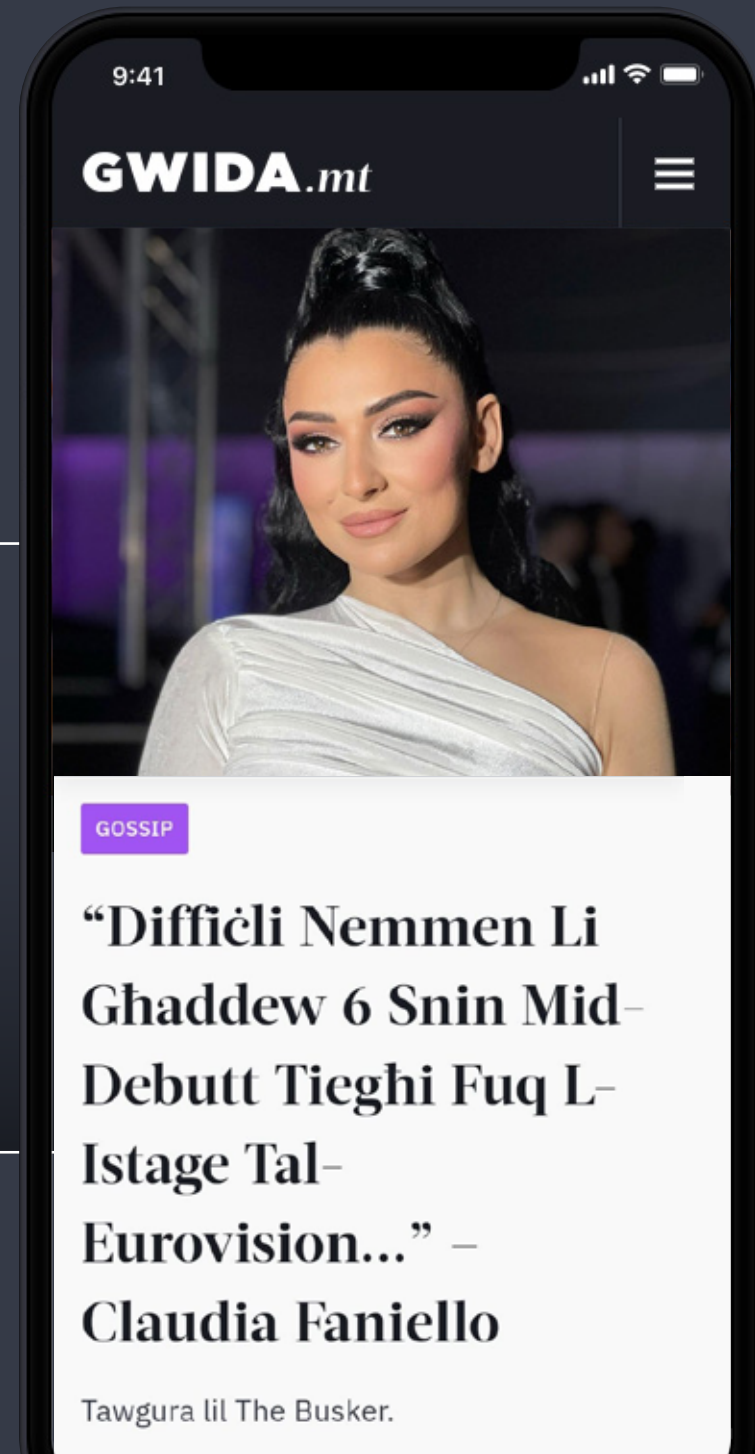


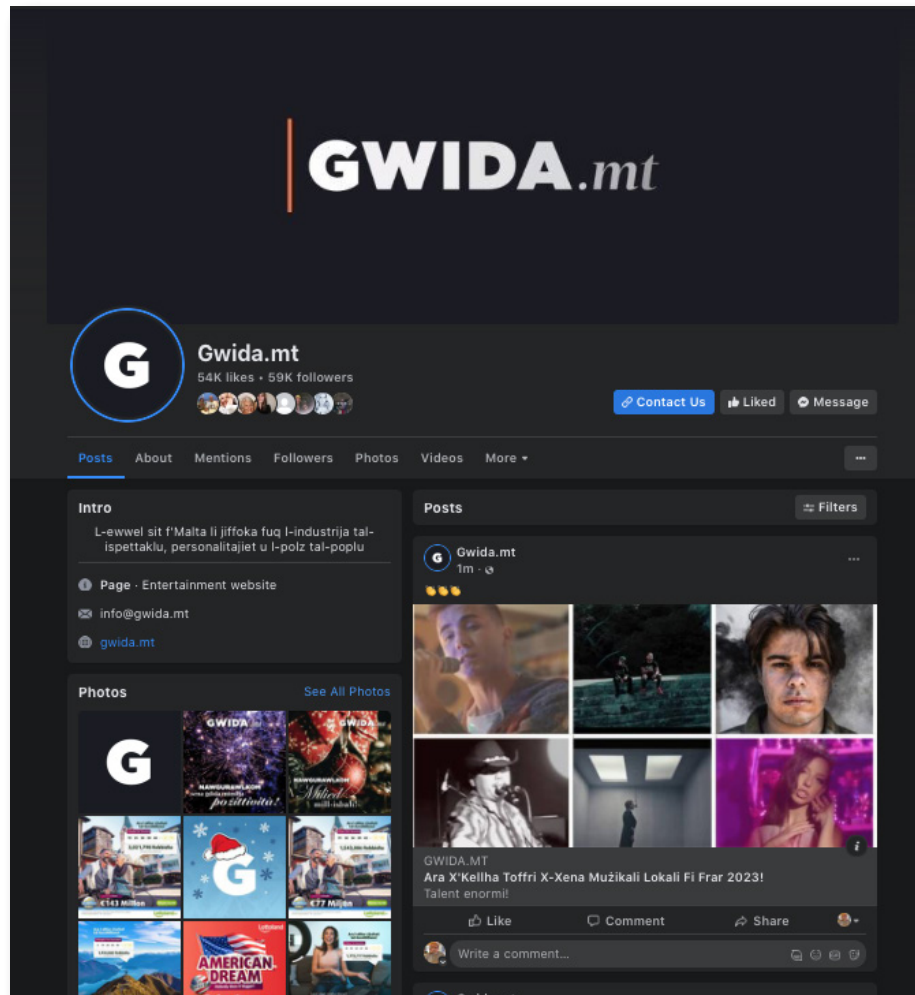
# GWIDA.*mt*

## Media Kit



# GWIDA.*mt*

Our average monthly figures are unbeatable



*Sessions*

**2.5 Million**



*Pageviews*

**3.3 Million**











*Users*

**750,000**

## Winning the battle on social media

### Facebook Page

### Facebook Engagement

 <b>Gwida.mt</b>	1M	<div></div>
 <b>TVMnews</b>	705K	<div></div>
 <b>ONE.com.mt</b>	671K	<div></div>
 <b>Newsbook.com.mt</b>	557.5K	<div></div>
 <b>Lovin Malta</b>	471.5K	<div></div>
 <b>Times of Malta</b>	466.1K	<div></div>
 <b>NET News</b>	395.5K	<div></div>
 <b>Malta Today</b>	205.7K	<div></div>



*Social Media Engagement*  
**4 Million**  
*every month*

Official Facebook Insights showcasing social media engagement for one week amongst local media players

# GWIDA.*mt*

With a brand legacy of over 60 years, **GWIDA**.*mt* has emerged as the strongest and most successful portal in Malta, with

**750,000**  
**monthly users,**  
and with an average weekly social media engagement of over

**1 million users.**

The screenshot displays the GWIDA.mt website interface. At the top, a navigation bar includes a 'G' logo, a search icon, and menu items: ISSA, SPETTAKLU, GOSSIP, LIFESTYLE, TV, and SEGWINA. The main content area features a large article titled "L-Atturi Veterani Paul u Vivienne Caruana Jiccelebraw It-38 Anniversarju Miż-Żwieg Tagghom" (Veteran Actors Paul and Vivienne Caruana Celebrate Their 38th Wedding Anniversary) under the "ISSA" category. The article includes a photo of the couple and a byline for Bradley Cachia. Below the article, there are two social media posts from Vivienne Caruana. The first post, dated "about 2 months ago", shows the couple and has 149 likes, 50 comments, and 5 shares. The second post, dated "about 4 years ago", shows a wedding photo from 1985 and is captioned "1985.....2018". To the right of the main content, a "STEJGER POPOLARI" (Popular Stories) section lists several other articles, each with a small thumbnail and a title.

