

GWIDA



Malta's Leading Weekly Magazine

GWIDA HAS GONE FROM STRENGTH TO STRENGTH, AND THE PUBLICATION IS NOW BIGGER AND BETTER THAN EVER BEFORE.

Ranked by leading national surveys as one of Malta's top three magazines, Gwida has been considered one of the best advertising platforms for over 30 years. Among its main strengths is the fact that copies are bought by readers, so unlike magazines that are distributed for free, the target audience is specifically interested in reading the magazine. It also has a longer shelf life, and acts as a point of reference for many families as it guides them through what they can watch on local and international TV stations throughout the week. Gwida is packed with lifestyle features, as well as a comprehensive TV guide, regular features and competitions.

FACT FILE:

By far Malta's best selling magazine:

8,000 to 12,000 copies sold per week (Copies sold at newsagents vary from one week to another)

Estimated **48,000 to 60,000** weekly readership

Ranked as one of Malta's **top 3 magazines**

Best advertising platform to reach the general public

Competitive & affordable advertising rates

The only magazine heavily advertised on **local television stations** and prominent local media

The **only TV Guide** in Malta

The **only weekly magazine** in Malta

The only local lifestyle magazine in **Maltese**

ADVERTISING RATES

Front Cover Strip Colour* (190mm W x 40mm H)	€790
Inside Front Cover (210mm W x 270mm H + 5mm bleed)	€490
Inside Back Cover (210mm W x 270mm H + 5mm bleed)	€420
Back Cover (210mm W x 270mm H + 5mm bleed)	€650
Full Page Colour (210mm W x 270mm H + 5mm bleed)	€400
Half Page Colour (190mm W x 120mm H)	€210

* Widely exposed on TV adverts promoting Gwida

The rates exclude artwork production. Artwork must be supplied in the correct size by the client.

Creation of artwork carries a charge of €65 and resizing of artwork is charged at €35.

All advertising and production rates are exclusive of VAT.

A fee of 50% 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.

CONTENT
HOUSE
GROUP