



GuideMeMalta.com

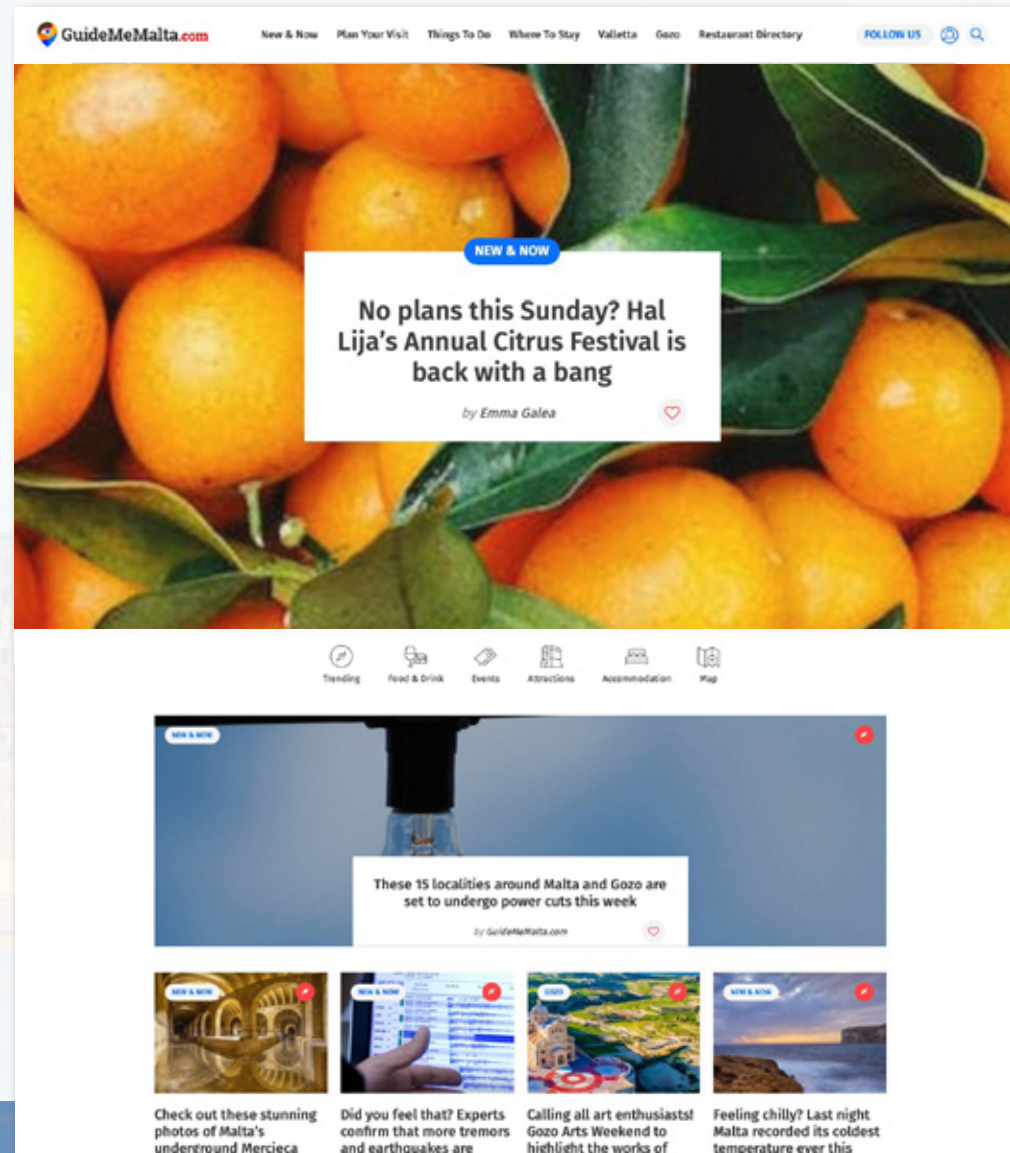


MEDIA KIT

Why GuideMeMalta.com is Malta's most popular travel and lifestyle portal

Over the years GuideMeMalta.com has become Malta's most popular travel and lifestyle portal. It is highly popular as a reference point on what's new and what's on in the Maltese Islands. It has cemented itself as a strong digital voice and platform, offering a very different read to everything else that's out there! The content is engaging, positive and apolitical.

Owned and operated by Content House, Malta's largest and leading publishing house in the online and print sectors, GuideMeMalta.com is backed by a specialised team of editors and journalists, as well as a large dedicated team of creative and art directors, online marketing strategists, social media experts and a strong arm of sales and business development.



