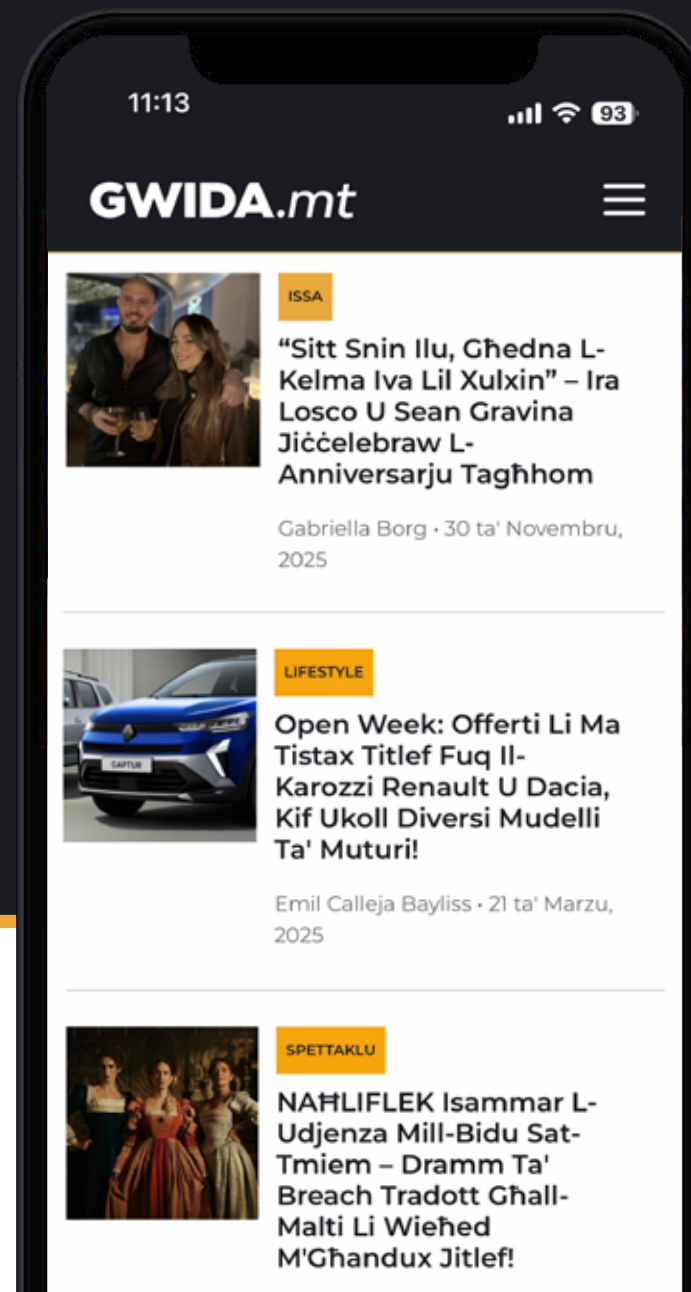


# GWIDA.mt

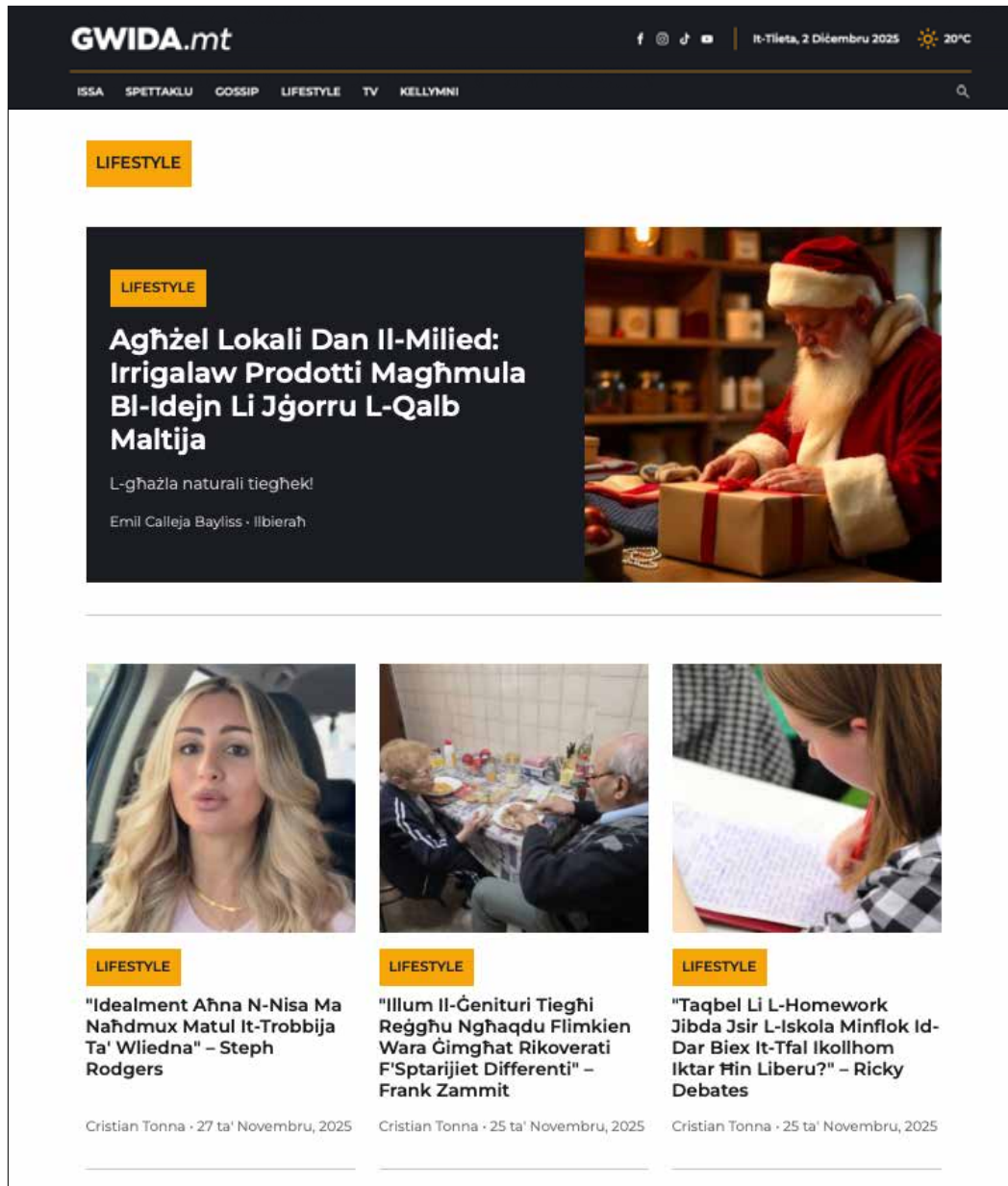
## Pitch, Audience & Reach

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-Tleeta, 2 Diċembru 2025
 

☀️ 20°C

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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-helm għali-avvenimenti memorabbli tagħwa!





