

EXPERIENCE MALTA & GOZO

GUIDE ME

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GUIDE ME



THINGS TO DO
Ten ways to enjoy the
shimmering sea
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MEET THE LOCALS
Meet Malta's leading
mezzo soprano
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FASHION
Local design duo's
fascinating collection
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GUIDEMEMALTA.COM

CELEBRATING OVER 15 YEARS

AS MALTA'S PREMIUM MAGAZINE FOR TOURISTS & BUSINESS TRAVELLERS

GUIDE ME

A STRONG PREMIUM BRAND
with a heritage of over 15 years



Shirley Ray, Photo: Unsplash

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1. GET A REALLY EARLY MORNING SWIM

Malta is known for its crystal-blue waters and warm sands, which really show off their colours in the early morning sun, just as the island is waking up for its first cup of coffee. Head to the beach before 9am, and you will get to sink your feet into the soft sand, and bustling crowds which tend to get there later on in the day. I find the best spots to enjoy the Mediterranean in all its pristine glory are Riviera beach in the north of the island (also known as Ghajn Tuffieha) and the long expanse at Mellieha (or Ghadira) bay. And, if you want to truly make it a traditional experience, pack some *frito biż-żejt* (Maltese bread filled with tuna, olives, capers and tomato paste) and the popular soft drink, Kinnie - you will definitely get the locals' respect!

2. WATCH MALTA'S HISTORY COME TO LIFE

Many areas in Malta feel like an open-air museum, with ancient temples scattered around the islands. Baroque churches crowding the main squares, and Neoclassical columns taking a stand in the capital. Growing up enveloped by the stories of so many who have come before, the Maltese tend to become somewhat inured of their rich heritage. This is probably because there is so much to appreciate. But, if you're on the island for just a few days, this is not your problem, and you would do well to book a primer which will take you on a whirlwind tour of the archipelago's past, such as the Malta Experience, in Valletta. This show promises a lot - 7,000 years in under an hour - yet it delivers on visual spectacle and entertainment, to paint a portrait of a people determined to survive against all odds. ☺



Mnajdra Temples. Photo: Heritage Malta

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Guide Me Magazine is a long-standing, leading brand, serving as an authoritative voice reaching hundreds of thousands of tourists visiting Malta and Gozo throughout the year. Since its launch in 2005, Guide Me Magazine has earned a solid reputation. Entrusted by over 2,000 local and international leading brands, the magazine has become a preferred choice for advertising and marketing campaigns aimed at reaching the islands' large volume of tourists. The reasons behind this trust are self-evident, cementing Guide Me Magazine's status as a premier platform for connecting businesses with a diverse and expansive audience.

2024 PUBLICATION DATES

Two editions of Guide Me Malta magazine will be published in strategic time slots to ensure the highest exposure possible and a long shelf life, maximising the value and yield for our clients.

THE PUBLICATION DATES FOR 2024 ARE:

May 2024

August 2024

Exposure in these two editions will provide you with an excellent marketing presence effectively spanning 12 months.

GUIDE ME

Five factors that set Guide Me Magazine apart:

1. ITS QUALITY AS A HIGH-END TRAVEL & LIFESTYLE PREMIUM VISITORS GUIDE

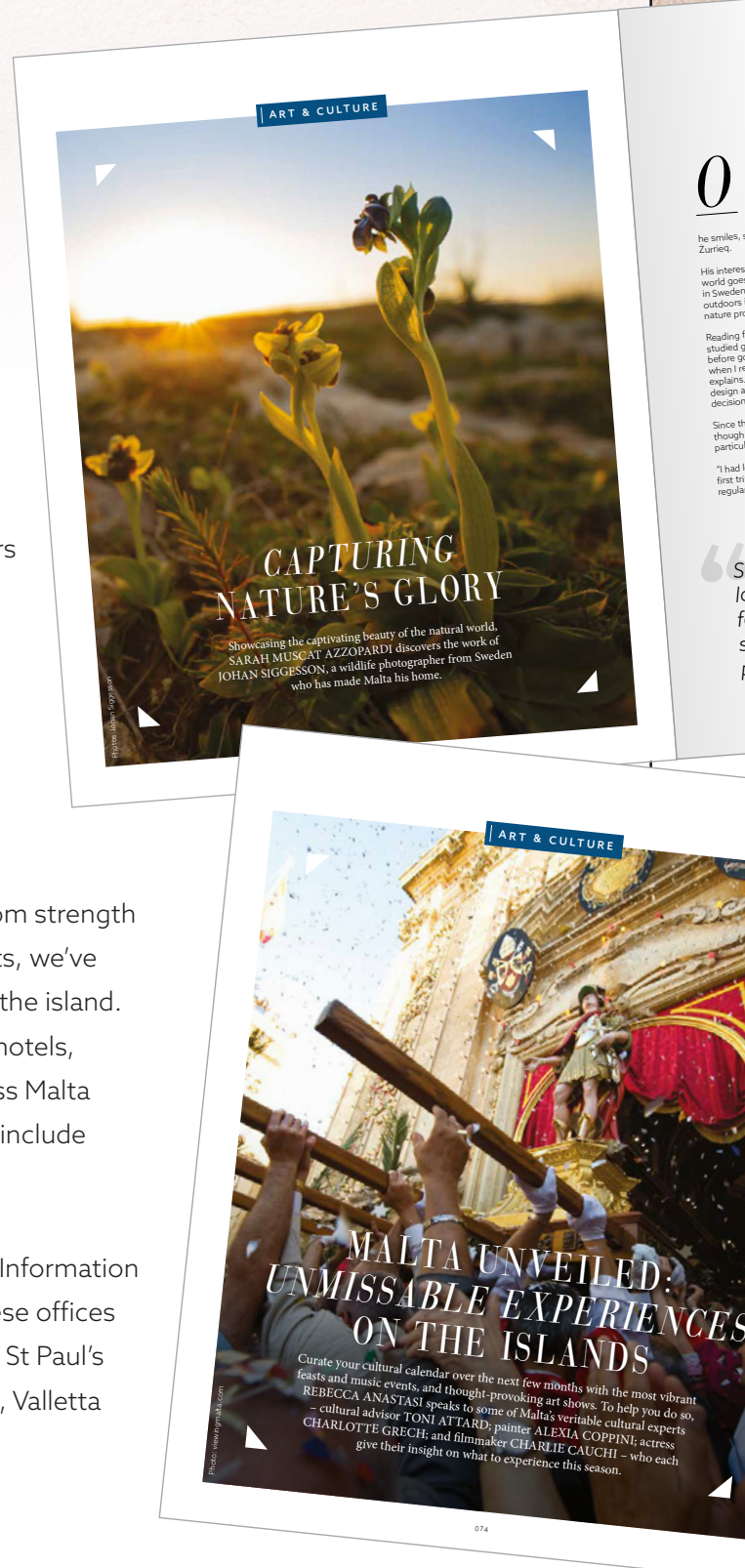
Guide Me Magazine is a high-end travel and lifestyle premium visitors guide, distinguished by its quality. This premium magazine attracts a large readership, reaching thousands of visitors per edition. Serving as a hybrid product, it not only offers a useful guide but also provides a quality lifestyle read for today's visitors and business travellers. Guide Me Magazine boasts top-quality features, premium printing specifications and cutting-edge modern design. It's no wonder it stands as Malta's leading visitors magazine.

2. THE STRONGEST DISTRIBUTION ON THE ISLAND

Over the years, our distribution network has gone from strength to strength. Collaborating with top distribution agents, we've established the most robust distribution network on the island. Guide Me Magazine is distributed to Malta's premier hotels, particularly the top 4 and 5-star establishments across Malta and Gozo. Additionally, we've expanded our reach to include numerous boutique hotels.

Furthermore, Guide Me is available at various Tourist Information Offices operated by the Malta Tourism Authority. These offices are strategically located in Valletta, Mdina, Vittoriosa, St Paul's Bay, Malta International Airport, Marsaxlokk, Mellieħa, Valletta Waterfront, Victoria, and Mgarr (Gozo).

But that's not all - Guide Me is also sold at leading newsagents throughout Malta and Gozo, including key locations like the Malta International Airport, the Gozo Ferries, and outlets situated in areas frequented by tourists.



GUIDE ME

3. CUTTING-EDGE CONTENT

Guide Me Magazine is published by Content House Group, Malta's largest and leading print and online publisher. The Group operates 20 media brands in Malta and has a strong team of editors, journalists, marketing strategists, bloggers, visual and creative people, photographers and writers. What sets Guide Me Magazine apart is the fact that it is projected and pitched as a lifestyle magazine for visitors. It's a good quality read that attracts readership – and that makes all the difference!

4. TRENDY SIZE & HIGH-END SPECS

Guide Me Magazine enjoys a trendy size and high-quality printing specifications – including laminated glossy cover and perfect binding – which make it stand out from the crowd!



5. TRUSTED BY LEADING BRANDS

Since its launch, Guide Me Magazine has been the advertising choice for over 2,000 local and international brands. They trust Guide Me Magazine as a reputable publishing platform, and its association with premium brands attracts even more significant players. This is why Guide Me Magazine stands out as one of the most popular media brands in its genre in Malta.

It's safe to say that nobody covers the Maltese Islands like we do!

Estimated Reach 150,000 annually

This figure is based on long-term assessments of various distribution models, both single and multiplier distribution points, where Guide Me Magazine can be accessed or seen by potential readers.



GUIDE ME
FOOD & DRINK

"The technique used for fishing for lampuki is a unique one that's also steeped in tradition, having remained practically unchanged for centuries."

