

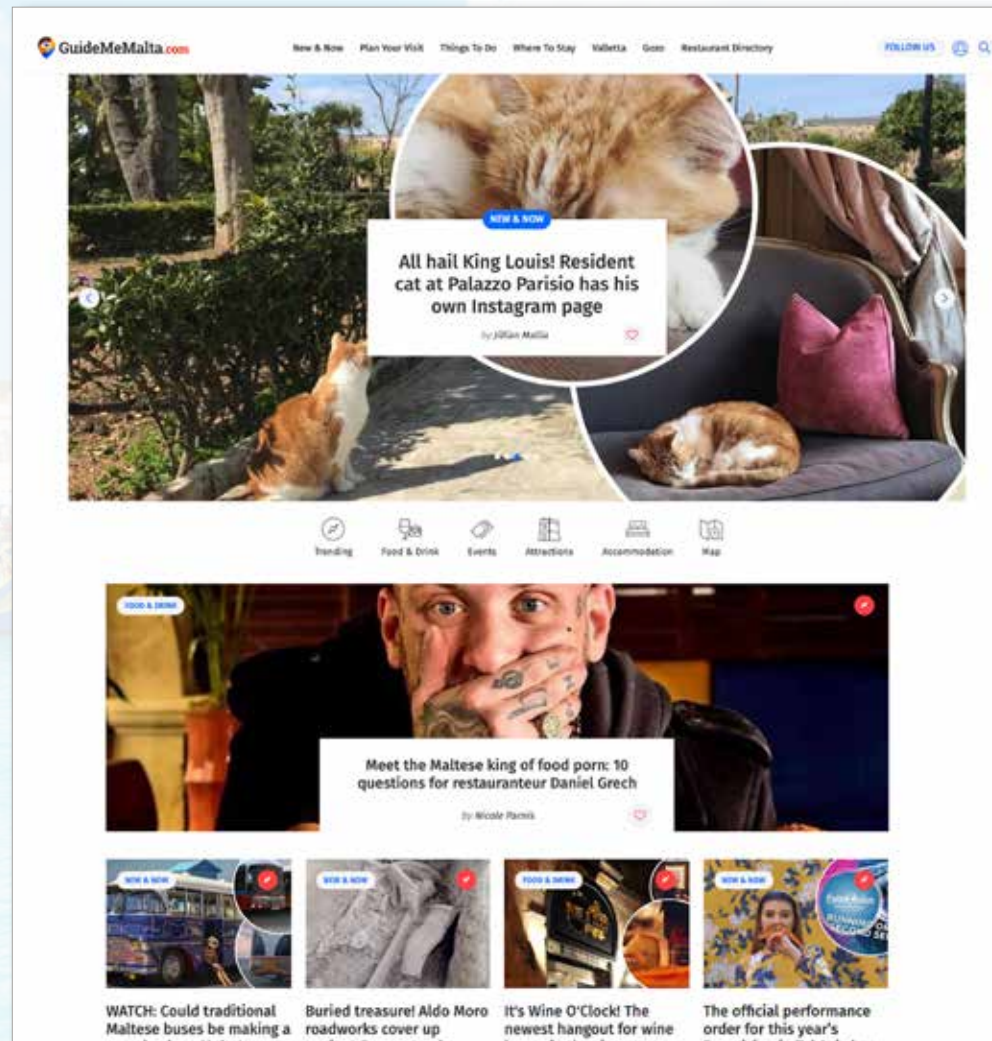


**GuideMeMalta.com**

**ADVERTISING RATE CARD**



GuideMeMalta is a popular local platform focusing on what's new and happening on the Maltese Islands. At just over two years old, it's Malta's fastest growing lifestyle portal, and has cemented itself as a strong digital voice and platform offering a very different read to everything else that's out there!



