

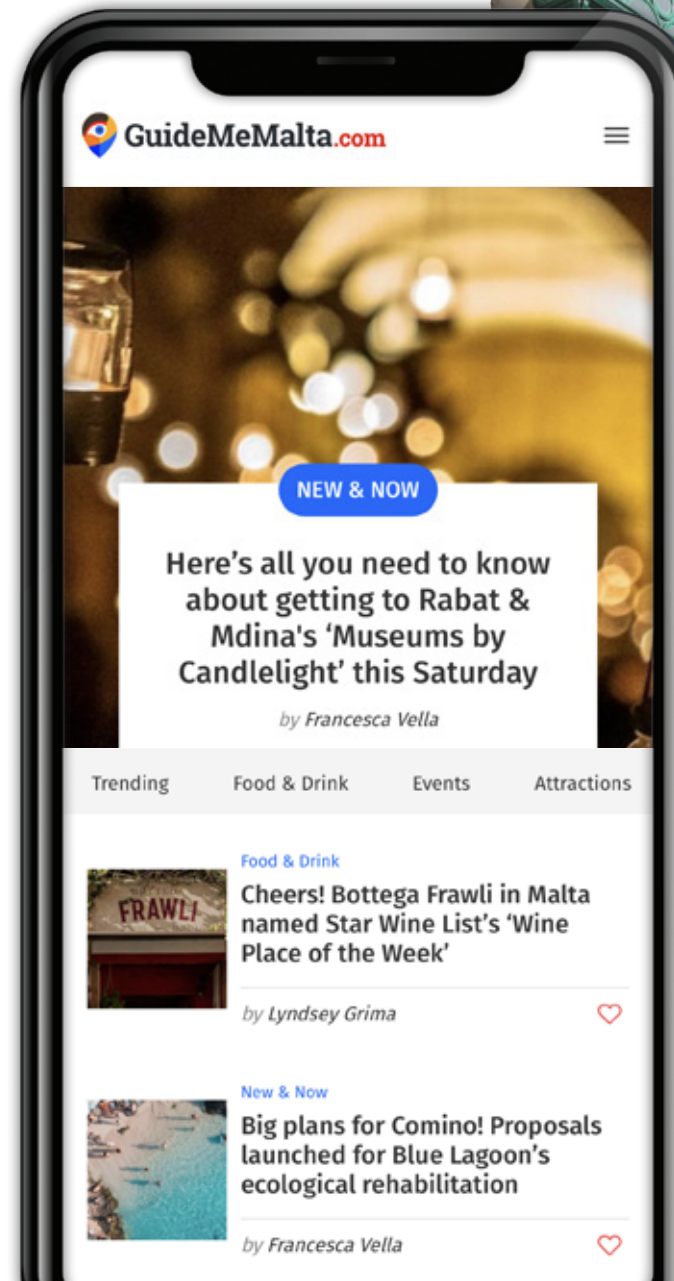


**Discover Malta's Leading
What's On, Travel, and
Lifestyle Portal –
The Ultimate Guide
for Locals, Visitors & Expats**

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.



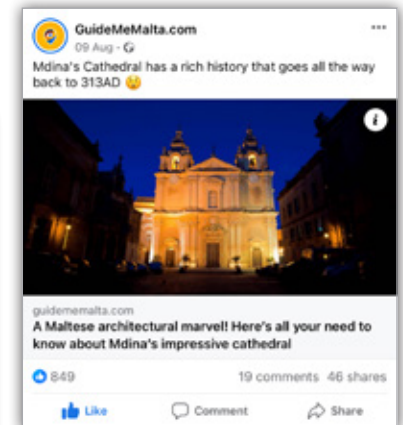
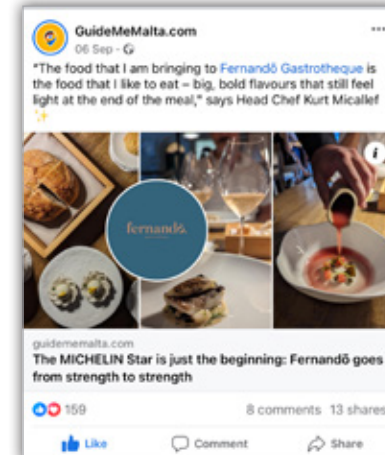
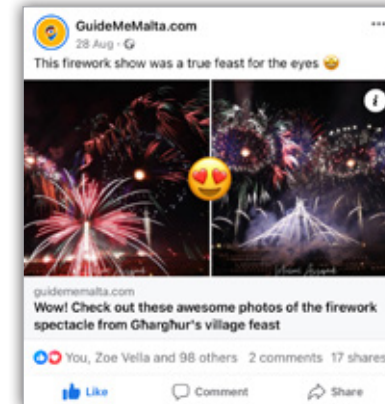
GuideMeMalta.com proudly maintains a strong and committed following, while consistently expanding its reach and engaging with a diverse audience that includes visitors, locals and the local expat community.

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!



Our readers don't stumble upon us – they seek us out, engage with us, and keep coming back.

