

content is **king**

mediatoday

Media Portfolio



M E D I A T O D A Y

In partnership with

Business  Business Ltd.

maltatoday

illum

BUSINESS
TODAY

XTRA
MA JHARES LEJN WICĊ HADD

Gourmet
Today

Oh My **malta**

Gourmet
CHALLENGE

Dear advertiser,

MediaToday, an independently run media house, has been around for over 20 years. We are leaders in content, with a tradition of online newspapers and television programmes.

MediaToday is a place where truth and credibility come before vested interests and where advertisers are given the best share of audiences and traffic, as well as a varied choice of options. Our sales and marketing executives are always willing to offer the best packages, to suit your needs and target audiences.

MediaToday

A: Vjal ir-Rihan,
San Gwann, Malta SGN 9016
E: info@mediatoday.com.mt
T: (+356) 21 382 741/2/3
F: (+356) 21 381 992

IBAN: MT71VALL22013000000040013525383
VAT: MT 1663 2722
Company Reg No. : C30987



Saviour Balzan
Managing Director

1

online



MEET OUR READERS

1 Affluent

60+% of MaltaToday readers earn well above the average household income for Malta and 47% prefer to buy premium goods and services. 68% of our readers work in management, finance, architecture, law, education, administration and engineering.

2 Well-travelled

MaltaToday readers love to travel, 45% take at least 2 holidays or short breaks abroad per year and over 1 in 5 go on holiday 3 times or more per year.

3

Well connected & information hungry

65% of MaltaToday readers are connected to 2 or more social networking sites and 94% feel that being informed and up to date is very important to them. Well-connected readers are more likely to spread positive word of mouth about your products brands and services.

4

Heavy online spenders

Online shopping is second nature to MaltaToday readers: 62% buy products and services online either regularly or very regularly.

5

Tech Savvy

MaltaToday readers embrace new technology: 64% own at least 3 devices which they use to connect to the Internet. 3 in 5 regularly access MaltaToday.com.mt using their mobile phones or tablets and 56% claim to love buying new gadgets and appliances. 63% of our readers prefer using the internet than watching TV.



ADVERTISE ON **maltatoday**



9 MILLION
MONTHLY
VIDEO PLAYS



700,000

MONTHLY USERS



10 MILLION
MONTHLY
PAGE VIEWS



10 mins
AVERAGE TIME SPENT
ON MALTATODAY



175K
LIKES AND FOLLOWS



85% Local and Returning Vistors



55%
MOBILE



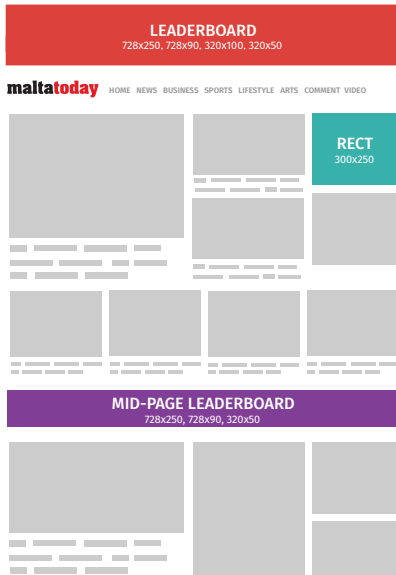
39%
DESKTOP



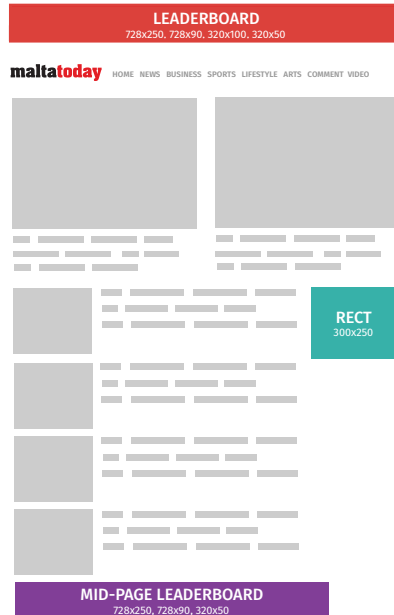
6%
TABLET

DISPLAY ADVERTISING

HOME PAGE



SUBPAGES



ARTICLE PAGE



Why Home and News?

Our home and news pages are our most sought-after spaces... and rightfully so. With **10 million monthly page views**, you will definitely be noticed.

