



GuideMe Insider

A Video Production Series by



GuideMeMalta.com

Media Kit



A MEDIA BRAND BY
Content House

The Concept

GuideMe Insider is a premium video series built around high-impact reels - 90 seconds of fast-paced, on-location storytelling across Malta's venues, cultural hotspots, rehearsal studios, restaurants, clubs, attractions, and event setups.

Each reel is professionally produced and filmed on site, crafted to maximise engagement on Instagram, Facebook, and TikTok.

From an iconic theatre rehearsal to a Michelin-level kitchen or a summer pop-up venue, the series captures the energy and detail behind the scenes through sharp, visually driven content.





What's Included

- Pre-shoot consultation to align vision and logistics
- Professionally filmed and edited 90-second reel, based on a 90-minute filming session at a single address. Multiple locations incur an additional cost
- Engaging teaser created to build social media hype
- Footage and interviews with key individuals (owners, artists, chefs, curators)
- Posting of both teaser and full reel on GuideMeMalta's Instagram, Facebook, and TikTok
- Boosting of the teaser and full reel on Facebook. Clients may also allocate an additional budget for boosting on Instagram
- Full rights to use the final video with GuideMe Insider branding on company socials

Price: €2,500

Why it Works

- Position your venue, event or experience in front of millions of engaged followers
- Tell your story in a powerful, visual, and emotional format
- Stand out on Malta's most visited lifestyle and travel platform
- Boost your reach with GuideMeMalta's social amplification
- Gain a premium piece of evergreen content you can use forever





Why GuideMeMalta.com?

With over

50 million

views a year, GuideMeMalta.com is Malta's largest and most popular visitors' and what's on portal.

4.2 million

average monthly views on the portal and its social media platforms

85,000+

social media followers

Audience split:

58% based in Malta
(visitors, expats & locals)

42% international
(UK, Italy, Germany, Ireland, France, Sweden, Poland)

Consistently **ranked top** for things to do, places to go, and what's on in Malta



Get Featured – Join the Series

Secure a reel within the GuideMe Insider series and step into a lineup that spotlights the island's most engaging experiences. This package delivers high-value visibility, a polished 90 second reel, and placement on Malta's strongest lifestyle and travel platform.

Let the island – and the world – discover the magic behind your brand.



GuideMe Insider

TERMS & CONDITIONS

- Rates are exclusive of VAT.
- A cancellation fee of 40% applies to any cancelled booking. A minimum of one month's written notice is required to cancel a pre-booked campaign.
- The company logo may appear only at the end of the reel.
- The reel will be sent for approval. Up to 3 rounds of changes may be made per reel. No further changes can be made after client approval.
- Cancellations made after filming is completed are subject to full payment of the agreed package fee.
- Copyright ownership of the reel remains with Content House Group.
- Invoices will be issued upon confirmation of booking. Terms of payment – 30 days from the date of invoice.

Reach out to the Content House team today
via info@contenthouse.mt or call +356 2132 0713.



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