

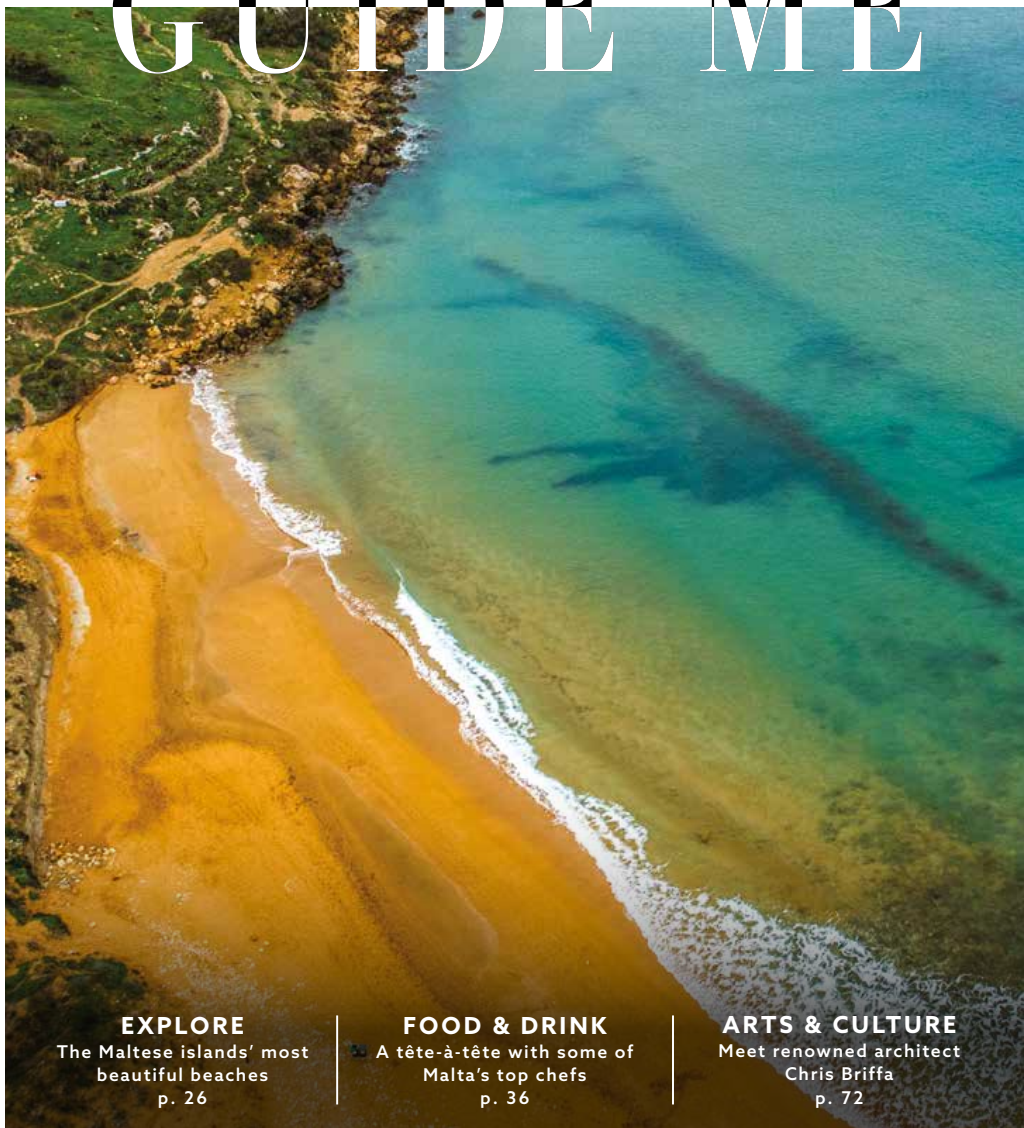
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Content House

EXPERIENCE MALTA & GOZO

# GUIDE ME

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# GUIDE ME



#### EXPLORE

The Maltese islands' most beautiful beaches  
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A tête-à-tête with some of Malta's top chefs  
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#### ARTS & CULTURE

Meet renowned architect Chris Briffa  
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MALTA'S LEADING VISITORS' GUIDE AND  
WHAT'S ON PUBLICATION SINCE 2005.

# GUIDE ME

EXPLORE

## DISCOVER MALTA & GOZO'S TOP BEACHES

Malta's coastline is the perfect escape for cooling off and enjoying the Mediterranean's crystal waters. Whether you're exploring solo or vacationing with family, Malta's beaches cater to every sunseeker's desire. GUIDE ME unveils the islands' finest beach spots, from expansive sandy shores to hidden treasures and everything in between.