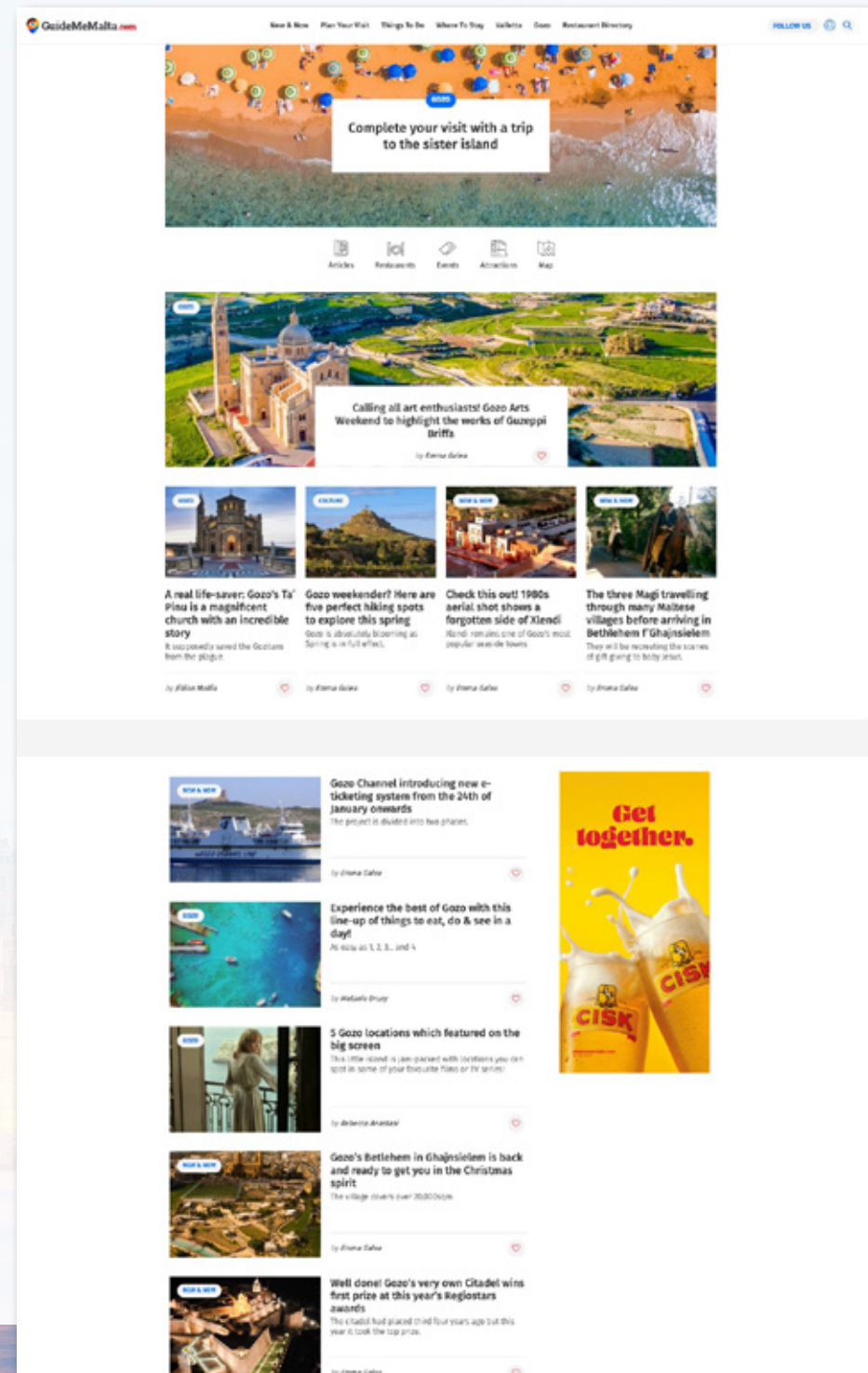


Our socials are buzzing, and the numbers speak for themselves. What's not to love?

With high levels of engagement and approaching 50,000 followers across our socials, it's clear we're doing something right! GuideMeMalta.com.mt continues to raise the bar on the digital front, and it's no surprise that many companies are choosing our brand to get their awesome message across.

With over 1,000,000 users per year, 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 & photography fees)

Sponsored Content is considered one of the most effective tools 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 on to 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.com's Instagram page.



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

FOOD & DRINK

From beautiful interiors to exceptional food, Fernando's Gastrotheque is all about the finer things in life

Get ready for the ultimate culinary experience

by Edward Bonello 15th December 2022

Fernando's Gastrotheque in Tigné Street in Sliema is a hidden gem; its interiors are intimate, warm and elegant, and its walls are adorned with the caricatures of some of the world's leading winemakers, setting the tone for what is to come. As this is no ordinary restaurant, this will not be any ordinary meal. Your tastebuds are set to embark on a special journey – one you will remember for a while.



Food here, in fact, takes on an entirely new purpose beyond sustenance. It is a playful game of tastes and flavours, skillfully unfolding one serving at a time. And with over 600 wines to choose from, 100 of which are served by the glass, the experience is truly unique.

We visited the restaurant on a rainy weekday – one of those days you really have to make an effort to get out of the house – but boy were we glad we did.



