

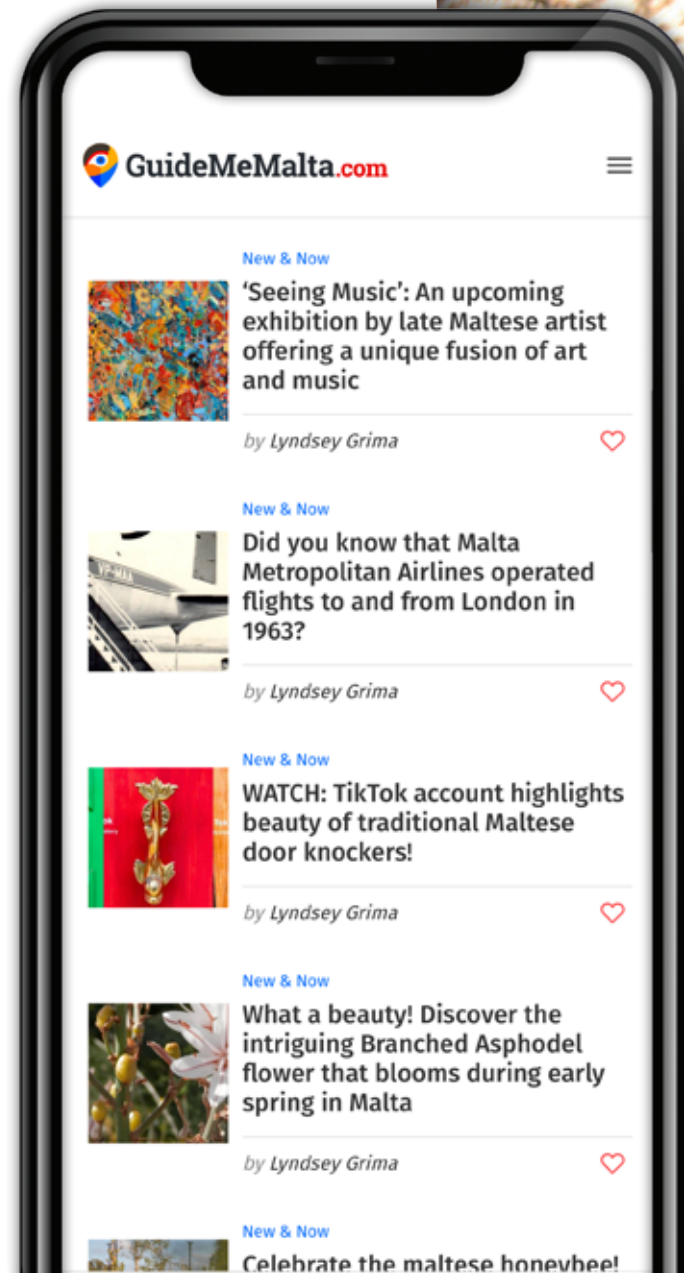


# Media Kit

A MEDIA BRAND BY  
**Content House**

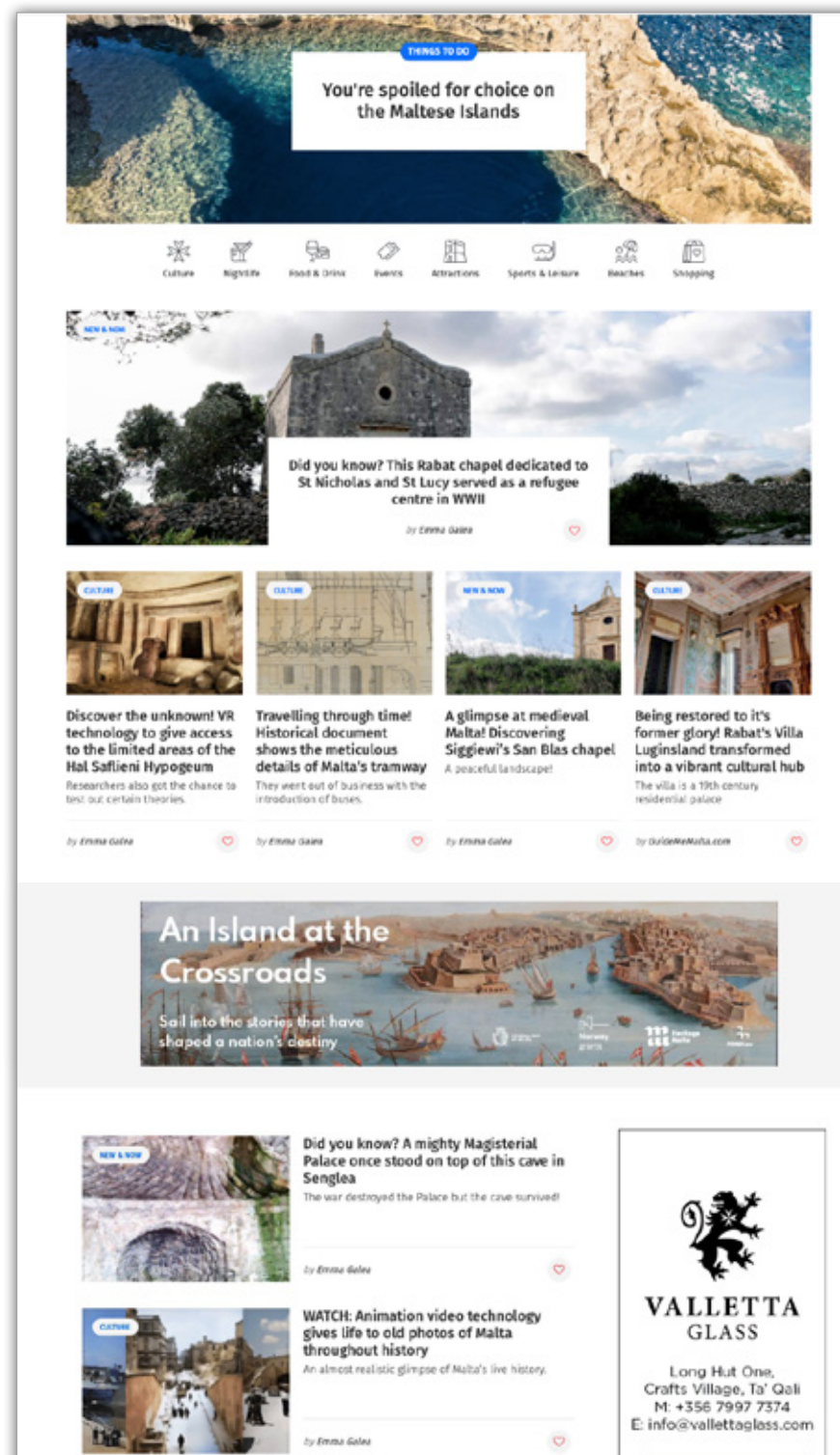
# Why GuideMeMalta.com is Malta's most popular travel and lifestyle portal