### MELLIEHA BAY (ALSO KNOWN AS GHADIRA BAY), MELLIEHA

A family favourite, Mellieha Bay, also known as Ghadira Bay, is a Blue Flag beach – an expanse of golden sand and crystal-clear, shallow waters, perfect for families with young kids, who will enjoy splashing around while you lounge on the sunbeds under an umbrella. These can be rented from the myriad stalls on the beach, though

you can also take your own, saving the money for any snacks, lunch and drinks offered by the restaurants and kiosks. The bustling bay is also popular with water sports enthusiasts: kayaking, windsurfing or water-skiing will have your adrenaline pumping well into the evening.

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Its dramatic cliffs envelope the sand dunes, accessible via a long flight of steps.

### RIVIERA BAY (ALSO KNOWN AS GHAJN TUFFIEHA BAY), MGARR

This spectacular beach, boasting deep ochre sand and turquoise waters, is another local favourite which shows off its brightest aspect early in the morning, well before the crowds set in as the day edges towards noon. Its dramatic cliffs envelope the sand dunes, accessible via a long flight of steps, which makes it a bit difficult for families travelling with children or those with mobility issues. At the foot, a rustic bar serves up refreshing spritzes and mouth-watering pizzas, while umbrella and sunbed rentals are also available.

### GOLDEN BAY, MGARR

A stone's throw away from Ghajn Tuffieha, Golden Bay is the more accessible option, with beach volley nets frequently set up and the laughter of families rising with the heat. This sandy haven, cradled by steep grassy slopes, is a hive of activity from April until October, as visitors and locals alike savour its thick expanse of soft sand and beautiful waters. It also has more amenities than its neighbour: several bars and restaurants dot its curving periphery and a five-star hotel keeps a watchful eye over the sandy dunes. It's an especially magical spot come sundown. ☉

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Golden Bay, Mgarr. Photo: viewinmalta.com

## ABOUT GUIDE ME

Since its launch in 2005, Guide Me has established itself as Malta's foremost visitors' guide, reaching hundreds of thousands of tourists exploring Malta and Gozo each year. This trusted annual publication is the go-to choice for local and international brands seeking impactful advertising campaigns targeted at the islands' vibrant tourist market.

Published in June, Guide Me offers unparalleled distribution and reach across the Maltese Islands, ensuring a 12-month exposure window for advertisers and an invaluable resource for visitors.

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# GUIDE ME

## WHAT MAKES GUIDE ME UNIQUE?

### 1. HIGH-END QUALITY AS A PREMIUM TRAVEL & LIFESTYLE GUIDE

Guide Me stands out as a premium travel and lifestyle publication. Its top-tier content, exceptional printing specifications, and sleek, modern design make it the leading visitors' magazine in Malta. This annual guide delivers unmatched quality, appealing to a discerning readership and thousands of visitors per edition.

### 2. UNMATCHED DISTRIBUTION ACROSS MALTA AND GOZO

Our distribution network is the strongest on the islands, thanks to partnerships with leading distribution agents. Here's where visitors can find Guide Me:

- **Top Hotels:** Distributed to reputable 4-star and 5-star hotels, along with leading boutique hotels across Malta and Gozo.

- **Tourist Information Offices:** Available at Malta Tourism Authority outlets in key locations, including Valletta, Mdina, Vittoriosa, Malta International Airport, and more.

- **Newsagents & Travel Hubs:** Sold at leading newsagents and popular tourist hotspots, such as Malta International Airport, Gozo Ferries, and other strategic points.



# GUIDE ME

## 3. CUTTING-EDGE CONTENT

Published by Content House, one of Malta's leading media companies, Guide Me benefits from the expertise behind some of the country's most successful media brands. Its sister brand, GuideMeMalta.com, extends its reach online, offering advertisers double exposure through joint packages.

## 4. TRENDY SIZE & PREMIUM SPECS

Designed for maximum impact, Guide Me features a sleek, laminated glossy cover, perfect binding, and a compact yet stylish size that's easy to carry. It's a true standout in the Maltese travel and lifestyle scene!

## 5. EXCEPTIONAL REACH

With an estimated annual reach of 150,000 readers, Guide Me ensures unmatched visibility through strategic, single-point, and multiplier distribution models.



## 'IN SUMMER, I TEND TO APPRECIATE SIMPLICITY IN MY DISHES, AND I ALSO LOVE FRESH FISH AND SEAFOOD.'

Chef and restaurateur **Marvin Gaud** is the brains behind some of the island's most unique culinary concepts, running several restaurants in Malta and Budapest, including flagship Caviar & Bull. He also serves as the chief chef of the Dinner in the Sky in Malta, and holds the position of Ambassador of Gastronomy for the Maltese islands.