As the restaurant manager welcomed us as she explained that we were in for a treat, Fernando's had just launched their new menu, especially designed to take advantage of the local winter produce. We opted for the tasting menu, which offers a varied selection of dishes, guaranteed to hit all the right notes.

We particularly enjoyed the superb tagliatelle with Sicilian Porcini. Same for the fish main course: the seabass with celeriac velouté was divine. The concluding caramelised I.G.P. hazelnut with banana ganache and Frangelico sponge provided for a fantastic, sweet conclusion, which had us talking about it way after we left the restaurant.

The great thing about the tasting menu is that it takes you on a well-planned journey of flavours, although Fernando's are open to diners choosing their own starter, main course and dessert from the à la carte menu for €65.

The wine pairing with each course was exquisite, clearly reflecting the experience of dedicated connoisseurs. In fact, Fernando's is a wine-lover's paradise, with its wide selection of 600 wine labels from across the globe to choose from, that can accompany any dish perfectly.



Trending

- These 15 localities around Malta and Gozo are set to undergo power cuts this week
- Check out these stunning photos of Malta's underground Mercieca reservoir in Ta' Qali
- Did you feel that? Experts confirm that more tremors and earthquakes are expected to hit the Maltese islands
- Calling all art enthusiasts! Gozo Arts Weekend to highlight the works of Giuseppe Briffa
- Feeling chilly? Last night Malta recorded its coldest temperature ever this winter at 4.9°C

Cocktail House

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

€650

The above rates are based on 10% occupancy.

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

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

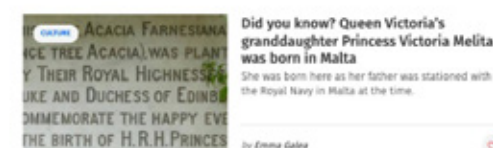
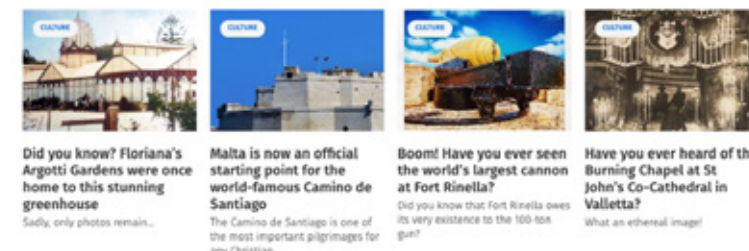
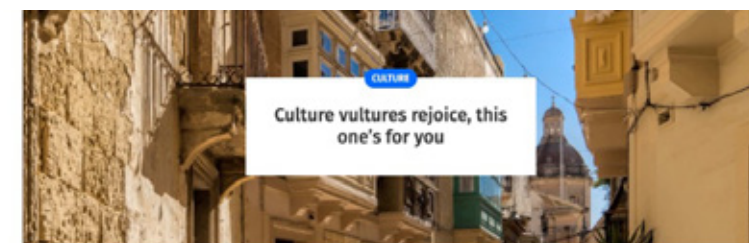
Half-page Banners

Media Size: 300x600 pixels

1 month

€650

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.

