- NEW & NOW**: Chin chin! The first edition of the Malta Gin Festival happening this July. Admission is free.
- NEW & NOW**: Simply the best! The BBC Concert Orchestra returns to Malta with 'Queens of Soul'. The concert will take place on the 5th July!

Diving into our audience demographics by age, we have a well-balanced distribution:

Ages 18–24:	12%	Ages 45–54:	18%
Ages 25–34:	22%	Ages 55–64:	14%
Ages 35–44:	23%	Ages 65+:	11%

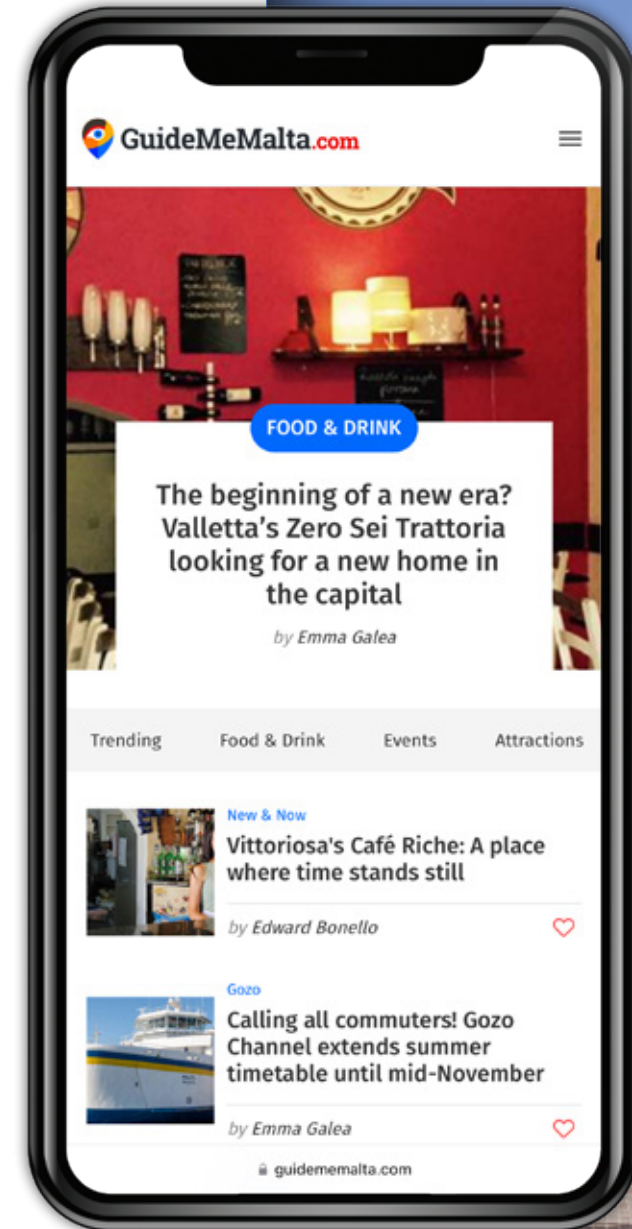
This diverse age range reflects the broad appeal of our content across various generations.

Equally significant is how our audience accesses the portal. Undoubtedly, mobile reigns supreme, and that's precisely why we go to great lengths to ensure that the mobile experience is nothing short of perfection.

Mobile:
80%
of the traffic

Desktop:
17%
of the traffic

Tablets:
3%
of the traffic



GuideMeMalta.com New & Now Plan Your Visit Things To Do Where To Stay Valletta Gozo Restaurant Directory FOLLOW US

RESTAURANT DIRECTORY

Step right this way for foodie heaven

Search by name Type Location SEARCH

Sort by NAME LOCATION

1 2 3 4 5

Valletta
ION Harbour
Iniala Harbour House, 11, St Barbara Bastion, Valletta
+356 9911 0166
READ MORE >>
MEDITERRANEAN

Mosta
The Dome Bistro - The Dome Visitor's Centre
9, Church Street, Mosta
27037043
READ MORE >>
COFFEE SHOP

St Julian's
Hammett's Mestizo
11, Triq Schreiber, St Julian's
+356 2779 5099
READ MORE >>
LATIN

Valletta
St Elmo's Kitchen
St Elmo's Bastion, Mediterranean Street, Valletta
+356 2552 4005
READ MORE >>
MEDITERRANEAN | MALTESE

VIEW MAP

TASCA
CULTIVATING
Beauty
TASCADALMERITA.IT

Unlock the potential for strategic digital campaigns on GuideMeMalta.com by leveraging a range of online banner sizes tailored to your unique needs. Our flexible offerings come with various penetration options to ensure your message reaches your target audience effectively. Additionally, we provide opportunities to promote your restaurant, event, or attraction through prominent listings in our dedicated sections for Restaurants, Events, and Attractions, making your presence known to our diverse and engaged readership.