Why the Billboard Banners?

When you book a billboard banner, you get maximum impact with our audience. Not only is it in the Top Fold, but it also is also known for its high click-through rates, as it screams your company's message, loud and clear.

Why Inline Banners?

Inline banners are the place you want your ad to be. Did we mention that inline banners are placed in all articles on MaltaToday, on all devices too?

Why Cross-Device Leaderboards?

Benefit from 100% of MaltaToday's traffic as your company's message is displayed across desktop, tablet and mobile devices.

BANNER ADVERTISING

	Leaderboard (mobile + desktop) 728x90 px + 320x100 px	Cross Device Leaderboard (mobile + tablet + desktop) 728x90 / 320x100 px	Rectangular Banner (mobile + tablet + desktop) 300x250 px	Cross Device Rect Banner (mobile + tablet + desktop) 300x250 px	Rectangular Banner (mobile + tablet + desktop) 300x250 px	Bottom Leaderboard (mobile) 320x50 px
Home	€300	€350	€285	€150		€150
News	€240	€350	€275		€275	
Subpages	€180		€185			

Talk to us about our affordable creative services

TERMS & CONDITIONS

Rates are per week for 10% occupancy. Bookings start on a Monday. Rates quoted are exclusive of VAT. Banners will be placed on the sections you indicate. Banners may be changed at any time during the campaign. Multiple banners can be used in any slot booked.

VIDEO ADVERTISING

Pre-roll video will be displayed on all video footage on MaltaToday.

Mobile pre-roll (5 seconds)	€130
Article pre-roll	€220

Max size: 30MB

ADDITIONAL RICH MEDIA FORMATS

The following additional Rich Media Ad Formats and advertising opportunities also available (Price on request).

SPONSORED CONTENT	SPONSORED VIDEO	SKINS
The marketer's best kept secret and one of the top ways to engage our audience	We're diving into video, as 80% of global internet consumption is video content (CISCO)	Unlike any other display advertising, skins are a prominent way to get your company's message across

BANNER ADVERTISING

	Leaderboard (desktop) 728x90 px + 320x50 px	Rectaungular Banner (mobile + tablet + desktop) 300x250 px	In-Line Banner (mobile + tablet + desktop) 300x250 px	Mobile Banner (mobile) 320x50 px
Home	€170	€175		€60
News	€165	€170	€175	€55
Subpages	€155	€155	€155	€50

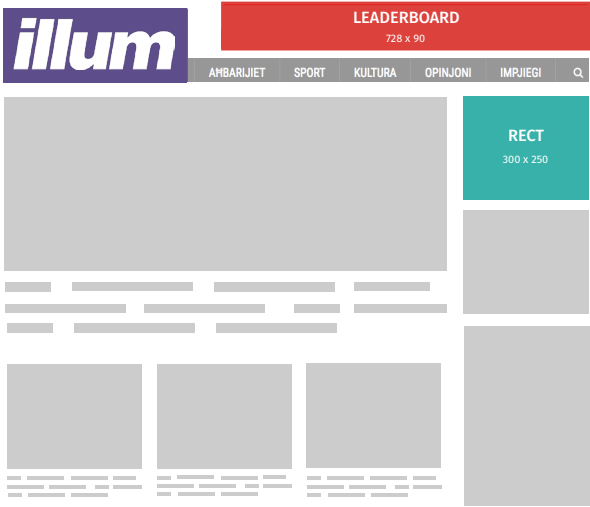
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- ❑ Sponsored Content
- ❑ Page Re-Skins
- ❑ Video Ads

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BANNER ADVERTISING

	Leaderboard (mobile + desktop) 728x90 px + 320x50 px	Billboard Banner (mobile + desktop) 728x250 / 320x50 px	Rectangular Banner (mobile + tablet + desktop) 300x250 px	Mid-Page Leaderboard (mobile + tablet + desktop) 728x90 px	In-Line Banner (mobile + tablet + desktop) 300x250 px	Cross-Device Leaderboards (mobile + tablet + desktop) 728x250 / 320x50 px
Home	€240	€350	€275	€240		€350
News	€240	€350	€275	€220	€275	
Subpages	€180	€185	€185	€185		€350

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EXCITING OPPORTUNITIES

Media Portfolio : **ONLINE**

PRE-ROLL (VIDEO ADS)

A great majority of the global internet consumption is video content (CISCO).
Join us as we dive into video.