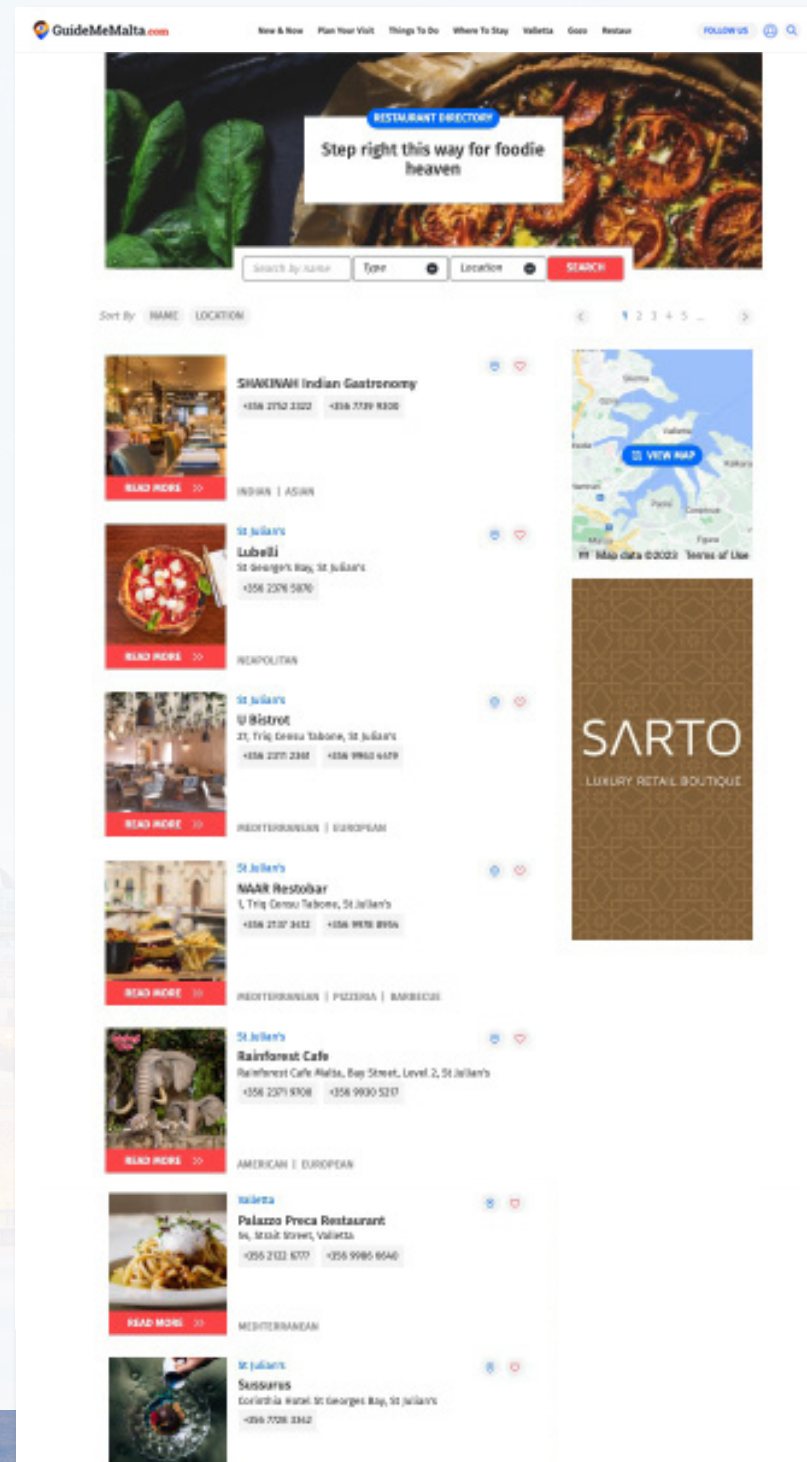


Premium Restaurant Listing

€750 (1 year)

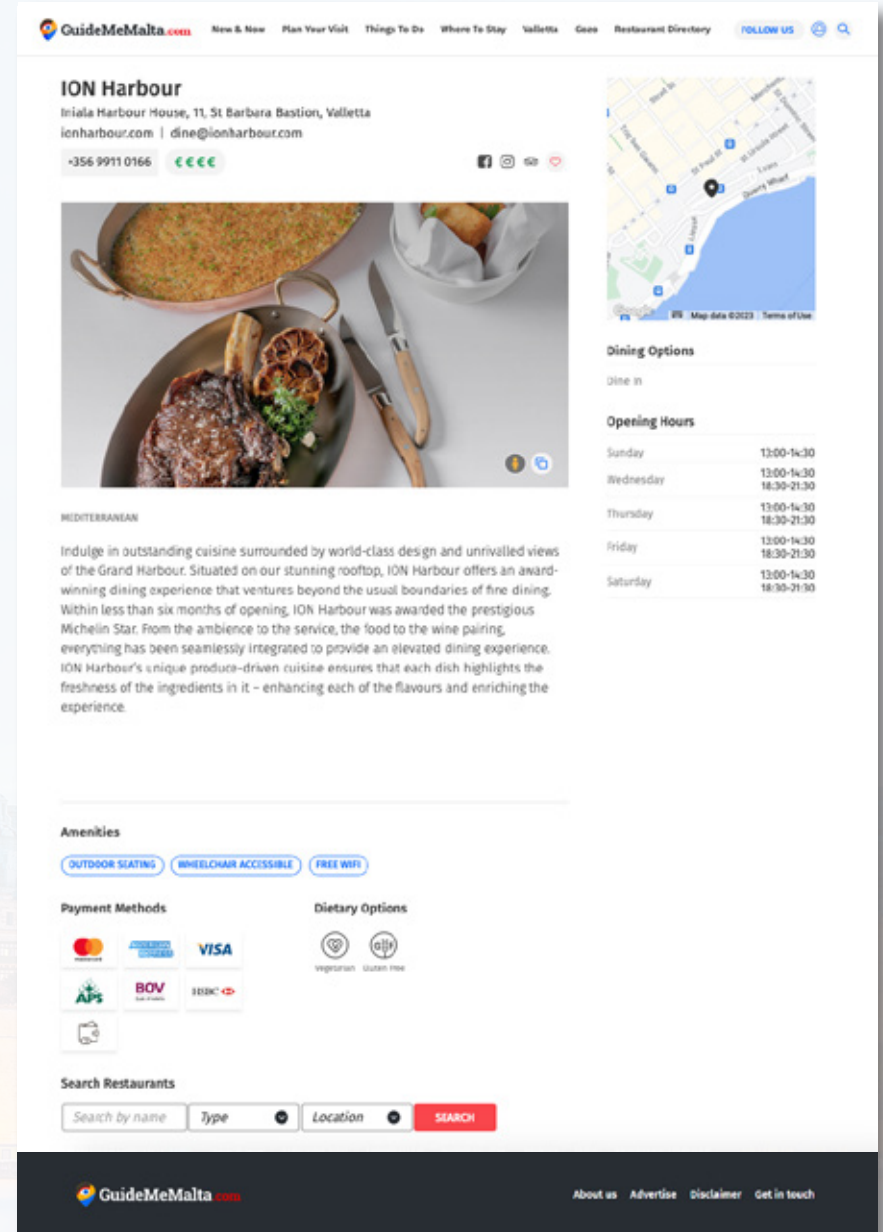
GuideMeMalta.com features a cool and interactive restaurant section which includes hundreds of restaurants, bistros, cafés and bars across Malta & Gozo. What makes our Premium Listings unique?