It is a trusted reference point on what's new and what's on in the Maltese Islands. It has cemented itself as a strong digital voice and platform, offering a very different read to everything else that's out there! The content is engaging, positive and apolitical.





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





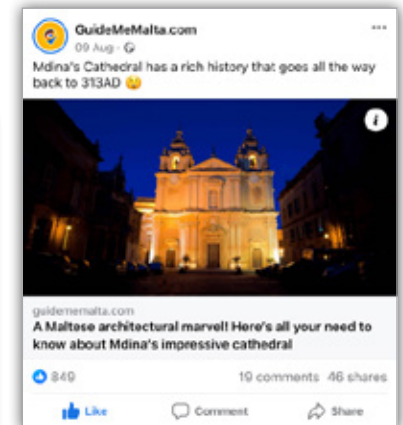
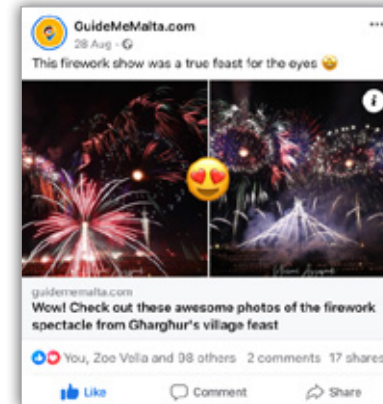
GuideMeMalta.com proudly maintains a strong and committed following, while consistently expanding its reach and engaging with a diverse audience that includes visitors, locals and the local expat community.

