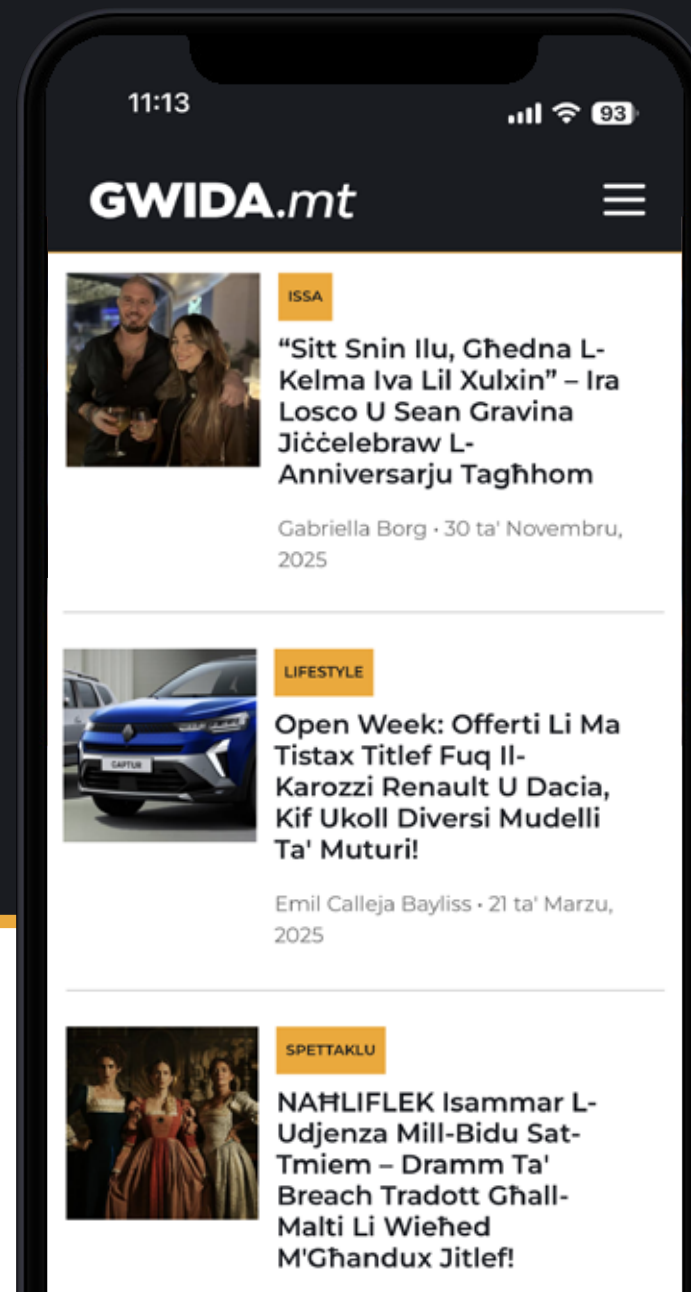


GWIDA.mt

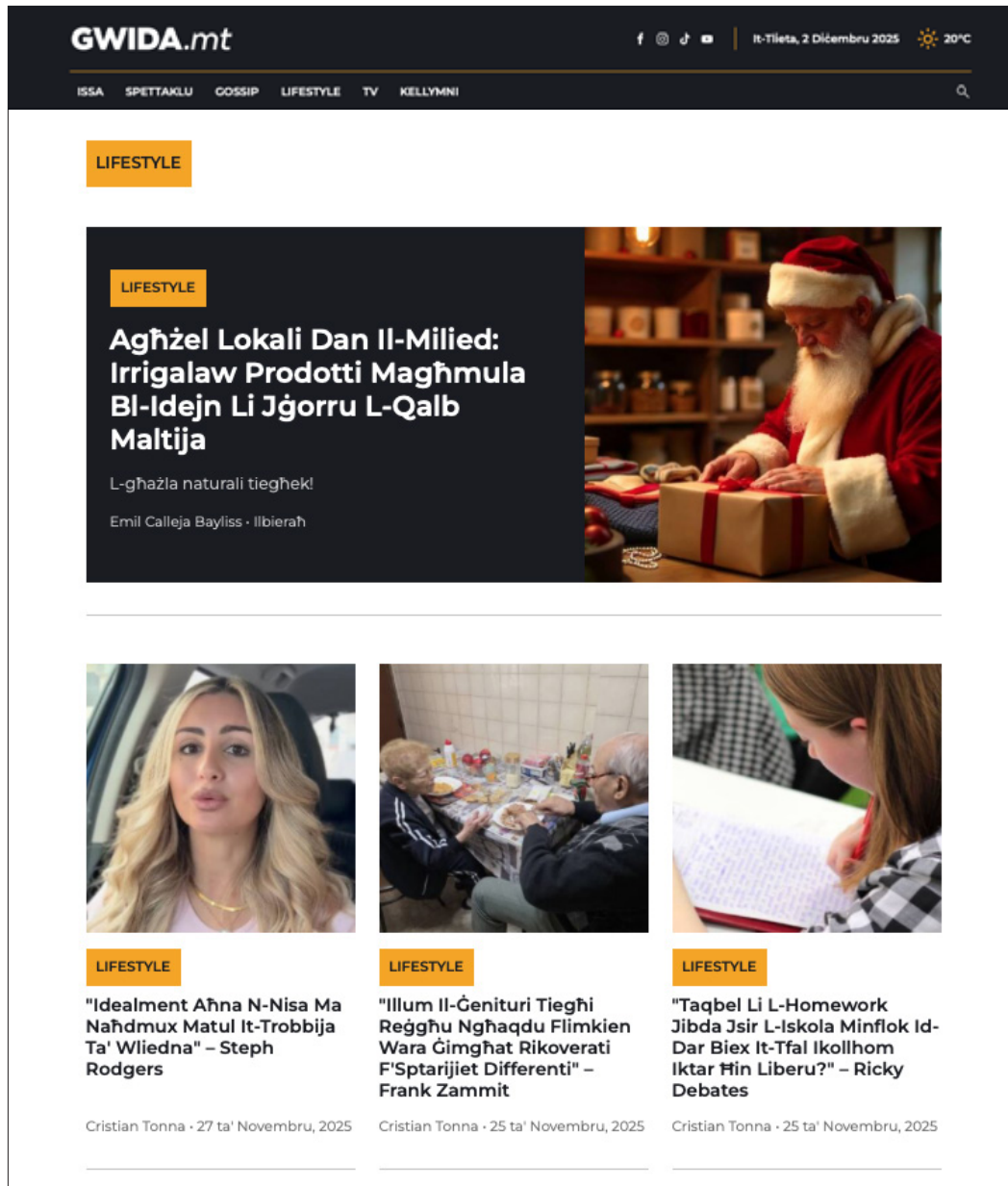
Pitch, Audience & Reach

A MEDIA BRAND BY
Content House



GWIDA.mt is by far Malta's leading lifestyle & entertainment portal. Strengthened by its unique brand heritage spanning over 60 years, the portal has exploded in following & popularity





Backed by a large team of online writers and digital marketing strategists, **GWIDA.mt** has ventured into a new genre of content, focusing exclusively on community news, entertainment, lifestyle, and personalities

GWIDA.mt

[f](#)
[@](#)
[d](#)
[v](#)

It-Tlieta, 2 Diċembru 2025 ☀️ 20°C

ISSA
SPETTAKLU
GOSSIP
LIFESTYLE
TV
KELLYMINI
🔍

ISSA

Villa Overhills Tiftah Il-Bibien Tagħha – B'Elia Caterers Jiehdu F'Idejhom It-Tmun Ta' Din Il-Villa Lussuża!



Il-post tal-holm għall-avvenimenti memorabbli tagħek!



Emil Calleja Bayliss
9 ta' Awwissu, 2024 • 13:26

KOMPLI AQRA