- **You can specifically target your clientele: A Premium Listing means we can help you target your audience by highlighting important aspects of your offering.** For instance, if you offer Gluten Free, Vegetarian Friendly or Vegan options, with a Premium Listing you can be singled out amongst the restaurants that offer such options. The same would apply if your outlet is 'pet-friendly' or when it comes to 'payment methods'.
- **Detailed Listing – social media and SEO optimised:** Each Premium Listing includes a detailed description that is edited and enhanced by our online content and SEO specialists. The description of your outlet can be up to 250 words.
- **Premium Listings are storified, posted on our socials and boosted!** In reality you're getting much more than a listing – each Premium Listing is exclusively storified by our online writers, while our social media specialists will post it on our socials and each story is boosted!
- **Each Premium Listing is pinned on our interactive map.** This is a feature loved by restaurant owners as each restaurant that has a Premium Listing is also pinned on the Interactive Map on the Portal, which can be extremely useful when targeting expats and visitors.



A Premium Listing – the full package at a glance:

- Name of Business
- Images
- Cuisine
- Full Address
- Contact Number (includes Call Now function)
- Email Address
- Link to Website
- Links to Social Media Platforms – Facebook, Twitter, Instagram & TripAdvisor
- Map with Location Pinned
- Opening Hours
- Meal Type: E.g. Lunch, Dinner & Late Night
- Take Out or Delivery Option
- Price Range
- Payment Methods
- Outdoor Seating
- Family Friendly – Highchairs Available
- Pet Friendly
- Wheelchair Accessible
- Serves Alcohol
- Free Wi-Fi
- Gluten Free, Vegetarian Friendly or Vegan Options
- Best for: E.g. Business Meetings, Families with Children, Special Occasions, etc
- Trip Advisor Rating
- Restaurant description edited and enhanced by in-house journalist – 250 words
- Restaurant will also be pinned on the Interactive Map on Portal
- Storification of the description will be posted on our socials and boosted



ION Harbour
 Iriala Harbour House, 11, St Barbara Bastion, Valletta
 ionharbour.com | dine@ionharbour.com
 +356 9911 0166

ION Harbour
 Indulge in outstanding cuisine surrounded by world-class design and unrivalled views of the Grand Harbour. Situated on our stunning rooftop, ION Harbour offers an award-winning dining experience that ventures beyond the usual boundaries of fine dining. Within less than six months of opening, ION Harbour was awarded the prestigious Michelin Star. From the ambience to the service, the food to the wine pairing, everything has been seamlessly integrated to provide an elevated dining experience. ION Harbour's unique produce-driven cuisine ensures that each dish highlights the freshness of the ingredients in it – enhancing each of the flavours and enriching the experience.

Opening Hours

Sunday	12:00-14:30
Wednesday	12:00-14:30 18:30-21:30
Thursday	12:00-14:30 18:30-21:30
Friday	12:00-14:30 18:30-21:30
Saturday	12:00-14:30 18:30-21:30

