

# DIGITAL ISLAND

TOMORROW'S WORLD. TODAY.

INNOVATIVE TECHNOLOGY.  
ARTIFICIAL INTELLIGENCE. ESPORTS.

# DI

#### COVER STORY

An analysis of Malta's strategy for a digital economy and future

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#### INNOVATORS

Catching up with the island's top tech and digital entrepreneurs

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#### ARTIFICIAL INTELLIGENCE

Exploring the potential of AI in business

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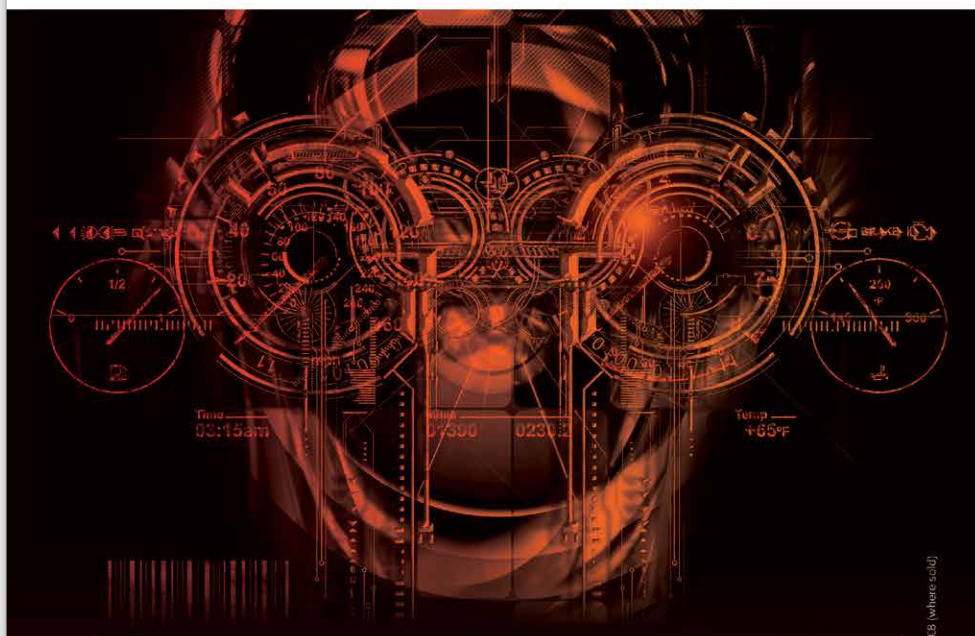
#### COMMUNICATIONS

Is Malta ready for 5G? The experts weigh in

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# DIGITAL ISLAND 2021

TOMORROW'S WORLD. TODAY.



CS (where'scally?)

Official Partners



# DIGITAL ISLAND

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**DIGITAL ISLAND** is a high-end, innovative annual publication focusing on **new technology, artificial intelligence** and **esports**. **DIGITAL ISLAND** is the leader of the pack in so far as emerging industries and new technology is concerned. The government and the Malta Chamber of Commerce has recently set up tech.mt as a national agency to assist tech companies based in Malta in exporting their information and communications technology beyond Malta's shores. The government has also set up the Malta Digital Innovation Authority (MDIA) that is actively working at promoting Malta as a **new technology destination**.

The Maltese Parliament has also passed laws that have established a regulatory framework and are driving innovation in innovative technologies. These laws are attracting foreign financial tech companies to establish themselves in the country.



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## INNOVATIVE TECHNOLOGY – EMBRACING NEW TECHNOLOGY, FOSTERING A NEW ECONOMY

Digital Island is an annual bumper publication on new technology and relevant industries, published by Content House Group, Malta's largest publisher in the magazines and digital media publishing sectors – owning and operating over 20 media brands.

### THE MOST COMPREHENSIVE GUIDE ON NEW TECHNOLOGY & AI

Published as an annual publication, Digital Island features the leaders in the field, highlighting the efforts being undertaken by various international companies to set up shop in Malta, as well as the momentum gained by various leading industries in Malta – legal firms, auditors, accountancy firms, banks, consultancy firms, real estate, etc – to assist and play a crucial role in these new emerging technologies. In-depth stories, interviews, analyses and the latest developments – all in one annual publication.

### DIGITAL ISLAND EXTENSIVE DISTRIBUTION NETWORK

Digital Island is distributed to a large number of players within all of the industry's relevant sectors.