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

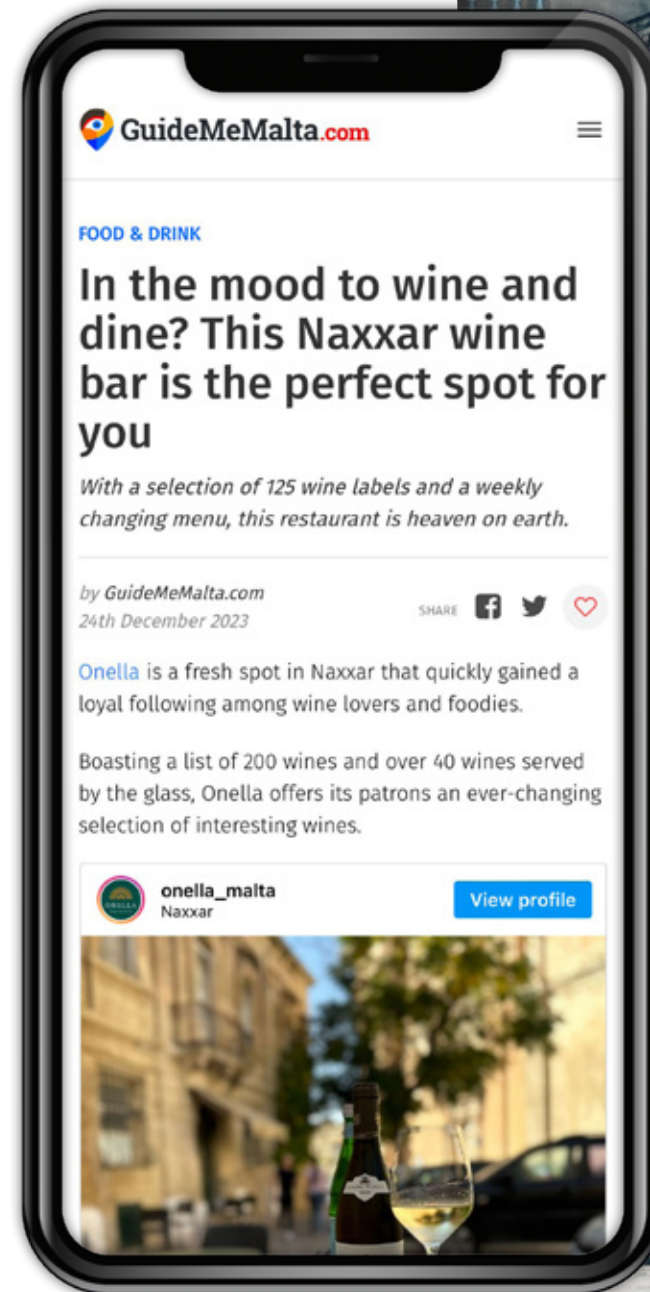
# 4.2 million views

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

# 50+ million annually!



Our dedicated team produces high-quality, regular and cutting-edge content on the daily, and we don't rely on sensational or negative news to get hits! Instead, we offer local insight into everything happening locally, from the news on everyone's lips, lifestyle and insider info to reviews and what's new on the islands, and from launches to top events. A new spot to check out? A cool gig coming up? You heard it here first, and you're welcome.





## Sponsored Content

**€1,200** (Includes journalist & photography fees)

Sponsored Content is considered one of the most effective tools of modern digital marketing. Through it, advertisers reach an audience in a seamless way and without disrupting the flow of content reaching the end-user. Sponsored Content is essentially online content that it is created for paid promotion, which doesn't use a traditional ad format such as a banner ad, but includes editorial content such as, in this case, a news story, an accommodation review or an events listing.

### The Process

The article will be written by one of our talented in-house journalists and then passed on to the client for approval. It is then in the hands of our digital marketing experts to make sure that the post stands out from the rest! Our team will use every trick up their sleeves to ensure that the article is seen by as many people as possible, including the running of a campaign on Facebook. Additional exposure will also be given through GuideMeMalta.com's Instagram page.

#### Attractions

### A Maltese architectural marvel! Here's all you need to know about Mdina's impressive cathedral

*A must visit while in Malta!*

by GuideMeMalta.com 16th August 2022

"Once safely on shore, we found out that the island was called Malta. The islanders treated us with unusual kindness. They built a fire and welcomed us all because it was raining and cold" - Acts of the Apostles Number 28 verses 1 and 2



According to tradition, the Mdina Cathedral was built on the Acropolis Citadel of the island, called Melita, where St. Paul converted to Publius, the Roman governor of Malta to Christianity. In fact, the Mdina Cathedral is dedicated to Saint Paul, the Patron of Malta following his providential shipwreck in 60AD.

The early Christians used rural and unnoticed caves to serve as churches and places of worship. However, after the year 313AD when Emperor Constantine the Great gave the freedom to practice Christianity, the site of the present Cathedral was adapted into a Roman church from the Roman Temple dedicated to Juno.

The Roman church remained there till the Byzantine period in Malta (870AD) but unfortunately documentations and evidence of a Byzantine Cathedral Basilica during the Arab occupation in Malta are completely lost.

The full Christian freedom, the re-Christianization of Malta, the definitive Norman reconquest in 1127 and the forced expulsion of the Muslims in 1249 by Frederick II, all led to the building of a new cathedral.

We are now able to understand how this medieval cathedral was laid out due to the planimetry exhibited inside the sacristy, which was similar to the one found in Cefalù Sicily.



The earthquake which struck Mdina on January 11, 1693 prompted the occasion to rebuild a new Cathedral. Built on a Latin-cross plan, the Mdina Cathedral embodies the architectural credentials of the prototypical early roman baroque church, which is based on *De Instructiones Fabricae et Supellectilis Ecclesiasticae*, published in 1577 by Saint Charles Borromeo. The Maltese architect Lorenzo Gafà took careful attention to calculate the space defined by using the roman academic distribution of enclosure planes. These are marked by their controlled gravity and solemnity, and by their careful balance of vertical and horizontal features which are epitomised in the monumental hemisphere of the dome.

#### Trending

Rainy days ahead! Isolated showers and thunderstorms set to hit Malta & Gozo later this week

Being restored to its former glory! Rabat's Villa Luginsland transformed into a vibrant cultural hub

Italy bound! ITA Airways launches new direct route connecting Malta to Milan Linate

What does typical March weather look like in Malta & Gozo?

Have you ever passed through the narrowest street in all of Gozo?



## Animated Advertising Banners

Here's your chance to showcase your business on this exciting, dynamic platform. In keeping with international trends, our banner sizes match those utilised by major international portals, and are enhanced to maximise exposure across all devices, including smartphones and tablets. Large banners make it easier for advertisers to get their message across – helping to get better results for you! These are the animated banner options we offer:

### Billboard Banners

Media Size: 970x250 pixels

1 month

€650

### Half-page Banners

Media Size: 300x600 pixels

1 month

€650

The above rates are based on 10% occupancy.

File format: JPG, PNG, GIF or animated GIF.

Max. Size 150KB (Billboard & Half-Page), 50KB (Rectangular).