Amenities

OUTDOOR SEATING WHEELCHAIR ACCESSIBLE FREE WIFI

Payment Methods

MASTERCARD AMERICAN EXPRESS VISA BOV EDEB

Dietary Options

vegetarian gluten free

Search Restaurants

Search by name Type Location SEARCH

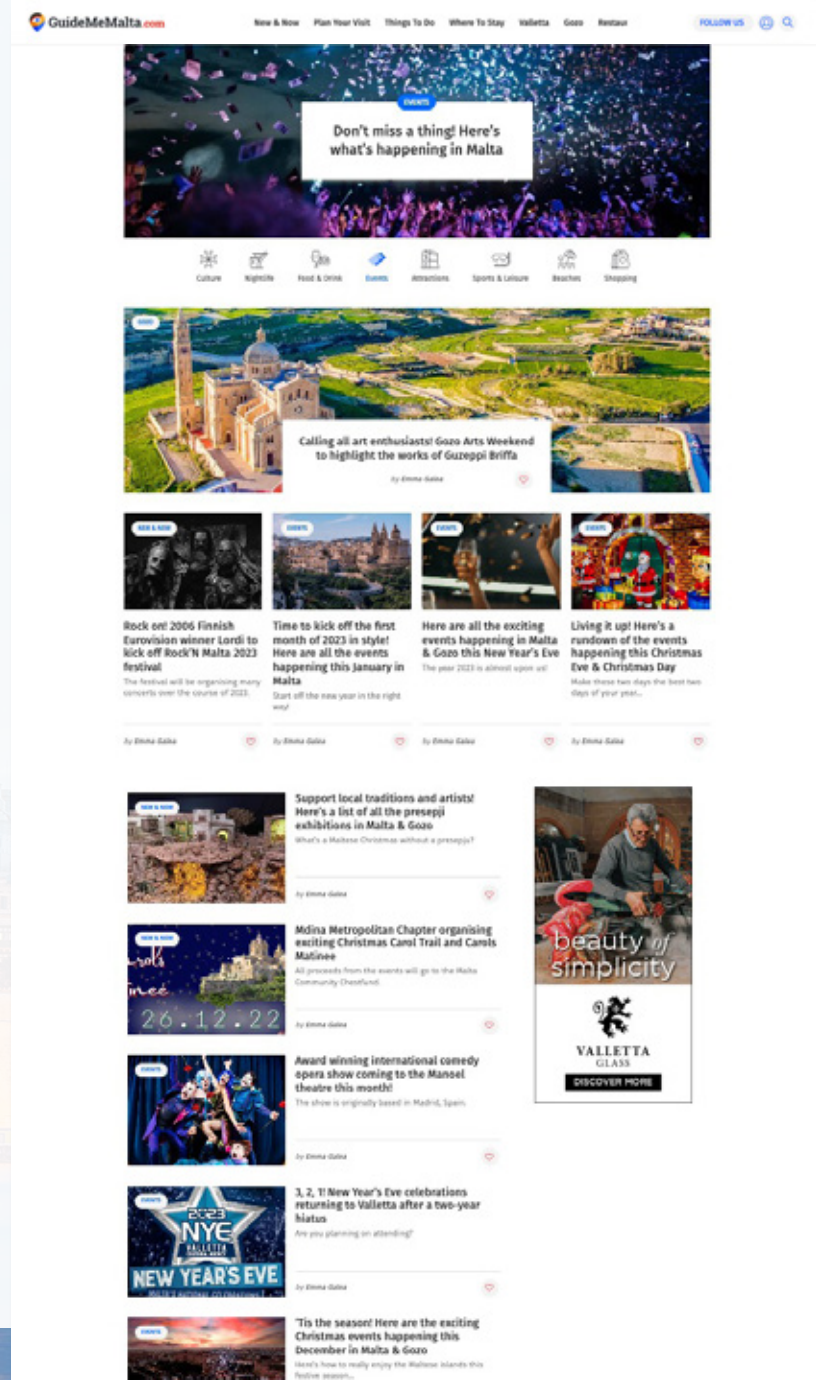
GuideMeMalta.com About us Advertise Disclaimer Get in touch

Premium Events Listing

€750 (1 month) @ 100% occupancy

One of the many strengths of GuideMeMalta.com is that it allows clients to target their audience through an endless list of possibilities within the site. One effective section within the portal is Events Listings, which provides a one-stop calendar outlining the events unfolding in Malta & Gozo. And what is more attractive is the Premium Events Listings section that allows clients to customise their listing to enhance the effectiveness and reach.

A Premium Listing will give you exposure on our homepage through a large image, featuring the name of your event, location, date and a link to your website or Facebook page. It will also be included within the Events page – to ensure enhanced visibility.



