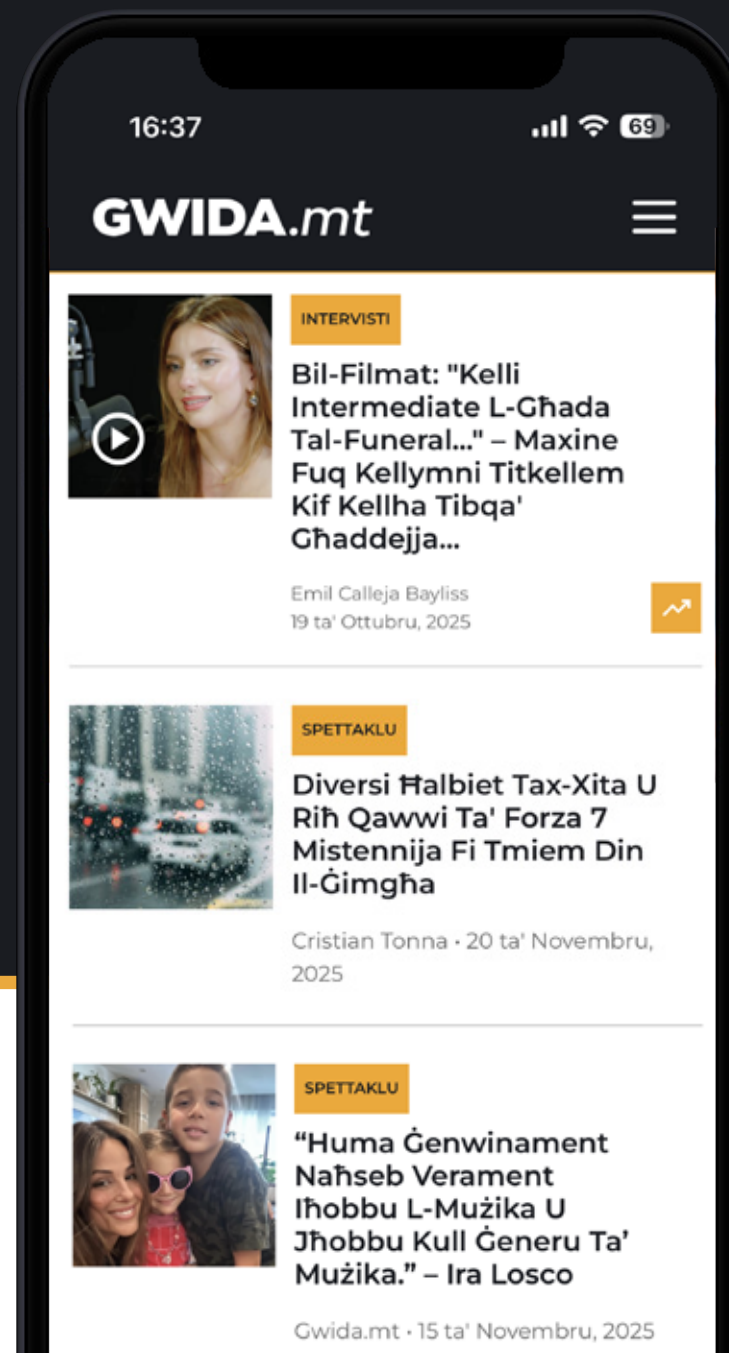


GWIDA.*mt*

Media Kit

A MEDIA BRAND BY
Content House



With a brand legacy spanning more than 60 years, **GWIDA.mt** stands as Malta's strongest online portal, delivering unmatched reach and influence.