Being a responsive site, advertisers will get full exposure on desktop, as well as on mobile and tablet devices.

We make sure your banner looks great across the board by replacing half-page banners and billboard banners with rectangular banners (300x250 pixels) on mobile and tablet. In this case, the two banner sizes (half-page & rectangular OR billboard & rectangular) will need to be sent prior to the commencement of the campaign.



Birgu

**Lauda Sion – A Candlelit Aquinas Concert**

7th March 2024

The Church of the Annunciation will be adorned with 750 candles!

Valletta

**Seeing Music Exhibition**

7th March - 11th April 2024

An exhibition by the late artist Frank Briffa

Valletta

**Her Say – Not Hearsay**

8th, 9th & 10th March 2024

A compelling theatre project exploring the lives of three diverse women

Mosta

**GUTZ**

8th & 9th March 2024

The first-ever classroom play!

CONCERT



EXHIBITION



THEATRE



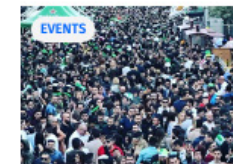
PLAY



[SEE ALL EVENTS](#)



Events Articles



**Marching into spring! Here are the events going down in Malta & Gozo this March**

There are so many exciting events to attend!

by Emma Galea



**A magical experience! Welcome the start of spring at the UNESCO site of Mnajdra**

The Spring Equinox at Mnajdra temples is truly a sight to behold.

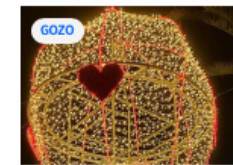
by Emma Galea



**Welcome to Malta! The world's first museum boat to dock in Valletta for The Art Explora Festival**

The festival will take place over the course of 10 days!

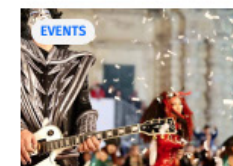
by Emma Galea



**Inhobbok! Check out this year's Valentine's Day programme of events in Gozo**

Love is in the air!

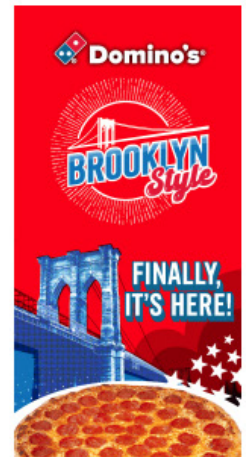
by Emma Galea



**An eventful weekend! Here are all the Carnival events happening around Malta & Gozo!**

Are you a fan of Carnival celebrations?

by Lindsey Grima





## Video Advertising

Increasingly in the world of advertising, video is being used to tell a brand or product's story. As a medium, video enables you to connect with your target audience on a deeper level, letting them know what you're all about. Want to promote your business using an eye catching video? We offer that too:

### Outstream Video Ads

Outstream Video Ads are undoubtedly the most innovative form of video advertising – a game changer in the digital world. So, what's so great about it? This video content is seamlessly integrated within desktop and mobile, and is non-intrusive to the user experience. A high-impact, engaging video, this ad features on all article pages and becomes visible as users scroll through.

**1 month                      €1,000**

The above rate is based on 10% occupancy

File format: .mp4

Max. Size 8MB

Ratio: 16:9

Dimension: 1280x720px

Video Duration: 15/30 sec

FPS: 24



[New & Now](#)
[Plan Your Visit](#)
[Things To Do](#)
[Where To Stay](#)
[Valletta](#)
[Gozo](#)
[Restaurant Directory](#)
[FOLLOW US](#)

### 7,000 years of history in 45 minutes!

*Immerse yourself in an audio-visual treat for the senses at the Malta Experience in Valletta*

by Edward Bonello · 15th December 2023

When Grand Master de Valette decided to build his administrative capital on what was then a barren hill, he probably had no idea it would become the unique, thriving city it is today. Certainly, he didn't foresee Malta becoming the touristic destination it is now – attracting upward of two million tourists yearly.



NEW STARBUCKS SIGNATURE CHOCOLATE

MAKE IT YOURS AT HOME

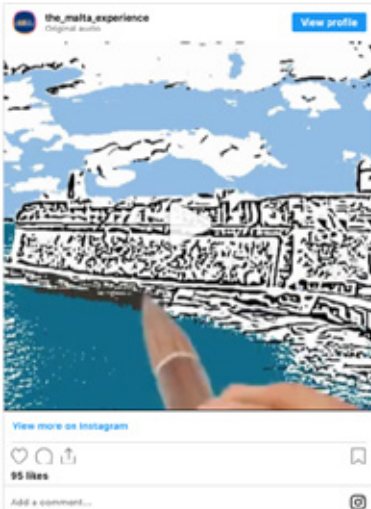
Learn More

AVAILABLE IN SUPERMARKETS AND GROCERIES

Who would have thought that de Valette, and so many other important characters from Malta's history would fascinate and intrigue, so many years into the future?

It is exactly what happens every hour, on the hour at the immensely popular [Malta Experience in Valletta](#), which has been entertaining and teaching tourists and locals alike, about Malta's fascinating history since the 80s.