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

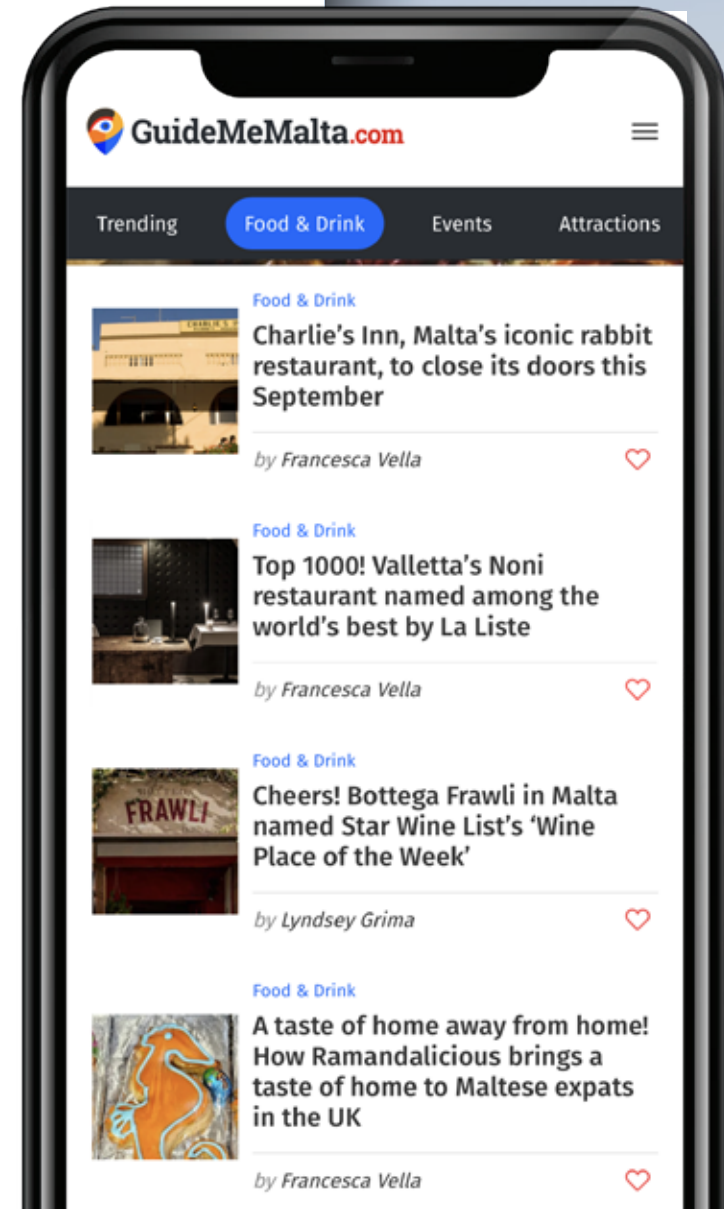
The percentage of readers that reach GuideMeMalta.com directly

3.86% Paid Social

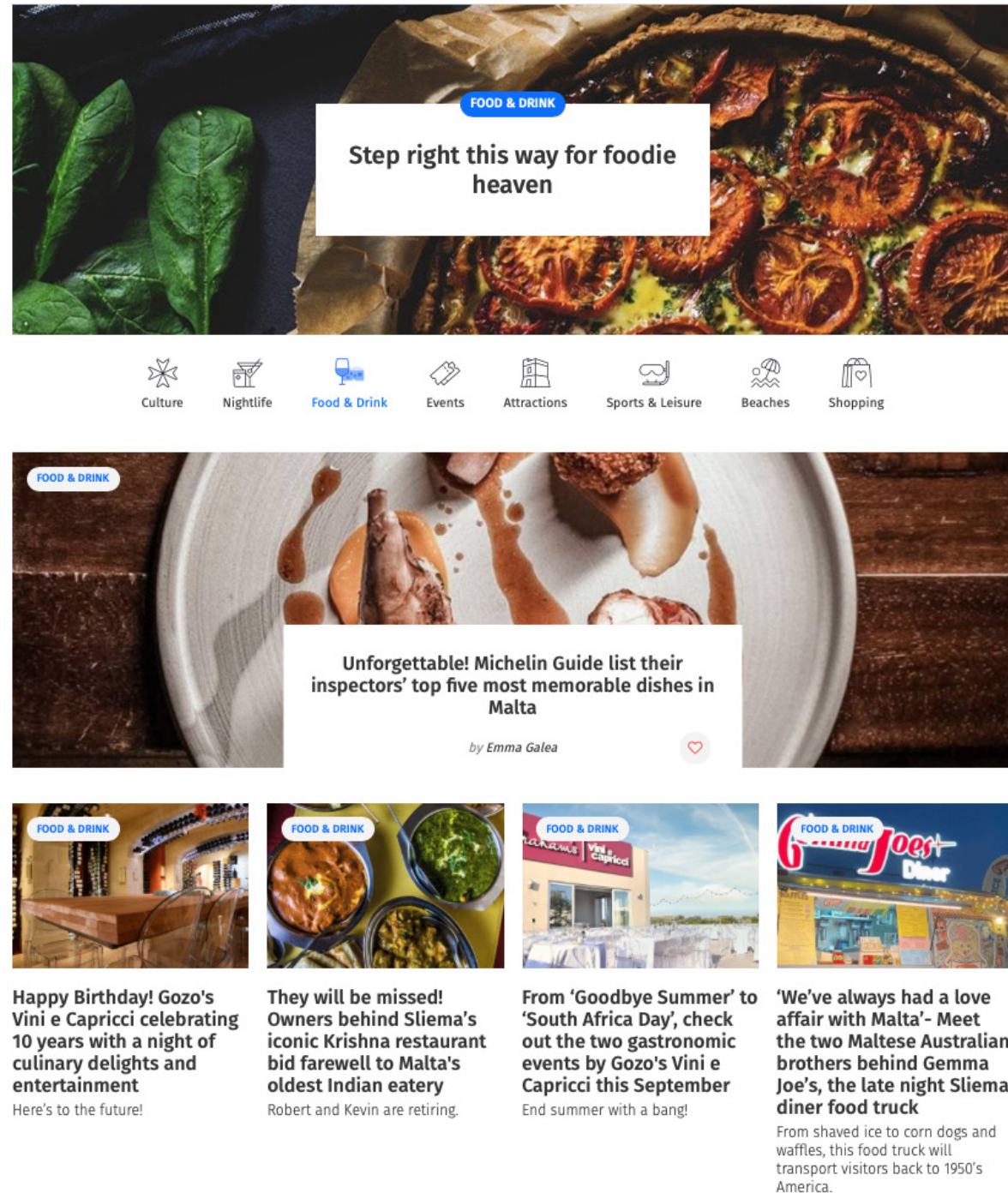
Strategic campaigns bring new audiences into the fold.