ISSA

Therese – Karattru Iehor Minn Ta' Casa Celestina Li Ser Ikun Interpretat Mill-Attriċi Alison Abela

Charlton Cefai • 30 ta' Novembru, 2025

Taxxerxa

f

X

Elia Caterers qiegħda tirriklama b'rentużajzmu l-ftuh ta' Villa Overhills, post maestuż b'karatteristiki Maltin klassiċi li għadha kif giet restawrata b'reqqa kbira biex tingħata l-glorja li kelliha.

Villa Overhills tista' tilqa' diversi tipi ta' ċelebrazzjonijiet fiha, inklużi avvenimenti korporattivi, festini tal-familja, u anke festini biex jiċcelebraw għeluq sninhom bil-kbir, ċelebrazzjonijiet speċjali, gender reveals, festini għat-tfal, magħmudija, l-Ewwel Tqarbina, Griżma tal-Isoqof u anke tigijiet. Insomma, kull tip ta' ċelebrazzjoni li tixtieq tagħmel Elia tista' takkomodak.



B'dedikazzjoni lejn l-eleganza u l-kwalità għolja, bhala parti miċ-ċelebrazzjonijiet Elia Caterers fethu żewġ stazzjonijiet godda li zgur se jkunu ta' suċċess. Dawn huma:

ISSA

It-Tim Nazzjonalni Malti Tan-Nisa B'Rebħha Kontra L-Kroazja

Charlton Cefai • 30 ta' Novembru, 2025

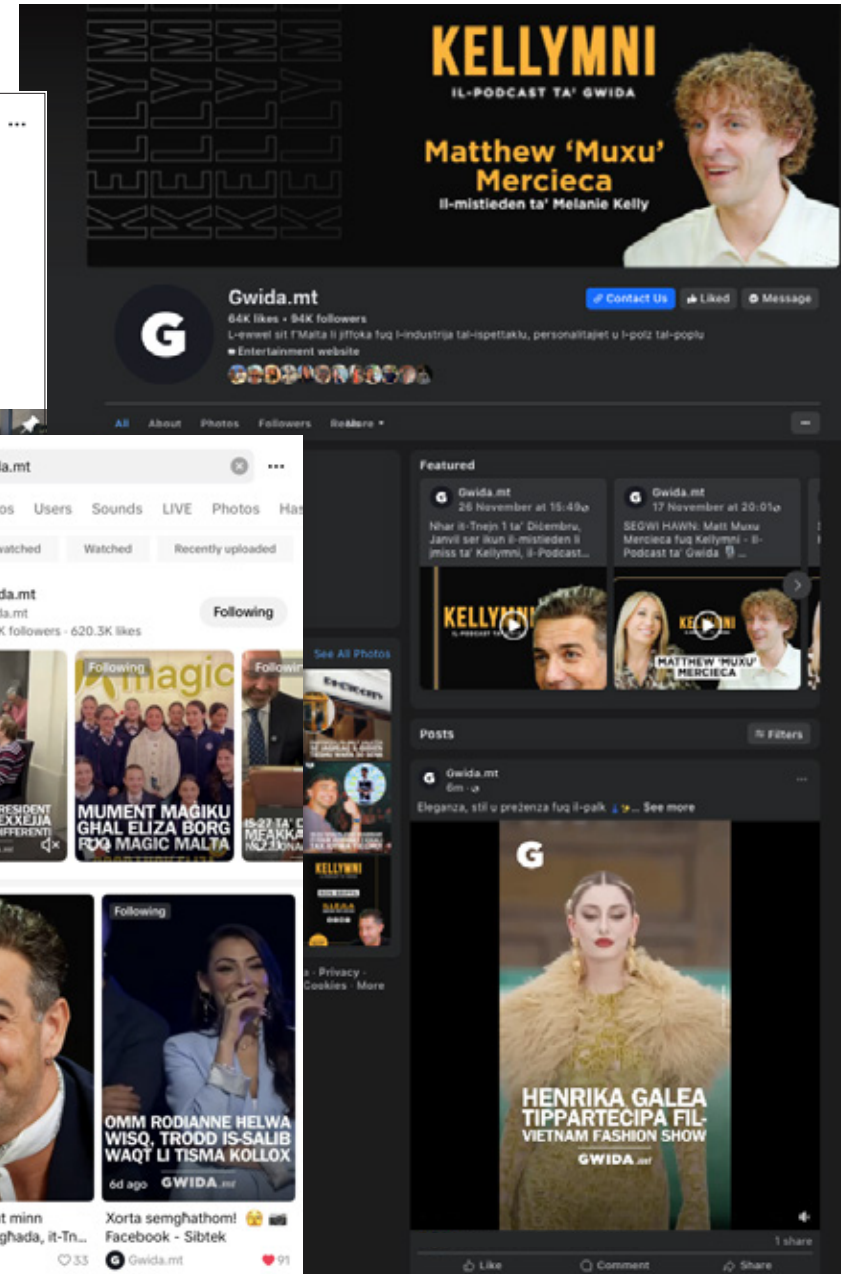
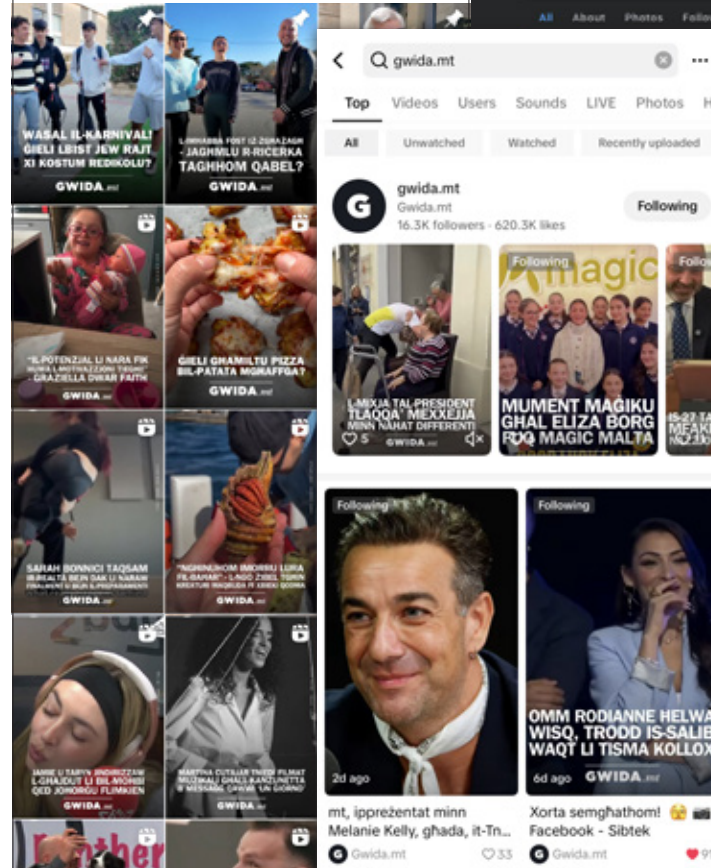


B'eddikazzjoni lejn l-eleganza u l-kwalità gholja, bhala parti miċ-ċelebrazzjonijiet Elia Caterers fethu żewġ stazzjonijiet oġġda li żgur se ikunu ta' suċċess. Dawn huma:



GWIDA.mt has firmly established itself as the leader in the lifestyle and entertainment sector, boasting a market share that far exceeds other local portals. Its engaging content and strong audience connection make it the preferred platform for both users and advertisers.

GWIDA.mt's social media presence is unparalleled, with exceptional performance on Facebook, outshining competitors. Our rapidly growing audiences on Instagram and TikTok ensure we remain at the forefront.