120,000+

social media followers

29.3 million

monthly views on the portal and its socials

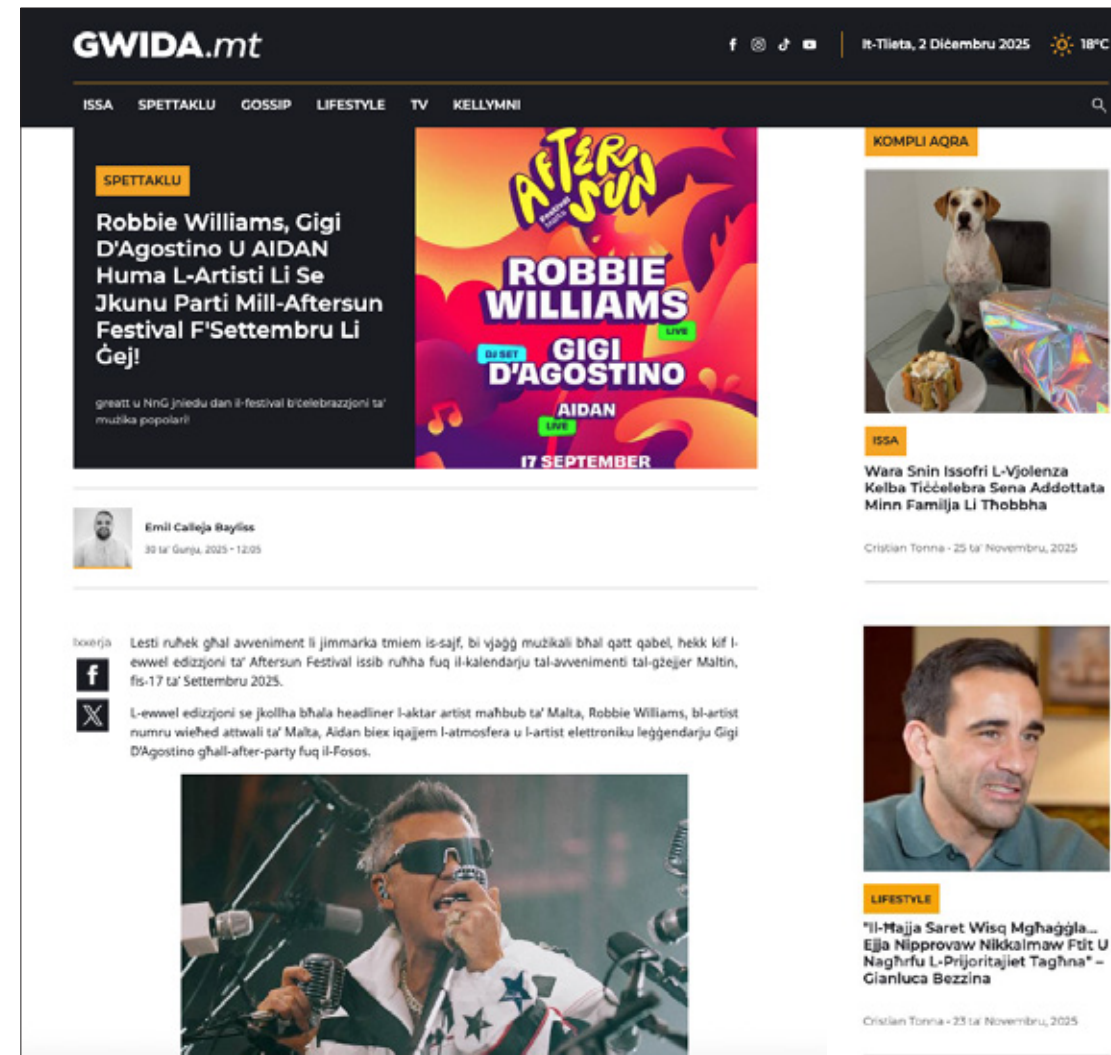
That's over

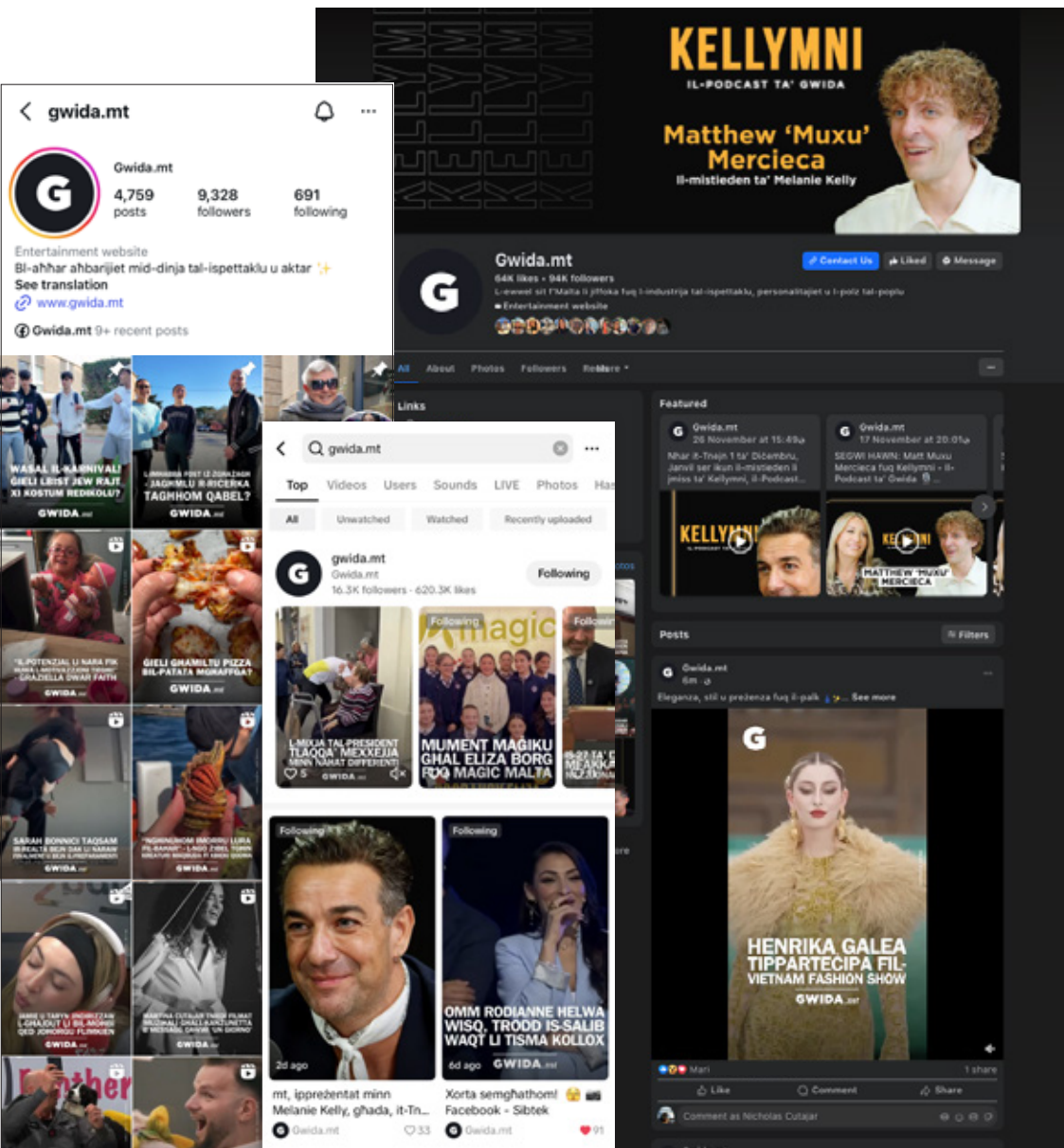
351 million

views annually

200,000+ views

per Kellymni episode





GWIDA.mt is a social media powerhouse, driven by daily cutting-edge