This high-end, top-drawer publication is available across the following platforms:

- iGaming companies operating in Malta
- AI and relevant new tech companies in Malta
- Leading lawyers and legal firms operating in Malta
- Leading banks and financial institutions operating in Malta
- Leading accountants, accountancy firms and auditors servicing businesses in Malta
- Government agencies, OPM, Ministries, Government departments
- Foreign Embassies and Consulates established and represented in Malta
- Prominently available in leading hotels, coffee shops, waiting areas, hospitals, clinics, etc
- Sold at leading newsagents

### WE OFFER QUALITY

The magazine (size: 210mm x 297mm) has very high printing specifications, including lamination on the cover, and is perfect bound.

### ESTIMATED REACH: 30,000 annually

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



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## ADVERTISING

Inside Front Cover Spread: **€3,000**  
420mm (W) x 297mm (H) + 5mm bleed

Inside Back Cover: **€1,500**  
210mm (W) x 297mm (H) + 5mm bleed

Back Cover: **€2,000**  
210mm (W) x 297mm (H) + 5mm bleed

Premium Double Page Spread:  
(Premium Cover Spreads offered on a  
first come, first served basis): **€2,400**

2 Full Pages or a Spread: **€1,800**  
420mm (W) x 297mm (H) + 5mm bleed

Full Page Advert: **€1,200**  
210mm (W) x 297mm (H) + 5mm bleed

## NATIVE ADVERTISING

We feature interviews with key personalities directly or indirectly involved in the new technology industry in Malta. We approach organisations that we deem match the pitch and characteristics of this high-profile publication. Extensive interviews are carried out by our team of journalists and a photo shoot is taken by our photographers. Native content, photography and design costs are included in the below.

4 Page Interview: **€2,500**  
6 Page Interview: **€3,750**

## PLATINUM SPONSORSHIP

We offer a limited number of Platinum Sponsorship Packages that include a 4-page interview, Double Page Spread of Advertising, the organisation's Logo on the Cover as well as 100 copies of the upcoming edition of the Digital Island publication. Platinum Sponsors are eligible to receive 100 free copies of Digital Island delivered to a local address, and up to five copies deliverable to a foreign address. Should sponsors wish to make their own arrangements for international delivery, 100 copies will be made available for collection at Content House Group's offices in Mriehel, Malta.

Platinum Package: **€7,500**

## TERMS & CONDITIONS

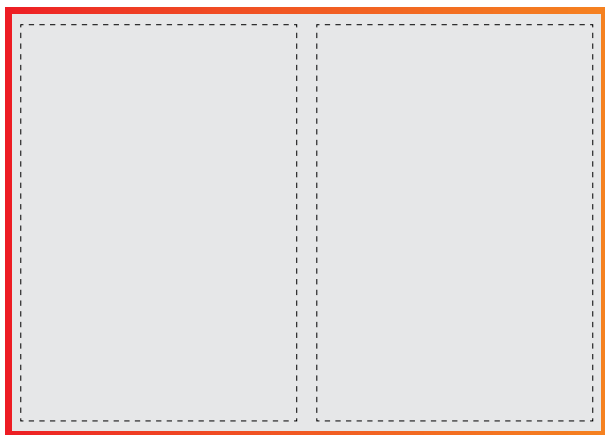
- Advertising and Production Rates are exclusive of VAT
- Advertising Rates exclude artwork production
- Artwork Creation: €150 - Artwork Resizing: €50
- A fee of 40% will be charged on cancellation of an advert. A one-month notice must be given in writing for a pre-booked campaign to be cancelled.
- Invoices will be issued upon publication of magazine. Terms of payment - 30 days from date of invoice.



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## PRINTING SPECIFICATIONS



### DOUBLE PAGE SPREAD ADVERT

Trim Size: 420mm W x 297mm H (A3)  
Text Safe Area: 406mm W x 283mm H  
Gutter Allowance: 7mm  
Bleed Size: 430mm W x 307mm H (A3)  
Bleed: 5mm bleed all round

### INSIDE FRONT COVER DOUBLE PAGE SPREAD ADVERT

Trim Size: 420mm W x 297mm H (A3)  
Text Safe Area: 394mm W x 283mm H  
Gutter Allowance: 7mm  
Bleed Size: 430mm W x 307mm H (A3)  
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 297mm H (A4)  
Text Safe Area: 196mm W x 283mm H  
Gutter Allowance: 7mm  
Bleed Size: 220mm W x 307mm H (A4)  
Bleed: 5mm bleed all round

### INSIDE BACK COVER ADVERT

Trim Size: 210mm W x 297mm H (A4)  
Text Safe Area: 184mm W x 283mm H  
Gutter Allowance: 7mm  
Bleed Size: 220mm W x 307mm H (A4)  
Bleed: 5mm bleed all round

### 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)