According to a scientific national survey undertaken by Esprimi, **81%** regularly encounter **GWIDA.mt** content, stories and posts on social media

81%

Come across content regularly

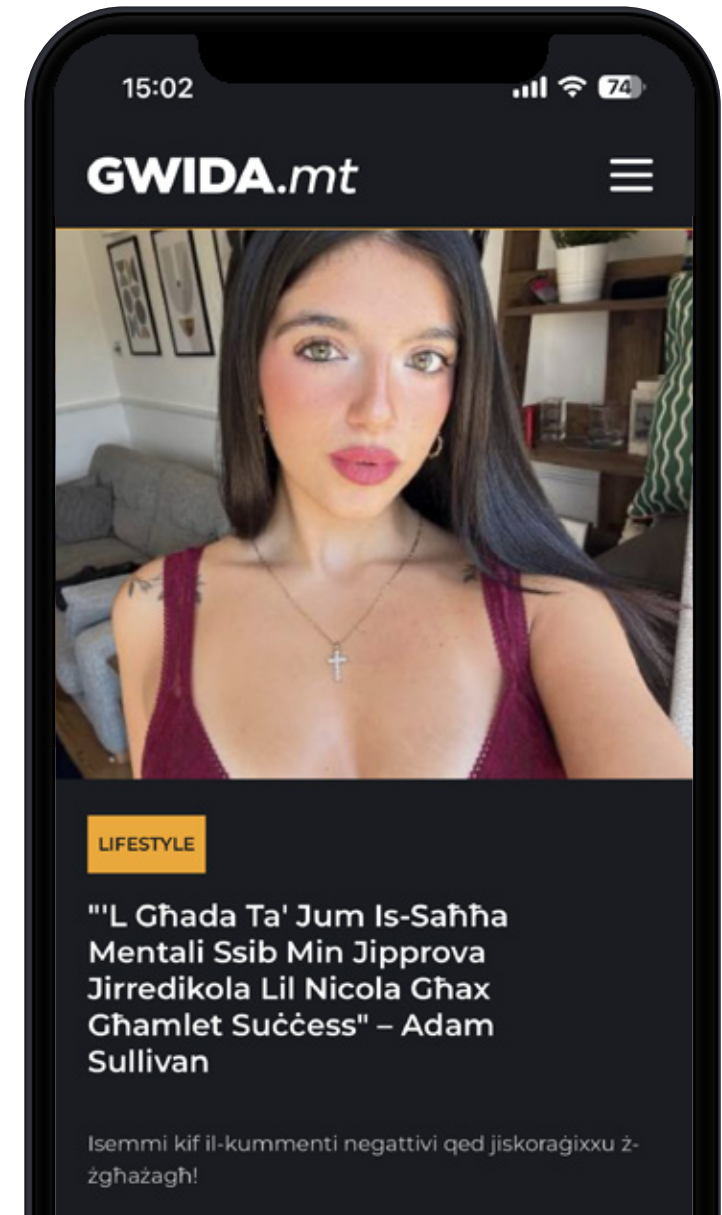
14%

Do not come across content

5%

Do not use social media

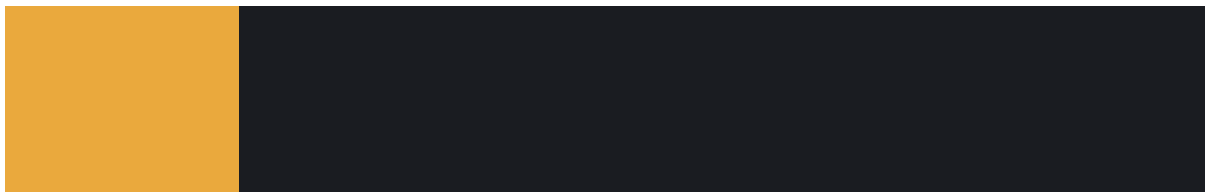
With **over 120,000** social media followers, **GWIDA.mt** averages **29.3 million** monthly views on the portal and its socials – that's over **351 million** views annually.



Insight into our audience. Our demographics show that two-thirds of our followers are female, with the percentage of males following the site **rapidly increasing**