"For us, Malta Experience is a way of showcasing, in an easy-to-consume format, all the detail and colour of our history. Through our audio-visual show, which is available in 17 different languages, our guests learn about 7,000 years of history of Malta, from the very early stone-age civilisations, right up to our current times," David Pace Lupi explains.



the\_malta\_experience

Original audio

View profile

View more on Instagram


95 likes

Add a comment...

In fact, Malta Experience takes audiences for a breath-taking ride across an unbelievable 7,000 years of history, from the temple-builders who built the oldest freestanding buildings in the world, followed by the master-seamen Phoenicians, the

#### Trending

- Rainy days ahead! Isolated showers and thunderstorms set to hit Malta & Gozo later this week
- Being restored to its former glory! Rabat's Villa Luginsland transformed into a vibrant cultural hub
- Italy bound! ITA Airways launches new direct route connecting Malta to Milan Linate
- What does typical March weather look like in Malta & Gozo?
- Have you ever passed through the narrowest street in all of Gozo?



TASCA

CULTIVATING Beauty

TASCAMALTA.IT



## Premium Restaurant Listing

**€750** (1 year)

GuideMeMalta.com features a cool and interactive restaurant section which includes hundreds of restaurants, bistros, cafés and bars across Malta & Gozo. What makes our Premium Listings unique?

**You can specifically target your clientele: A Premium Listing means we can help you target your audience by highlighting important aspects of your offering.**

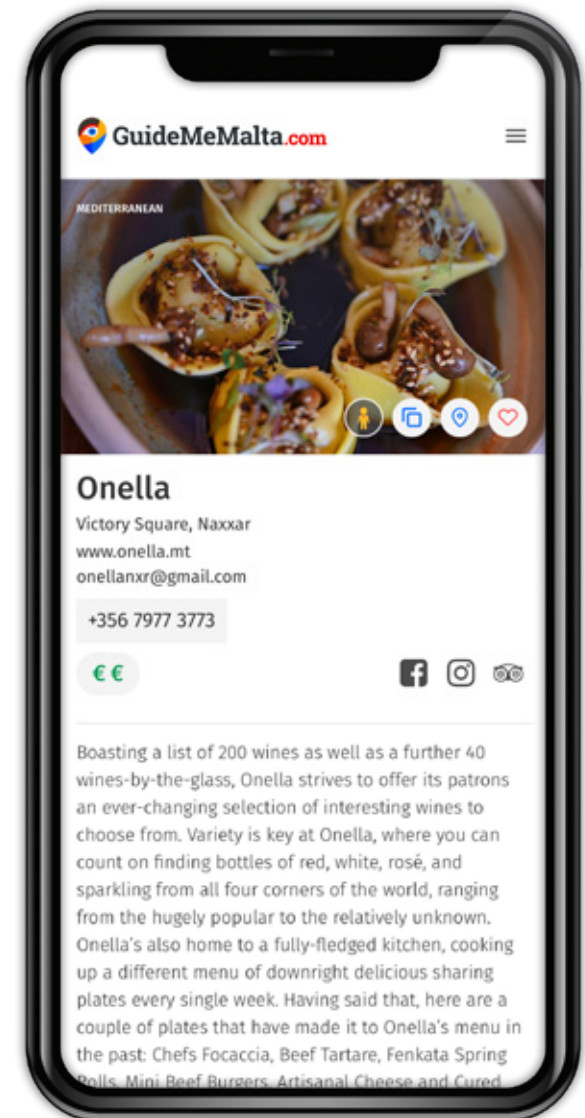
For instance, if you offer Gluten Free, Vegetarian Friendly or Vegan options, with a Premium Listing you can be singled out amongst the restaurants that offer such options. The same would apply if your outlet is 'pet-friendly' or when it comes to 'payment methods'.

### **Detailed Listing – social media and SEO optimised:**

Each Premium Listing includes a detailed description that is edited and enhanced by our online content and SEO specialists. The description of your outlet can be up to 250 words.

### **Premium Listings are storified, posted on our socials and boosted!**

In reality you're getting much more than a listing – each Premium Listing is exclusively storified by our online writers, while our social media specialists will post it on our socials and each story is boosted!



## A Premium Listing – the full package at a glance:

- Name of Business
- Images
- Cuisine
- Full Address
- Contact Number  
(includes Call Now function)
- Email Address
- Link to Website
- Links to Social Media Platforms – Facebook, X, Instagram & TripAdvisor
- Map with Location Pinned
- Opening Hours
- Meal Type: E.g. Lunch, Dinner & Late Night
- Take Out or Delivery Option
- Price Range
- Payment Methods
- Outdoor Seating
- Family Friendly – Highchairs Available
- Pet Friendly
- Wheelchair Accessible
- Serves Alcohol
- Free Wi-Fi
- Gluten Free, Vegetarian Friendly or Vegan Options
- Best for: E.g. Business Meetings, Families with Children, Special Occasions, etc
- Trip Advisor Rating
- Restaurant description edited and enhanced by in-house journalist – 250 words
- Storification of the description will be posted on our socials and boosted

