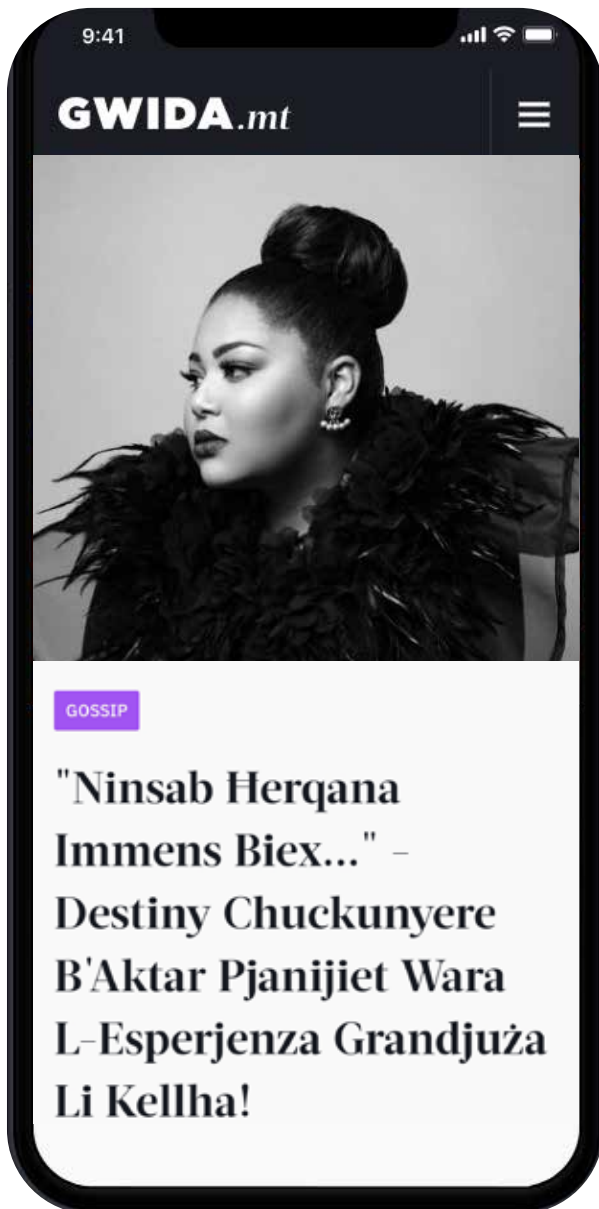


# GWIDA.*mt*



**First local  
national portal  
in Maltese  
focusing on  
entertainment,  
gossip,  
lifestyle and  
personalities.**

*Backed by a strong team of editors, journalists, writers, brand sales executives, digital marketing strategists and social media experts.*

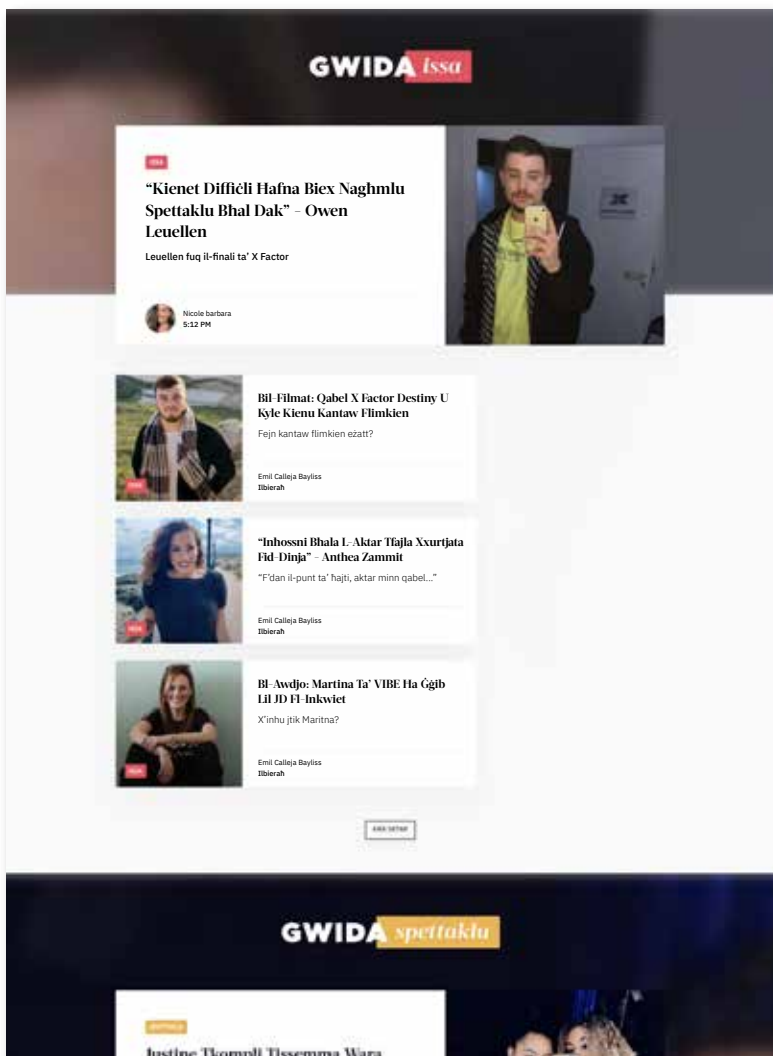
*A strong platform building on the heritage of the Gwida brand, a premium TV magazine with a legacy of over 60 years.*