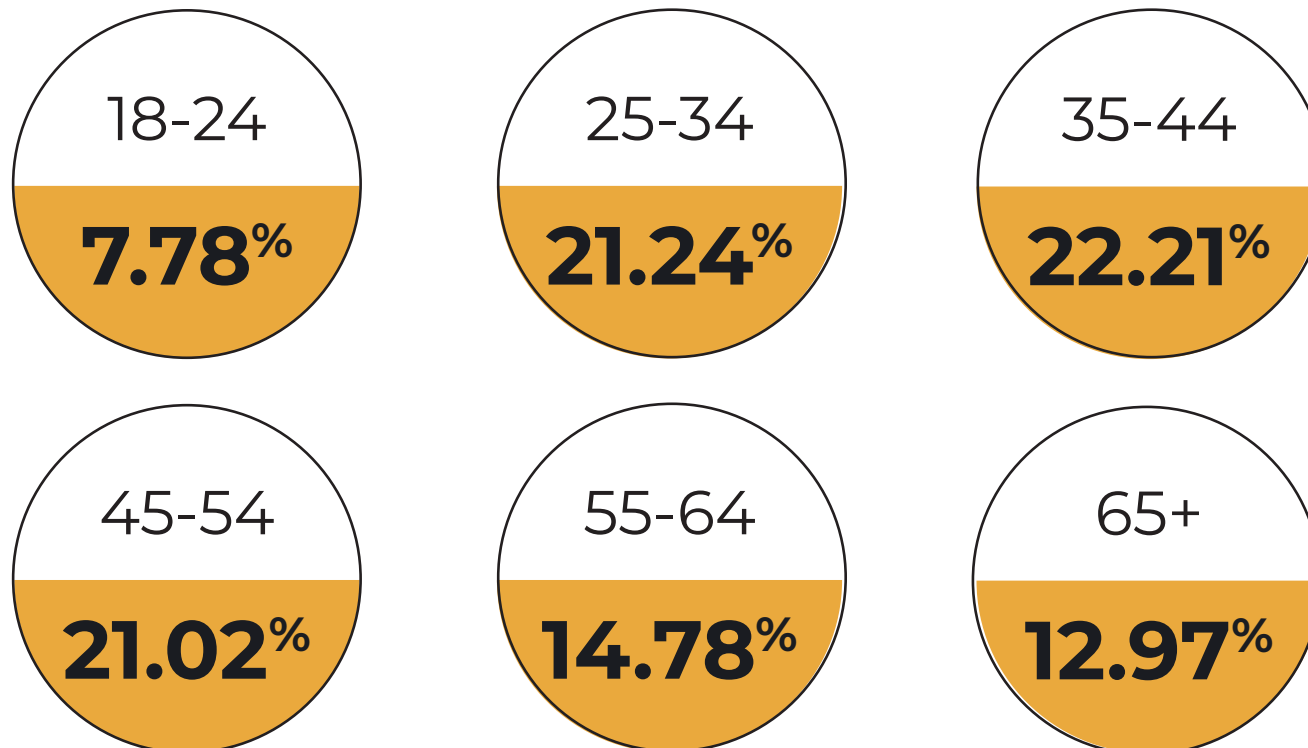


70.10%



29.90%

While the Gwida magazine enjoyed popularity among older age groups, **GWIDA.*mt*** is stronger within the 25-54 age group. Considering the content and pitch, this shift makes perfect sense:



While some news portals in English draw up to one-third of their following from abroad, which dilutes their local market share, **GWIDA.mt**'s audience is predominantly based in Malta, contributing to a stronger local market share

Malta:

89.77%

United States:

2.80%

United Kingdom:

2.05%

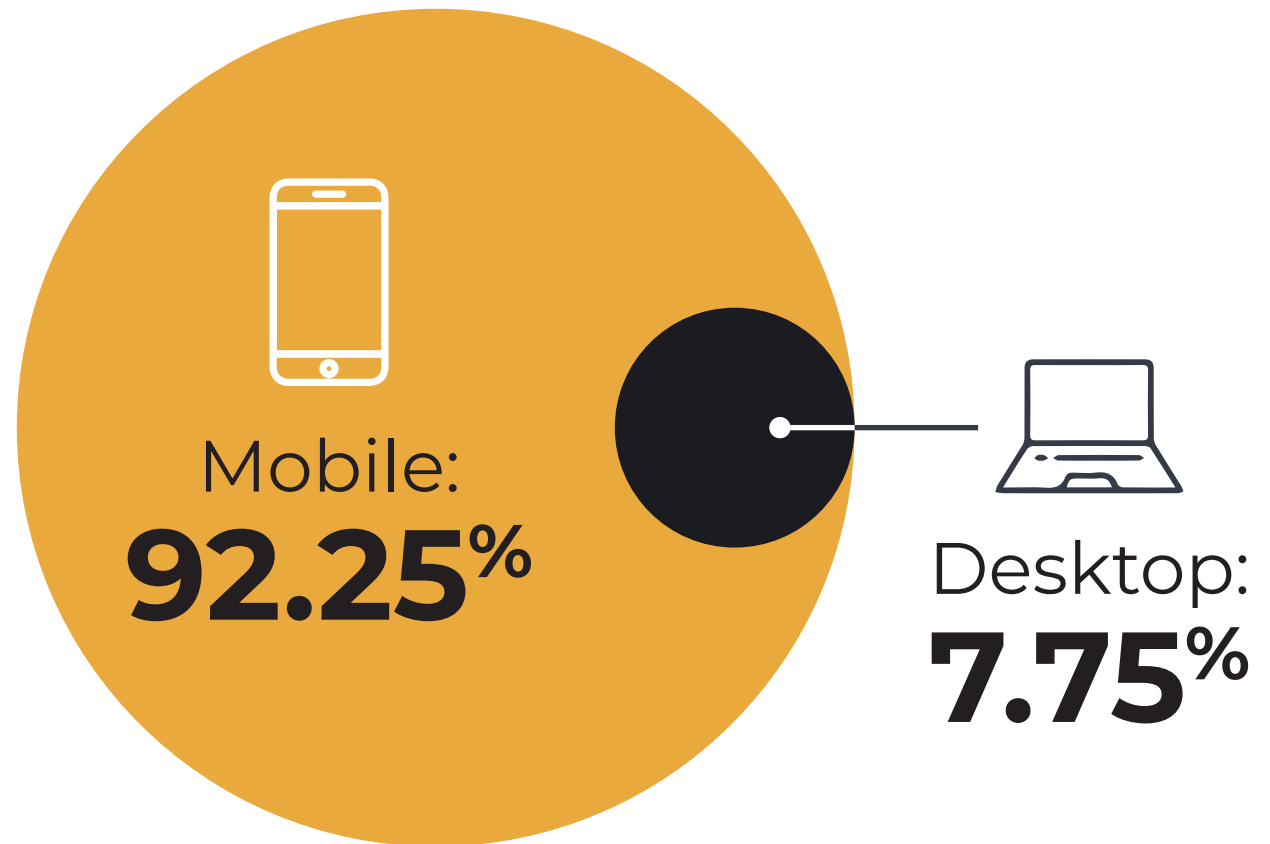
Australia:

1.89%

Other:

3.49%

In line with its strong younger following, the audience predominantly uses smart phones to follow **GWIDA.*mt***



Having the right audience, the exponential growth in following and popularity has attracted a large number of (happy) clients



And clients (and their marketers) are delighted with the stats that they are getting

CASE STUDY 1

Online Banner Campaign

INDUSTRY:
MOTOR

START DATE:
MARCH 2025

END DATE:
NOVEMBER 2025

OCCUPANCY

10%

VIEWS

1,501,482

CLICKS

1,312

CASE STUDY 2

Online Banner Campaign

INDUSTRY:
RETAIL

START DATE:
JANUARY 2025

END DATE:
NOVEMBER 2025

OCCUPANCY

10%

VIEWS

1,9435,343

CLICKS

1,935

CASE STUDY 3 Online Banner Campaign

INDUSTRY:
BANKING

START DATE:
JANUARY 2025

END DATE:
OCTOBER 2025

OCCUPANCY

20%

VIEWS

3,353,536

CLICKS

3,024

CASE STUDY 4 Sponsored Content

INDUSTRY:
EVENTS

PUBLISHED:
OCTOBER 2025

GA4 - VIEWS

5,154

FACEBOOK VIEWS

42,000

FACEBOOK REACH

20,853

FACEBOOK POST ENGAGEMENTS

3,272

CASE STUDY 5

Sponsored Content

INDUSTRY:
BEAUTY

PUBLISHED:
JUNE 2025

GA4 - VIEWS

2,445

FACEBOOK VIEWS

63,742

FACEBOOK REACH

32,073

FACEBOOK POST ENGAGEMENTS

1,795

CASE STUDY 6

Sponsored Content

INDUSTRY:
BANKING & INSURANCE

PUBLISHED:
OCTOBER 2025

GA4 - VIEWS

3,001

FACEBOOK REACH

51,716

FACEBOOK INTERACTIONS

1,414

FACEBOOK LINK CLICKS

2,989

Your campaign can be as versatile as you wish for **GWIDA.mt** can take video streaming, online half-page banners, online billboard banners and rectangular banners for the mobile version of the portal

The screenshot displays the GWIDA.mt website interface. At the top, the header includes the site name, social media icons, the date 'It-Tlieta, 2 Diċembru 2025', and the temperature '20°C'. Below the header is a navigation menu with categories: ISSA, SPETTAKLU, GOSSIP, LIFESTYLE, TV, and KELLYMNI. A search icon is also present.

