

EXPERIENCE MALTA & GOZO

GUIDE ME

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GUIDE ME



A SPECIAL
90TH EDITION
CELEBRATING
15 YEARS
OF GUIDE ME

EXPLORE

Discover the islands' best diving spots
p. 20

FOOD & DRINK

Malta's newly-revealed Michelin-recognised restaurants
p. 26

FASHION

Three designers making waves in the local fashion scene
p. 66

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



FOOD & DRINK

ALL ABOUT STREET FOOD

Travel the world through your taste buds at the new eatery MADU, which promises patrons a culinary journey of the best street food from all corners of the world.

The buzzing, urban town of St Julian's has a new star in its midst - an eatery that focuses on street food from across the globe, appealing to the traveller and wanderer in all of us.

Inspired by the Maltese translation of the word 'nomad', Madu's team says that, here, "it's all about street food fusion", where different countries and cultures meet and come together through food. "A nomad is a person who travels the world and experiences diverse cultures, including the food, of the places they visit," - and they can get it all in one place at Madu.

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The menu at Madu is a journey, and every dish takes you to a distant place and opens up a world of sights, sounds and flavours. Every creation on the menu is a fusion of exciting influences from across the globe: you'll find South American cuisine enhanced by crispy Asian textures; Mediterranean dishes coloured by the warmth of African joy; vegan and vegetarian options, as well as thrilling cocktails and energising smoothies. Better still, this eatery is open all day long, so you could get your breakfast, lunch, snack or dinner fix whatever time you please.

"Our menu starts off with a healthy breakfast selection which can be enjoyed during a breakfast meeting or during a peaceful and relaxing time at the start of your day," the team says. Dig into a plate of classic, Florentine or royale eggs benedict, served with smoked salmon and spinach.

The varied breakfast menu includes a mouth-watering selection of toasts and omelettes, as well as hearty breakfast plates, such as the classic English breakfast, which includes all your favourite sinful foods in one dish. Those with a sweet tooth can pore over the pancake selection or, opt for an altogether healthy start to the day with a fruit cup or granola cup.

"Throughout the rest of the day, the menu offers typical street food from around the world, as well as fused dishes. One of our most popular dishes, enjoyed with drinks, is the halloumi fries with harissa yoghurt. For a light lunch, our quinoa and peanut salad has proven to be a must-have, while for dinner, the beef brisket and chicken chow mein are the stars of the show."

Foodies are truly in for a treat at Madu and going there hungry is highly recommended. Nibble on onion bhajis or calamari (fritti), savour a healthy bowl of chicken souvlaki or a salmon poke bowl, consider a nostalgic Maltese frito (flat bread) or vegan sabich for a snack, or travel to Japan with the pork ramen bowl or to the USA with a delectable serving of truffle mac and cheese.



Adding to the nomadic vibe at Madu is its ambience - it adapts to its guests and offers a refuge for whatever experience they're looking for. "The restaurant is modern and chic, yet cosy and welcoming. During the day, guests can enjoy a drink and some nibbles while working on their laptop or indulging in a book - we have some great working spaces! In the evenings, Madu transforms into a cool place for a drink and offers a great opportunity to share dishes with your guests. At Madu, it's all about sharing and mingling."

The concept of Madu is brought to life by the expert hand and mind of chef Justin Schieda, whose culinary journey has taken him across pretty much any imaginable role in the kitchen - from assistant-pizzaiole at 14 years of age, to building his chops as a Stagiaire at the two-Michelin star restaurant Ledbury in London, and eventually heading prestigious kitchens locally.

Through his journeys, Justin has gathered a wealth of knowledge, insight and experiences, and is channelling it all through the unique concept of Madu. "Every three months, chef Justin will be tweaking the menu to feature new and different types of street food, offering new and exciting dishes to guests. The next dish to be featured will be pork ribs covered in our home-made Laphroig BBQ sauce."

Better still, every dish at this eatery is prepared with a strong sensibility towards the planet, in its mission to help eliminate single-use plastics and maintain a sustainable environment.