# GWIDA.*mt*

**GWIDA.*mt*** is a first in Malta. A large proportion of the Maltese population watches local television day in day out. The most popular radio and TV shows in Malta are in Maltese. Entertainment and music shows like Eurovision and X Factor are indeed highly popular. Yet, there isn't a single local platform in Maltese except for portals that cover politics and negative news.

**GWIDA.*mt*** provides a large dose of daily lifestyle, gossip and entertainment news by a talented team of editors, journalists and writers. Our team of digital marketing experts are constantly monitoring the social media front, driving major traffic as well as strengthening the organic growth of **GWIDA.*mt***

**GWIDA.*mt*** continues to achieve mass numbers. With up to 4.8 million sessions every month and Facebook engagement of up to 1,000,000 per week, there's no doubt that **GWIDA.*mt*** is a winner. And did we mention we're ranked in 1st place when it comes to local entertainment and lifestyle portals?



## What makes **GWIDA.*mt*** so great?

Most major portals in Malta cover the same hard news – made up essentially of politics and negative news. We are going against that current – providing a dose of daily fresh news with a difference – covering social media and community news, gossip and entertainment – all in Maltese, making **GWIDA.*mt*** stand out from the crowd.

# 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 get better results for you! 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).

## Pay-Per-View

You can continue to purchase online banners on **Gwida.mt** based on specific months and time of the year, to coincide with your strategic marketing needs. Alternatively you can also purchase a banner based on results. You can decide from now how many impressions or views you wish to hit with your banner, and we'll make it happen! The below are packages designed to help you reach specific targets, without being constrained to a period of time:

100,000 views/impressions €400

250,000 views/impressions €600

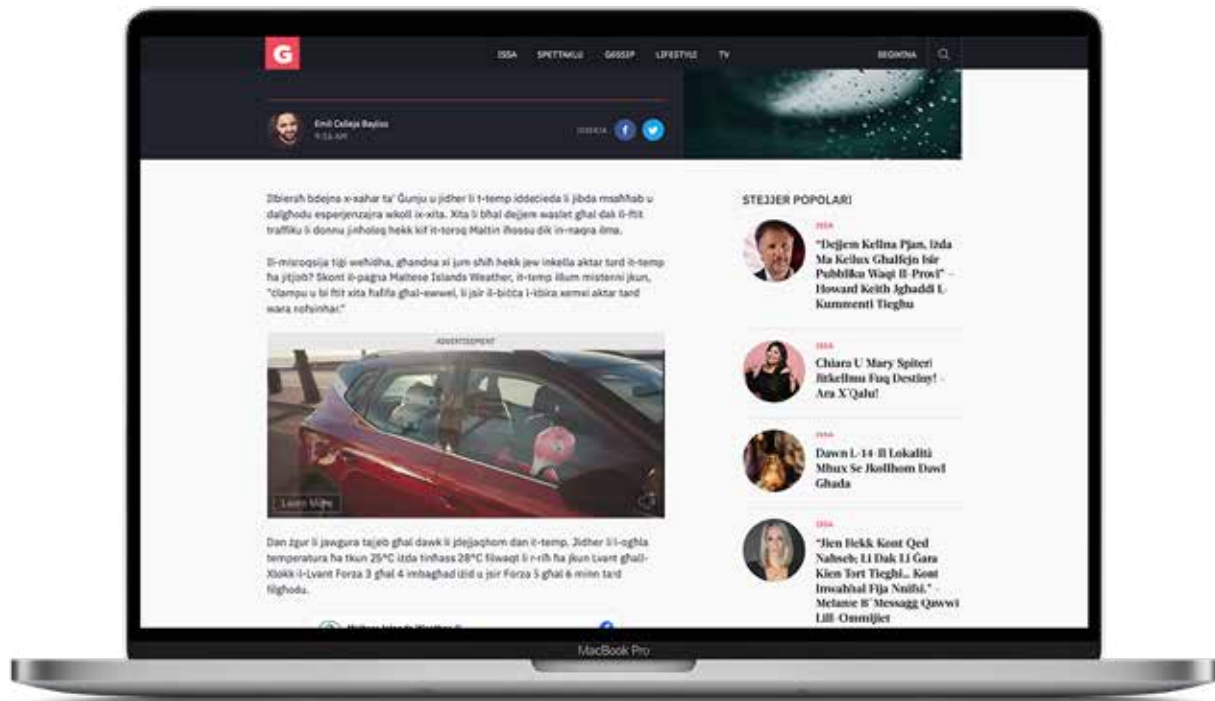
500,000 views/impressions €900

1 million views/impressions €1,500

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.

The image shows a screenshot of the GWIDA Lifestyle website. The page features several article banners with titles in Maltese. A large white box on the right side of the page is labeled "HALF-PAGE BANNERS 300x600 pixels". At the bottom of the page, another white box is labeled "BILLBOARD BANNERS 970x250 pixels".

# 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**

# GWIDA.mt

## 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.

**Min Haqqu Jirbah It-Titlu Miss Gwida? Ivvota u Irbah!**  
Ivvota lill dawn it-fajliet u tista' tirbah!

Anthony Baldacchino  
5 ta' Frar

Wara waqfa ta' sena t-titlu Miss Malta qiegħed miftuh biex jerga' jintlibes. Din is-sena f'din il-kompetizzjoni, t-tim ta' Gwida flimkien mat-tim ta' Miss Malta u ser inkunu qed inwasslukom ahharijiet u gossip dwar din il-kompetizzjoni. Din is-sena Miss Malta ser issir nhar it-28 ta' Frar 2020 fl-MFCC Ta' Qali.

Wara nuqqas ta' hafna snin, minn din is-sena ser terġa' tinfetħ il-kompetizzjoni għat-tittu ta' Miss Gwida. Minn dawn il-21 finalist ser tintgħazel tfajla għal dan it-tittu prestiġjuż! Imma kif ser tintgħazel?

Fir-rivista Gwida qed jinharġu l-kupuni. Dawn il-kupuni jistgħu jrebbhuk €50 vawċer minn Downunder! Dawn il-kupuni jiswew għal 45% tar-riżultat. 45% oħra ser tintgħazel minn onlajn permezz tal-poll li hawn taħt. 10% ser tintgħazel b'eżerċizzju li Gwida.mt ta lill-partecipanti kollha ta' Miss Malta.

Għalhekk minn haqqu jirbah dan it-tittu?

**STEJER POPOLARI**

- GOSSIP**  
Bil-Film: Mark Ta' Xarabank B'Messagġ Romantiku Lill-Mahbuba Tiegħu Fl-Ewwel San Valentinu Flimkien
- ISSA**  
"Kienet Tilfet Hajjitha F'Incident..." - Omm Corazon
- ISSA**  
Corazon Kitbet Itra Lil Howard - X'Kien Qallha?
- ISSA**  
"Inhossni Bhala L-Aktar Tfajla Xxurtjata Fid-Dinja" - Anthea Zammit

Ivvota u tista' tirbah biljetti VIP għal waqt il-Grand Final 2020 ta' Miss Malta.

