

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.



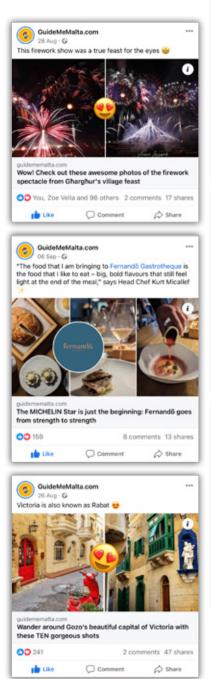
GuideMeMalta.com proudly maintains a strong and committed following, while consistently expanding its reach and engaging with a diverse audience that includes visitors, locals and the local expat community.

With its worldwide presence via the portal and popular social media platforms like Facebook, Instagram, and TikTok, GuideMeMalta.com generates an impressive

4.2 million views

every month on the portal and its social media pages – totalling

50+ million annually!





53.47% Organic Search

Exceptional search visibility means audiences actively seek us out for trusted Malta content.

31.35% Organic Social

Social engagement fuels a third of our sessions, proof that our stories spark conversation and sharing.

8.04% Direct

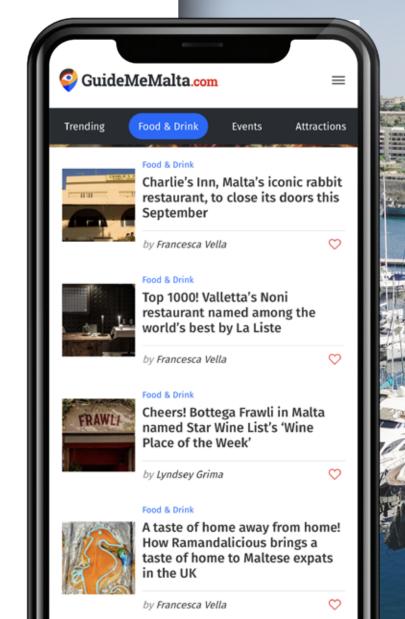
The percentage of readers that reach GuideMeMalta.com directly

3.86% Paid Social

Strategic campaigns bring new audiences into the fold.

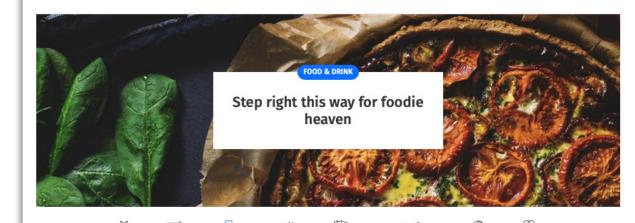
1.25% Referral

Recognised across the web as a credible authority.





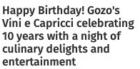
GuideMeMalta.com takes pride in its oneof-a-kind content. Our dedicated team of content writers, editors, social media executives, and digital marketing experts tirelessly crafts authentic and distinct content around the clock.





Attractions





Here's to the future!



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

Robert and Kevin are retiring.



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!



Shopping

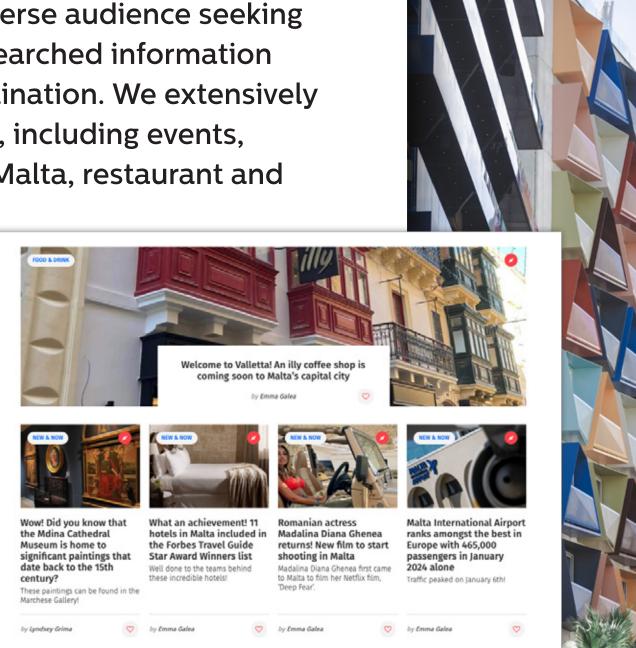
'We've always had a love affair with Malta'- Meet the two Maltese Australian brothers behind Gemma Joe's, the late night Sliema diner food truck