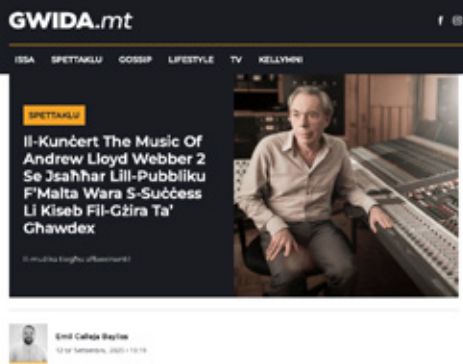
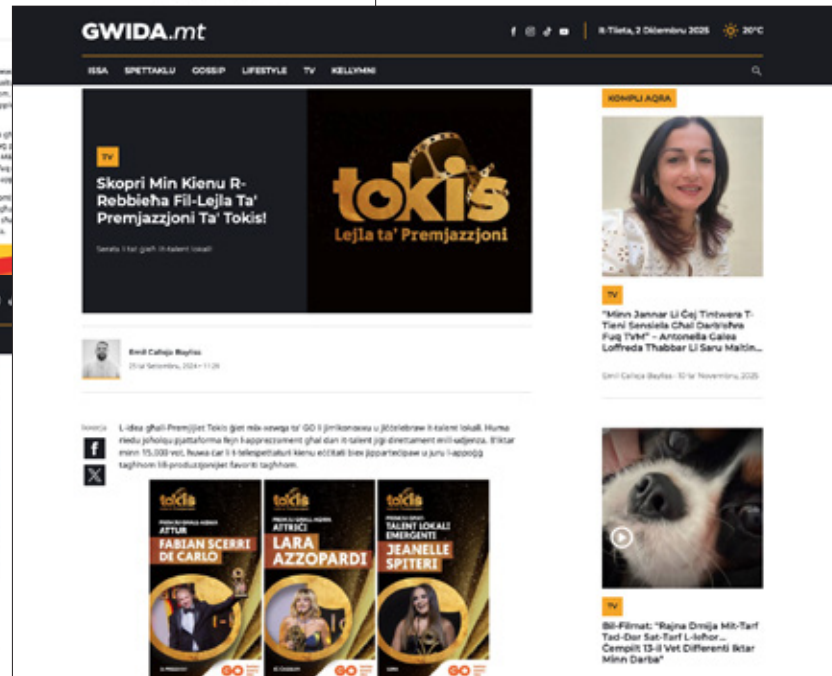
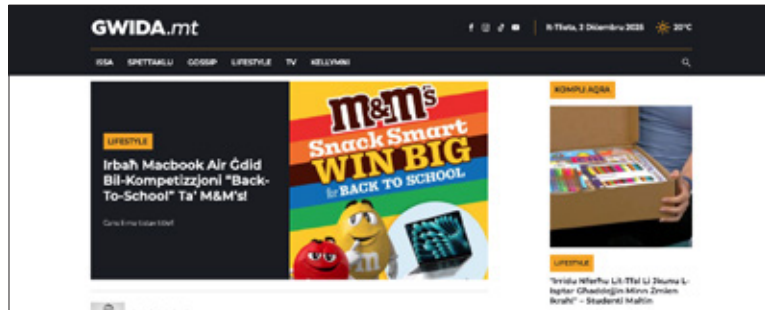
The main content area features a large banner for 'GO Business Plus' with the text 'Your Business. Your Pack. Plus!' and a price tag of '€90 per month'. Below this, there is a 'LIFESTYLE' section with a 'AQRA IKTAR' button. The first article in this section is titled '"Idealment Ahna N-Nisa Ma Nahdmux Matul It-Trobbija Ta' Wliedna" – Steph Rodgers' by Cristian Tonna, dated 27 ta' Novembru, 2025. To the right of the article is a photo of a woman with blonde hair.

Below the first article, there are three smaller articles, each with a 'LIFESTYLE' tag:

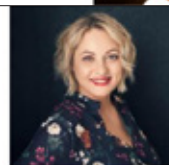
- Article 1:** "Illum Il-Ġenituri Tiegħi Reġġghu Nghaqdu Flimkien Wara Gimghat Rikoverati F'Sptarijiet Differenti" – Frank Zammit. Cristian Tonna - 25 ta' Novembru, 2025. Image shows two people at a table.
- Article 2:** "Taqbel Li L-Homework Jibda Jsir L-Iskola Minflok Id-Dar Biex It-Tfal Ikollhom Iktar Min Liberu?" – Ricky Debates. Cristian Tonna - 25 ta' Novembru, 2025. Image shows a person writing in a notebook.
- Article 3:** "Il-Majja Saret Wisq Mghagġla... Ejja Nipprovaw Nikkalmaw Ftit U Nagħrfu L-Prijoritajiet Tagħna" – Gianluca Bezzina. Cristian Tonna - 23 ta' Novembru, 2025. Image shows a man speaking.

On the right side of the page, there is a vertical advertisement for 'LADURÉE' located at 'TIGNE SQUARE, THE POINT SHOPPING MALL, SLIEMA' with the website 'LADUREE.COM.MT'. Below the text is a photo of the Ladurée storefront.

We offer a comprehensive range of sponsored content services—from expert content writing in Maltese to targeted social media boosting, along with strategic posting and sharing across various platforms to maximise reach and engagement.



L-ispettaklu tant minn, The Music Of Andrew Lloyd Webber 2, se jkollu l-Malta f'Settembru li għej. Wara s-suċċess ta' The Music Of Andrew Lloyd Webber f'Settembru tal-2022 u The Music Of Andrew Lloyd Webber 2 f'Settembru tal-2024 f'Teatru Aurora, f-Gezo Youth Orchestra kienet l-isprezzjoni dan l-ispettaklu spjettakli nhar li-Ingħir, 24 ta' Settembru 2025 f'10:00 għaxxa f'Il-Belt Maltin, f'San Għan.



Ilum Tlelelebra Għejju Sninba Claire McCartin - Il-Kantanta U Għasabgħin Tal-vuci Professionali

Kellymni – Il-Podcast ta' Gwida

Reaching over **200,000** viewers per podcast!