content, a dedicated team of writers, a solid social media strategy, and consistent video content.

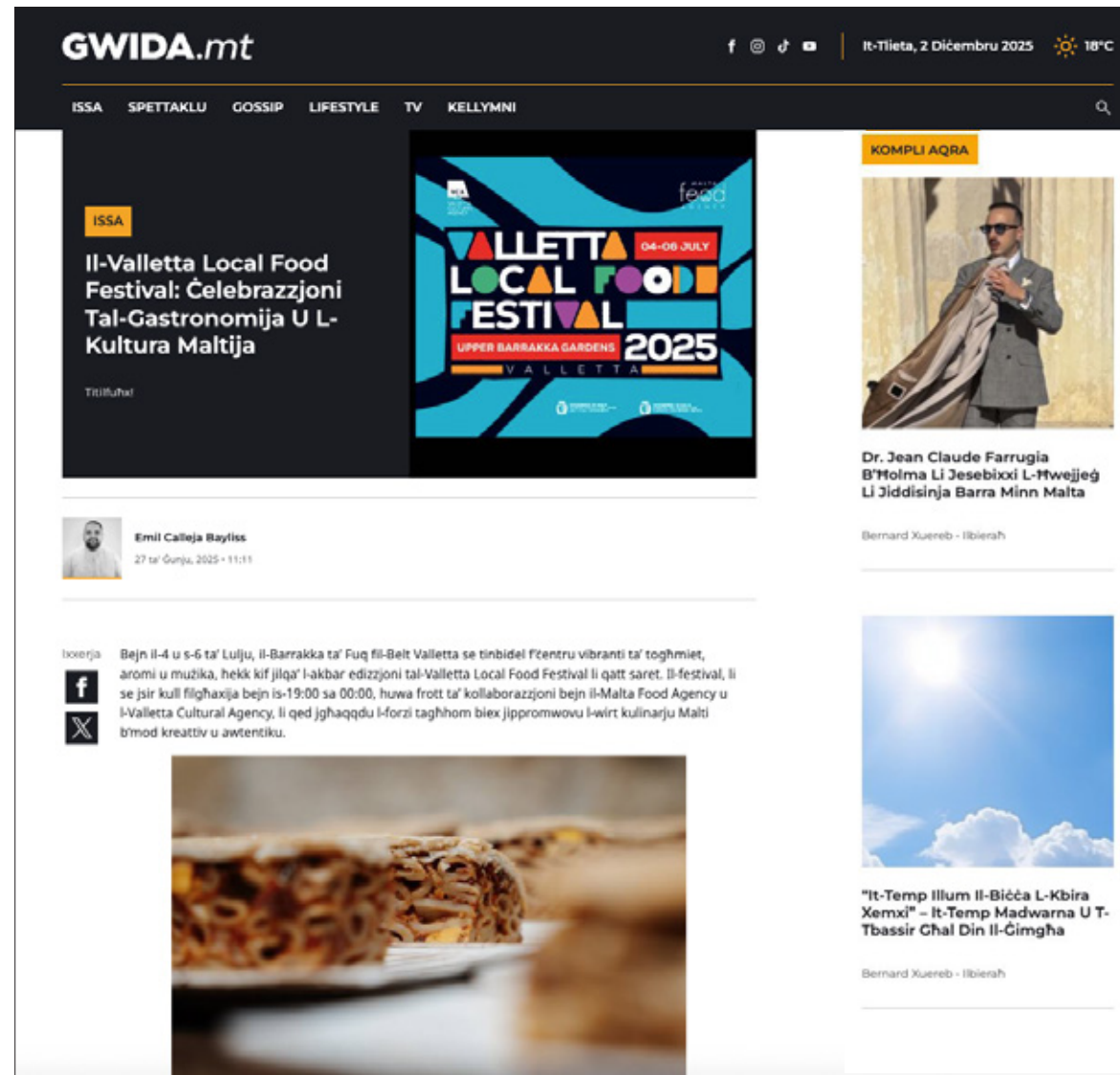
Our success is evident: Facebook algorithms consistently favour our content, resulting in outstanding engagement. Meanwhile, our rapidly growing Instagram and TikTok platforms continue to excel.

