MediaToday is an independently run media house set up in 1999. We publish newspapers, magazines and the trusted news and lifestyle website MaltaToday.com.mt along with the Maltese language illum.com.mt.

We are leaders in Malta’s television industry with popular TV programmes every season. Our offices are located in San Gwann, Malta, with a staff complement of over 30 people. Our newsroom has a reputation for tenaciously uncovering scandals and probing news stories. MediaToday adopts the philosophy that content is king.
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, Vida, and The Architect.

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.

GET IN TOUCH
Adriana Farrugia (Sunday)
T: (+356) 2138 2741 ext. 126
E: afarrugia@mediatoday.com.mt
Philippa Zammit (Supplement)
T: (+356) 2138 2741 ext. 122
E: pзамmit@mediatoday.com.mt

GET IN TOUCH
Adriana Farrugia (Sunday)
T: (+356) 2138 2741 ext. 126
E: afarrugia@mediatoday.com.mt

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

Sunday Circulation: 9,000
Dedicated coverage of local sports
Loyal Maltese readers
### STANDARD RATES

<table>
<thead>
<tr>
<th>Publication</th>
<th>B/W Standard Rate</th>
<th>Colour Standard Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday Publication</td>
<td>€5.50 per column/cm</td>
<td>€8.50 per column/cm</td>
</tr>
<tr>
<td>Wednesday Publication</td>
<td>€4.00 per column/cm</td>
<td>€6.50 per column/cm</td>
</tr>
<tr>
<td>Wrap around</td>
<td>€100.00 per week</td>
<td>€2200 including printing</td>
</tr>
</tbody>
</table>

### SPECIAL PLACINGS

- **Front page (Colour)**
  - Includes 10% Surcharge
- **Back page (Colour)**
  - Includes 10% Surcharge
- **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 per week
  - €10.99 per week for more than 90 words

### PAGE SPONSORS (Minimum of 8 adverts)

- **Cinema Page**
  - €70.00 per week
- **Sports Pages (3 Pages)**
  - €50.00 per week
- **Food & Travel Page**
- **TV Page**
- **Restaurants Page**
- **Sponsorship (Minimum of 8 adverts)**
  - Front page (Colour)
  - Back page (Colour)
  - Page 3 (Any size excluding full page)
  - Opposite Saviour Balzan Opinion
  - Opposite Raphael Vassallo Opinion
  - Ear Advert on front page
  - Classifieds - 1 Ad for 3 weeks (text only)

### Media Portfolio: NEWSPAPERS

**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**
  - €2200 including printing

**SPECIAL PLACINGS**

- **Front page (Colour)**
  - Includes 10% Surcharge
- **Back page (Colour)**
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  - Front page (Colour)
  - Back page (Colour)
  - Page 3 (Any size excluding full page)
  - Opposite Saviour Balzan Opinion
  - Opposite Raphael Vassallo Opinion
  - Ear Advert on front page
  - Classifieds - 1 Ad for 3 weeks (text only)
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.

Predicted

- Divorce referendum 2011
- Trust rating for politicians
- European elections
ADVERTISE ON THE NEW
maltatoday

- 8 MILLION MONTHLY VIDEO PLAYS
- 500,000 MONTHLY USERS
- 82% Local and Returning Visitors
- 7 MILLION MONTHLY PAGE VIEWS
- 9 mins AVERAGE TIME SPENT ON MALTATODAY
- 132K LIKES

40% DESKTOP
13% TABLET
47% MOBILE

MONTHLY USERS
MONTHLY PAGE VIEWS
AVERAGE TIME SPENT ON MALTATODAY
LIKES

Media Portfolio: ONLINE
Our home and news pages are our most sought-after spaces... and rightfully so. With 7 million monthly page views, you will definitely be noticed.

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.

Inline banners are the new hotspot. Did we mention that inline banners are placed in all articles on MaltaToday, on all devices too?

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

<table>
<thead>
<tr>
<th>Section</th>
<th>Leaderboard (A)</th>
<th>Billboard banner (A)</th>
<th>Rectangular Banner (B)</th>
<th>Mid-Page Leaderboards (C)</th>
<th>Inline Banner (D)</th>
<th>Cross-Device Leaderboards (F)</th>
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</tr>
</tbody>
</table>

VIDEO ADVERTISING

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

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>5 Seconds</td>
<td>€155</td>
</tr>
<tr>
<td>10 Seconds</td>
<td>€250</td>
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</tbody>
</table>

ADDITIONAL RICH MEDIA FORMATS

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

- Sponsored Content
- Page Re-Skins
- Mobile pop-up

SMS ADVERTISING

Up to 80 characters advertising message in plain text sent to MaltaToday Breaking News subscriber list (Price on request).

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.

GET IN TOUCH

To discuss how we could best work together please contact:

Erika Arrigo

T: (+356) 2138 2741 ext. 128
E: earrigo@mediatoday.com.mt
BANNER ADVERTISING

<table>
<thead>
<tr>
<th></th>
<th>Leaderboard (A)</th>
<th>Rectangular banner (B)</th>
<th>Skyscraper (C)</th>
<th>Inline Banner (D)</th>
<th>Mobile Version (£)</th>
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<tr>
<td></td>
<td>728 x 90 pixels</td>
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<td>120 x 600 pixels</td>
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<tr>
<td>Home</td>
<td>€170</td>
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<td>€160</td>
<td>€175</td>
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<td>News</td>
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<td>€170</td>
<td>€155</td>
<td>€175</td>
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<tr>
<td>Business</td>
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<td>€135</td>
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<td>Lifestyle</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Arts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ADDITIONAL RICH MEDIA FORMATS

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

- Sponsored Content
- Page Re-Skins
- Video Ads

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.