Kellymni's popularity and reach ride on the excellent social media presence of **GWIDA.mt**, Malta's most popular portal on socials, and the portal with the highest social media engagement locally. Each podcast is heavily promoted through social media marketing, ad banner campaigns, and curtain raiser stories on **GWIDA.mt** and its social platforms

GWIDA.mt f @ d v It-Tlieta, 2 Diċembru 2025 20°C

ISSA SPETTAKLU GOSSIP LIFESTYLE TV KELLYMNI

KELLYMNI

Kellymni: Episodju 56 – Ingrid Sammut

60 Minuta • 25 ta' Lulju, 2025

"Qatt ma raw... allura kull haġa li pprova tkun qisek il-guinea pig inti"

INGRID SAMMUT

KELLYMNI

Kellymni: Episodju 55 – Ray Attard

52 Minuta • 14 ta' Lulju, 2025

KELLYMNI

Kellymni: Episodju 54 – Miriana Conte

60 Minuta • 30 ta' Ġunju, 2025

KELLYMNI

Kellymni: Episodju 53 – Jay Vella

47 Minuta • 16 ta' Ġunju, 2025

KELLYMNI

Kellymni: Episodju 52 – Sean Gravina

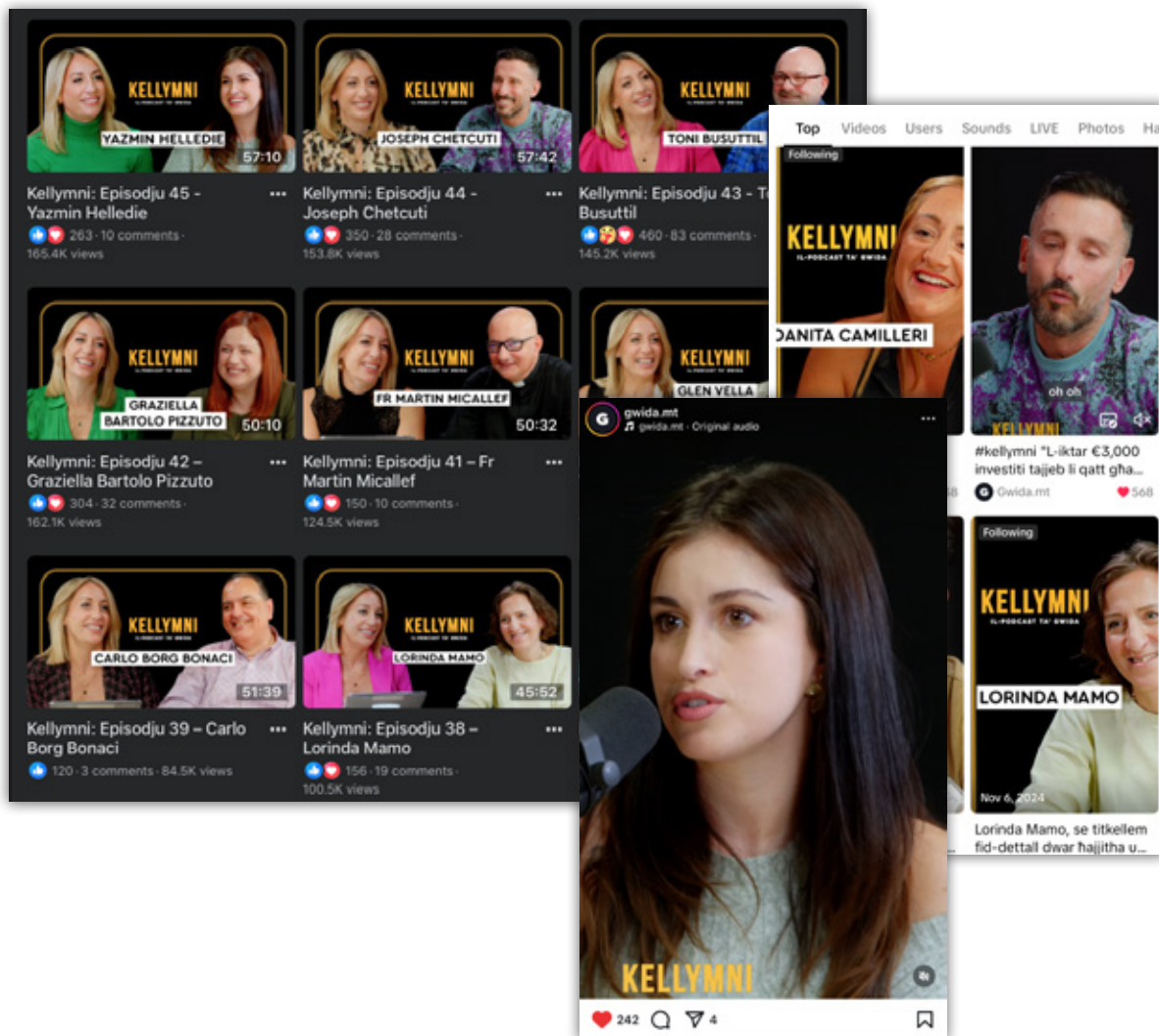
65 Minuta • 2 ta' Ġunju, 2025

GO Business Plus

€90 per month

- ✓ 500MB Fibre Internet
- ✓ 3 Unlimited Mobile Plans
- ✓ Dedicated Wi-Fi Crew

GO better every day



Kellymni – Il-Podcast ta' Gwida

Each edition of Kellymni is attracting over **200,000 views** on **GWIDA.mt**, Facebook, Instagram, Tik Tok, You Tube and Spotify. Besides the full podcast, snippets of each podcast are heavily promoted on all social media, attracting a further **50,000 views** per week

On a personal level, it might resonate with you—or it might not.

But it's **bold**, immensely **popular**, and consistently delivers **exceptional results**.

When it comes to reaching Malta's mainstream market, no one does it like **GWIDA.mt**