1.25% Referral

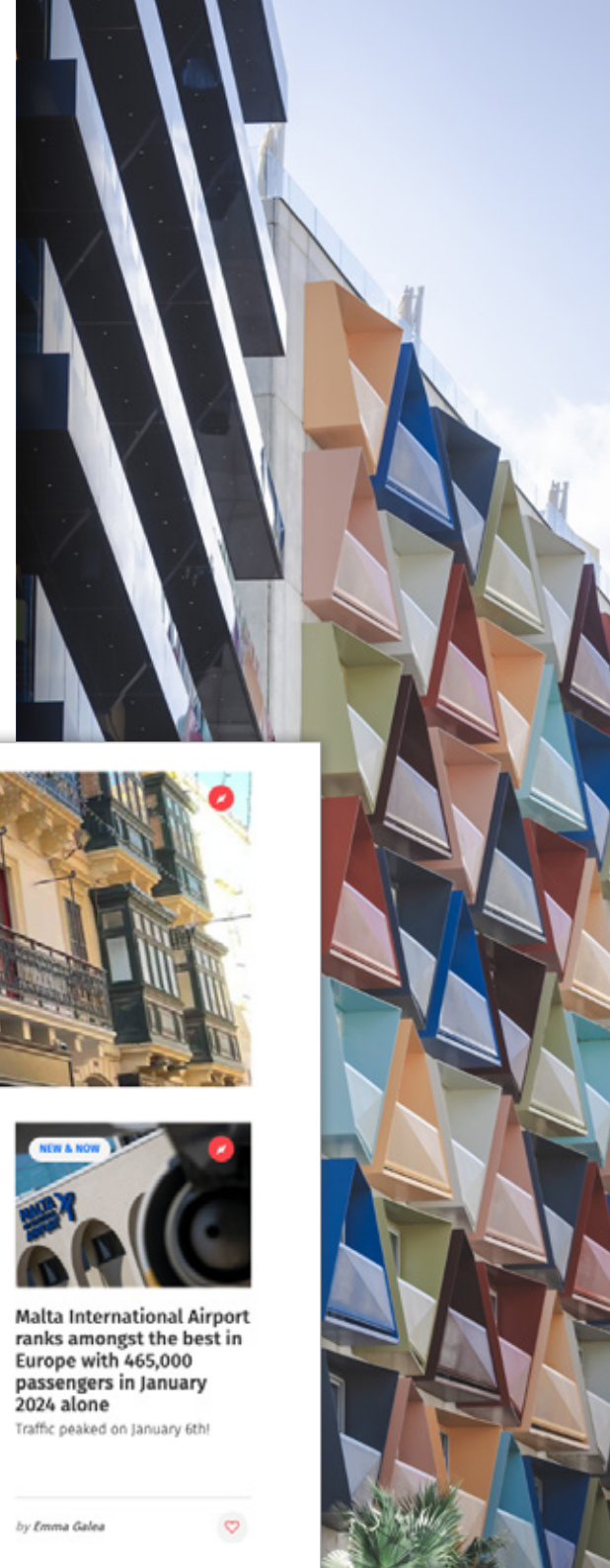
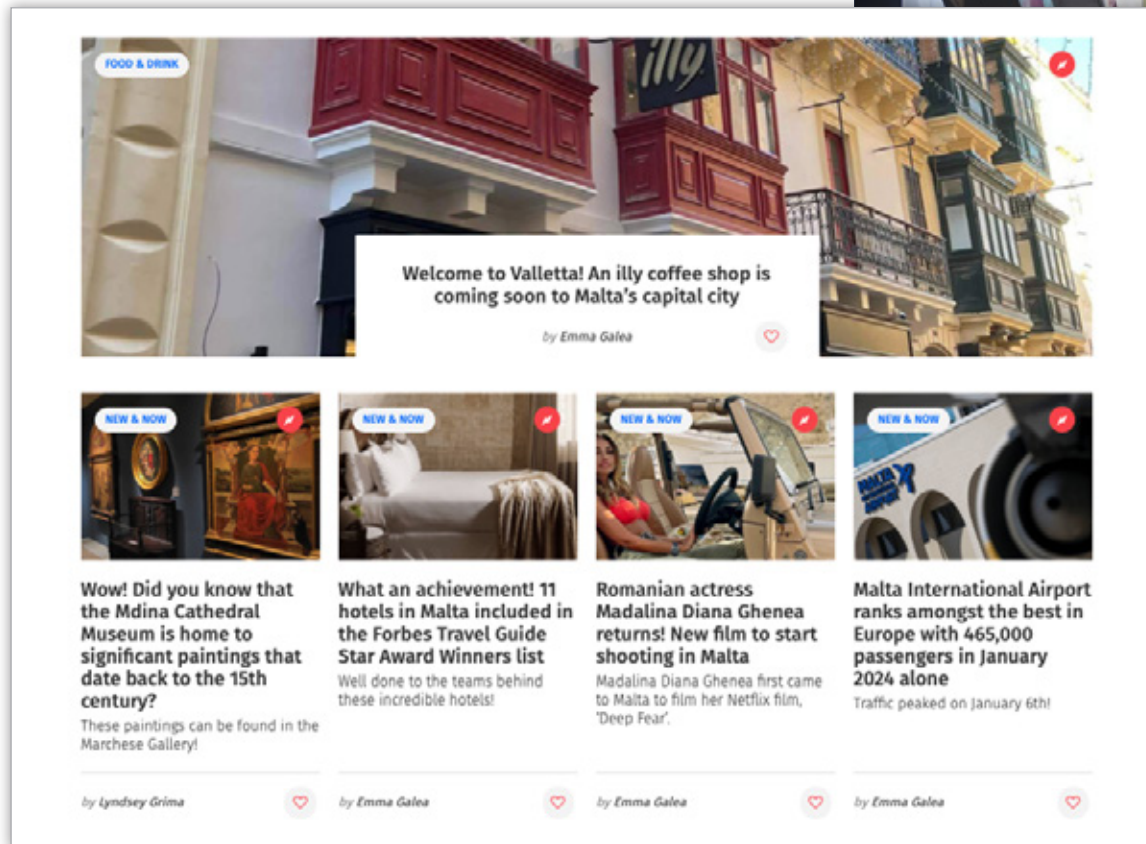
Recognised across the web as a credible authority.



