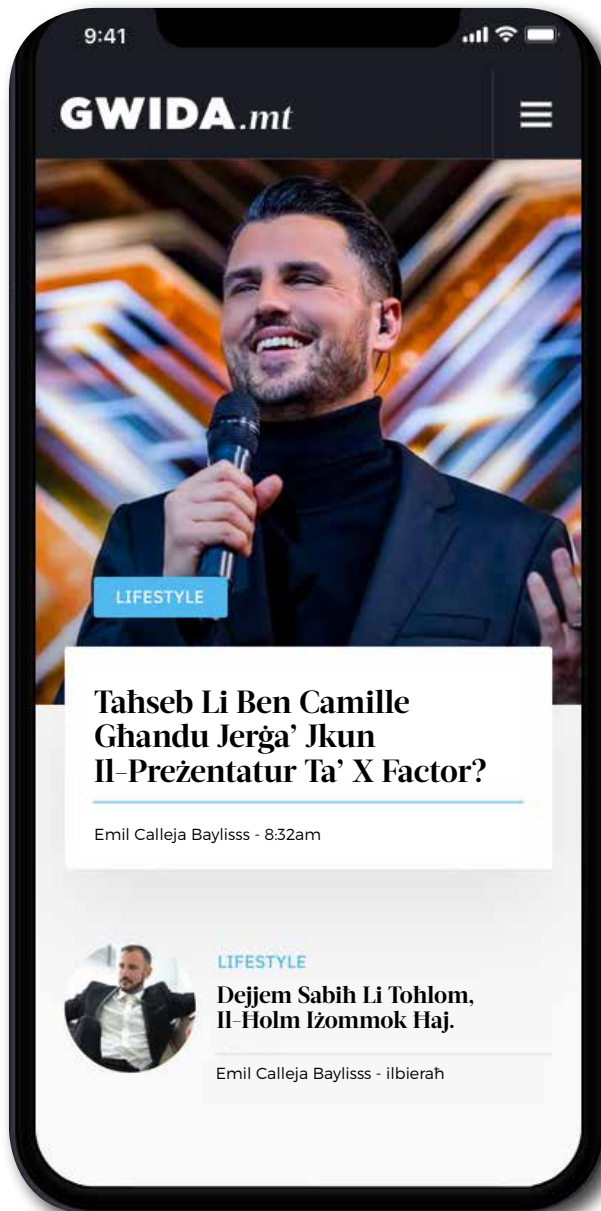


GWIDA.*mt*



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

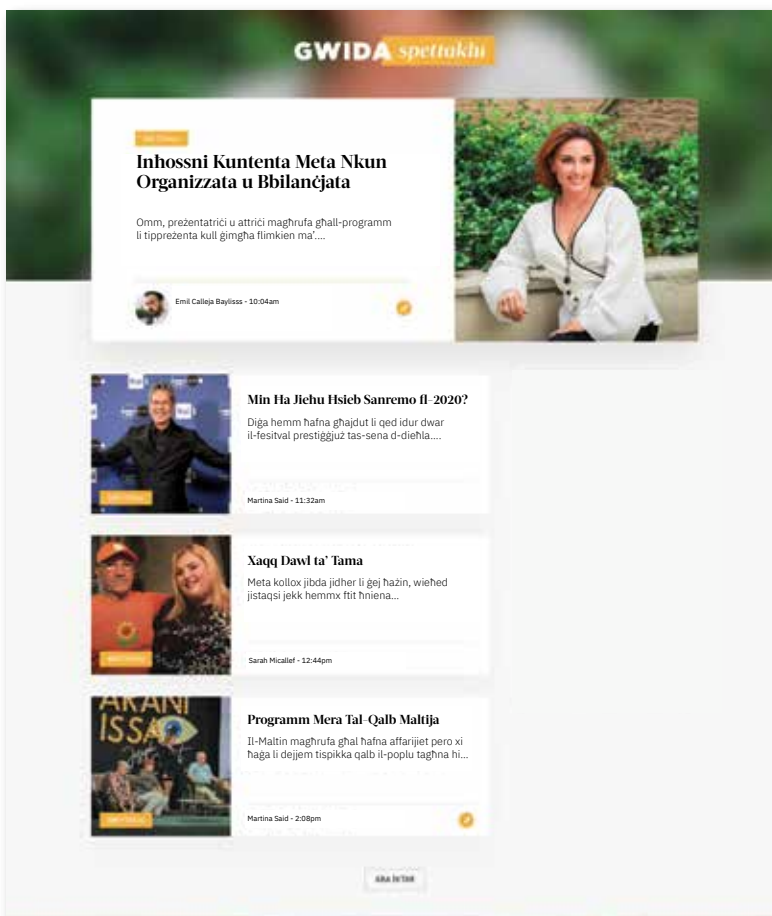
Backed by a strong team of editors, journalists, writers, brand sales executives, digital marketing strategists and social media experts.