**Emil Calleja Bayliss**  
9 ta' Awgust, 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

Socjeta


Ela Caterers qiegħda tirriklama b'rentużazzmu 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 għeluf 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 Ella tista' takkomodak.



ISSA



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

Charlton Cefai • 30 ta' Novembru, 2025

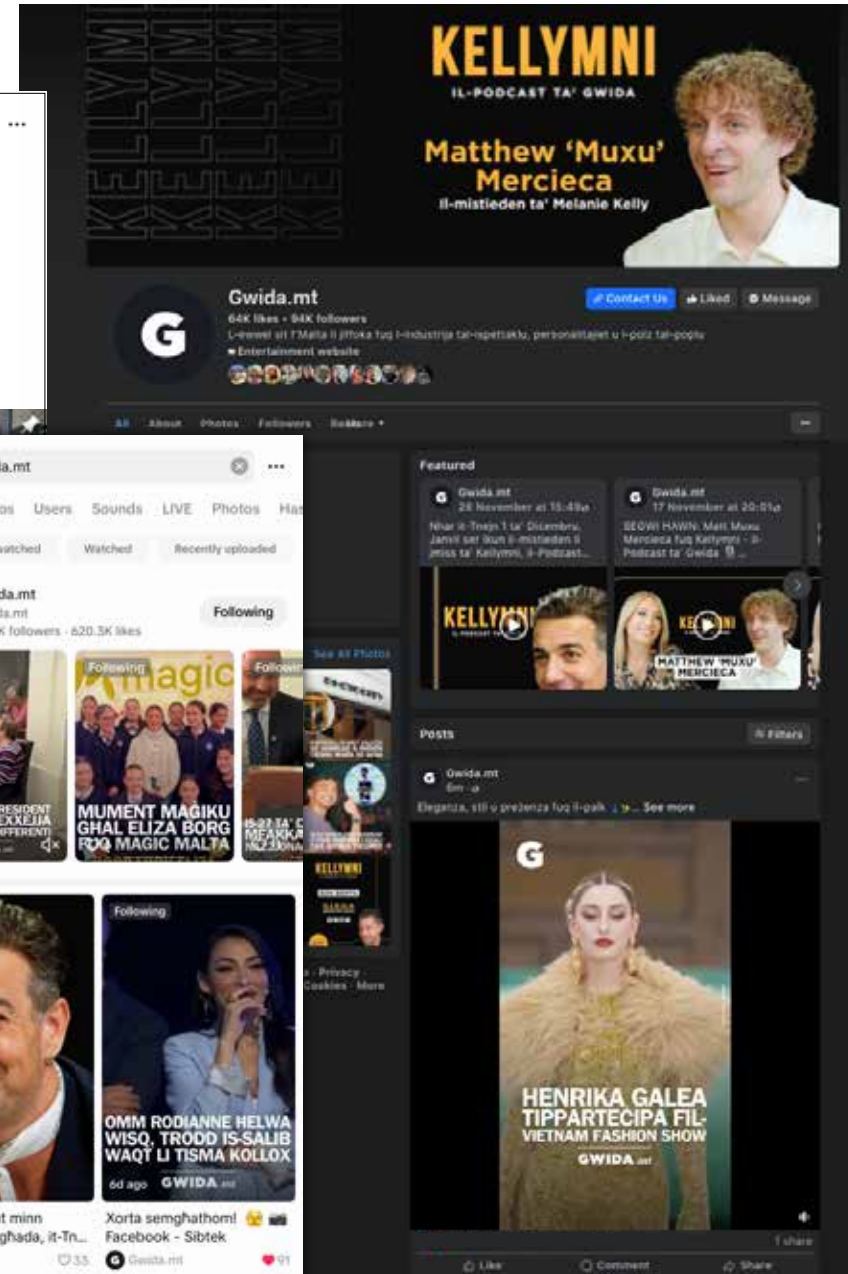
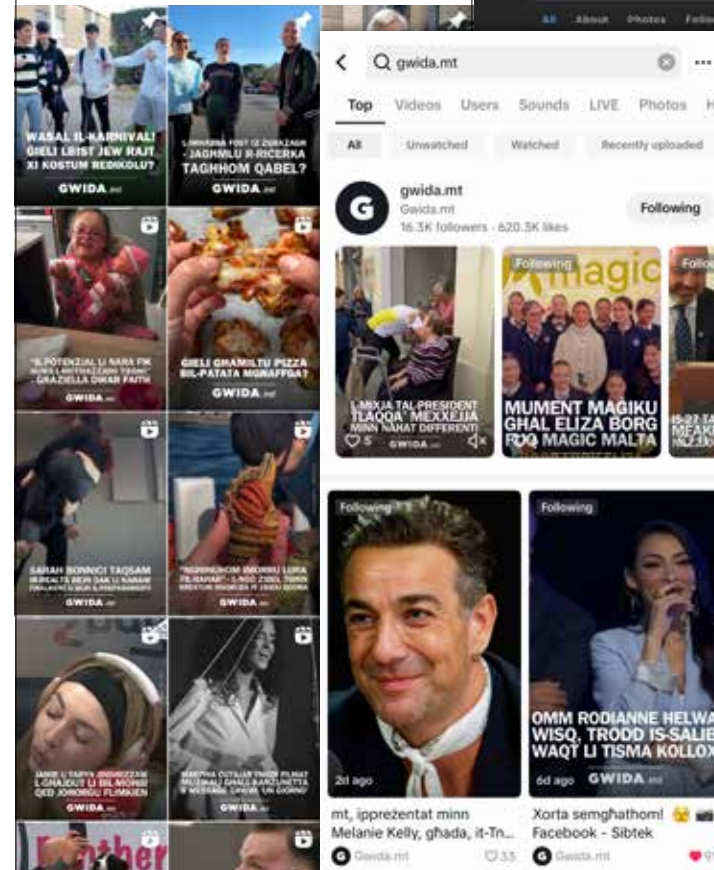
B'edikazzjoni lejn l-eleganza u l-kwalità għolja, bhala parti miċ-ċelebrazzjonijiet Ela Caterers fethu żewġ stazzjonijiet godda li zgur se jkun ta' success. Dawn huma:

Idedikazzjoni lejn l-eleganza u l-kwalità għolja, b'hal partii miċ-ċelebrazzjonijiet Eila Caterers fethu żewġ stazzjonijiet godda li zgur se jkun 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

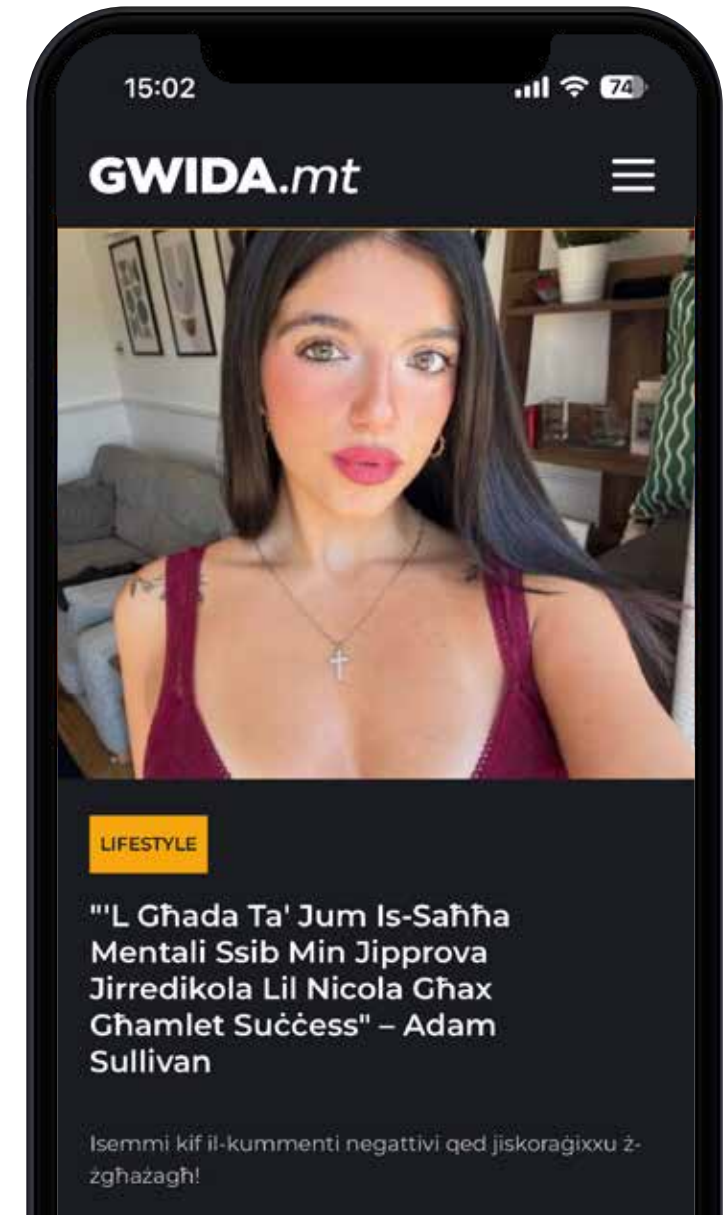
**14%**

Do not come across content

**5%**

Do not use social media

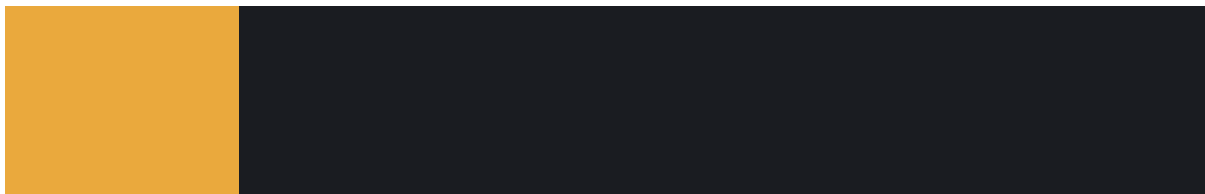
With **over 140,000** social media followers, **GWIDA.mt** averages **29.3 million** monthly views on the portal and its socials – that's over **351 million** views annually.