As one of Malta's top media houses producing 10+ original videos a week, we offer you the chance to advertise with Pre-Roll Video Ads which appear before the start of each video.

SPONSORED CONTENT

Sponsored Content is the marketer's best kept secret and one of the top ways of engaging our audience directly.

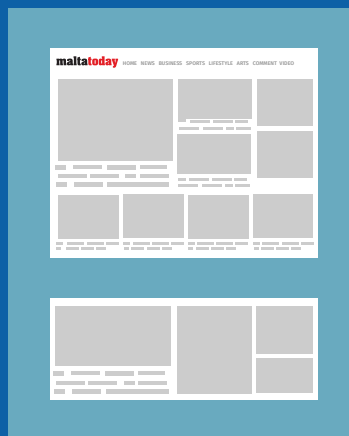


It's no secret that content is king and the days of unengaging advertorials are behind us. Sponsored Content breaks through the noise and 100% engages our readers.

Sponsored Content gives your brand a voice and a chance to take our reader's full attention with high quality, informative and engaging content.

SKINS

MaltaToday and BusinessToday's Skins are unlike any other display advertising. This is a prominent method to get your company's message across.



Want to get noticed?

Talk to us about hosting a week-long skin campaign.

CROSS-DEVICE LEADERBOARDS

Benefit from 100% of MaltaToday and BusinessToday's traffic with your company's message seen across desktop, tablet and mobile devices.



Looking to appear on all devices?

Book a cross-device leaderboard campaign with multiple artwork sizes and you will benefit from traffic across desktop, tablet and mobile devices.



2

print

malta**today**

MaltaToday was first published in 1999 and was fashioned as an alternative to the conservative English-language press. Its irreverent style has been moulded to appeal to a liberal, educated and AB audience.

The newspaper has made a name for itself by setting the national and political agenda. MaltaToday has also campaigned on a number of liberal issues, including the introduction of divorce, political accountability, and the banning of hunting in spring.

Its regular surveys have revealed public perceptions and pinpointed electoral swings. MaltaToday is published on Wednesdays and Sundays and offers readers free magazines which include Gourmet Today and The Architect.

- Sunday
Circulation: 11,000
Midweek
- Circulation: 8,000
- AB Audience
- Known for setting the agenda



illum

Illum is a Maltese-language Sunday newspaper, first published in November 2006. It offers readers a fresh approach to journalism in Maltese away from the stifling political tone of other newspapers.

The newspaper is completely separate from MaltaToday's editorial and attracts a growing readership of Maltese readers. It is geared towards their interest in social and political issues. Outstanding Maltese intellectuals also contribute to the newspaper on a weekly basis.

Illum also dedicates a unique coverage of local football and sports with seven jam-packed reports with pictures from local events.

- Sunday
Circulation: 9,000
- Dedicated coverage of local sports
- Loyal Maltese readers



BUSINESS TODAY

BusinessToday was founded in 1999 as a business and financial newspaper, it returns now with the specific aim of promoting the New Economy in Malta.

Special focus is put on financial and investment initiatives, together with the latest analyses on the economy, including Blockchain, artificial intelligence, gaming and financial services.

BusinessToday aims to be a promoter of Malta as a business destination, offering the best in human resources and legal structures. Through its editorial, it aims to also analyse the latest developments and keep the business community abreast with current developments in the economic and political fields.

- Sunday
Circulation: 9,000
- Dedicated coverage of business news
- Loyal Maltese readers





Distinctly people-oriented, Gourmet targets the everyday cook, the entertainer and the food enthusiast. Its style means that people can easily associate themselves with the knowledge and products it provides and then bring them to life in the kitchen at home.

Each issue is full of original and traditional recipes with branded foods and other ingredients including information on kitchen equipment and furniture.

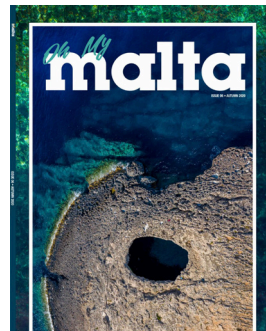
The Gourmet Today has a high quality finish with regular food & wine features, restaurant reviews and popular chef interviews. This is a collectable magazine with a long shelf-life.