With social media driving traffic to our portals, clients experience remarkable performance with their online banners, video ads, and sponsored content. Additionally, client reels on our socials are guaranteed to reach large audiences.

What Sets GWIDA.mt Apart?

While most major portals in Malta focus on hard news — primarily politics and negative stories — **GWIDA.mt** takes a different approach. We deliver a refreshing daily dose of unique content, covering stories from social media, community news, gossip, and entertainment.

By offering content with a difference, entirely in Maltese, **GWIDA.mt** has carved out its own space, standing out as a distinctive and engaging platform that resonates with readers across the country.





SPETTAKLU

Tinxagħal Is-Sigra Tal-Millied Fil-Belt Valletta Ftit Minuti Ilu

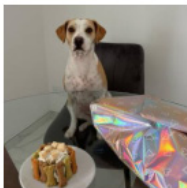
Cristian Tonina · 25 ta' Novembru, 2025



SPETTAKLU

"Meta Jkun Hemm Bżonn L-Għajnuna Tagħna, Nintervjenu Bla Telf Ta' Min" – Il-Banana Ta' MasterChef Malta

Cristian Tonina · 25 ta' Novembru, 2025



SPETTAKLU

Wara Snin Issofri L-Vjolenza Kelba Tiċċelebra Sena Addottata Minn Familja Li Thobbha

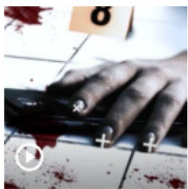
Cristian Tonina · 25 ta' Novembru, 2025



ISSA

Il-Bum Tiċċelebra Chelug Sninha Claire McCartin – Il-Karriera U Għaliema Tal-Vuċi Professionali

Eileen Cumbo Salento · Il-Bieraħ



SPETTAKLU

Bil-Film: 112 Jew 119? – Fejn Irrid Incempel?

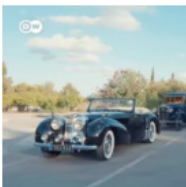
Kyle Zarb · 25 ta' Novembru, 2025



SPETTAKLU

Konkluz B'Mod Definitiv Ix-Xiri Tas-Sede Tal-Banda Madonna Ta' Pompei Marsaxlokk AD 1990

Kyle Zarb · 25 ta' Novembru, 2025



SPETTAKLU

DW REV Tesplora S-Seher Tal-Karozzi Klassiċi Maltin

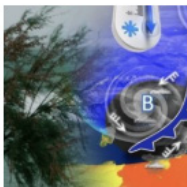
eileen.cumbo.95 · 25 ta' Novembru, 2025



SPETTAKLU

RTK103 Tniedi Maratona Ta' 60 Siegħa B'Appoġġ Għad-Dar Tal-Providenza

eileen.cumbo.95 · 25 ta' Novembru, 2025



SPETTAKLU

Twissijiet Ta' Rih Qawwi U Temp Frisk Fuq Il-Gżejjer Maltin

eileen.cumbo.95 · 25 ta' Novembru, 2025

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. Large banners make it easier for advertisers to get their message across – helping to deliver better results! These are the animated banner options we offer:

Billboard Banners

Media Size: 970x250 pixels
1 month **€700**

Half-Page Banners

Media Size: 300x600 pixels
1 month **€700**

These rates are based on 10% occupancy.