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**

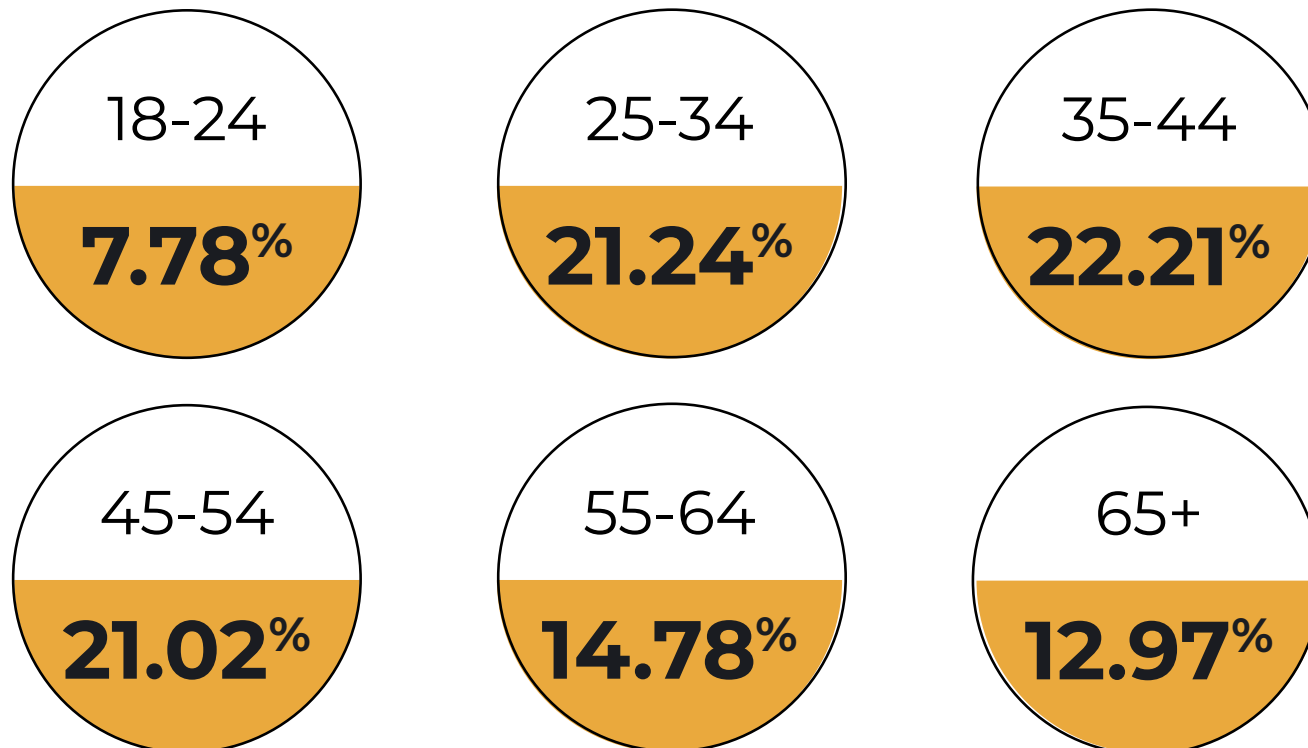


**70.10%**



**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%**

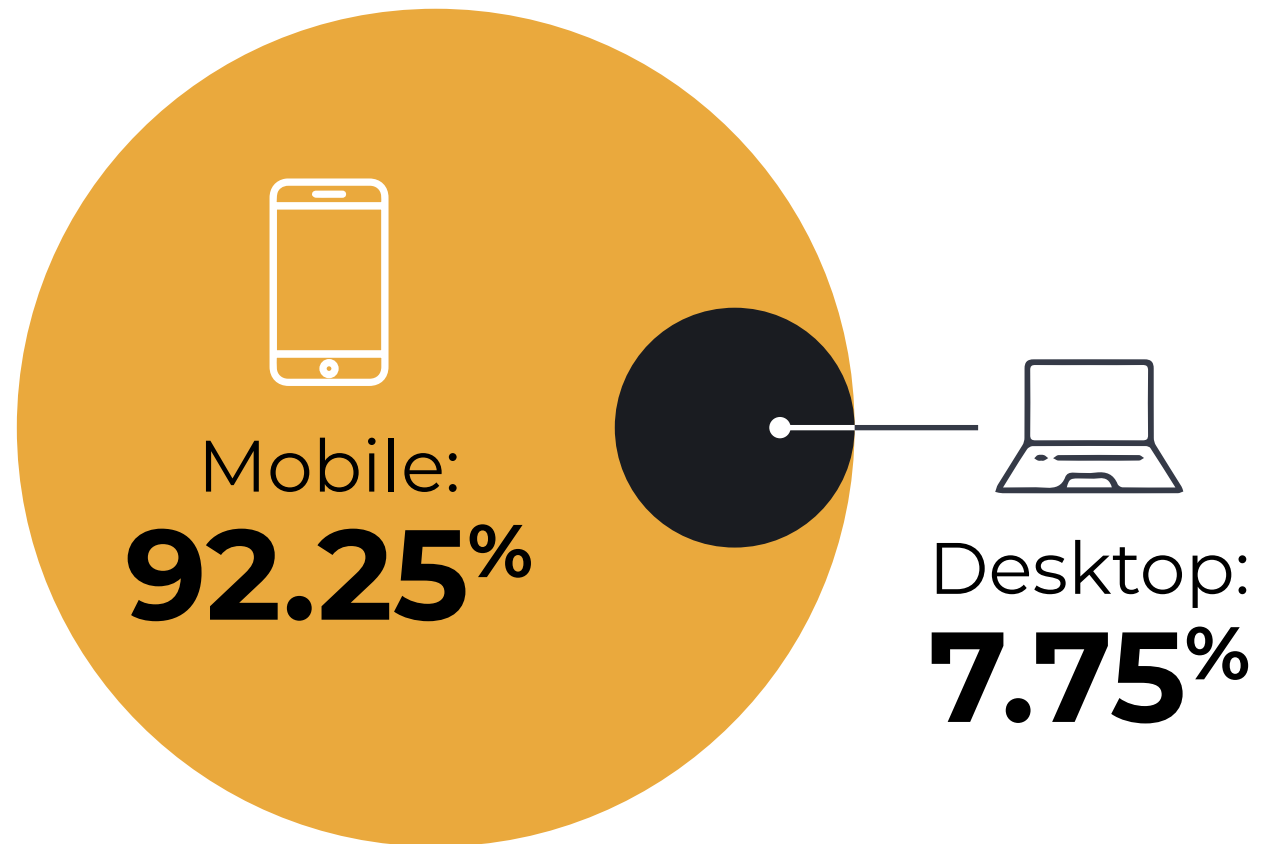
Australia:

**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**

DURATION:  
**8 MONTHS**

OCCUPANCY

10%

VIEWS

1,501,482

CLICKS

1,312

## **CASE STUDY 2** Online Banner Campaign

INDUSTRY:  
**RETAIL**

DURATION:  
**11 MONTHS**

OCCUPANCY

10%

VIEWS

1,9435,343

CLICKS

1,935

## **CASE STUDY 3** Online Banner Campaign

INDUSTRY:  
**BANKING**

DURATION:  
**10 MONTHS**

OCCUPANCY

20%

VIEWS

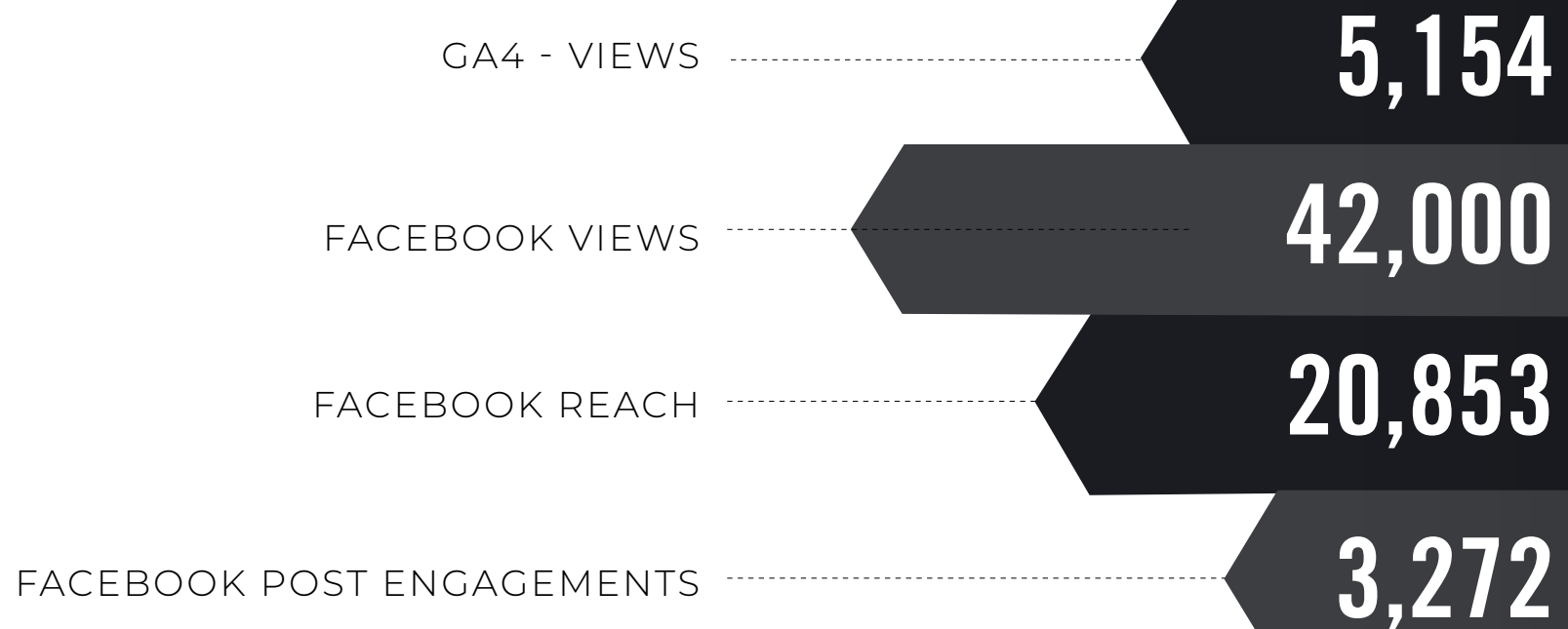