"At Madu, you get to choose your journey with every visit. Where will your first stop be?!"

Number 11 Urban Hotel, Schreiber Street, St Julian's. M: 7900 6679. E: info@madu.com.mt, www.madu.com.mt or follow Madu's Facebook and Instagram pages.

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Guide Me magazine is a leading brand and Malta's authoritative voice reaching hundreds of thousands of tourists visiting Malta & Gozo throughout the year. Launched in 2005, Guide Me Magazine has developed a strong reputation. Over 2,000 local and foreign leading brands have trusted the magazine with their advertising and marketing campaigns targeting hundreds of thousands of tourists visiting Malta every year - and we can see why!

2022 PUBLICATION DATES

Three 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 MONTHS FOR 2022 ARE:

Spring: May 2022 (shelf life till end of July 2022)

Summer: August 2022 (shelf life till end of November 2022)

Festive Season: December 2022 (shelf life till end of April 2023)

Exposure in these 3 editions will effectively give you excellent marketing presence for 12 months!

GUIDE ME

Five factors that make Guide Me Magazine stand out:

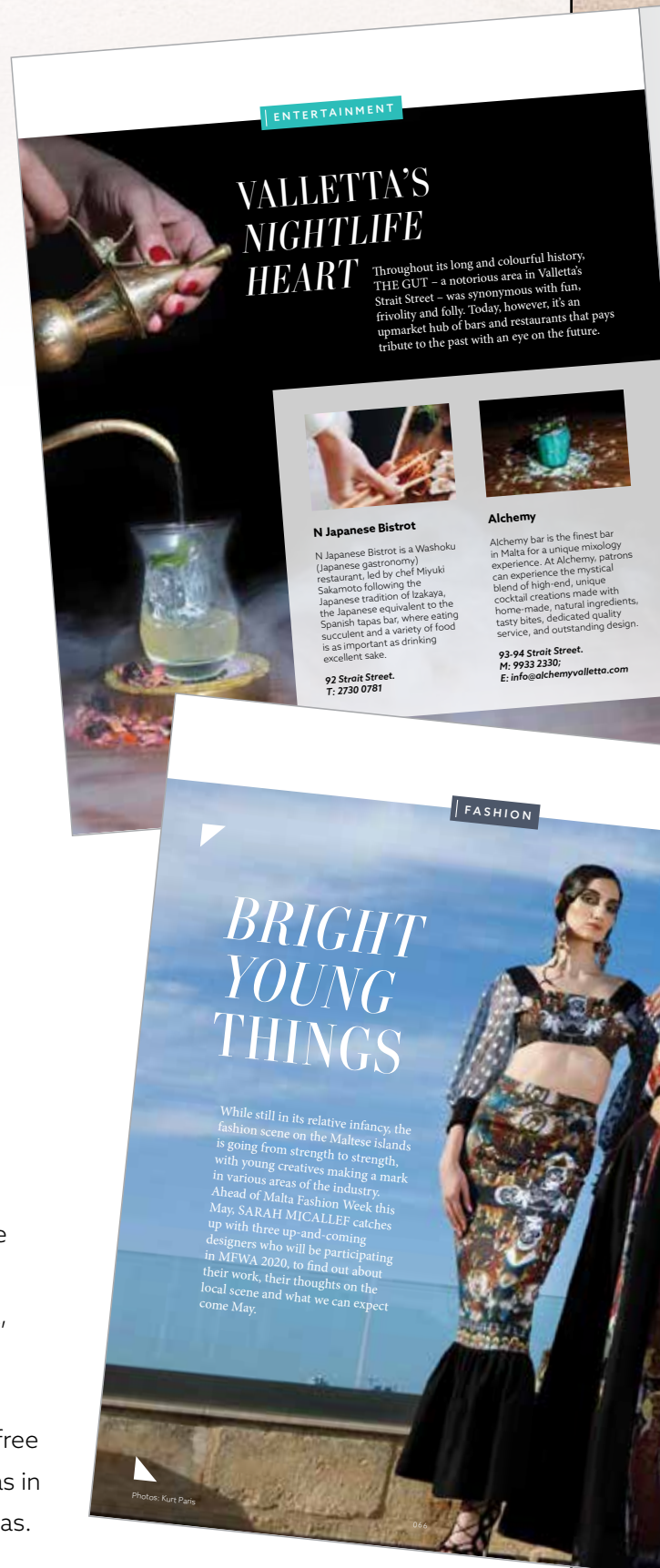
1. ITS QUALITY AS A HIGH-END TRAVEL & LIFESTYLE PREMIUM VISITORS GUIDE

This is a premium, high-end travel and lifestyle magazine, reaching large thousands of visitors per edition. A hybrid product providing a useful guide as well as a quality lifestyle read for today's visitors and business travellers. Guide Me Magazine enjoys only the best, with premium printing specifications and cutting edge modern design; it's no wonder why its Malta's leading visitors magazine.

2. THE STRONGEST DISTRIBUTION ON THE ISLAND

Over the years, our distribution network has gone from strength to strength. Working with the best distribution agents, we currently have the strongest distribution network on the island. Guide Me Magazine is distributed to Malta's leading hotels around Malta and Gozo (we're referring to the top 4 and 5 star hotels in Malta). And over the past years we have also extended our distribution network to a large number of boutique hotels in Malta & Gozo. Beyond that, Guide Me Magazine is distributed by the Malta Tourism Authority in Valletta, Mdina, Vittoriosa, Sliema, Bugibba, Marsaxlokk, Mellieħa, Valletta Waterfront, Victoria and Mgarr (Gozo).