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

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

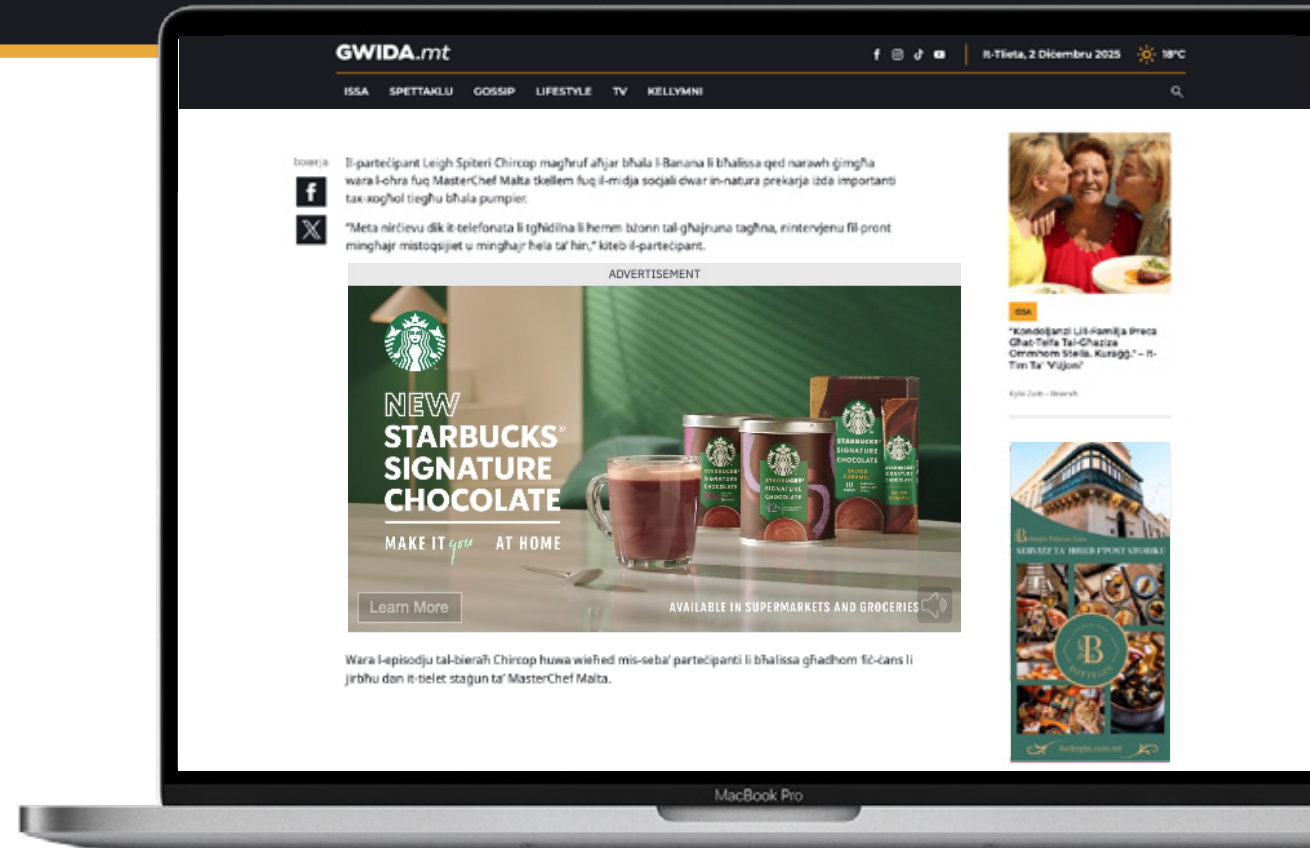
Being a responsive site, advertisers will get full exposure on desktop, as well as on mobile and tablet devices. We make sure your banner looks great across the board by replacing half-page banners and billboard banners with rectangular banners (300x250 pixels) on mobile and tablet. In this case, the two banner sizes (half-page & rectangular OR billboard & rectangular) will need to be sent prior to the commencement of the campaign.