3,353,536

CLICKS

3,024

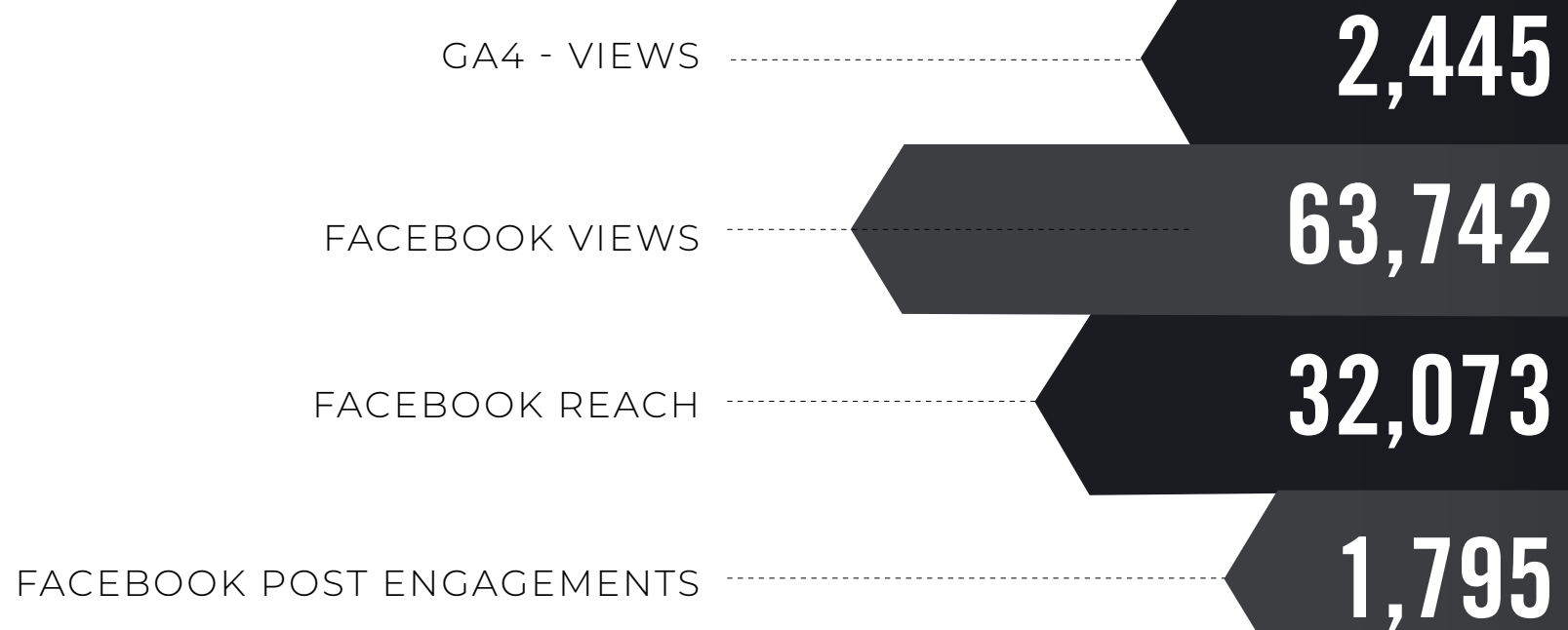
## CASE STUDY 4 Sponsored Content

INDUSTRY:  
**EVENTS**



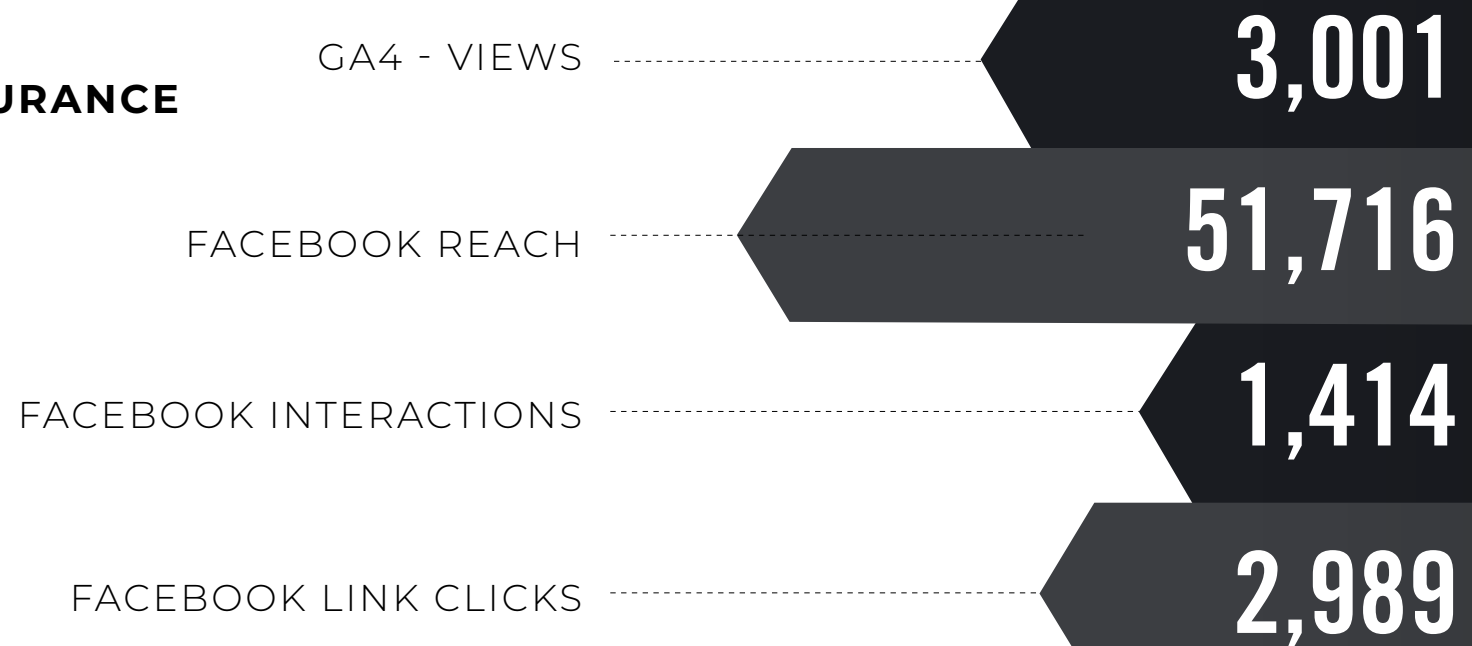
## CASE STUDY 5 Sponsored Content

INDUSTRY:  
**BEAUTY**

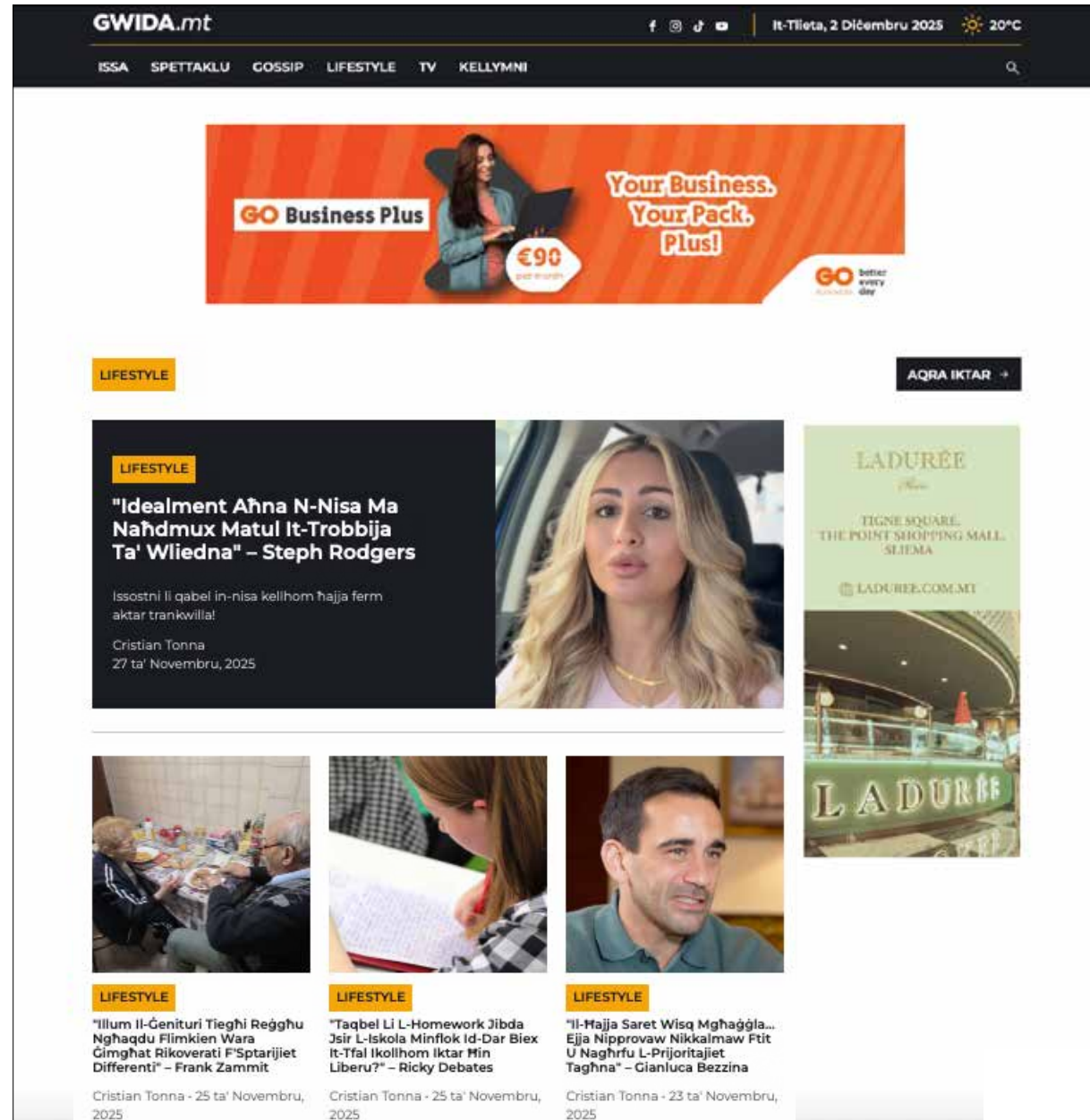


## CASE STUDY 6 Sponsored Content

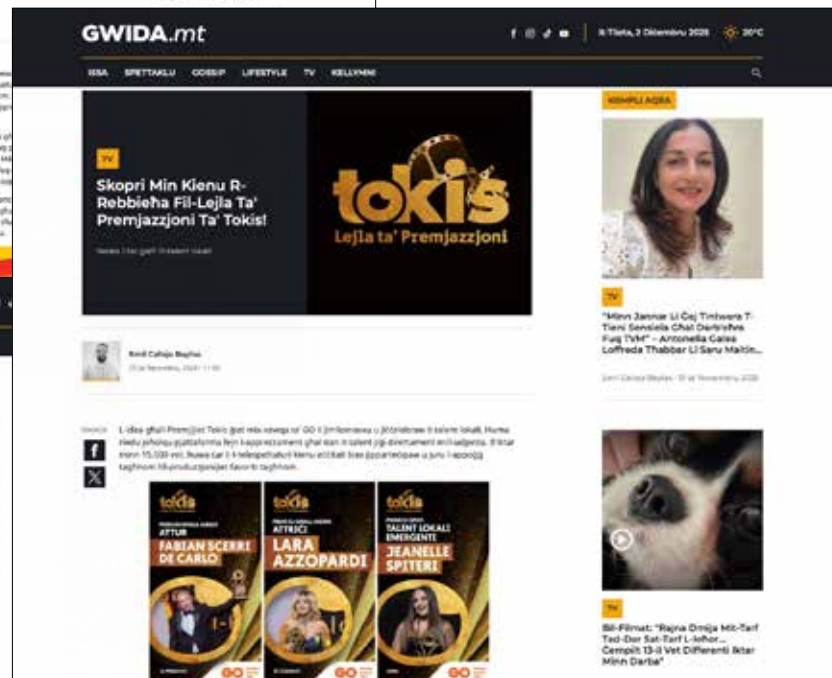
INDUSTRY:  
**BANKING & INSURANCE**



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



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.



Il-Kunċert The Music Of Andrew Lloyd Webber 2 se jsaħħar lill-pubbliku f'Malta wara s-suċċess ta' The Music Of Andrew Lloyd Webber 1 f'Novembru ta' 2022 u The Music Of Andrew Lloyd Webber 2 f'Novembru ta' 2024 f'Kultura Azzurra, f-Għall-Young Orchestra Maltija u sa jgħidliha lill-impresarju operazzjonali iħall-Young, 28 ta' Settembru 2023 f'10:30 għall-Young Maltija, f'San Ġiljan.