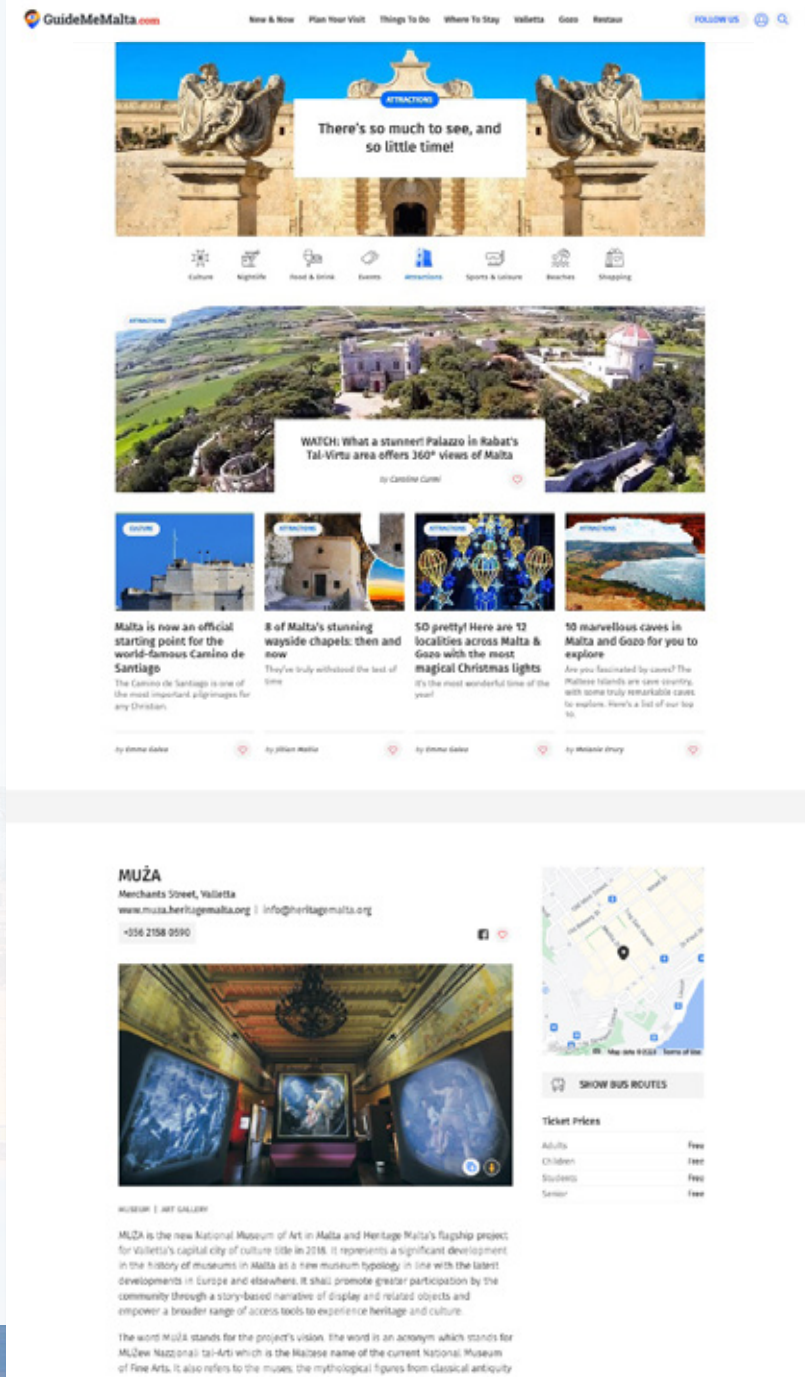
Attractions

€750 (1 year) @ **100% occupancy**

The Attractions section forms an integral part of GuideMeMalta.com, and we're proud that it is considered as the strongest on the local scene! Purchasing a clickable online tile featuring an image and the name of your attraction will grant your attraction exposure on our homepage, while directing users to an info page on the portal including:

- Name of Attraction
- 1 Image
- 50-word description edited and enhanced by in-house journalist
- Link to website
- Link to Social Media Platforms – Facebook, Twitter & Instagram
- Address
- Contact Number

It is worth noting that the same tile will also be found within the Attractions page on the portal.



The screenshot displays the GuideMeMalta.com homepage. At the top, there's a navigation bar with links like 'Home & Now', 'Plan Your Visit', 'Things To Do', 'Where To Stay', 'Valletta', 'Gozo', and 'Restaurants'. Below the navigation bar is a large hero image of a classical building entrance with a central text box that reads: "There's so much to see, and so little time!". Underneath the hero image is a row of category icons: Culture, Nightlife, Food & Drink, Events, Attractions, Sports & Leisure, Beaches, and Shopping. The main content area features a large aerial view of a historic site with a text box: "WATCH: What a stunner! Palazzo in Rabat's Tal-Virtu area offers 360° views of Malta" by Caroline Gatt. Below this are four smaller attraction tiles, each with an image, a title, a short description, and a byline. The tiles are: 1. "Malta is now an official starting point for the world-famous Camino de Santiago" by Emma Galea; 2. "8 of Malta's stunning wayside chapels: then and now" by Jillian Mallia; 3. "50 pretty! Here are 12 localities across Malta & Gozo with the most magical Christmas lights" by Emma Galea; 4. "10 marvelous caves in Malta and Gozo for you to explore" by Michelle Chery. At the bottom, there's a detailed section for "MUŻA" (National Museum of Art in Malta and Heritage Malta's flagship project). It includes the address "Merchants Street, Valletta", website "www.muza.heritagemalta.org", phone number "+356 2158 0590", a map showing its location, and a "SHOW BUS ROUTES" button. Below the map is a large image of the museum's interior gallery. To the right of the image is a "Ticket Prices" table:

Ticket Prices	
Adults	Free
Children	Free
Students	Free
Senior	Free

Below the table, there's a paragraph about MUŻA: "MUŻA is the new National Museum of Art in Malta and Heritage Malta's flagship project for Valletta's capital city of culture title in 2018. It represents a significant development in the history of museums in Malta as a new museum typology in line with the latest developments in Europe and elsewhere. It shall promote greater participation by the community through a story-based narrative of display and related objects and empower a broader range of access tools to experience heritage and culture." Another paragraph explains the acronym: "The word MUŻA stands for the project's vision. The word is an acronym which stands for MUŻew Nazzjonali ta' Arti which is the Maltese name of the current National Museum of Fine Arts. It also refers to the muses, the mythological figures from classical antiquity."