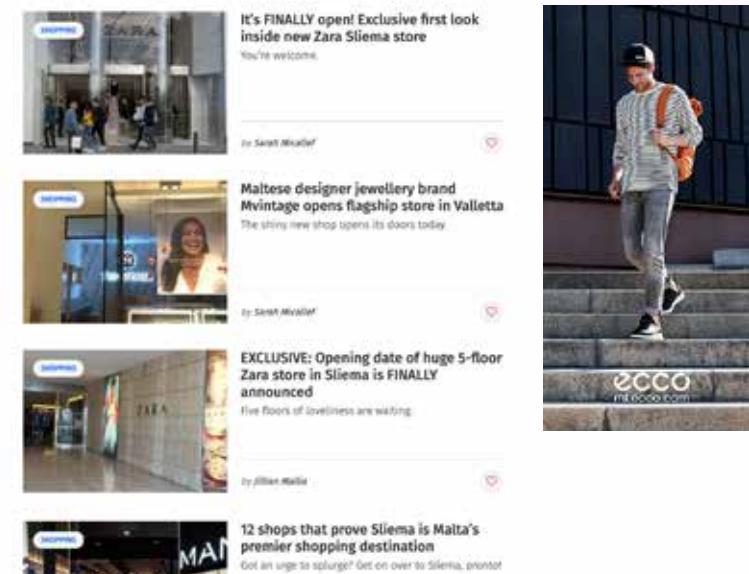
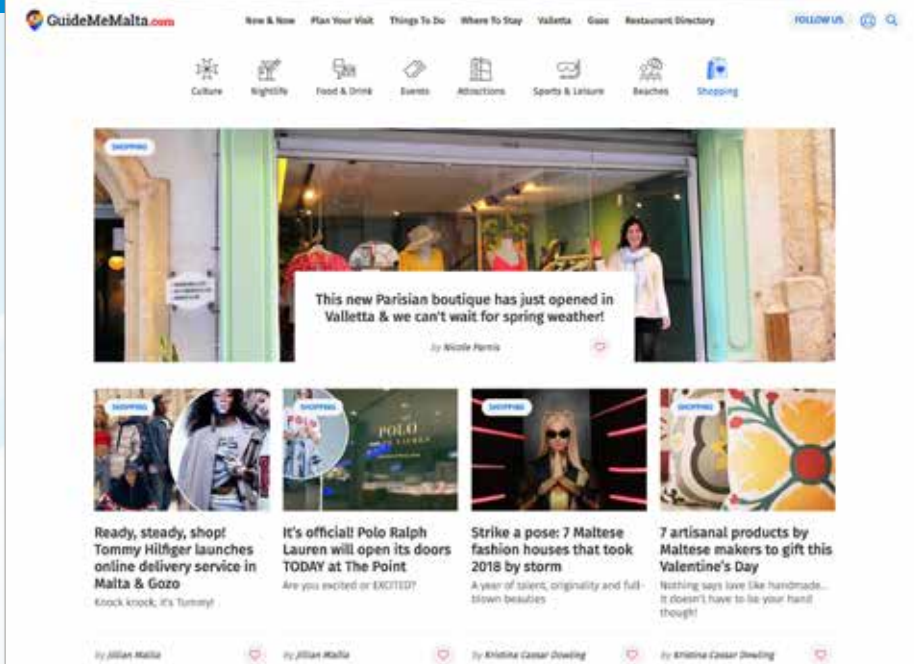


## Our socials are buzzing, and the numbers speak for themselves. What's not to love?

With high levels of engagement and over **40K followers** across our socials, it's clear we're doing something right! GuideMeMalta continues to raise the bar on the digital front, with over **6.6M sessions** and **7.3M pageviews** per year, it's no surprise that many companies are choosing our brand to get their awesome message across.

The site sees over **10M users** per year and is ranked as one of Malta's **top 10 local portals** by Alexa, the world's leading website ranking tool. Also, with **46.5% of traffic coming from socials** and **42% being organic search**, it's safe to say we're pretty balanced. With so much going on, it's easy to see why our readership grows every day and why advertisers are coming to us to give their brand that extra boost.

Our dedicated team produces high-quality, regular and cutting-edge content on the daily, and we don't rely on sensational or negative news to get hits! Instead, we offer local insight into everything happening locally, from the news on everyone's lips, lifestyle and insider info to reviews and what's new on the islands, from launches to top events. A new spot to check out? A cool gig coming up? You heard it here first, and you're welcome.