A strong platform building on the heritage of the Gwida brand, a premium weekly TV magazine with a legacy of over 70 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* will provide a large dose of daily lifestyle, gossip and entertainment news by a large team of editors, journalists and writers. Our team of digital marketing experts will be working on the social media front, driving major traffic as well as strengthening the organic growth of **GWIDA.*mt***



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

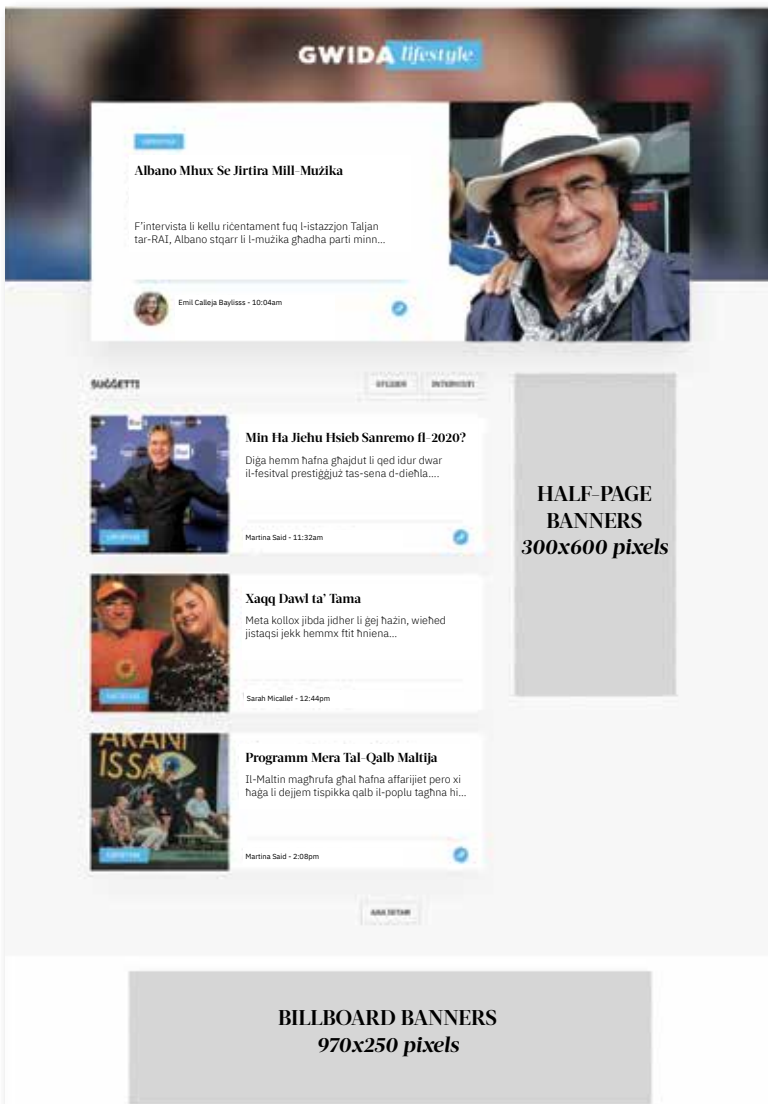
Most major portals in Malta cover the same hard news – made up essentially of politics and negative news. We are going against that current – providing a dose of daily fresh news with a difference – covering social media and community news, gossip and entertainment – all in Maltese, making **GWIDA.*mt***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



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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 €550

3 months €1,500

6 months €3,000

Half-Page Banners

Media Size: 300x600 pixels

1 month €650

3 months €1,800

6 months €3,500

The above rates are based on 10% occupancy.

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

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

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.

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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:

PRE-ROLL ADVERTISING

Articles featuring video content are the future, and engage online audiences in ways that images alone can't. With 10 second pre-roll videos, your advert will show prior to the commencement of video content, giving you exposure to a captive audience.