**ISSA**  
L-Atturi Veterani Paul u Vivienne Caruana Jiccelebraw It-38 Anniversarju Miż-Żwieg Tagghom  
It-teatru laqqagghom

Bradley Cachia  
5 ta' Mejju

IXXERJA

Nhar il-5 ta' Mejju 1985, inghaqdu fiz-żwieg l-atturi veterani Paul u Vivienne Caruana.

**STEJGER POPOLARI**

**ISSA**  
Tabib Allegatament Jaqla' Ras Ta' Tarbija Waqt Il-Ilhas B' Missier It-Tarbija Preżenti Fil-Kamra Magghom Qed Jara Kollox

**ISSA**  
Tmut L-Eks Parteċipanta Ta' Grande Fratello Monica Sirianni

**ISSA**  
"Oqogħdu Attenti Minn Din L-Iscam, Li Qed Issir Fi Sqallija, Ghax Blaġtu Jien Dalghodu" - Sewwieq Malti Gie Ngannat Fi Sqallija

**ISSA**  
"Ghandi 89 Sena... Qatt Ma Zzewigt. Guvni Ahjar! Meta Jkollok Mara U Titilqek Mhux Inkwi?" - Karmnu Jghidha Kif Jahsibha!

**Vivienne Caruana**  
about 2 months ago

149 50 5

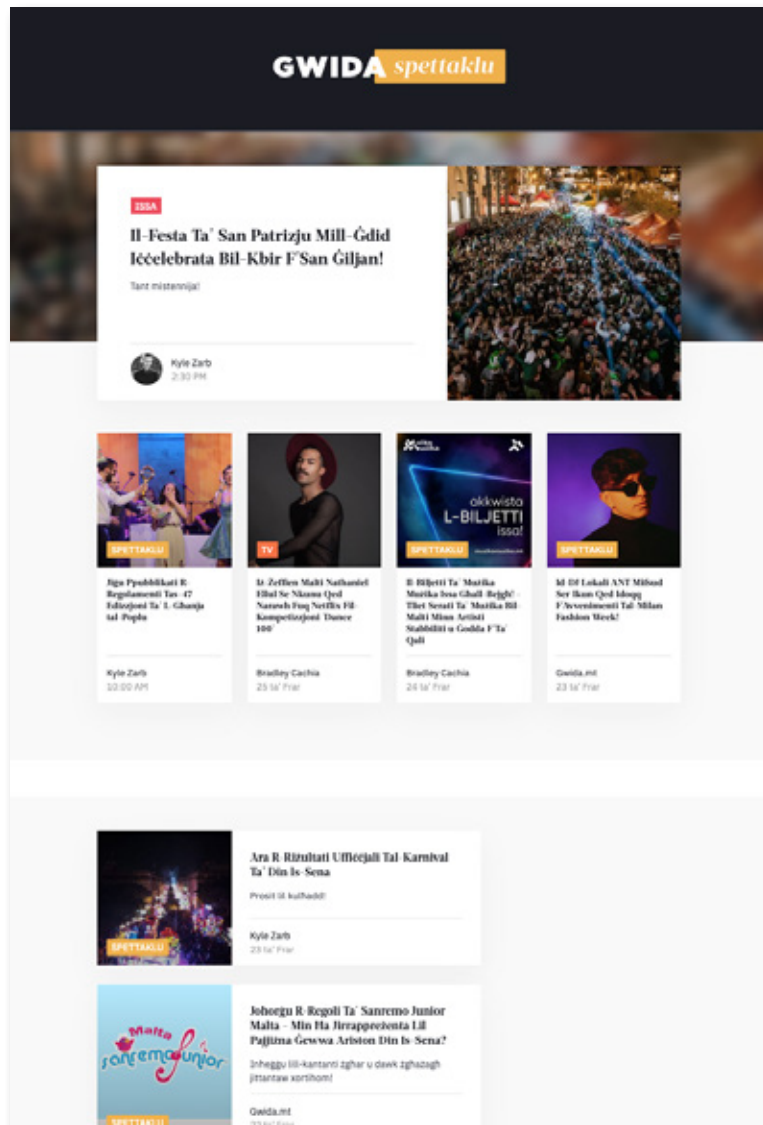
Din kienet it-tieni darba li żżewġet Vivienne, għaliex fl-ewwel żwieg tagħha kienet romlot. Kien proprju t-teatru li laqqagghom flimkien lil dawn iż-żewġ mahnubin.