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



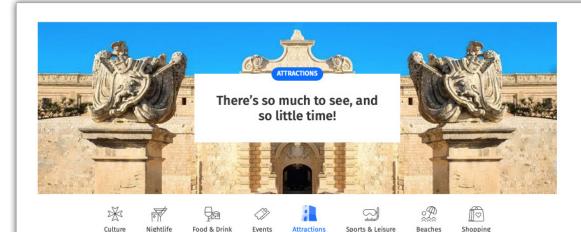
Our content is thoughtfully curated to serve a broad and diverse audience seeking trustworthy, well-researched information about Malta as a destination. We extensively cover various aspects, including events, what's happening in Malta, restaurant and

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 Gudia

It served as parish church for over 200 years.



Did vou know? Gneina's idvllic 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:

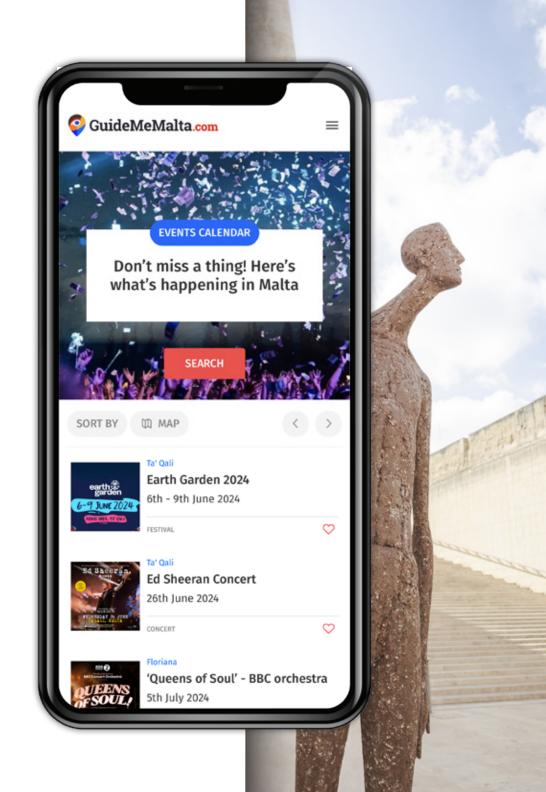
Over

200 vibrant events Over

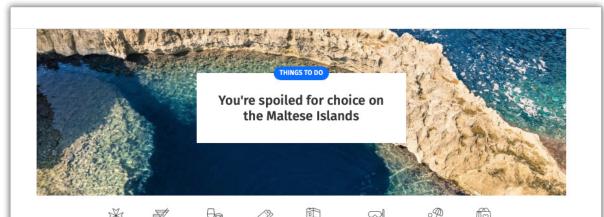
300 captivating attractions

A Restaurant Directory of more than

1000 spots to choose from







Attractions





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

Different times



Food & Drink

Living the sweet life! Sweet Tooth Festival returns to Gozo's Villa Rundle Gardens this November

Calling all sugar rush lovers!



Sports & Leisure

A cultural iewel! 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



Shopping

WATCH: 48-year-old video shows the legendary footballer Pelé training voung plavers 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:

Malta

58.79%

Our largest, most loyal base.