**Ivvota u tista' tirbah biljetti VIP għal waqt il-Grand Final 2020 ta' Miss Malta.**  
**Aghzel wahda minn dawn:**

<input type="radio"/> Miss Allani	<input type="radio"/> Miss Figue
<input type="radio"/> Miss Chapman	<input type="radio"/> Miss Cheng'ur
<input type="radio"/> Miss Gine	<input type="radio"/> Miss Farnao
<input type="radio"/> Miss Lije	<input type="radio"/> Miss Hordaka
<input type="radio"/> Miss Maria	<input type="radio"/> Miss Huada
<input type="radio"/> Miss Nawar	<input type="radio"/> Miss Paola
<input type="radio"/> Miss Corra	<input type="radio"/> Miss Ornel
<input type="radio"/> Miss Ruber	<input type="radio"/> Miss Siffinal
<input type="radio"/> Miss Siberra	<input type="radio"/> Miss St. Juliana
<input type="radio"/> Miss Valeria	<input type="radio"/> Miss Zhakija
<input type="radio"/> Miss Noh Zahrag	

**DETTALJI TIEGHEK**

Isim \*

Mobile \*

Email \*

\* Nguddi jipprema lura nazzjonali messaggio ta' promozzjoni Miss Gwida.

# GWIDA.*mt*

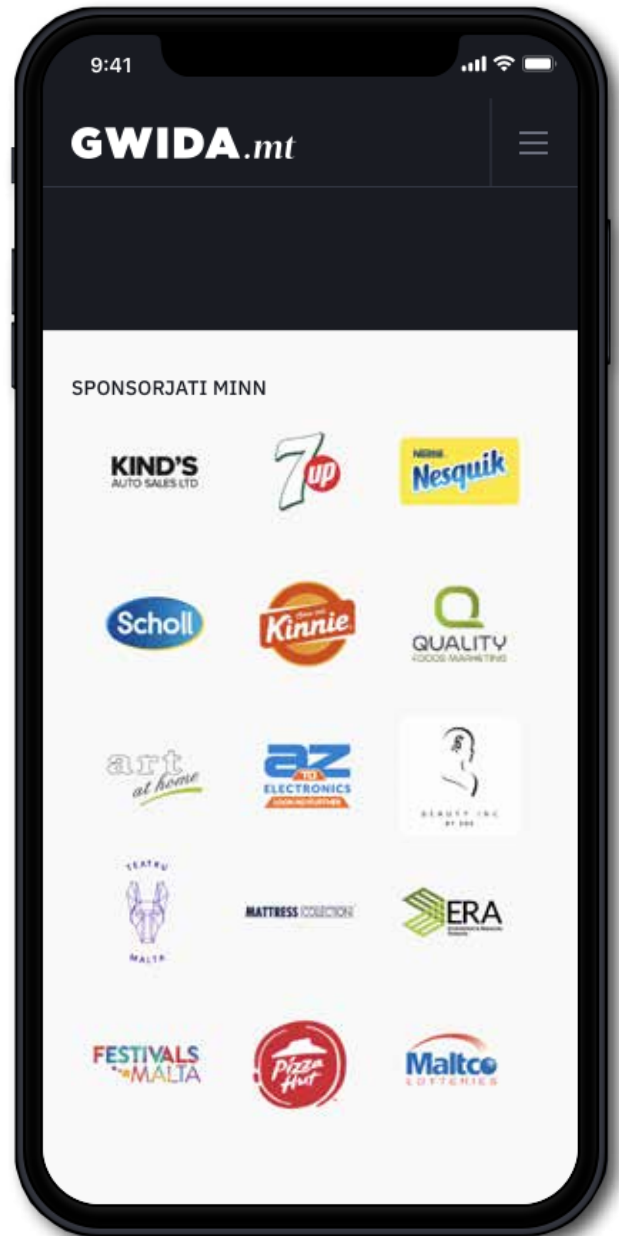
## Official Partner Status

**€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.

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.

**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.

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## 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 and leading publishing house in the online and print sectors

For more information contact the Advertising Sales Department at Content House on 2132 0713 or send an email to [info@gwida.mt](mailto:info@gwida.mt)