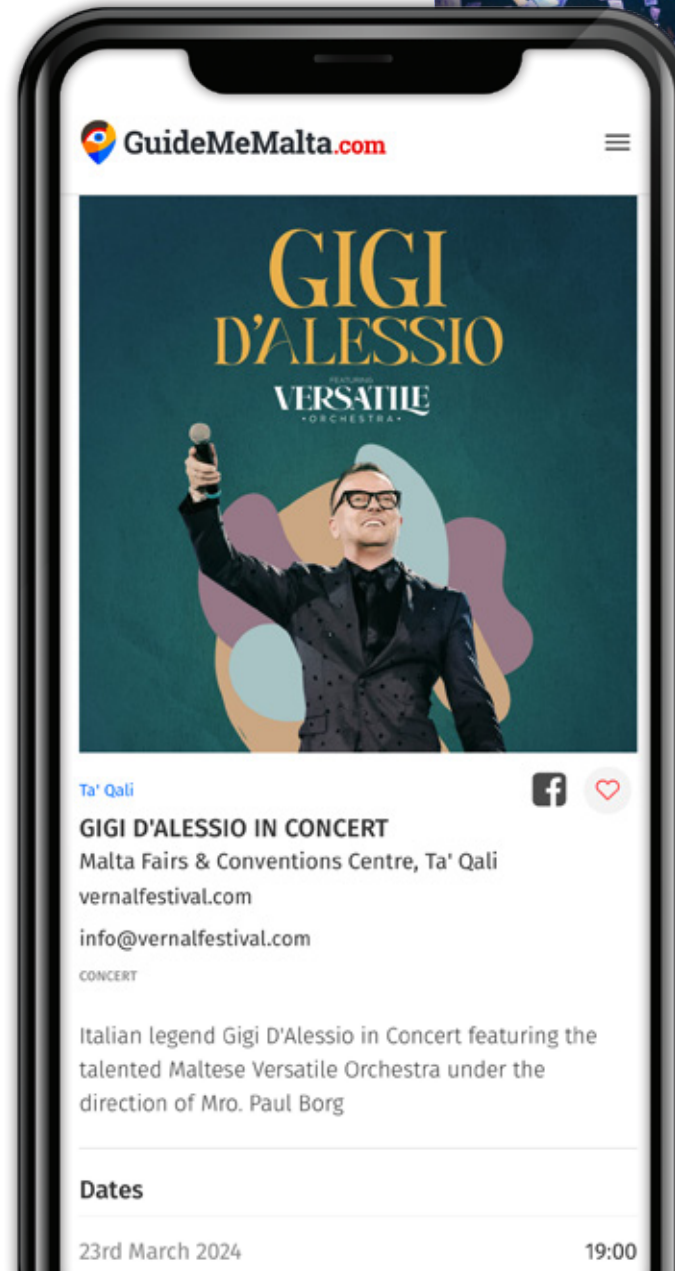


## Premium Events Listing

**€750** (1 month) **@ 100% occupancy**

One of the many strengths of GuideMeMalta.com is that it allows clients to target their audience through an endless list of possibilities within the site. One effective section within the portal is Events Listings, which provides a one-stop calendar outlining the events unfolding in Malta & Gozo. And what is more attractive is that the Premium Events Listings section allows clients to customise their listing to enhance the effectiveness and reach.

A Premium Listing will give you exposure on our homepage through a large image, featuring the name of your event, location, date and a link to your website or Facebook page. It will also be included within the Events page – to ensure enhanced visibility.