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

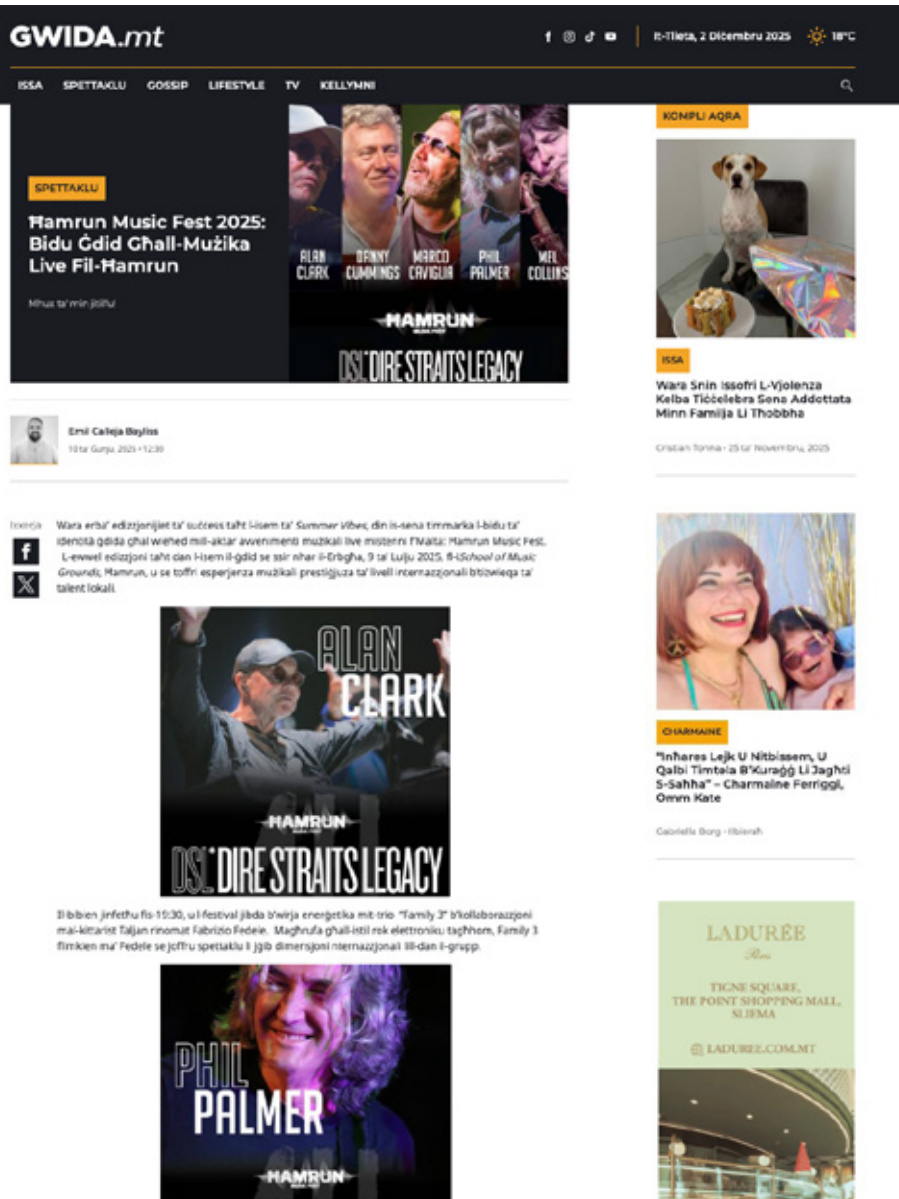
Max. Size 8MB

Ratio: 16:9

Dimension: 1280x720px

Video Duration: 15/30 sec

FPS: 24



Sponsored Content

Sponsored content is considered one of the most effective forms of modern digital marketing. Through such strategic content, advertisers are reaching a wide audience in a seamless way and without disrupting the flow of content reaching the end-user. Sponsored content is essentially online content that is created for paid promotion, which doesn't use a traditional ad format such as a banner ad, but includes editorial content that can take the shape or form of organic content.

€1,200 (includes journalist and photographer fees)

The Process

One of our talented in-house journalists will get in touch to prepare content that will ensure that your company, product or service stands out, while our digital marketing experts will make sure that the article is viewed by as many people as possible, including via the running of a digital marketing campaign on Facebook.

The fee is all-inclusive and covers all the different elements of the job from content writing to digital marketing.