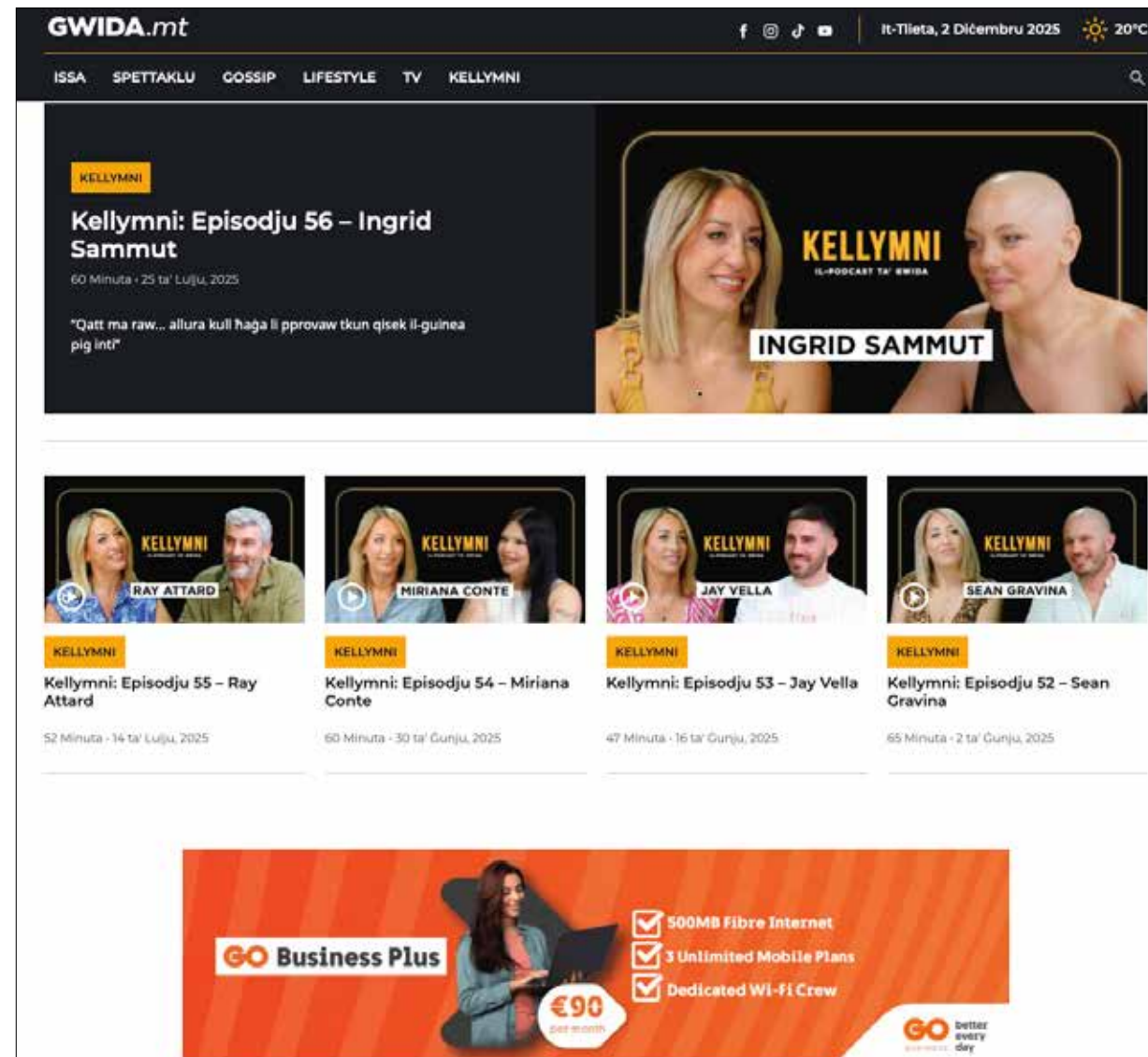


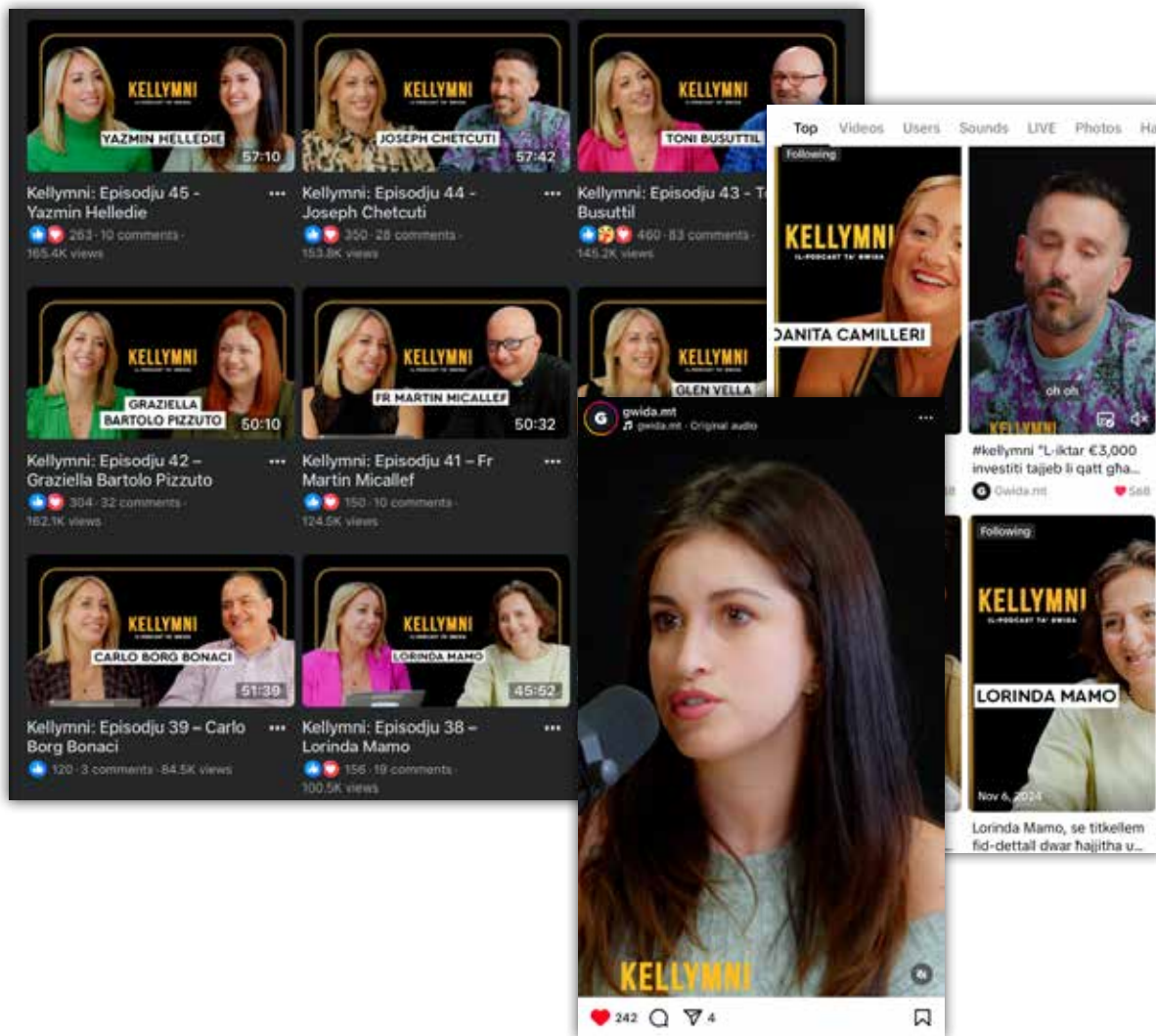
Il-Kunċert The Music Of Andrew Lloyd Webber 2 se jsaħħar lill-pubbliku f'Malta wara s-suċċess ta' The Music Of Andrew Lloyd Webber 1 f'Novembru ta' 2022 u The Music Of Andrew Lloyd Webber 2 f'Novembru ta' 2024 f'Kultura Azzurra, f-Għall-Young Orchestra Maltija u sa jgħidliha lill-impresarju operazzjonali iħall-Young, 28 ta' Settembru 2023 f'10:30 għall-Young Maltija, f'San Ġiljan.

## 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





## 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**