GuideMeMalta.com takes pride in its 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.

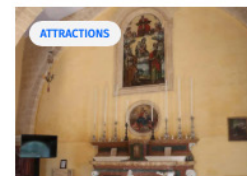
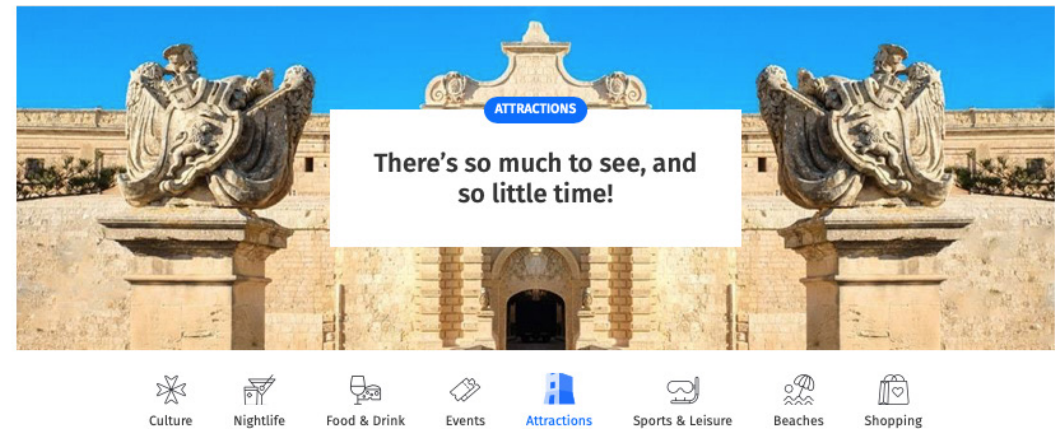


Our content is thoughtfully curated to serve a broad and diverse audience seeking trustworthy, well-researched information about Malta as a destination. We extensively cover various aspects, including events, what's happening in Malta, restaurant and food & drink updates, theatre, art, music, and an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

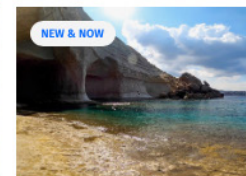




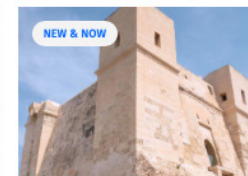
Our expanding audience, made up of tourists, business travellers, expats, and locals, is a testament to our ability to provide relatable content. We focus on delivering positive insights about Malta, avoiding hard news, politics, and mainstream coverage, which resonate with our diverse and growing readership.