1 month: €750

3 months: €2,000

6 months: €3,800

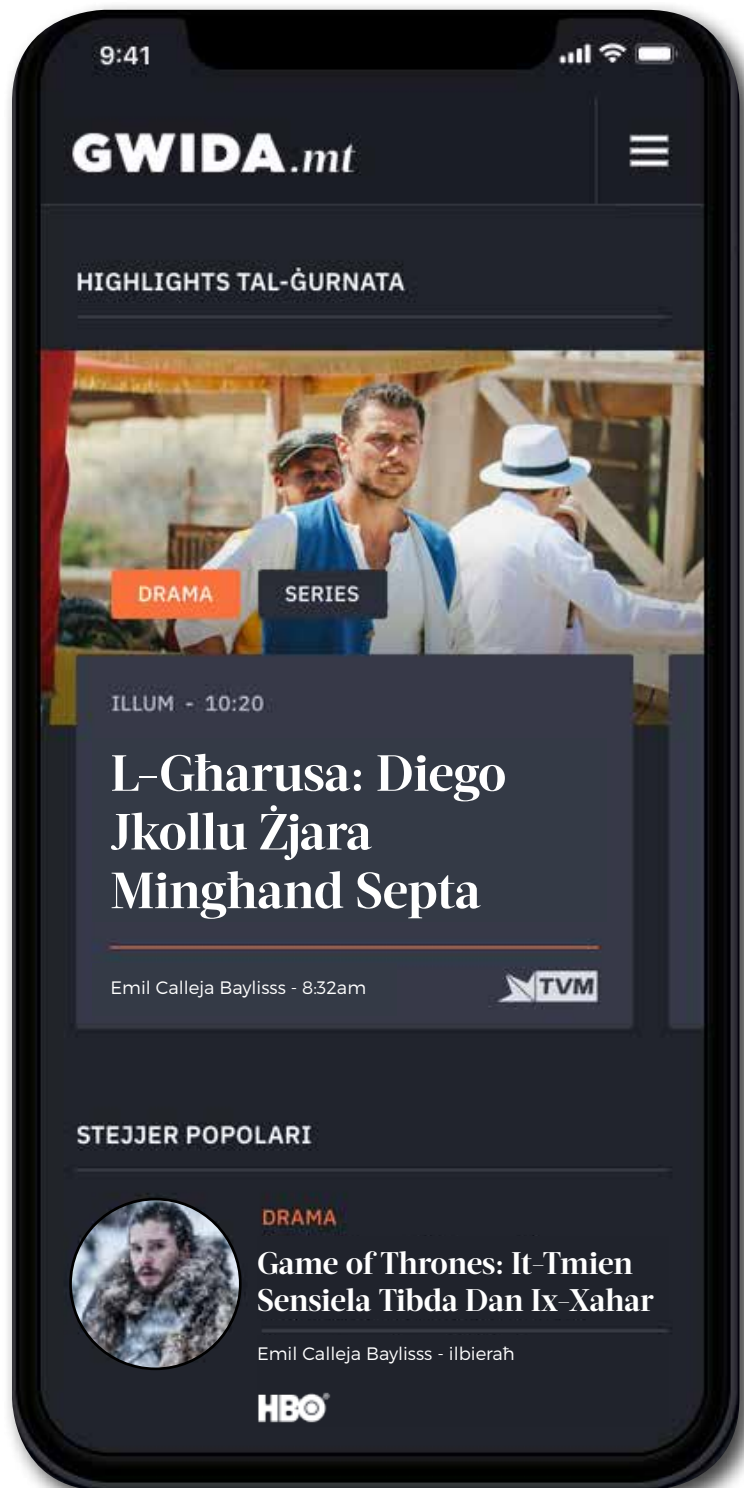
Media size:

Not larger than 730px by 411px

Aspect ratio: 16:9

File format: mpeg4

Max file size: 4MB



Sponsored Content

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 that can take the shape or form of organic content.

SPONSORED CONTENT

€1,200

Article written by in-house journalist using material provided by client – journalist fee included in the price.