Ajotta. Photo: Renata Apapalancini - Shutterstock

as much, if not more, than the fishermen themselves. Maltese lampuki, in fact, are not exported due to the high demand locally, and can be prepared in a variety of ways to showcase their delicious flavour.

The traditional, and often preferred, method of cooking for most locals is fried simply and served with a caper and tomato sauce. Another local way of preparing the popular fish is in a hearty pie encased in a flaky, buttery shortcrust pastry. While various recipes exist for the much-revered lampuki pie, each local you meet will likely claim their family recipe to be best, but regardless of whether their preferred filling favours spinach or raisins as the secret ingredient, the outcome is generally very similar: a delicious dish showcasing the best of the lampuka.

Still, the fish remains incredibly versatile, and apart from these methods, you're equally likely to find it on local menus used in a variety of typical and atypical ways. Think pizza topping, in canapés, as an appetiser or simply baked, grilled, barbecued, cured and of course, within a hearty ajotta – a

traditional mixed fish soup – the definition of late Maltese summer on a plate.

If you're visiting at this time of year, you will certainly spot fresh lampuki on the majority of local restaurant menus, but some of the best to be had will undoubtedly be within the eateries dotted along the coast of the fishing village of Marsaxlokk. And it's hardly surprising, with the fish going directly from the fishermen's boats to the kitchens across the road before landing on your plate. It can't get fresher than that, can it?



Lampuki pie. Photo: Therese Debono

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GUIDE ME

ADVERTISING RATES & PACKAGES

INSIDE FRONT COVER SPREAD

€1,800

PREMIUM DOUBLE PAGE SPREAD

€1,500

BACK COVER

€1,500

DOUBLE PAGE SPREAD

€1,400

INSIDE BACK COVER

€1,100

FULL PAGE

€900

HALF-PAGE

€600

SPONSORED CONTENT

A 3-page article, with an agreed-upon pitch, aiming to provide practical tips and/or information on a specific product and/or service. The fee covers the assignment of an experienced writer and a photo shoot.
€1,500

RESTAURANT REVIEW (1 EDITION):

Restaurant review over 3 pages €1,500

RESTAURANT DIRECTORY FOR 1 YEAR:

Restaurant Directory on all editions – that's 1-year coverage! €1,200

PLATINUM SPONSORSHIP PACKAGE:

Logo on Cover + Premium Double Page Spread
+ Editorial ad hoc support €2,500

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.
- Invoices will be issued upon publication of magazine. Terms of payment – 30 days from date of invoice.



A visit to Malta must start from Valletta, the capital city. EDWARD BONELLI spots to take in the full

Malta's capital city Valletta is more often referred to by its local name, simply as il-Belt (the city). This is because, for many centuries, Valletta was the one reference point for the rest of the island and anything and everything that started and ended here. So, in tiny Malta, no one really needed to specify which city they were referring to – there was just the one.

You can only imagine how proud this makes Valletta residents, who are referred to as Belti. But what makes a real Belti? What are the

GUIDE ME

| PRINTING SPECIFICATIONS



DOUBLE PAGE SPREAD ADVERT

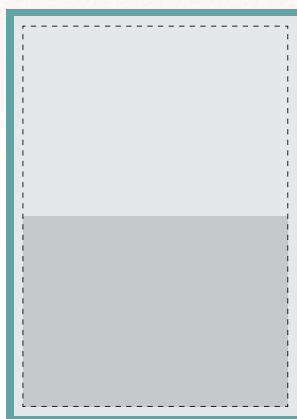
Trim Size: 420mm W x 260mm H
Text Safe Area: 406mm W x 246mm H
Gutter Allowance: 7mm
Bleed Size: 430mm W x 270mm H
Bleed: 5mm bleed all round

INSIDE FRONT COVER DOUBLE PAGE

Trim Size: 420mm W x 260mm H
Text Safe Area: 394mm W x 246mm H
Gutter Allowance: 7mm
Bleed Size: 430mm W x 270mm H
Bleed: 5mm bleed all round

IMPORTANT:

No text or logo in the centre of the artwork.
Minimum of 14mm Gutter Allowance in the centre.



FULL PAGE ADVERT/ BACK COVER ADVERT

Trim Size: 210mm W x 260mm H
Text Safe Area: 196mm W x 246mm H
Gutter Allowance: 7mm
Bleed Size: 220mm W x 270mm H
Bleed: 5mm bleed all round

INSIDE BACK COVER ADVERT

Trim Size: 210mm W x 260mm H
Text Safe Area: 184mm W x 246mm H
Gutter Allowance: 7mm
Bleed Size: 220mm W x 270mm H
Bleed: 5mm bleed all round

HALF PAGE ADVERT

180mm W x 115mm H
No bleed

GENERIC SPECIFICATIONS

Crop Marks: Not required

Binding: Perfect bound

Format: PDF / JPG

Resolution: Minimum 300DPI

Convert to CMYK: ISO Coated (ECI) FOGRA39 (ISO 12647-2:2004)