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

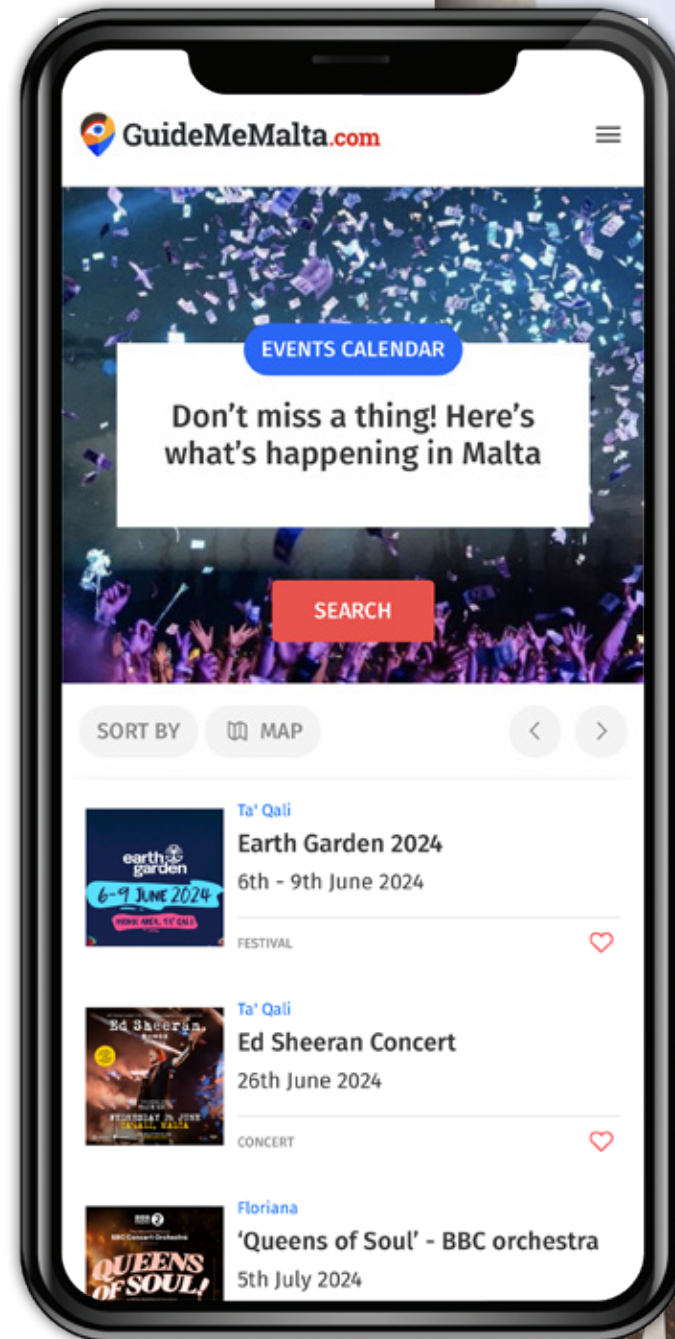
300

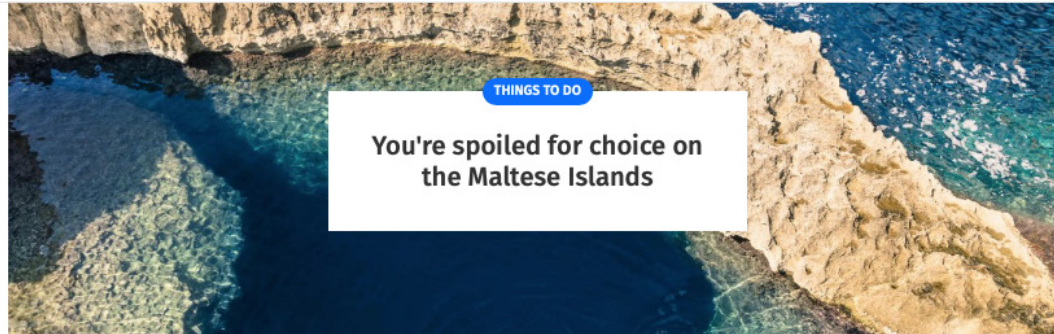
captivating attractions

A Restaurant Directory of more than

1000

spots to choose from





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



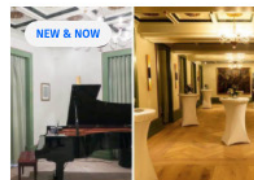
Did you know the British had once closed off Valletta's Piazza Regina for a British access-only orchard?

Different times.



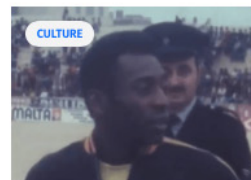
Living the sweet life! Sweet Tooth Festival returns to Gozo's Villa Rundle Gardens this November

Calling all sugar rush lovers!



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.



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:

Malta

58.79%

Our largest, most loyal base.