Official Partner Status

€10,000

You want your brand to stand out, and we're here to make it happen. With 'Official Partner' status, you'll gain exclusive access to **GWIDA.mt** whenever you need it. This 12-month collaboration ensures your brand has our full support for key moments—whether you're launching a new product, making a major announcement, or promoting your exceptional services.

Our experienced editorial team and digital marketing specialists will ensure your content is published promptly and reaches a wide audience. Beyond **GWIDA.mt**, your content will also gain exposure on our highly engaged Facebook page, as well as our growing Instagram and TikTok channels, maximising your brand's visibility across platforms.

GWIDA.mt
f @ 📺 📺

It-Tlieta, 2 Diċembru 2025
18°C

ISSA
SPETTAKLU
GOSSIP
LIFESTYLE
TV
KELLYMNI

STEJĠER OMRA

RENZO
ELIMINATED

TV

"Anke Bl-Immunity Pin', Għażel Li Jlehu Pass Lura U Jiffaccja L-Eliminazzjoni." – Renzo Eliminat Minn MasterChef Malta

Kyle Zarb - Itberah

GOSSIP

"Se Jkollna Tifel! Ninsabu Fis-Seba' Sema Bil-Ferh... Entuzjasti Mafna Biex Niltaqghu Miegħu" – DJ Brooke

Cristian Tonna - 10 ta' Novembru, 2025

LIFESTYLE

"Għaruli €1,500 Biex Inkun Nista' Nagħmel It-Terapija... Grazzi Minn Qiegħ Qalbil" – Iċ-Ċekjuna Kate

Cristian Tonna - 11 ta' Novembru, 2025

SKODA | 130

BE MORE ELROQ

From €25,900
including Govt Grant and Scrap Scheme

Continental Cars Ltd.

ISSA

Open Day F'Dar Il-Mediterranean Għall-Konferenzi L-Madd 23 Ta' Novembru

Emil Calleja Bayliss - 12 ta' Novembru, 2025

GOSSIP

"Illum It-Tifel Tiegħi Jagħlaq 11-il Sena" – Joven Grech

Cristian Tonna - 10 ta' Novembru, 2025

LIFESTYLE

"Daż-Żagħżuħ Ta' 18-il Sena Kien F'Koma U Sofra Minn Puplesija... Issa Jinsab F'Siggu Tar-Roti" – Doninu Malta

