

EXPERIENCE MALTA & GOZO

GUIDE ME

THE RECOVERY EDITION

DISTRIBUTED ONCE AIRPORT OPENS AND
HOTELS START RECEIVING VISITORS

EXPERIENCE MALTA & GOZO

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

APRIL-JUNE 2020 | €3

GUIDEMEMALTA.COM

2020/2021 SPECIAL BUMPER ISSUE

GUIDE ME

The Recovery Edition

Distributed once airport opens and hotels start receiving visitors. Expect a thick, glossy annual publication - A special collector's edition marking the recovery of our strategic tourism industry.

Publication Date: October 2020 – This edition of Guide Me Malta Magazine will only be released after the airport opens and once hotels will start receiving guests. **This special edition will have a longer shelf life** – October 2020 till end of February 2021 – providing advertisers with greater value-added and extended exposure with all the visitors in Malta between October 2020 and end of February 2021.

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 as a bi-monthly publication, Guide Me Magazine has developed a strong reputation, reaching a whopping 150,000 readers each edition! Throughout the years, over 2,000 local and foreign leading brands have trusted Guide Me Magazine with their advertising and marketing campaigns.

For the rest of 2020, because of the emerging situation due to COVID19 and the closure of the Malta International Airport, Guide Me Magazine will now be published as a special bumper edition, timed with the recovery of the industry which is earmarked for October 2020. But the publication, which will have a long shelf-life, will only be released to the market once hotels will resume operations and receive guests. Therefore, participation in this edition is critical to target tourists in the key recovery phase, when competition will be tough and the need to generate revenue is critical.



GUIDE ME

FIVE THINGS THAT MAKE GUIDE ME MALTA 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 premium printing specifications and cutting edge modern design; it's no wonder why its Malta's leading visitors magazine.

2. THE STRONGEST DISTRIBUTION NETWORK ON THE ISLAND

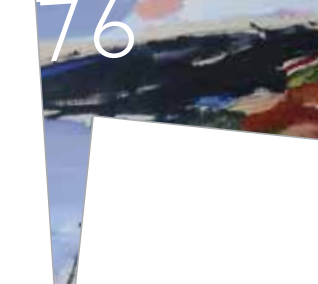
Over the years, our distribution network has gone from strength to strength. Working with the best distribution agents, we currently have the strongest distribution network on the island. Guide Me Magazine is distributed to over 70 hotels around Malta and Gozo (And we're talking about the top 4 and 5 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.



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8. **What's on**
Easter celebrations, art exhibitions, festivals and Malta Fashion Week are just some of the events being held in the coming months.

14. **Outdoor island adventures in springtime**
In springtime, the great outdoors is impossible to resist, and Malta and Gozo's landscapes and seascapes are the best escapes.

20. **Beneath the blue surface**
From scuttled wrecks and sea caves to fascinating marine life, there's plenty to explore and enjoy beneath the surface of the islands' waters.

26. **Recipe for success: Michelin Guide lists 26 exceptional restaurants in Malta**
For the first time in its culinary history, the Maltese islands and 26 of their restaurants have been recognised in the prestigious Michelin Guide. This archipelago is on every foodie's visit list.

36. **The life of the party**
"I worked hard and played hard" says Cecil Bartoli, 94, who lived through the hardships of World War II and has travelled around the globe with a view to celebrating his life.

FOOD & DRINK

DIAR IL-BNIET SOLDIERS ON

By Moyra Sammut

The last few weeks have been tough on our little island with the COVID-19 crisis! But Malta has been through far worse than this, and the tiny island with a big heart reflects the grit and soul of the little village of Dingli, where at Diar Il-Bniet, we have soldiered on all sorts of fields. We have been busy growing to our fabulously tender and delicious kohlrabi to bring to our tables, and that's all thanks to farmer Mario who works tirelessly to tend to his fields with the utmost passion and dedication!



The Diar Il-Bniet farm-to-concept started some six years ago from humble beginnings, and brother duo Dorianne and Mifsud decided to open a shop selling Maltese home products. Today, it has grown into a fully-fledged restaurant with a farm shop stocking amazing and agr-products, all made from produce from their fields. From jam to olive tapenades, the phenominal.

The team is currently also busy nurturing the beautiful and juicy strawberry beds, which produce prolific red gems – the best on the island, may we add – which are on display in the restaurant at Diar Il-Bniet, dipped in chocolate, a decadent parfait, a super delic

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, 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 – making it stand out from the crowd!