Oh My Malta, a publication in partnership with the Malta Tourism Authority, sees Malta and Gozo as sublime travel destinations. Launched in February 2019, the Oh My Malta magazine is published seasonally, with four issues published per year.

Each issue features an array of events, Malta's culinary flare, as well as a glimpse into the Islands' hidden gems and top attractions.

The bespoke publication also shines a light on the thriving property, financial, business and travel sectors too.



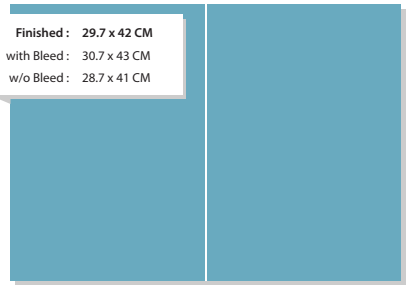
Futuristic is ITS' very own journal on hospitality, travel, tourism and culture, promoting discussion, research and reflection in these respective fields.

The magazine presents the latest trends, as well as practices, in a rapidly-evolving sector, dealing with articles regarding the rich Maltese heritage, fast-growing and developing technologies, management issues and local culture.

Not to mention the emerging trends in the travel, tourism and hospitality industry, which is one of the main pillars of the local, Maltese industry

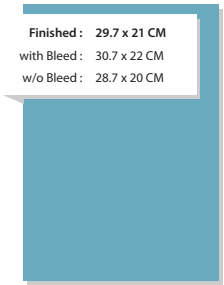
GOURMET TODAY / OH MY MALTA

DOUBLE PAGE SPREAD

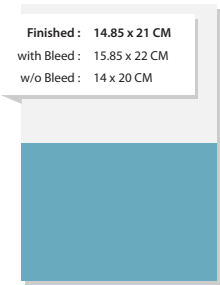


All sizes Height x Width

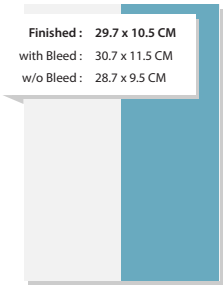
FULL PAGE



HALF PAGE HORIZONTAL



HALF PAGE VERTICAL

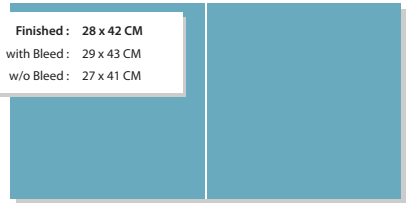


RATES

Full Page	€560
Half Page	€375
Inside Front	€690
Inside Back	€690
Back Cover	€750
Double Page Spread	€1250

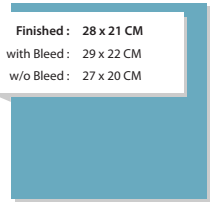
FUTOURISTIC

DOUBLE PAGE SPREAD

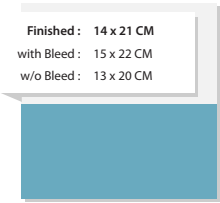


All sizes Height x Width

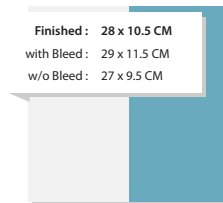
FULL PAGE



HALF PAGE HORIZONTAL



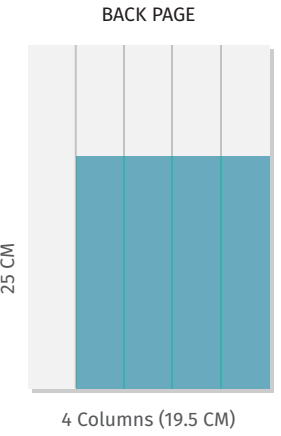
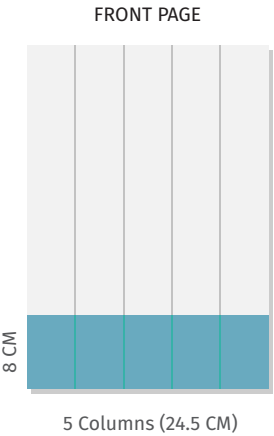
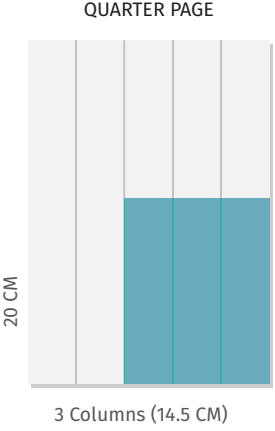
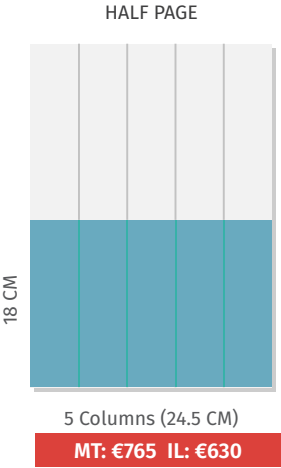
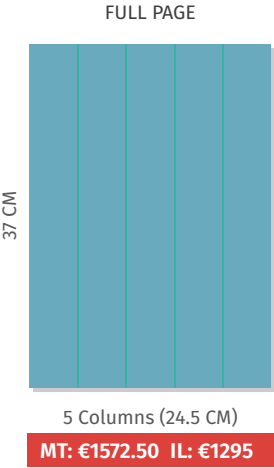
HALF PAGE VERTICAL