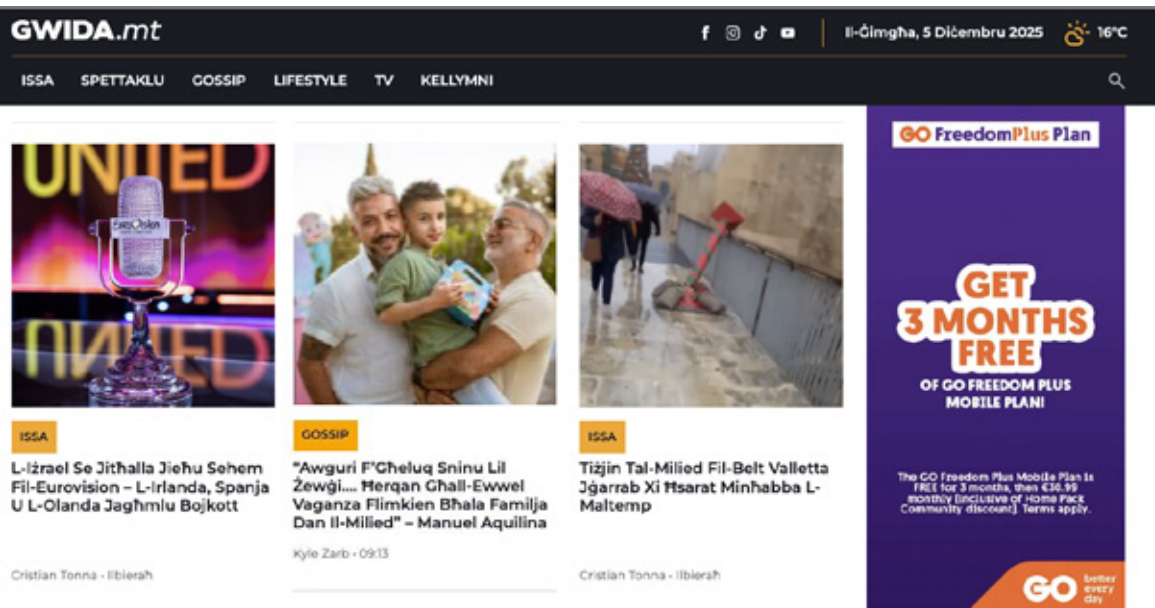
Cristian Tonna - 11 ta' Novembru, 2025

TURN UP THE FLAVOUR THIS SEASON

DRINK DIFFERENT Kinnie

Advertising Banners for Official Partners

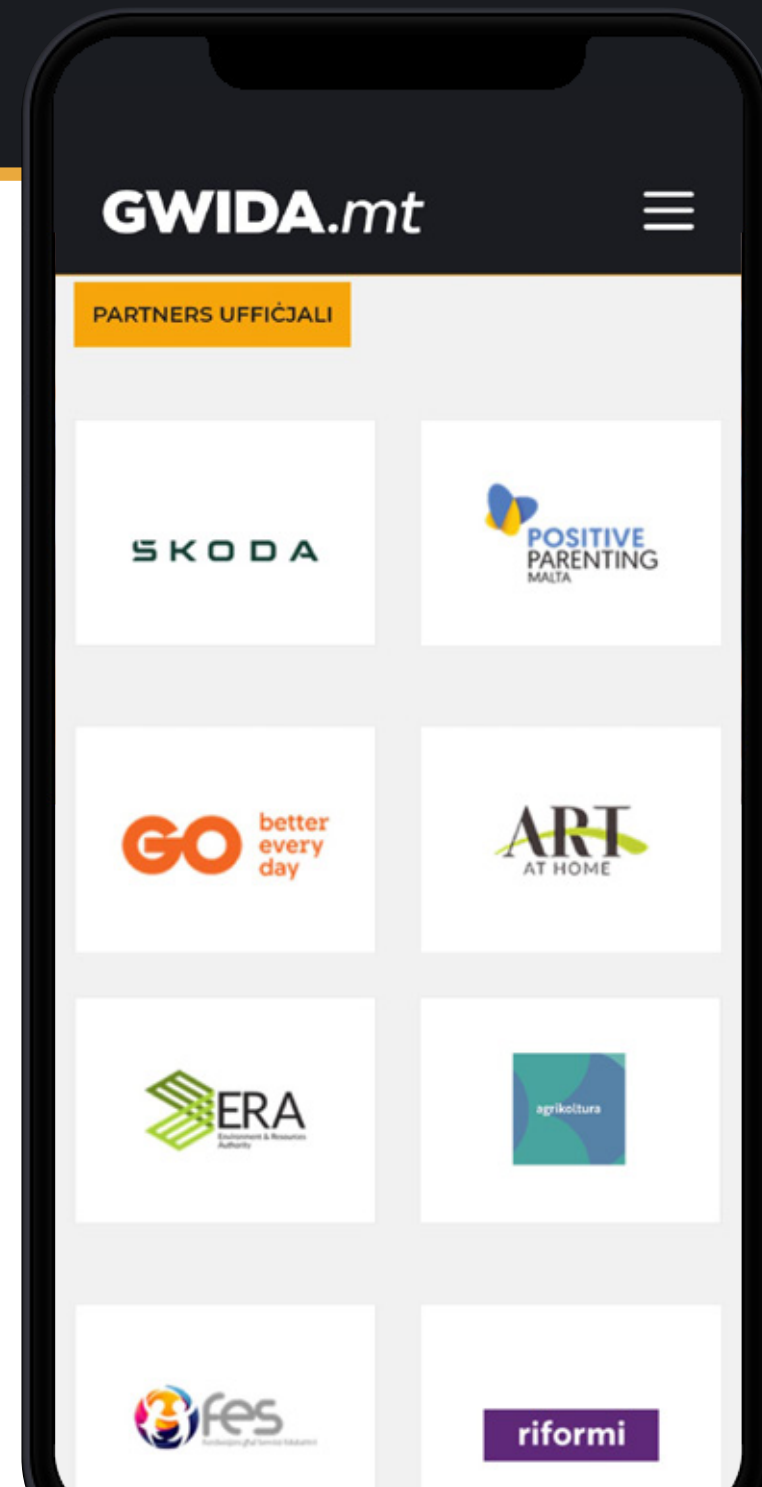
The Official Partnership also includes an animated online advertising banner at 10% occupancy for 12 months on the homepage as well as in the articles section, which can be changed throughout the year as you please. With the 'Official Partner' status you also gain flexibility, so if you would not like 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.



[illegible]

Logo with Clickable Link for Official Partners

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.

GWIDA.mt is owned and operated by Content House, Malta's largest media house.

For more information contact our Business Team at Content House on **2132 0713** or send an email to **info@gwida.mt**

Content House