Huma għandhom tliet itfal: Dominique mill-ewwel żwieg ta' Vivienne, u Donovan u Danielle miż-żwieg tagħha ma' Paul. Huma wkoll nanniet ta' tnejn.

**Vivienne Caruana**  
about 4 years ago

1985.....2018

# GWIDA.mt



A large volume of daily, cutting-edge and engaging content and stories, a large team of content writers working round the clock, a strong social media strategy, and constant AV content have turned **GWIDA.mt** into a powerhouse on social media. Get a glimpse of our success on socials by taking a quick look at our social page on Facebook – you will instantly get a feel of how the algorithms love **GWIDA.mt**, of our team's superlative results, and of the unprecedented social media engagement.

Moreover, our clients are getting super stats on their online banners, video advertising and sponsored content; the latter has indeed exploded in popularity.



G
ISSA
SPETTAKLU
GOSSIP
LIFESTYLE
TV
SEGWINA
Q

---

**LI ISSA**

## "Li Nsir Omm Klenet L-Iktar Haġa Li Tbezzagħni... Kien L-Iktar Vjaġġ Twil, L-Iktar Avveniment Li Biddilli Hajti..." – Omm Iċ-Ċekjuna Faith

L-isfidi żgħir li qatt ma kienu faċili!

---

**Emil Calleja Bayliss**

Iibierah

DXERJA

Fuq il-pagna ta' Up & Up with Faith, omm iċ-ċekjuna Faith tistqarr, "Li nsir omm kienet l-iktar haġa li tbezzagħni, kienet l-ikbar xewqa li kelli, kien l-iktar vjaġġ twil, l-iktar avveniment li biddilli hajti, l-iktar irwol diffiċli li qatt hadt."

**STEJZER POPOLARI**

**ISSA**

**Talib Allegatament Jaqla' Ras Ta' Tarbija Waqt Il-Hlas B'Missier It-Tarbija Preżenti Fil-Kamra Magħhom Qed Jara Kollox**

**ISSA**

**Tmut L-Eks Partecipanta Ta' Grande Fratello Monica Sirinani**

**ISSA**

**'Oqogħdu Attenti Minn Din L-Iscam. Li Qed Issir Fi Sqallija. Ghax Blajt Jien Dalgħodu' - Scwieg Malti Gie Ngannat Fi Sqallija**

**ISSA**

**"Għandi 89 Sena... Qatt Ma Zzewiġi. Gvni Ahjar! Meta Jkollok Mara U Titilek Mhux Inkwi?" - Karanu Jghidha Kif Jahsiha!**

Hi tgħidilha, "Faith, meta sirt ommok qaluli li missitni x-xorti. Għal bidu ma fhmix imma llum ngħid kemm kellhom raġun! Kull pass, kull deċiżjoni, kull stennija, kull toqol, kull diffikultà, kull ostaklu nerga' nghanndi minnhom f'tebqa t'ghajn. Basta ngħix dan il-vjaġġ mieghek. Grazzi talli ghazilt lilii."

L-imhabba tal-omm speċjali wisq u tohrog ħara f'dan il-kliem mill-qalb!  
Segwu l-filmata helu HAWN.

DXERJA

## LI JMISS: Talib Allegatament Jaqla' Ras Ta' Tarbija Waqt Il-Hlas B'Missier It-Tarbija Preżenti Fil-Kamra Magħhom Qed Jara Kollox

# GWIDA.mt

## Animated Advertising Banners

Here's your chance to showcase your business on this exciting dynamic platform. In keeping with international trends, our banner sizes match those utilised by major international portals, and are enhanced to maximise exposure across all devices, including smartphones. Large banners make it easier for advertisers to get their message across – helping to deliver better results! These are the animated banner options we offer:

### Billboard Banners

Media Size: 970x250 pixels

1 month €700

### Half-Page Banners

Media Size: 300x600 pixels

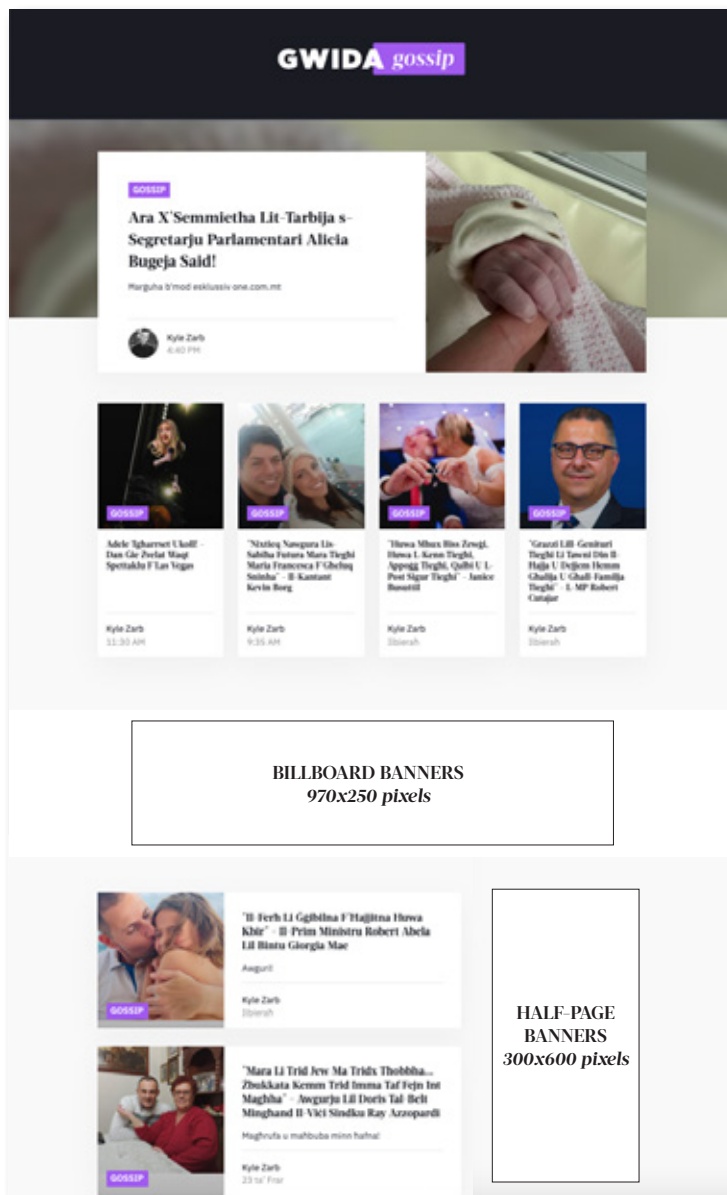
1 month €700

These rates are based on 10% occupancy.

File format: JPG, PNG, GIF or animated GIF.

Max. Size 150KB (Billboard & Half-Page), 50KB (Rectangular).

Being a responsive site, advertisers will get full exposure on desktop, as well as on mobile and tablet devices. We make sure your banner looks great across the board by replacing half-page banners and billboard banners with rectangular banners (300x250 pixels) on mobile and tablet. In this case, the two banner sizes (half-page & rectangular OR billboard & rectangular) will need to be sent prior to the commencement of the campaign.