RATES

Full Page	€400
Half Page	€225
Inside Front	€500
Inside Back	€500
Back Cover	€600
Double Page Spread (advertorial or advert)	€700

All artworks must include a 5mm bleed



maltatoday

STANDARD RATES

Sunday Publication (B/W)	€5.50 per column/cm
Sunday Publication (Colour)	€8.50 per column/cm
Wednesday Publication (B/W)	€4.00 per column/cm
Wednesday Publication (Colour)	€6.50 per column/cm
Wrap around	€2000 including printing

SPECIAL PLACINGS

Front page (Colour)	10% Surcharge
Back page (Colour)	
Page 3 (Any size excluding full page)	
Opposite Saviour Balzan Opinion	
Opposite Raphael Vassallo Opinion	
Ear Advert on front page	€120.00 per week
Classifieds - 1 Ad for 3 weeks (text only)	€8.99
(€10.99 more than 90 words)	

PAGE SPONSORS (Minimum of 8 adverts) (5cm x 5 columns strip)

TV Page	€70.00 per week
Restaurants Page	

illum

Sunday Publication (B/W)	€5.00 per column/cm
Sunday Publication (Colour)	€7.00 per column/cm
Wrap around	€2000 including printing

BUSINESS TODAY

Thursday Publication (B/W)	€4.00 per column/cm
Thursday Publication (Colour)	€6.50 per column/cm

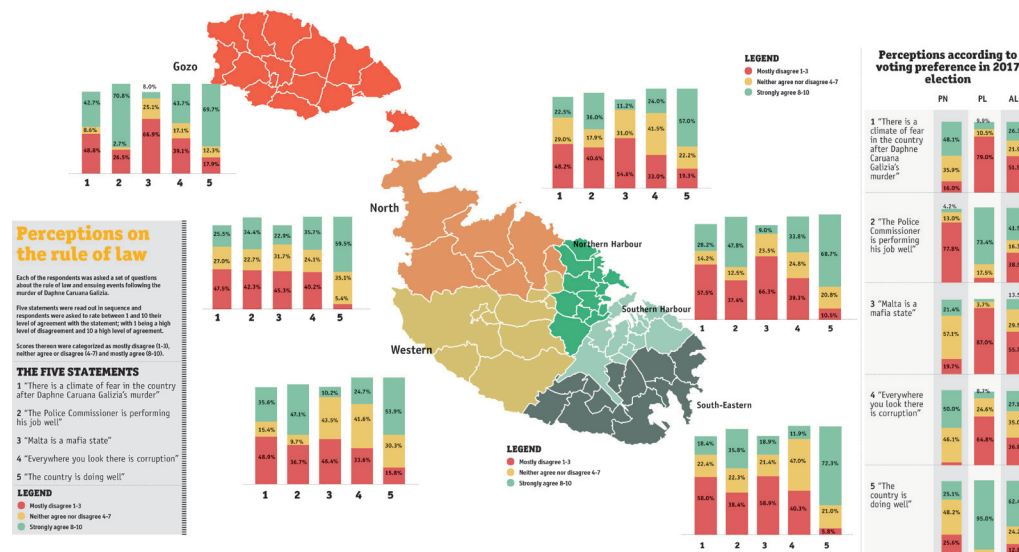
Front page (Colour)	10% Surcharge
Back Page (Colour)	
Page 2 (10cm x 3 columns colour)	
Ear Advert on front page	€100.00 per week

mt survey

The MT Surveys is MediaToday's reputable polling unit. It has been operating since 2004 and has become renowned for determining electoral swings and perceptions on politics, business, religion and social issues. The MT Survey follows a methodology which allows for a precise indication of trends.