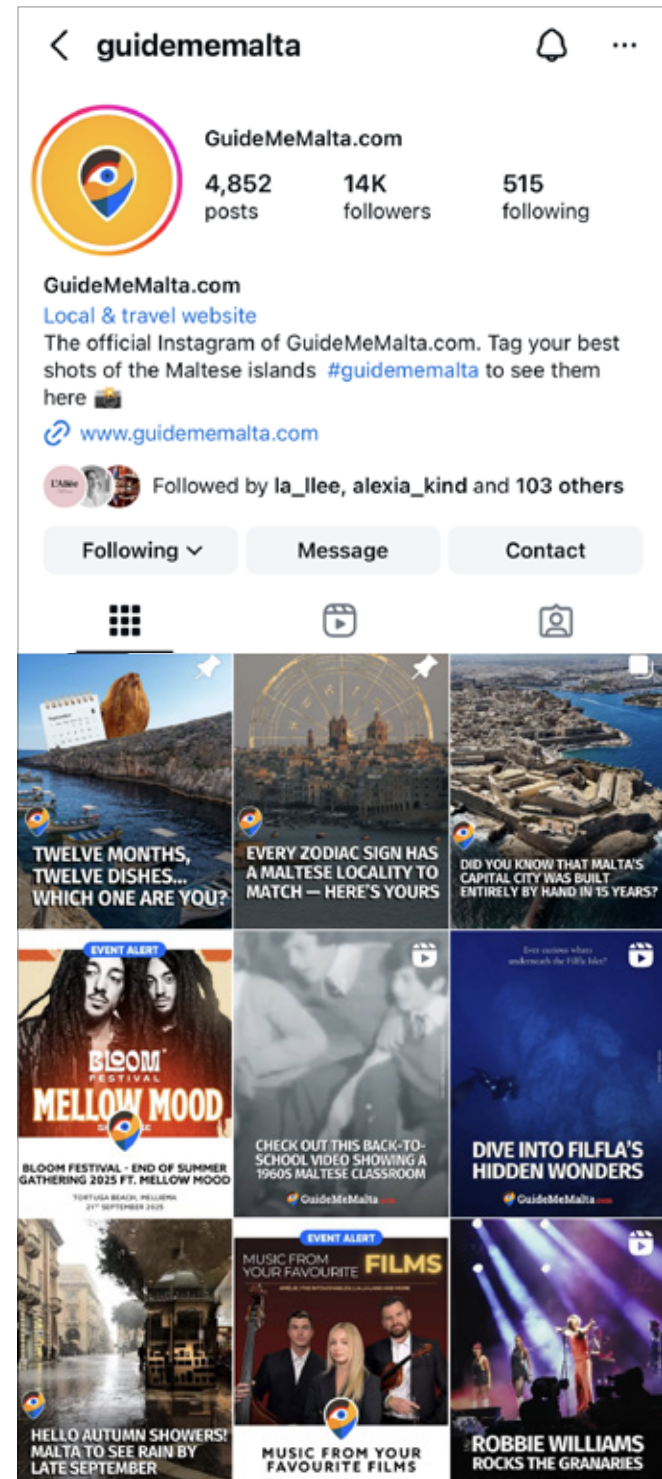
International

41.21%

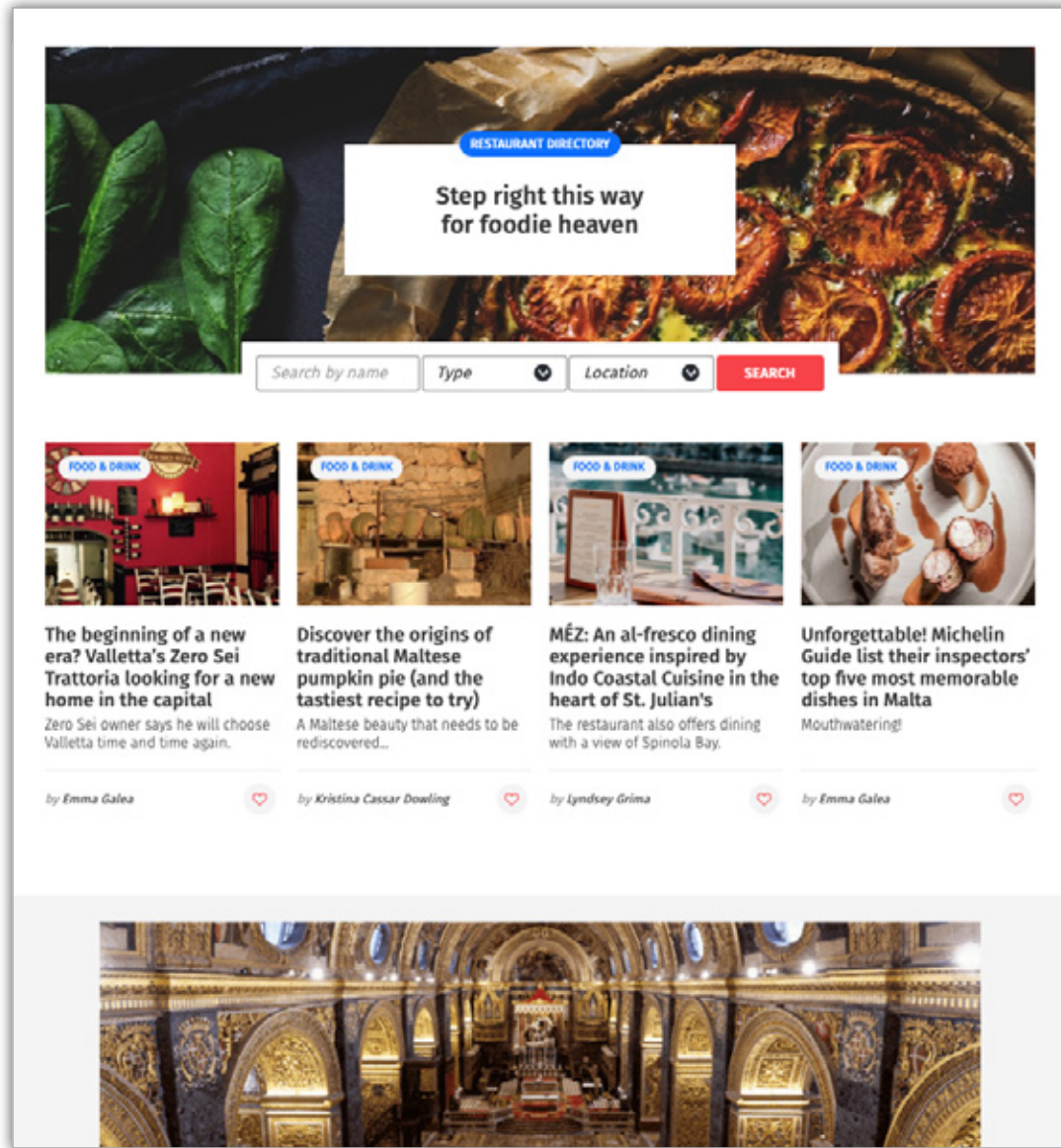
Strong in English-speaking markets like the UK, US, Australia, and Canada, along with audiences in Germany, Italy, Ireland, France, Sweden, and Poland.