# GWIDA.mt

## Video Advertising

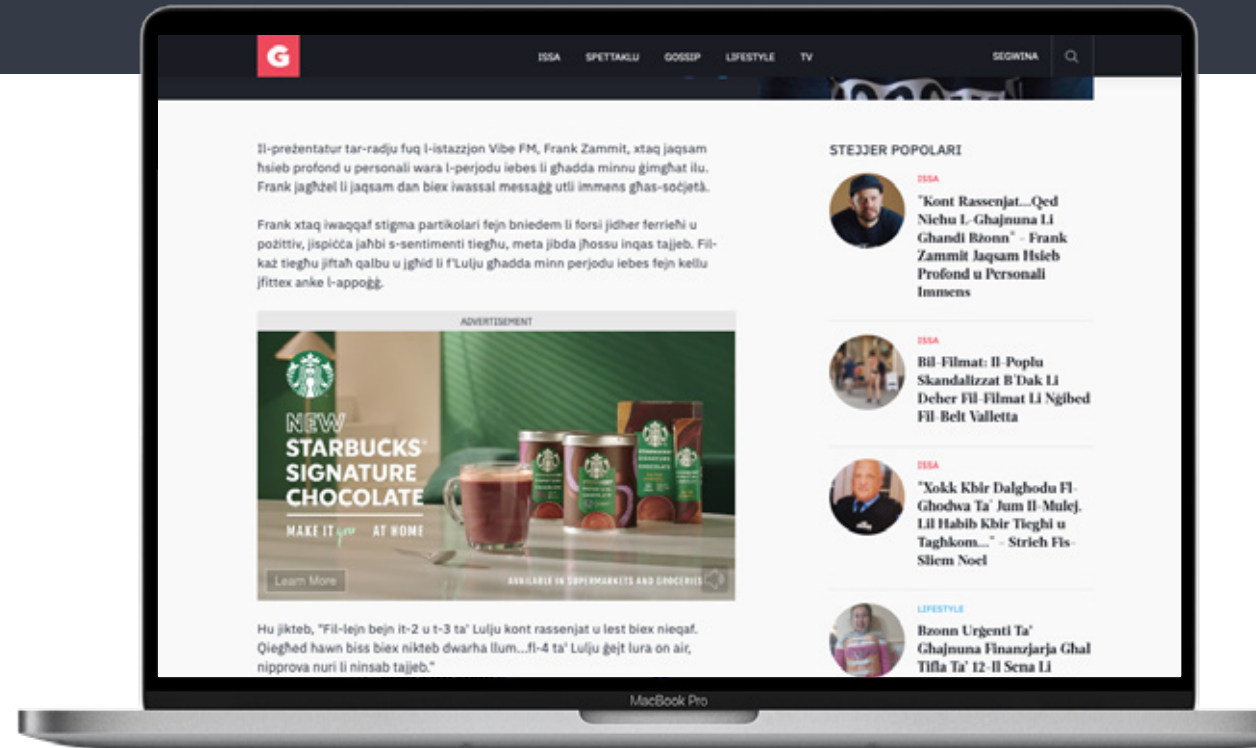
Increasingly in the world of advertising, video is being used to tell a brand or product's story.

As a medium, video enables you to connect with your target audience on a deeper level, letting them know what you're all about.

Want to promote your business using an eye-catching video? We offer that too:

## Outstream Video Ads

Outstream Video Ads are undoubtedly the most innovative form of video advertising – a game changer in the digital world. So, what's so great about it? This video content is seamlessly integrated within desktop and mobile, and is non-intrusive to the user experience. A high-impact, engaging video, this ad features on all article pages and becomes visible as users scroll through.



**1 month €1,000**

The above rate is based on 10% occupancy

File format: **.mp4**

Max. Size **8MB**

Ratio: **16:9**

Dimension: **1280x720px**

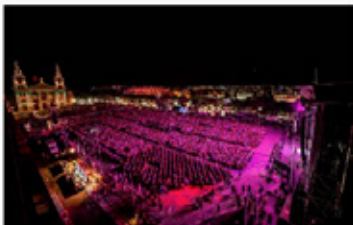
Video Duration: **15/30 sec**

FPS: **24**





Wara li halliet l-udjenza bla kien għal sennjin korekuttivi, il-BBC Concert Orchestra tinfexxa go pajjina b'le 100 Sena Ta' Hollywood. Il-kunċert li wassluha f'pajjina kien zewġ kunċerti spetakolari It's a Kind of Magic - The Queen Story u Classic Rock Anthems.



Huma jirtornaw go Malta fid-9 ta' Lulju, b'kunċert se jinkludi 70 muziċist, u madwar 20 kantant mill-aqwa li huma magħnula ssew fuq il-West End. Preenatur b'esperjenza vasta li f'faser li dawk li ha jattendu ha jkollhom serva memorabbli fuq il-Fosos tal-Floriana.

Dan il-kunċert sensazzjonali se jehodja fuq-inn tal-gassat u jwassla proporz għal mużika tal-kom. Dan għaliex ha jkun qed jagħtina toqhma mill-mużika ta' Astaire u Rogers tal-hits ritenti tal-film. Top Gun, Maverick, Mid-delikatessa ta' Singer in the Rain għal-her ta' La La Land, mill-victoria romantika ta' Dirty Dancing għal-mużika fantastika ta' Disney, Minn Gone With the Wind għal Ghostbusters, Jurassic Park għal James Bond, The Bodyguard għal The Greatest Showman.