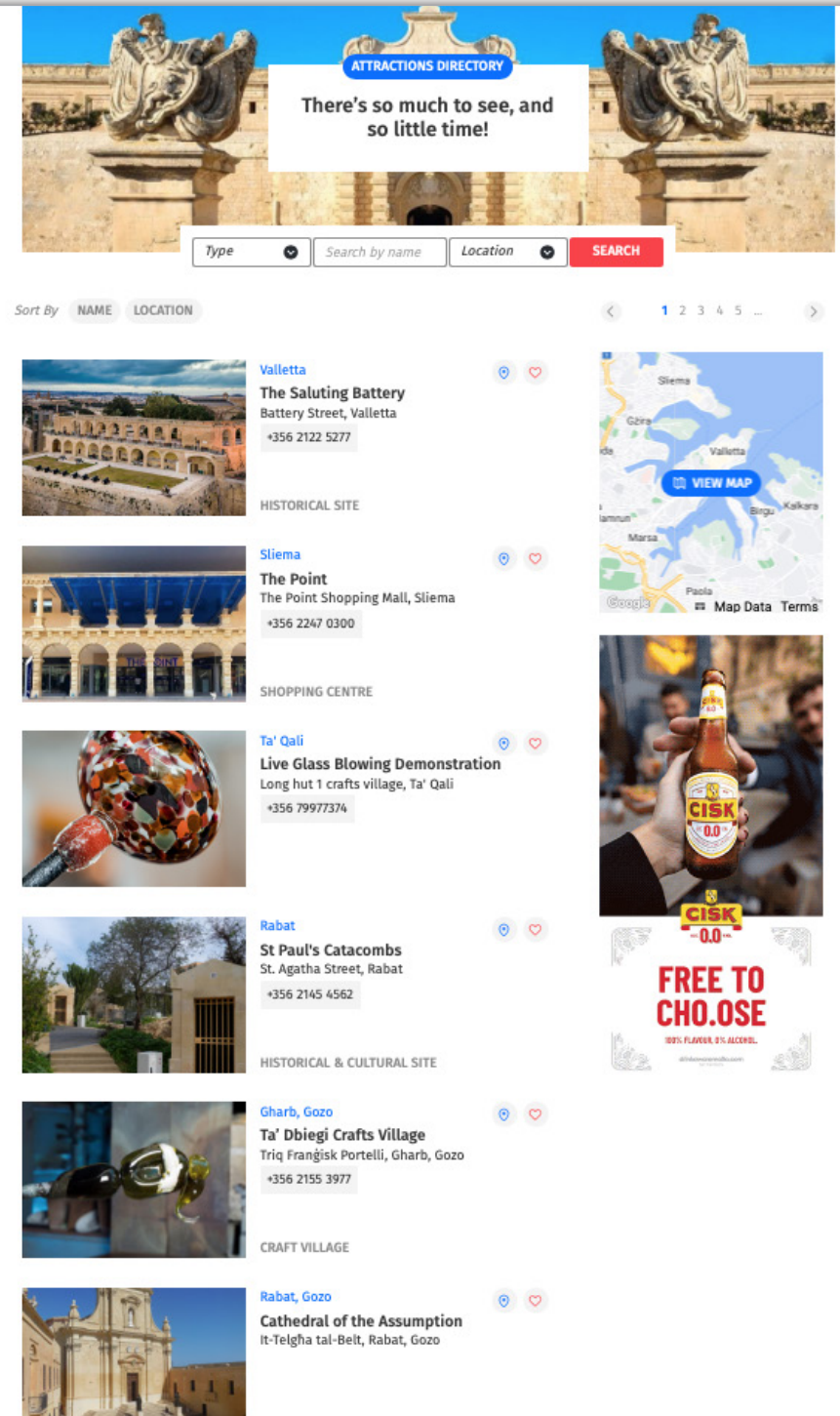
## Attractions

**€750** (1 month) **@ 100% occupancy**

The Attractions section forms an integral part of GuideMeMalta.com, and we're proud that it is considered as the strongest on the local scene! Purchasing a clickable online tile featuring an image and the name of your attraction will grant your attraction exposure on our homepage, while directing users to an info page on the portal including:

- Name of Attraction
- 1 Image
- 50-word description edited and enhanced by in-house journalist
- Link to website
- Link to Social Media Platforms – Facebook, Instagram & TikTok
- Address
- Contact Number

It is worth noting that the same tile will also be found within the Attractions page on the portal.

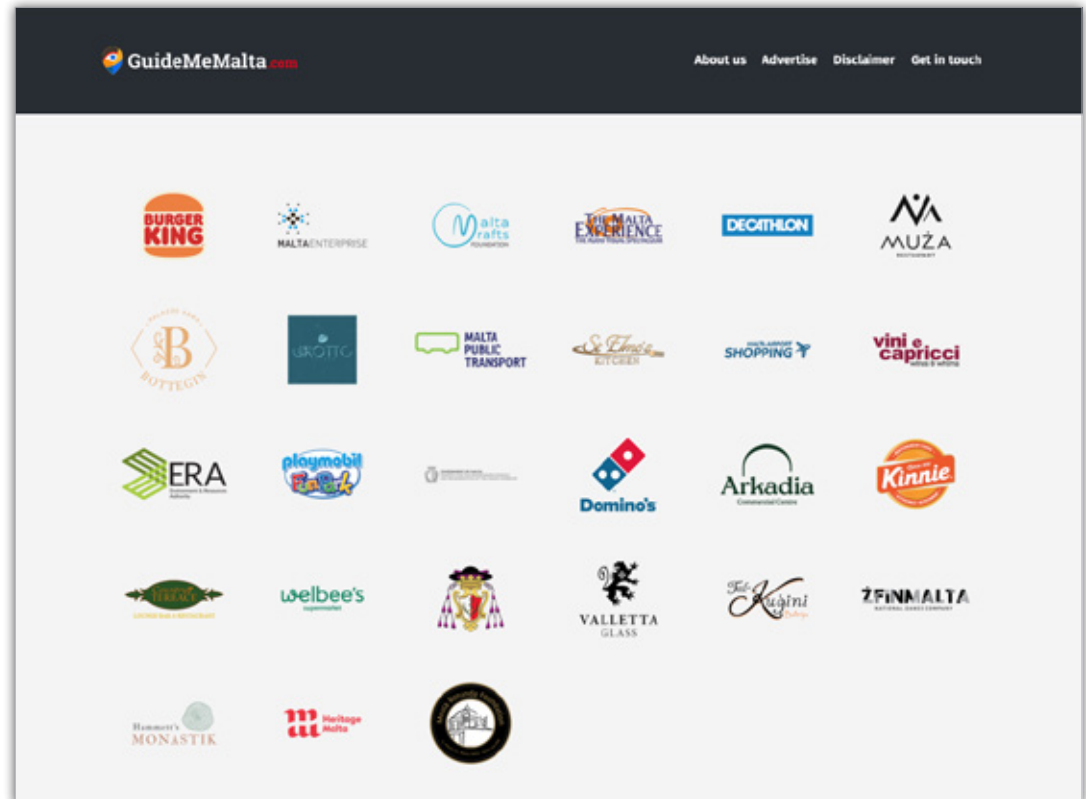


## Official Partner Status

€10,000

You want your brand to stand out with the right crowd; we can make that happen. With an 'Official Partner' package you will gain access to the strong and diversified audience of GuideMeMalta.com whenever you need it! Through this 12-month partnership, your brand can count on our support on demand. If you have the strategic objective of targeting discerning locals, expats and visitors (be they tourists or business travellers), investing in this package will yield you excellent ROI!