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%

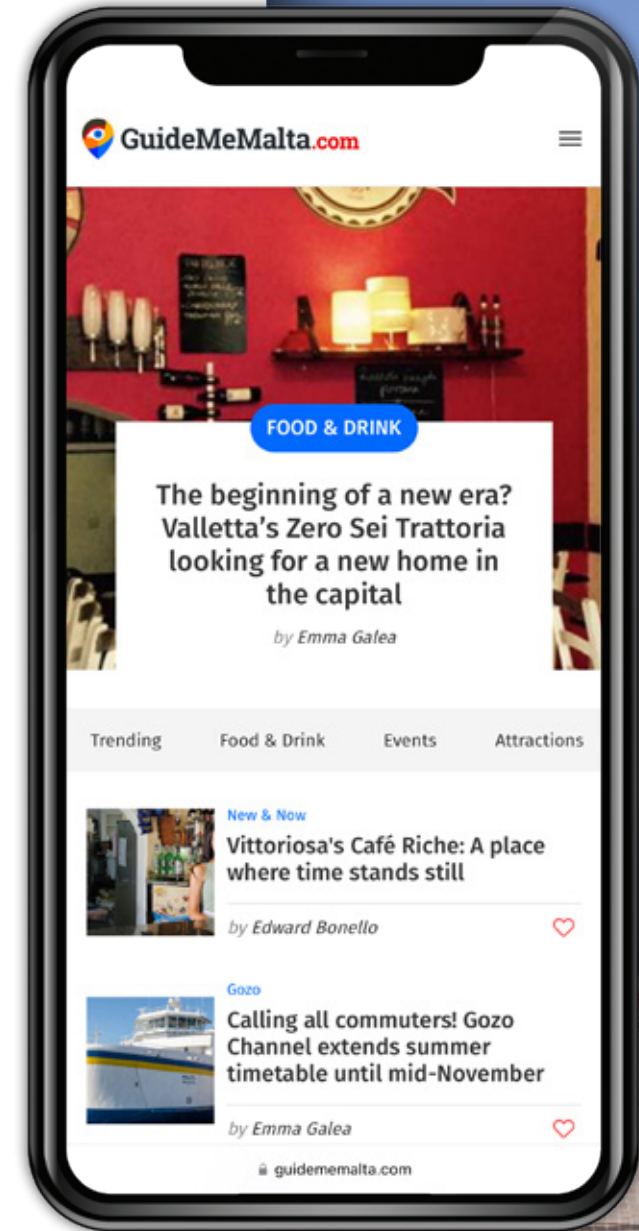
This diverse age range reflects the broad appeal of our content across various generations.

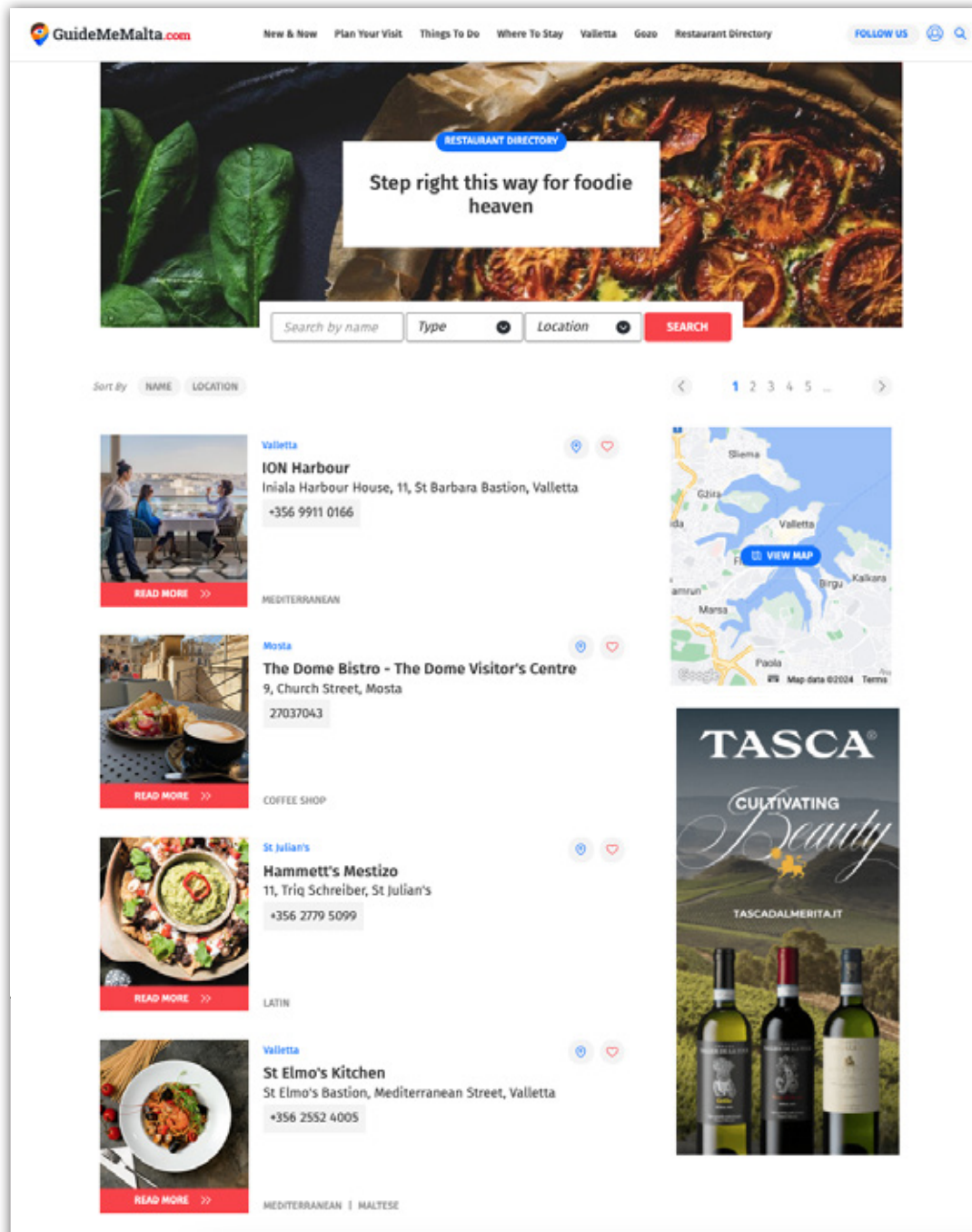
Equally significant is how our audience accesses the portal. Undoubtedly, mobile reigns supreme, and that's precisely why we go to great lengths to ensure that the mobile experience is nothing short of perfection.