Tghallimt Naċċetta Kemm Il-Hazin Kif Ukoll It-Tajjeb Fija Nnifsi

Wahda mill-bloggers tant popolari fuq il-midja soċjali, partikolarment fuq Instagram, Tamara Webb, titkellm maghna dwar x'kien li wassalha biex tidda vjaġġ fejn fh jinghaqdu maghha eluf ta' segwaġi.

Minkieja li minn dejjem kienet persuna li ma ssibhex diffiċli biex tesprimi ruha, Tamara tistaqri li l-midja soċjali gheniha biex ma tibza' qatt tghid dak li verament thoss. L-ghan taghha hu li dak kollu li taqsa fuq il-midja soċjali jaghmel differenza pozittiva fil-hajja ta' min isegwiha filwaqt li tishaq li Instagram hu mezz ideali biex ighnhu taghmel dan b'mod aktar dirett biex tilhaq is-segwaġi taghha, jew kif issejthom hi, il-Queens. Tkelimha wkoll dwar ir-responsabbiltà taghha bhala blogger kif ukoll dwar is-sodisfazzjon u l-ghajjuna li tircevi hi milli-stess nies li jsegwuha. Ma jstax jonqos li nidhlu wkoll fit-fit fil-hajja personali ta' Tamara.

Tamara, nistghu ngħidu li int wahda mill-aktar bloggers popolari fuq il-midja soċjali, partikolarment fuq Instagram. Kif iddeċidejt li tidda dan il-vjaġġ?

Il-vjaġġ beda minghajr ma kont naf li se jibda! Jien minn dejjem kont tfajja li ma niddéjaq vejn nesprimi dak li nhoos. Minn dejjem kont niehu pjacir naqsa l-esperjenzi tiegħi li ngħaddi minnhom fil-hajja. Nemmen li meta taqsa certi emozjonijiet il-hajja thosha fit itkar faċili bli-kuraġġ u taghmel. Kemm dak li jagħtuk in-nies u kemm għall-fatt li tkun zvugajt għax tkun qasamt minn xiex tkun għaddejt jew għaddeja.

Meta beda Instagram nista' ngħid li kont wahda minn tal-ewwel li nizziltu u qbadi nuzah speċjalment għax dejjem għogħitni l-fotografija. Dak iz-zmien li hareg Instagram fuq hekk l-aktar li kien iffukat. Darba minnhom hareg funzjoni għida li hi dik tal-istories, fejn inti tista' titkellm jew tiehu vidjo u daww li jkun jsegwuk, li fuq Instagram jissejhu speċifikament bhala followers, ikunu jstghu jaraw dak il-vidjo għal 24 siegħa. Minn hemm, minn wara biss l-ewwel fit vidjos li qbadi intella', indunajt kemm hu kbir l-interess li għandhom in-nies lejn l-istil ta' hajja tiegħi. Għarajt il-fatt li b'xi mod jew iehor bdejt nagħmilhom kuraġġ kemm jekk tuq dieta, moda jew anki sempliciment ngħid zewġ kelmiet 'Bongu Queen!'. Għalix milli-bidu nett jien bdejt nindirizza lill-followers tiegħi bhala Queens. Kollha kemm ahna għandna l-poter uniku taghna. Ahna Queens.

Kollha kemm ahna ghandna l-poter uniku taghna

Għalix aktartippreferi tuza l-Instagram bhala pjattforma biex twassal il-messaġġi tiegħek?

Narah itkar xi haga diretta u semplicji. Ninnota li fuq Instagram wiehed għandu itkar cans isegwi lil daww li jspirawh milli fuq Facebook. Illum il-gurnata fuq Facebook sar ikun hemm hafna fuq kollox, li hafna drabi jkun verament rari li ttla' xi haga fin-news feed li vera tkun tinterassak. Instagram itkar dirett u għal xi raguni nhoosni hafna itkar komda biex nesprimi ruhi.

GWIDA.*mt*

Sponsorship Rates

Do you want maximum exposure? Are you looking to work with a strong, reputable and regonisable brand? Gwida.mt's Sponsorship Package is your answer!

SPONSORED RATES €7,500

Here's what your package will include:

- * An animated banner at 10% occupancy for 12 months on homepage, which can be changed throughout the year as you please.
- * Two articles published on our portal, revolving entirely around you and your brand. Each feature will be written by one of our journalist, and articles will then be posted and boosted on our socials by our digital marketing experts – always ensuring maximum exposure.
- * 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 your own site or Facebook/Instagram page



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