"My personal favourite dish, which is served at Caviar & Bull, is the Lobster Popcorn. It's really unique and I enjoyed the creative process of coming up with it, back in the day," Marvin reveals, explaining that he actually dreamt up the dish during a cinema outing with his children - which explains the popcorn element!

Sharing his thoughts on Maltese cuisine, and how this translates into his food, the chef explains, "I really enjoy the use of local ingredients and the impact our history has had on the culinary scene."

Speaking of Malta's summer, and the food associated with it specifically, Marvin states a preference for fresh fruit salad in the hot months. "My family makes fresh fruit salad every day in summer - it really hits home. In summer, I tend to appreciate the simplicity in my dishes, and I also love fresh fish and seafood." ☉



# GUIDE ME

## ADVERTISING RATES & PACKAGES

### PREMIUM PLACEMENTS

#### INSIDE FRONT COVER SPREAD

€2,000

#### BACK COVER

€1,500

#### PREMIUM DOUBLE PAGE SPREAD

€1,500

#### DOUBLE PAGE SPREAD

€1,500

#### INSIDE BACK COVER

€1,200

#### FULL PAGE

€1,000

### SPONSORED CONTENT OPPORTUNITIES

#### SPONSORED ARTICLE: €1,500

A 3-page feature including professional writing and a photoshoot. Perfect for showcasing a product or service with practical tips and engaging content.

#### RESTAURANT REVIEW: €1,500

A 3-page review highlighting your restaurant's unique offerings.

#### PLATINUM SPONSORSHIP PACKAGE: €3,000

Logo on Cover + Premium Double Page Spread + Tailored Editorial Support

### TERMS & CONDITIONS

- Rates exclude VAT and artwork production costs.
- Artwork Creation: €150 | Artwork Resizing: €50
- Cancellation fee: 40% (two months' written notice required).
- Invoices are issued upon publication; payment is due within 30 days of the invoice date.



Photos: Heritage Malta

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**I**t has been more than a decade since I last set the walls of the Grand Master's Palace in Valletta, my almost weekly visits to the capital, and, in my former home of Malta's administrators, colonial and republican parliament has undergone an period of restoration, breathing new life into century walls.

The Palace is positioned in the heart of the island's capital, the Grand Master's Palace in Valletta, the steadfast façade dominating the large open square, known as the Grand Square. It was the first edifice to be commissioned by the Knights of Malta for their new celebratory built by the Knights of Malta for their new celebratory following their victory during the Great Siege of 1565.

Over the years, the site was extended, growing more in stature, as successive Grand Masters aimed to establish a legacy through the topography of the Palace: more formal, more grand, more ornate. The Palace was commissioned, tapestries hung and architectural works commissioned. When the Knights left in 1798, the French army, led by Napoleon Bonaparte, descended onto the Palace, which was then transferred to colonial hands in 1800, when the Civil Commission of the Governor took up residency in its cavernous rooms. The Governors' first met within the Palace, which host the country's ministers and administrators until 1964, when the country's parliament was established. The new building at the entrance designed by famed architect, Renzo Piano.



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# GUIDE ME

## PRINTING SPECIFICATIONS



### DOUBLE PAGE SPREAD ADVERT

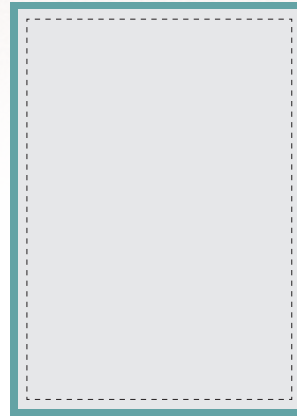
Trim Size: 420mm W x 260mm H  
Text Safe Area: 406mm W x 246mm H  
Gutter Allowance: 7mm  
Bleed Size: 430mm W x 270mm H  
Bleed: 5mm bleed all round

### INSIDE FRONT COVER DOUBLE PAGE

Trim Size: 420mm W x 260mm H  
Text Safe Area: 394mm W x 246mm H  
Gutter Allowance: 7mm  
Bleed Size: 430mm W x 270mm H  
Bleed: 5mm bleed all round

### IMPORTANT:

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



### FULL PAGE ADVERT/ BACK COVER ADVERT

Trim Size: 210mm W x 260mm H  
Text Safe Area: 196mm W x 246mm H  
Gutter Allowance: 7mm  
Bleed Size: 220mm W x 270mm H  
Bleed: 5mm bleed all round

### INSIDE BACK COVER ADVERT

Trim Size: 210mm W x 260mm H  
Text Safe Area: 184mm W x 246mm H  
Gutter Allowance: 7mm  
Bleed Size: 220mm W x 270mm H  
Bleed: 5mm bleed all round

### 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)