Mobile:
80%
of the traffic

Desktop:
17%
of the traffic

Tablets:
3%
of the traffic





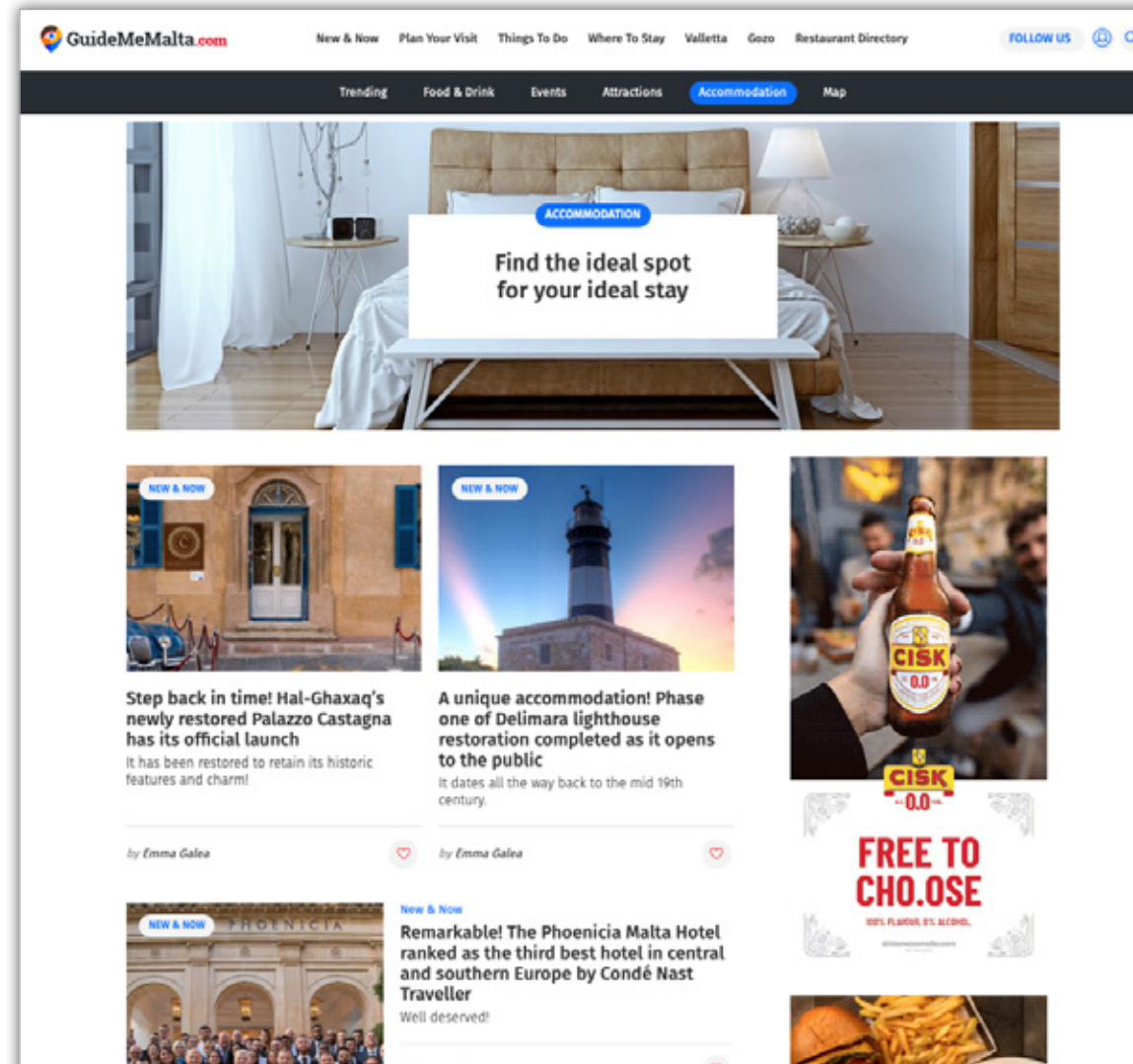
Unlock the potential for strategic digital campaigns on GuideMeMalta.com by leveraging a range of online banner sizes tailored to your unique needs. Our flexible offerings come with various penetration options to ensure your message reaches your target audience effectively. Additionally, we provide opportunities 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.

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.

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