Sponsored Content is booming on GuideMeMalta.com

We dedicate a top-tier content writer and a skilled photographer to curate your content to perfection. Our team of social media experts and digital marketing strategists steps in to guarantee your content enjoys exceptional visibility across social media platforms. What's more, our comprehensive package includes effective social media boosting to maximise your reach.

GuideMeMalta.com New & Now Plan Your Visit Things To Do Where To Stay Valletta Gozo Restaurant Directory FOLLOW US

Behind the scenes with Valletta Glass!
Experience the time-honoured art of glass making in Malta

See hand-blown glass being transformed into exquisite artefacts

by Julian Micallef Sapiano 30 September 2022

Right across the world-renowned St John's Co-Cathedral stands **Valletta Glass**, a quaint, two-level shop housing a lovely collection of glass pieces, each individually hand-blown. The shop is often bustling with locals and tourists looking to purchase items from the marvellous assortment on offer. And with good reason.

The shelves are brimming with a colourful display of jewellery items, ornate vases and plates, a wide range of glass animals, as well as gold-glazed objects. Just last June, a new, 24-carat gold collection titled **Blue Lagoon** was launched, adding an opulent touch to the selection. More items for the home await upstairs: the lamps and clocks are particularly beautiful, available in a variety of styles and colours. It's clear that each item is an artisanal piece, transmitting a fluid sense of movement, a hint at the fact that they really all started from just molten glass.

Another Valletta Glass outlet is housed in the medieval city of Mdina, close to Bastion Square, the most popular spot in the 'Silent City', offering a hilltop view of most of Malta. From that vantage point over the bastions, you can spot...

Just over a kilometre away, the recently upgraded Ta' Qali Artisan Village, with its concentration of local craftsmen and expert artisans. This is where each Valletta Glass item is born; where all those artefacts carrying its name and displayed in the different stores around the Maltese Islands (including at the workshop itself) are produced – all by hand and unique in their own way.

Malta boasts a long-standing heritage of glass-making and some locally made pieces have become collectibles including in foreign markets. Based on glass-blowing techniques from the days of old and fused with a contemporary touch, expert glass blowers at Valletta Glass skilfully blow and shape by hand each creation while the glass is blistering hot, having just been released from the furnace. The spectacle of molten glass being transformed into wonderful objects d'art is a sight to behold.

With a deftly-made tweak here and there using time-honoured tools, a number of deliberate, well-timed blows into the pipe, and constant turning and handling, balls of molten glass become anything that the talented craftsmen wish to create. For the layperson, it also seems like a fine balance between hearing and cooling, with timely interventions along the way. And the entire process appears so spontaneous and carefree that it's almost difficult to picture the end result while the glass is still being shaped.

Valletta Glass allows you to experience this process first hand, at its premises within the Ta' Qali Artisan Village – an experience that's not to be missed. Here the shop is much larger allowing the visitor to explore the entire collection of items that Valletta Glass produces. A door within the shop leads to the work area where glass blowing is taking place. So, while wandering around the many shelves displaying the exquisite glass items, one can just pop in and take some time to see the glass-making process in action!

Demonstrations often take the form of a performance in and of themselves, as the master blowers go on with their work. It is such a delightful opportunity to see – in real time – the behind-the-scenes processes leading to such unique, hand-made works of art.

Trending

- Plenty to go around! Gozo's sixth form break the record for the largest Christmas log ever made in Malta
- A stormy week before Christmas! Rain, wind and chilly temperatures, with real feel of 8°C, predicted for Malta
- For one day only! Heritage Malta opening Valletta's Grand Master's palace on Boxing Day
- 7,000 years of history in 45 minutes!
- A spotlight on a lesser-known Valletta palace: Palazzo Ferreria

Get together.