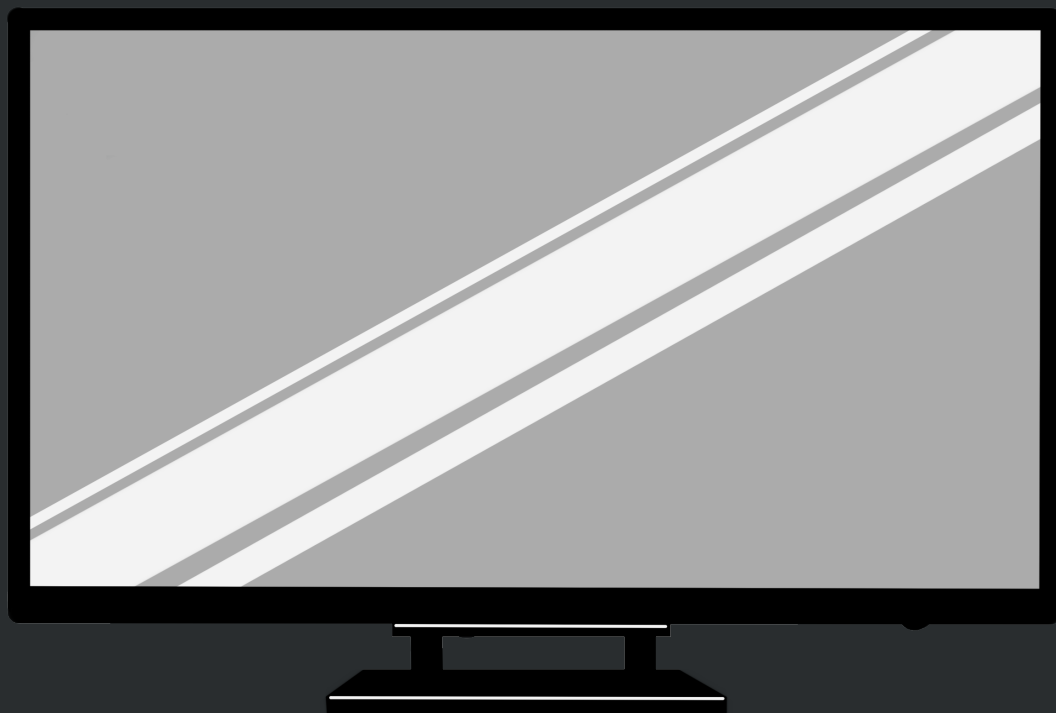
The MT Survey has not only served to bolster MaltaToday's news analysis, but has also offered services to private clients. These include pinpointing trends with first-time buyers, analysing TV and radio station audience ratings, and identifying e-commerce, product awareness and public perceptions. MT Surveys have an acceptable margin of error depending on the number of respondents. Cost and production of reports is inexpensive, competitive and is valued depending on the number of respondents and questions.

Media Portfolio : SURVEYS



Predicted

- Divorce referendum 2011
- National elections 2008, 2013, 2017
- Trust rating for politicians
- European elections



television



XTRA ON TVM EVERY THURSDAY 8:50-10:30PM

RATES

H1 PRIMETIME BREAKS

5"	€130	30"	€500
10"	€270	40"	€770
15"	€395	45"	€900
20"	€435	60"	€1000
25"	€485		

- A 25% surcharge will be charged for request of first, last or placing of spot in break
- Pop up rate is €185, according to relative time-slot



GOURMET ON TVM EVERY THURSDAY 6:30PM

RATES

POP UP COMMERCIAL

5-sec

1 pop-up	€70
3 pop-ups	€150

COMMERCIAL BREAKS

15-sec

Early Evening	€250
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20-sec

Early Evening	€300
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30-sec

Early Evening	€350
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M E D I A T O D A Y

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maltatoday **illum** **BUSINESS**
TODAY **XTRA** *Gourmet*
CHALLENGE *Ab-13* **malta**