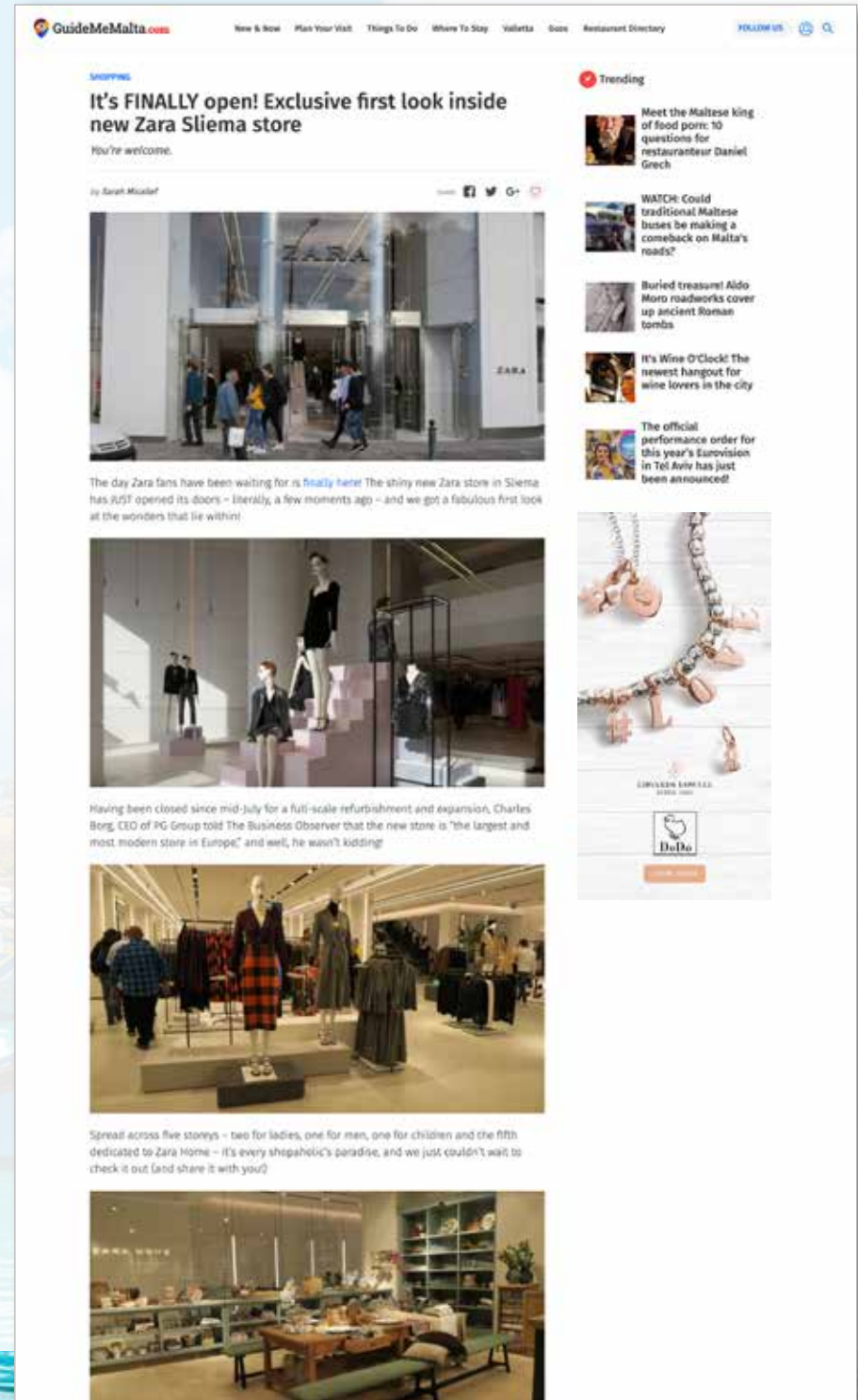


## **SPONSORED CONTENT €1,200** Includes journalist fee & photography

Sponsored Content is considered one of the most effective ways of modern digital marketing. Through it, advertisers reach an audience in a seamless way and without disrupting the flow of content reaching the end-user. Sponsored Content is essentially online content that it is created for paid promotion, which doesn't use a traditional ad format such as a banner ad, but includes editorial content such as, in this case, a news story, an accommodation review or an events listing.

## **THE PROCESS**

The article will be written by one of our talented in-house journalists and then passed onto the client for approval. It is then in the hands of our digital marketing experts to make sure that the post stands out from the rest! Our team will use every trick up their sleeves to ensure that the article is seen by as many people as possible, including the running of a campaign on Facebook. Additional exposure will also be given through GuideMeMalta's Instagram page.




The screenshot shows a news article on the GuideMeMalta.com website. The article is titled "It's FINALLY open! Exclusive first look inside new Zara Sliema store" and is by Sarah Micallef. The article features three images: the exterior of the store, a mannequin in a black dress, and the interior of the store. The article text describes the store's opening and its features. On the right side of the page, there is a "Trending" section with four articles: "Meet the Maltese king of food porc: 10 questions for restaurateur Daniel Grech", "WATCH: Could traditional Maltese buses be making a comeback on Malta's roads?", "Buried treasure! Aldo Moro roadworks cover up ancient Roman tombs", and "It's Wine O'Clock! The newest hangout for wine lovers in the city". Below the trending section is a promotional banner for "L'ESSENCE DE L'AMOUR" jewelry, featuring a necklace with heart-shaped charms and a "Shop Now" button.


GuideMeMalta.com New & Now Plan Your Visit Things To Do Where To Stay Valletta Goos Restaurant Directory FOLLOW US

**It's FINALLY open! Exclusive first look inside new Zara Sliema store**  
You're welcome.


By Sarah Micallef




The day Zara fans have been waiting for is finally here! The shiny new Zara store in Sliema has JUST opened its doors - literally, a few moments ago - and we got a fabulous first look at the wonders that lie within!