That's not all; Guide Me Magazine is also distributed for free in public places including leading cafeterias, waiting areas in public places, leading language schools and yacht marinas.



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 makes Guide Me Magazine stand out 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, over 2,000 local and foreign reputable brands have advertised in Guide Me. A large volume of brands trust Guide Me Magazine as a reputable publishing platform and premium brands bring on board bigger brands – hence why Guide Me Magazine is one of the most popular media brands in its genre in Malta.

With all this behind Guide Me magazine it's safe to say that nobody covers the Maltese Islands like we do!

Estimated Reach 200,000 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.



BENEATH THE BLUE SURFACE

Surrounded by gorgeous blue seas and blessed with an average of 300 days of sunshine annually, the Maltese islands constantly rank among the top diving spots in the world. CAROLINE CURMI shares a local's perspective on Malta's popular diving scene and uncovers the sites that contribute towards the perfect underwater experience.

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

3 page article with an agreed pitch to provide practical tips, and/or information on a specific product and/or service. The fee covers the assignment of a leading expert writer and a photoshoot.

€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 boat trip to the Blue Grotto caves, Wied Iz-Zumra, Malta. Photo: Daniel Malinowski - www.instagram.com/dmalinowski

Spring is arguably the best weather is warm, the countryside beckon us to head out and enjoy the very best of the islands' outdoor

Malta truly After more layered s to leave a t-shirt into the

THE SOUTH

Whether you public transport places to start the island. As parts of Malta outdoor acti

One of our f Grotto in Zu out onto the of Filija, an recognise f Troy. Here, cliffs to tak or even ho boats avail out to sea point, whic

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PRINTING SPECIFICATIONS



DOUBLE PAGE SPREAD ADVERT

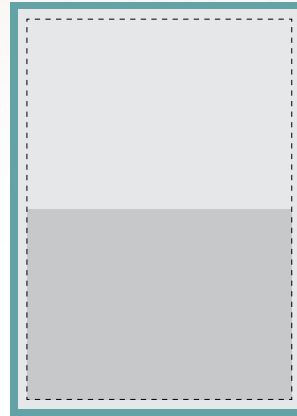
Trim Size: 420mm W x 260mm H
Text Safe Area: 406mm W x 246mm H
Gutter Allowance: 7mm
Bleed Size: 430mm W x 270mm H
Bleed: 5mm bleed all round

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)