Insomma spetaklu tassew uniku li meta tisma 'dawk il-vuċijiet finnikien ma' dik l-orkestra brillanti jagħtuh sensazzjoni li diffiċli mmens nappagħha bil-kien. L-udjenza tgħid ha 'kompli ma' dan l-ispettaklu b'le-capit u 2-2fn.

Is-serata memorabbli li fha se tiddelebraw il-100 Sena ta' Hollywood fuq il-Fosos tal-Floriana ha ssir fid-9 ta' Lulju 2023. Biljetti bilqiegħda jidew minn €15 u jistgħu jinstaw minn [www.maltashows.com](http://www.maltashows.com).

#### STEJZER POPOLARI

**ISSA**  
"Vera Nizzeq Nareq...  
Imma Dan Nif Mhux  
Bhallid - Bi Ga li Għegħet  
Blek U Huk Nizzeq Qed  
Narant Niggrana" -  
Christopher H Kaboo

**ISSA**  
Bi-Film: 'Ma Tietex  
Tagħmel Sev Fil-Patata...  
Hija Abominazzjoni' -  
Pastor Gordon Manche

**ISSA**  
"Bella Talha Għali Li  
Aghaddi Kolox B'Wic li-  
Caf U li Nigħaliem  
Apprezza li-Hella..." - li-  
Zia Tal-Zagħra li-  
Wegga F'Har Zebbug

**ISSA**  
"Bhadri Habib... Ma  
Stemmjibex... Hadd Ma  
Stemmjibex... Għaddjina  
L-jell Nibb li-Ow" - Hadda  
Mahmuda Bil-Merit Ta'  
Mark Anthony Rayloo Ta'  
49 Sena

## Sponsored Content

Sponsored content is considered one of the most effective forms of modern digital marketing. Through such strategic content, advertisers are reaching a wide audience in a seamless way and without disrupting the flow of content reaching the end-user. Sponsored content is essentially online content that is created for paid promotion, which doesn't use a traditional ad format such as a banner ad, but includes editorial content that can take the shape or form of organic content.

€1,200 (includes journalist and photographer fees)

## The Process

One of our talented in-house journalists will get in touch to prepare content that will ensure that your company, product or service stands out, while our digital marketing experts will make sure that the article is viewed by as many people as possible, including via the running of a digital marketing campaign on Facebook.

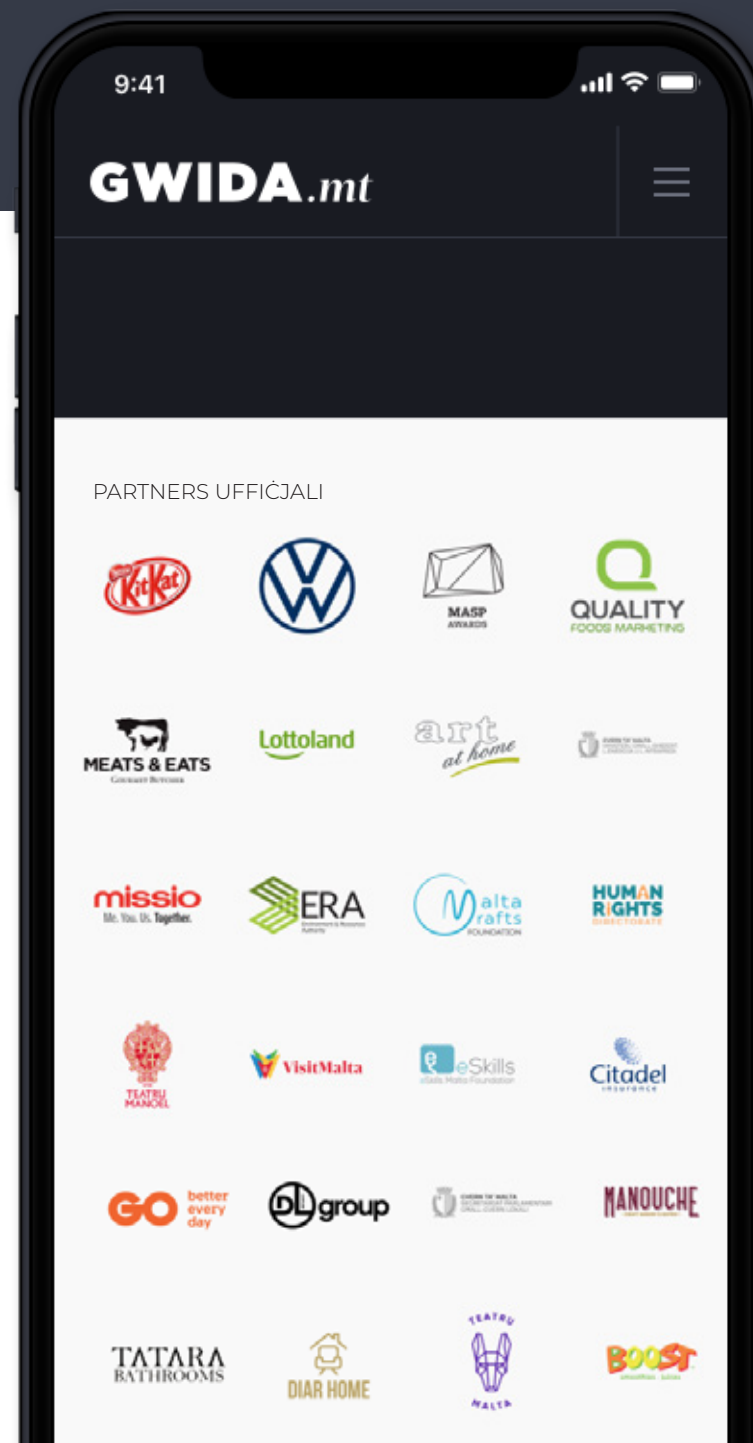
The fee is all-inclusive and covers all the different elements of the job from digital marketing to content writing.