Official Partner Status

€10,000

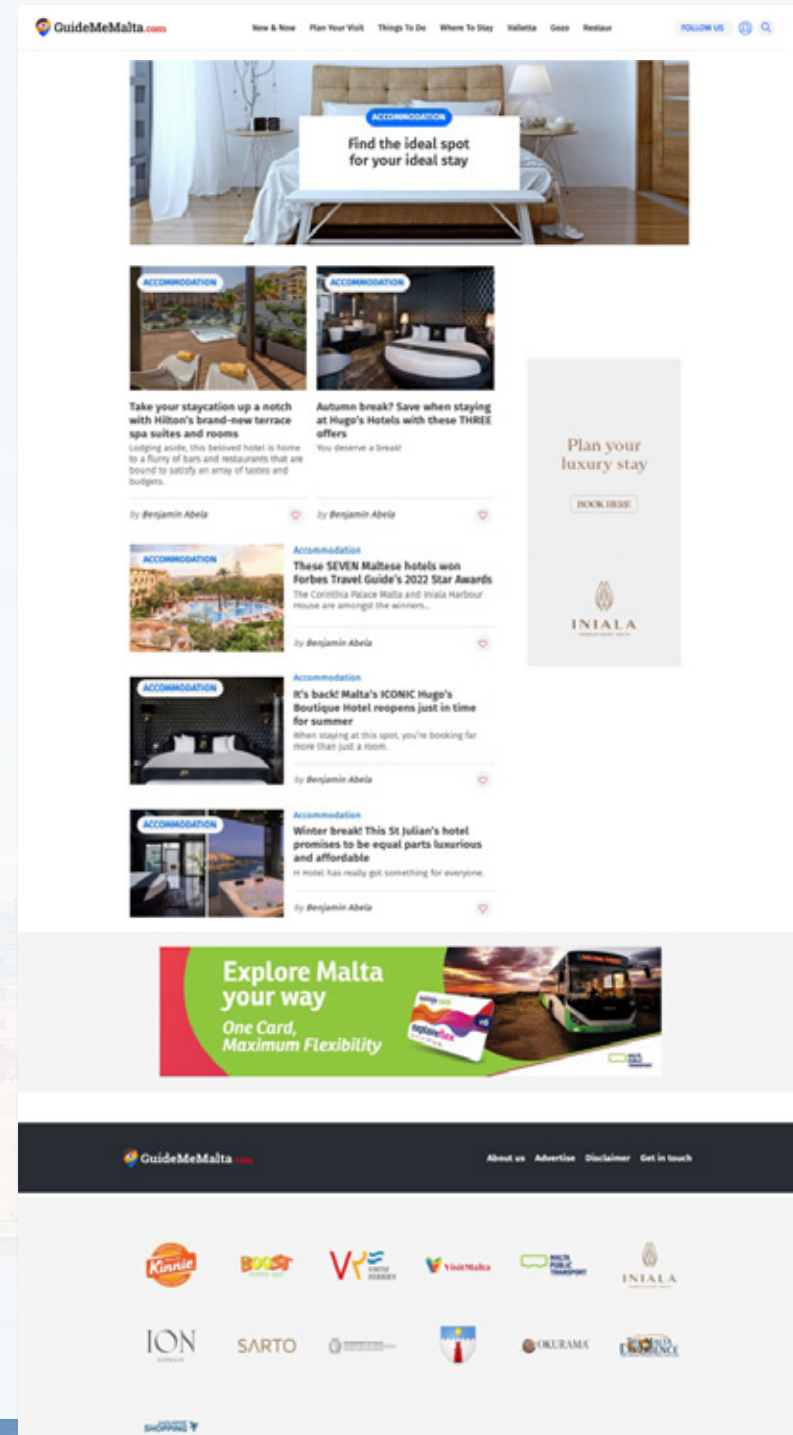
You want your brand to stand out with the right crowd; we can make that happen. With an 'Official Partner' package you will gain access to the strong and diversified audience of GuideMeMalta.com whenever you need it! Through this 12-month partnership, your brand can count on our support on demand. If you have the strategic objective of targeting discerning locals, expats and visitors (be they tourists or business travellers), investing in this package will yield you excellent ROI! So if you have launched a new product, have a major announcement to make or simply want to promote your amazing service, event, restaurant or attraction 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 GuideMeMalta.com 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 GuideMeMalta.com 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 ON DEMAND. 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 GuideMeMalta.com 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.

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.





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.

For more information contact the Advertising Sales Department at Content House on **2132 0713** or send an email to **info@guidememalta.com**