Having been closed since mid-July for a full-scale refurbishment and expansion, Charles Borg, CEO of PG Group told The Business Observer that the new store is "the largest and most modern store in Europe," and well, he wasn't kidding!



Spread across five storeys - two for ladies, one for men, one for children and the fifth dedicated to Zara Home - it's every shopaholic's paradise, and we just couldn't wait to check it out (and share it with you!)



## 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 and tablets. 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	<b>€550</b>
3 months	<b>€1,500</b>
6 months	<b>€3,000</b>

*The above rates are based on 10% occupancy.*

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

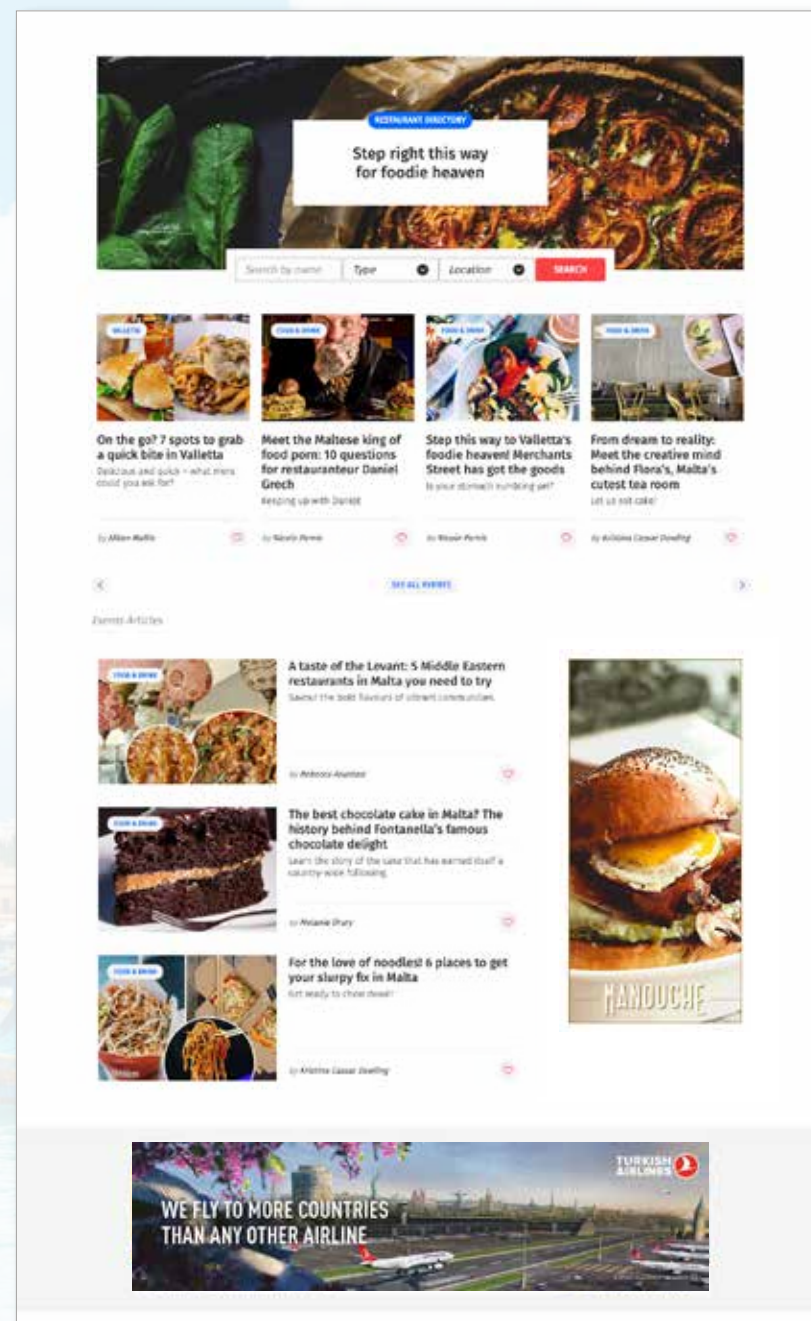
*Max. Size 150KB (Billboard & Half-Page), 50KB (Rectangular).*

### HALF-PAGE BANNERS

Media Size: 300x600 pixels

1 month	<b>€650</b>
3 months	<b>€1,800</b>
6 months	<b>€3,500</b>

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.





## ADVERTISING RATE CARD

### Terms & Conditions

- Rates are exclusive of VAT
- Artworks must be sent to our offices five working days prior to commencement of campaign. If the material is sent any later, the advertising campaign cannot be extended beyond the agreed dates of the booking order.
- The publisher reserves the right to make any changes prior to launch with regards to design and layout.
- Invoices will be issued upon confirmation of booking.  
Terms of payment – 30 days from date of invoice.

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