# GWIDA.*mt*

## Official Partner Status

€10,000

You want your brand to stand out; we can make that happen. With an 'Official Partner' Status you will gain access to **GWIDA.*mt*** whenever you need it! Through this 12-month partnership, your brand can count on our support whenever you need it. So if you have launched a new product, have a major announcement to make, or simply want to promote your amazing service, you can count on us – you will be able to rely on our editorial team and digital marketing know-how to ensure that your sponsored articles are posted in a timely manner and will get wide exposure, not only on the portal per se, but on our popular Facebook page too.



# GWIDA.*mt*

Gaining the status of an 'Official Partner' of **GWIDA.*mt*** is indeed prestigious and ensures your brand gains exposure with hundreds of thousands of people. But besides gaining a voice and prestige, an organisation that becomes an official partner of **GWIDA.*mt*** will also benefit from the following:

**1. AN ANIMATED ONLINE ADVERTISING BANNER AT 10% OCCUPANCY FOR 12 MONTHS** on the homepage as well as in the articles section, which can be changed throughout the year as you please. With the 'Official Partner' status you also gain flexibility, so if you would not like your online banner to be published on certain months but want to run 2 consecutive banners on other months, the Official Partnership programme is flexible enough to accommodate a bespoke approach that's tailored to your needs.

**2. SPONSORED CONTENT ARTICLES PUBLISHED ON THE PORTAL.** Content is key. It ensures that your product and brand get the acknowledgement and audience they deserve. It ensures that the message you want to convey is explained loud and clear. So, whenever you have brand or commercial news, or a message to communicate to the hundreds of thousands of **GWIDA.*mt*** users, you can make use of our portal and our popular socials to reach out – the relationship at this level caters for a bespoke approach, tailored to your requirements. The Official Partner Status includes one sponsored article on **GWIDA.*mt***.

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**3. YOUR LOGO WILL FEATURE WITHIN A FOOTER ON EACH AND EVERY PAGE OF THE SITE, INCLUDING ARTICLES AND OUR HOMEPAGE.**

Your logo will also be clickable and will lead to any URL of your choice, whether it's your website or Facebook page, etc.



## 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.
- Artworks must be sent to our offices five working days before the commencement of the campaign. If the material is sent any later, the advertising campaign cannot be extended beyond the agreed dates of the booking order.
- Invoices will be issued upon confirmation of booking. Terms of payment – 30 days from date of invoice.

**GWIDA.mt** is owned and operated by Content House, Malta's largest media house.

For more information contact our Business Team at Content House on 2132 0713 or send an email to [info@gwida.mt](mailto:info@gwida.mt)