5. TRUSTED BY LEADING BRANDS

Since its launch, over 5,000 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 – and 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!



Between Ash & Dust

1-26 April
The exhibition by artist Vince Briffa explores implausible distances and detached spaces, splitting up such evasive elements as smoke and sky. These elements are as much about the process of drawing and painting as they are about the current war imagery of destruction taken from tabloids or television. These metaphoric memorials sway unclearly between human intervention and natural phenomena.
Where: Art-Hall, Victoria, Gozo, arthallgozo.com

Strings in Spring

3 April
Celebrated Maltese violinist Carmine Lauri joins the Malta Philharmonic Orchestra to perform Beethoven's lyrical Romance No. 1 and Bruch's

Concerto No. 1, a work balancing melodic simplicity and virtuosity. The performance will be conducted by Sergey Smbatyan.
Where: Teatru Manoel, Valletta, maltaorchestra.com

A Stroke of Bad Luck

17-19, 24-26 April
Colin Willis will be returning to the stage for a biographical performance about his life. The former high commissioner of Australia in Malta, Colin came here for work, fell in love, left his job and stayed in Malta to focus on his passion: theatre. Some years ago, after relocating to Malta, Colin suffered a stroke, and this performance is a personal and intimate portrait of Colin and his partner, actress Nanette Brimmer, as they come to grips with their new normal.
Where: MADC The Clubrooms, Santa Venera, teatrumalta.org.mt

International Spring Orchestra Festival

17-25 April
The 14th edition of this annual classical music festival celebrates chamber and orchestral music in stunning settings, including Teatru Manoel, Casino Maltese and the Museum of Archaeology and in Valletta, where musicians from far and wide gather to perform pieces by some of the world's most famous composers.
Where: Various locations around Malta, iso-festival.com

Festa Frawli

19 April
One of the first events to mark the start of spring on the island is the annual strawberry festival. Festa Frawli, when the parish square of the agricultural village of Mgarr becomes a mecca for all things strawberries. Aside from the constant supply of fresh

GUIDE ME

ADVERTISING RATES & PACKAGES

INSIDE FRONT COVER SPREAD

€2,500

PREMIUM DOUBLE PAGE SPREAD

€2,000

BACK COVER

€2,000

DOUBLE PAGE SPREAD

€1,750

INSIDE BACK COVER

€1,500

FULL PAGE

€1,200

HALF-PAGE

€800

SPONSORED CONTENT

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

€1,700

RESTAURANT REVIEW (1 EDITION):

Restaurant review over 3 pages €1,500

RESTAURANT DIRECTORY:

Restaurant Directory in this special recovery edition €400

PLATINUM SPONSORSHIP PACKAGE:

Logo on Cover + Premium Double Page Spread + Editorial ad hoc support €4,000

BOOKING INFORMATION

Prices quoted are exclusive of VAT. Artwork has to be supplied in high resolution and in the correct size with a 5 mm bleed all around.

There is a €150 cost for creation of artwork and €75 for amendment of existing artwork (both ex VAT.)



GUIDE ME

PRINTING SPECIFICATIONS

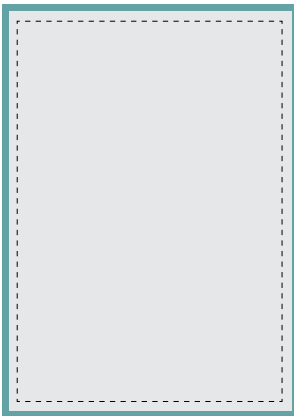


DOUBLE PAGE SPREAD ADVERT/ INSIDE FRONT COVER DOUBLE PAGE SPREAD ADVERT

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

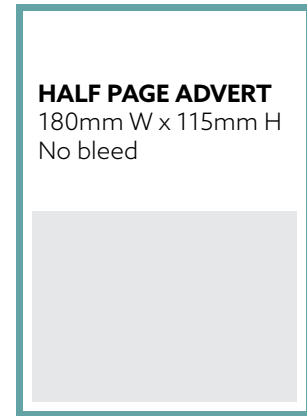
IMPORTANT:

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



FULL PAGE ADVERT/ INSIDE BACK COVER 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



HALF PAGE ADVERT

180mm W x 115mm H
No bleed

GENERIC SPECIFICATIONS

Crop Marks: Not required

Blinding: Perfect bound

Format: PDF / JPG

Resolution: Minimum 300DPI

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