So if you have launched a new product, have a major announcement to make or simply want to promote your amazing service, event, restaurant or attraction you can count on us – you will be able to rely on our editorial team and digital marketing know-how to ensure that your sponsored articles are posted in a timely manner and will get wide exposure, not only on the portal per se, but on our popular Facebook page too.

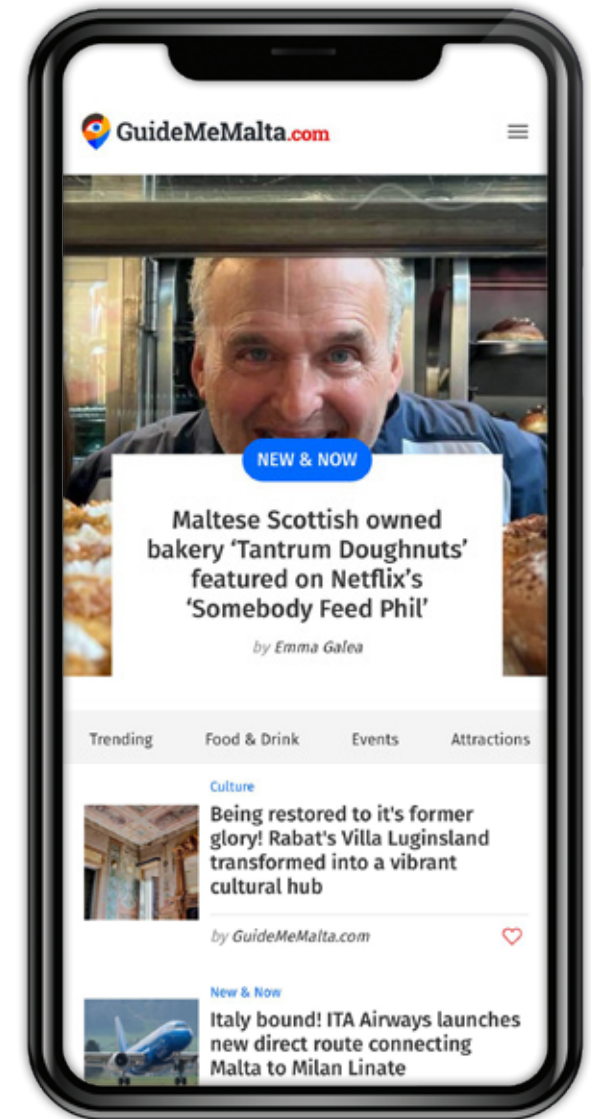


Gaining the status of an 'Official Partner' of GuideMeMalta.com is indeed prestigious and ensures your brand gains exposure with hundreds of thousands of people. But besides gaining a voice and prestige, an organisation that becomes an official partner of GuideMeMalta.com will also benefit from the following:

**AN ANIMATED ONLINE ADVERTISING BANNER AT 10% OCCUPANCY FOR 12 MONTHS** on the homepage as well as in the articles section, which can be changed throughout the year as you please. With the 'Official Partner' status you also gain flexibility, so if you would not like your online banner to be published on certain months but want to run 2 consecutive banners on other months, the Official Partnership programme is flexible enough to accommodate a bespoke approach that's tailored to your needs.

**SPONSORED CONTENT ARTICLES PUBLISHED ON THE PORTAL ON DEMAND.** Content is key. It ensures that your product and brand get the acknowledgement and audience they deserve. It ensures that the message you want to convey is explained loud and clear. So whenever you have brand or commercial news, or a message to communicate to the hundreds of thousands of GuideMeMalta.com users, you can make use of our portal and our popular socials to reach out – the relationship at this level caters for a bespoke approach, tailored to your requirements.

**YOUR LOGO WILL FEATURE WITHIN A FOOTER ON EACH AND EVERY PAGE OF THE SITE, INCLUDING ARTICLES AND OUR HOMEPAGE.** Your logo will also be clickable and will lead to any URL of your choice, whether it's your website or Facebook page, etc.







### Terms & Conditions

- Advertising and Production Rates are exclusive of VAT
- Advertising Rates exclude artwork production
- Artwork Creation: €150 – Artwork Resizing: €50
- A fee of 40% 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.
- Artworks must be sent to our offices five working days before the commencement of the campaign. If the material is sent any later, the advertising campaign cannot be extended beyond the agreed dates of the booking order.
- Invoices will be issued upon confirmation of booking. Terms of payment – 30 days from date of invoice.

For more information contact the Advertising Sales Department at Content House on **2132 0713** or send an email to **[info@guidememalta.com](mailto:info@guidememalta.com)**

**Content House**