CISK

Country Terrace

Love Gozo, love Food, enjoy Country Terrace

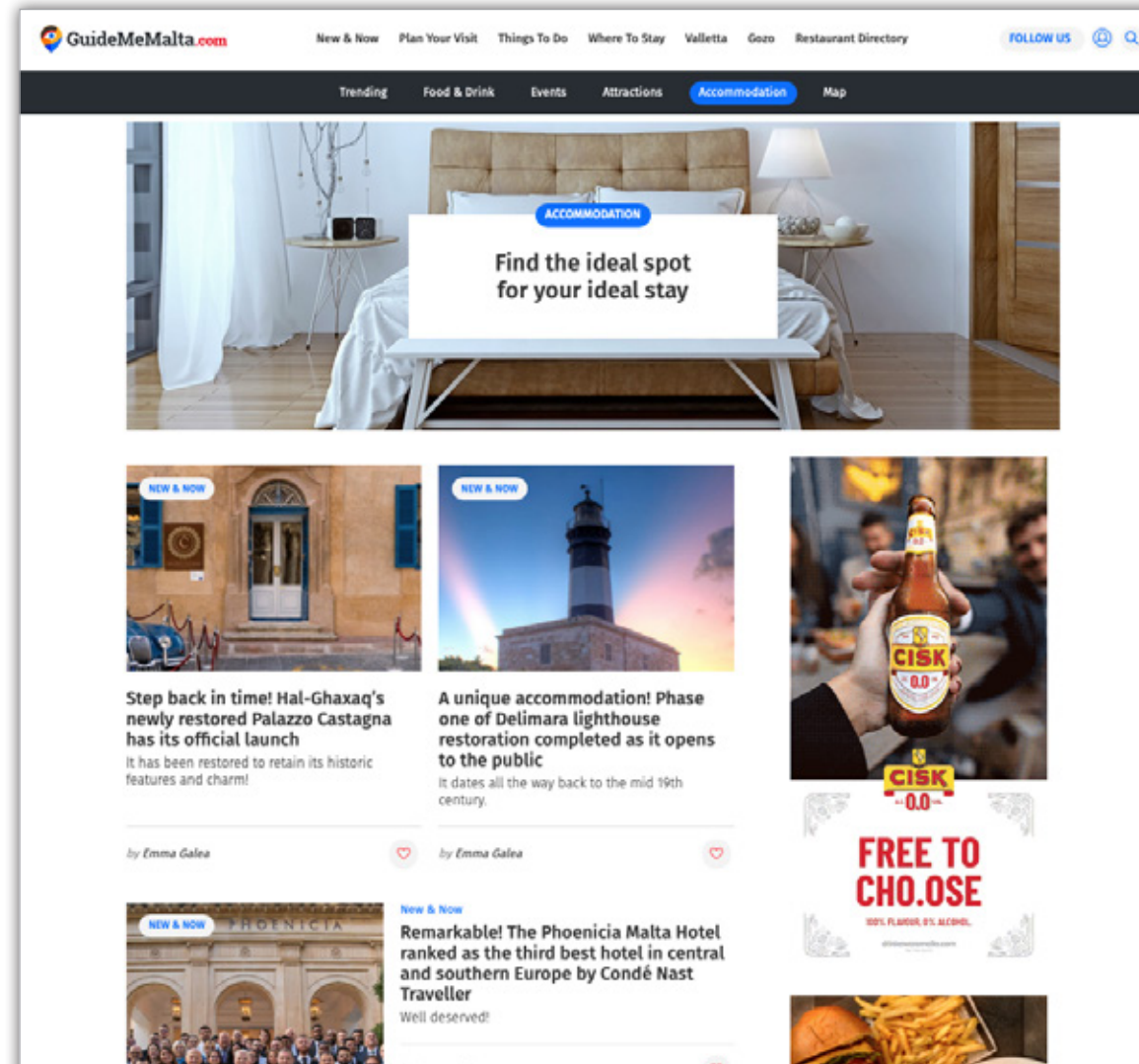
BUREAU
MILANO



Our valued clients are opting to elevate their presence by becoming Official Partners of GuideMeMalta.com, where they gain access to a host of exclusive advantages, including:

- Specialised and extensive coverage
- Exceptional tailor-made packages
- Flexible opportunities for booking online marketing campaigns throughout the year
- On-demand PR coverage
- Extensive Sponsored Content and comprehensive boosting services

This partnership paves the way for remarkable exposure and engagement with our diverse and receptive audience.



These are a few of the brands that have placed their trust in GuideMeMalta.com:



EXPERIENCE MALTA & GOZO

GUIDE ME

SUMMER/AUTUMN 2024 | €7.50

**EXPLORE**

The Maltese islands' most beautiful beaches
p. 26

FOOD & DRINK

A tête-à-tête with some of Malta's top chefs
p. 36

ARTS & CULTURE

Meet renowned architect Chris Briffa
p. 72

Don't forget, you also have the option to run your marketing campaigns on Guide Me Visitors Guide, the sister brand of GuideMeMalta.com. It's Malta's foremost publication for visitors, widely distributed in hotel rooms and tourist information offices across Malta and Gozo. The Guide Me publication has been a trusted source of information for tourists for almost 20 years!



A powerful digital brand
that can make you stand out

Content House