International

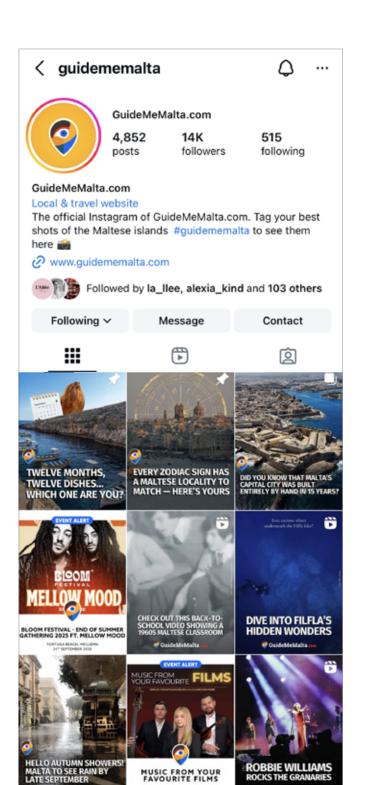
41.21%

Strong in English-speaking markets like the UK, US, Australia, and Canada, along with audiences in Germany, Italy, Ireland, France, Sweden, and Poland.



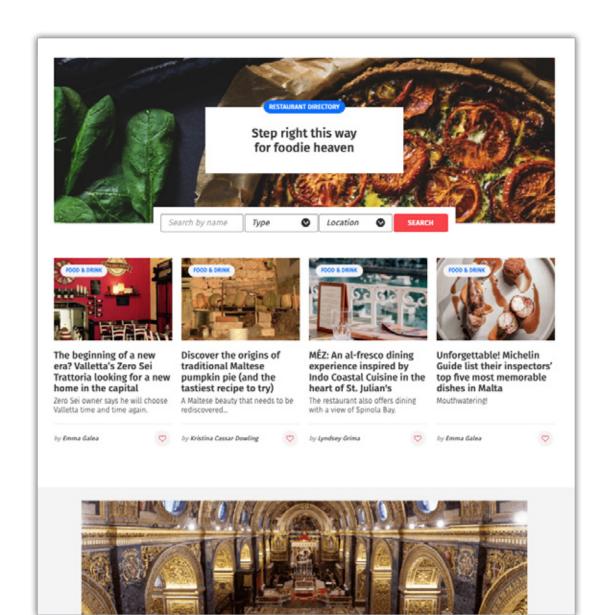
From a marketing perspective, GuideMeMalta.com offers a powerful advantage as it provides a single platform to engage with locals, tourists, and expats.

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.

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:

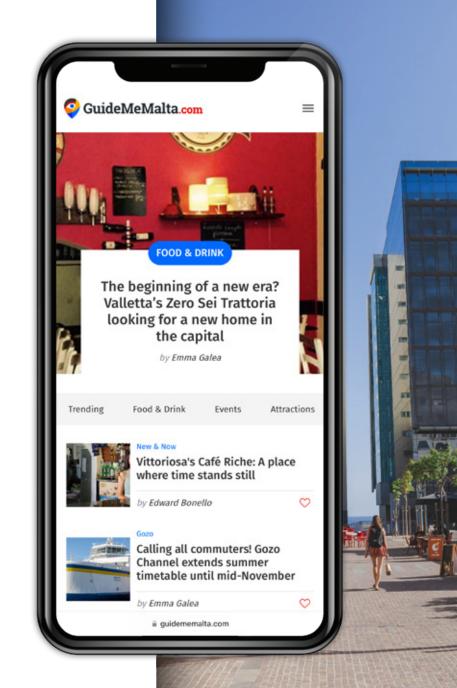
of the traffic

Desktop:

of the traffic

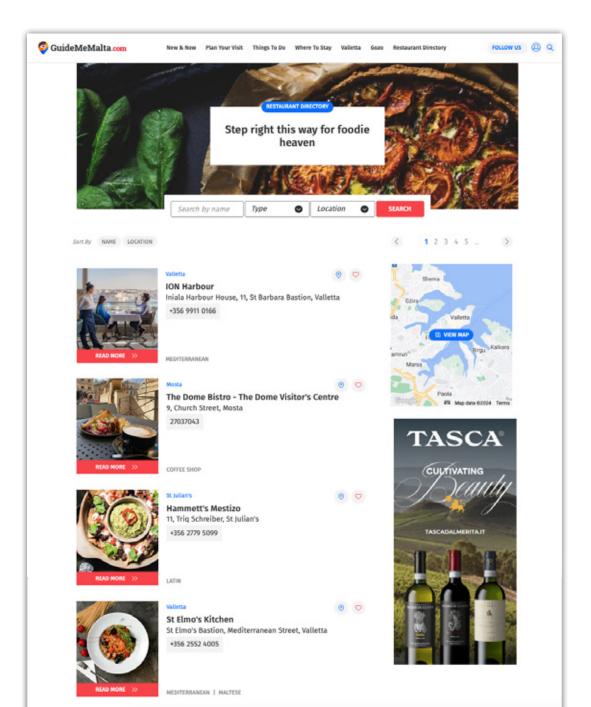
Tablets:

of the traffic









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.



making in Malta

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

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.

See hand-blown glass being transformed into exquisite artefacts

from the marvellous assortment on offer And with good mason









Gozo's sixth form



Christmas! Rain, wine and chilly temperatures, with real feel of 8°C.



For one day cold **Heritage Malta** opening Valletta's Grand Master's palace on Boxing Day











colourful display of jewellery items, ornate vases and plates, a wide range of glass animals, as well as gold-gilded objects, Just last June, a new, 24-carat. gold collection titled Blue Lagoon was aunched, 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. ansmitting 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 hastions, you can snot

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

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 Vallecta Class skilfully blow and shape by hand each creation while the glass is bilistering but having just been released from the furnace. The spectacle of metted glass being transformed into wonderful objets 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 heating 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 Tal Dali 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 class-making process in

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



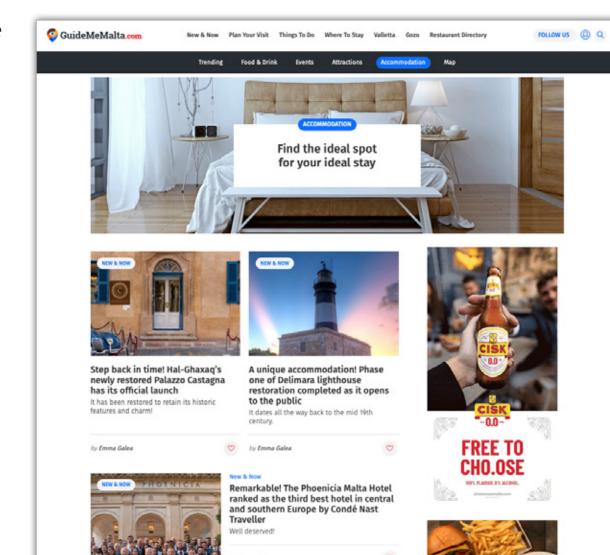




Our valued clients are opting to elevate their presence by becoming Official Partners of GuideMeMalta.com, where they gain access to a host of exclusive advantages, including:

- 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:



























































































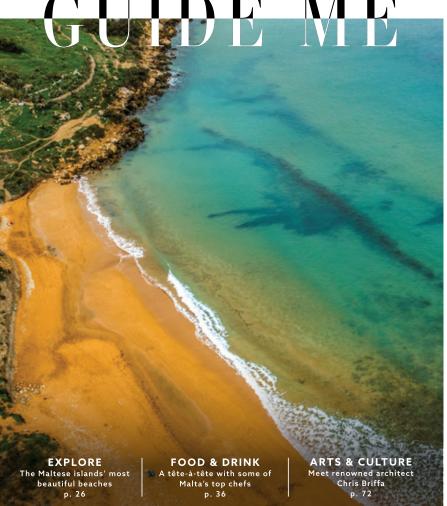








EXPERIENCE MALTA & GOZO











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