GET IN TOUCH

To discuss how we could best work together please contact:

Adriana Farrugia

T: (+356) 2138 2741 ext. 126
E: afarrugia@mediatoday.com.mt
EXCITING OPPORTUNITIES

Pre-Roll (Video Ads)

By 2019, 80% of global internet consumption will be 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.

Want to get noticed?
Talk to us about hosting a week-long skin campaign.

Skins

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

New!

Cross-Device Leaderboards

Benefit from 100% of MaltaToday’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.
This quarterly is the official journal of the Kamra Tal-Periti distributed to all architects and architecture students, with the MaltaToday on a Wednesday.

Its valuable information on public and private projects on the islands makes this magazine a collectable. The Architect features articles about industries such as property, building & construction, high-rise buildings, energy, schools, art & design, the EU and upcoming projects. For this reason, the Architect makes for an informative and comprehensive read.

The Architect is a distinguished magazine for the unique and interesting content it holds, the design and high-quality finish.

Distinctly people-oriented, Gourmet Today targets the everyday cook, the entertainer and the food enthusiast. The Gourmet style allows people from all walks of life to associate themselves with the featured content and products, bringing recipes and style guides to life 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 Table-Hopping section features restaurants from around the island.

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.

THINK is the research magazine of the University of Malta. It tells the stories of students, alumni, and researchers on topics ranging from technology, culture, research, design to art.

THINK is a quarterly publication distributed with the MaltaToday on a Sunday. THINK can also be found at the University of Malta campus and online.
**Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tr>
<td>Half Page</td>
<td>€345</td>
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<tr>
<td>Inside Front</td>
<td>€690</td>
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<tr>
<td>Inside Back</td>
<td>€690</td>
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<tr>
<td>Back Cover</td>
<td>€750</td>
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<tr>
<td>Double Page Spread</td>
<td>€1000</td>
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</table>

**Gourmet / Think**

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<th>Size</th>
<th>(Finished)</th>
<th>(With Bleed)</th>
<th>(Without Bleed)</th>
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<td>29.7 x 43 CM</td>
<td>29 x 42 CM</td>
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<tr>
<td>Full Page</td>
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<td>30.7 x 22 CM</td>
<td>29.7 x 20 CM</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>16.85 x 21 CM</td>
<td>15.85 x 22 CM</td>
<td>16 x 20 CM</td>
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<tr>
<td>Half Page Vertical</td>
<td>29.7 x 10.5 CM</td>
<td>30.7 x 11.5 CM</td>
<td>29 x 10 CM</td>
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</table>

**The Architect**

<table>
<thead>
<tr>
<th>Size</th>
<th>(Finished)</th>
<th>(With Bleed)</th>
<th>(Without Bleed)</th>
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<td>Full Page</td>
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<td>28 x 13.5 CM</td>
<td>29 x 14.5 CM</td>
<td>27 x 13 CM</td>
</tr>
</tbody>
</table>

**Get in Touch**

To discuss how we could best work together contact:

Adriana Farrugia  
T: (+356) 2138 2741 ext. 126  
E: afarrugia@mediatoday.com.mt

Philippa Zammit  
T: (+356) 2138 2741 ext. 123  
E: pzammit@mediatoday.com.mt

Ester Mocchegiani  
T: (+356) 2138 2741 ext. 122  
E: emocchegiani@mediatoday.com.mt
**Xtra on TVM Thursdays**
8:50-10:30pm

**7’Ijiem on TVM2 Sundays**
8:30pm

**Dwanna on TVM2 Tuesdays**
9pm

**RATES**

### PRIMETIME BREAKS

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<thead>
<tr>
<th>Length</th>
<th>Rate</th>
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<tbody>
<tr>
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<tr>
<td>60''</td>
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</table>

- **Early Evening**
- **5-sec**
- **10-sec**
- **15-sec**
- **20-sec**
- **30-sec**
- **(3 pop-ups)**
- **€180**

### COMMERCIAL BREAKS

<table>
<thead>
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<th>Length</th>
<th>Rate</th>
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<tbody>
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<td>15-sec</td>
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<tr>
<td>20-sec</td>
<td>€150</td>
</tr>
<tr>
<td>30-sec</td>
<td>€190</td>
</tr>
</tbody>
</table>

- **5-sec**
- **Early Evening**
- **(3 pop-ups)**
- **€180**

**PRIMETIME BREAKS**

- A 25% surcharge will be charged for request of first, last or placing of spot in break.
- Pop up rate is double the price of a 5'' according to relative time-slot.

**AUDIOVISUAL**

Our creative studio is fully equipped with the latest technology, including top-of-the-line cameras, lighting, drones, sound recording, green screen and editing suite. MediaToday has the expertise and high-end tools to develop concepts from the initial ideas into effective creative campaigns.

- Sound Recording
- Voice-overs
- Advert Filming & Editing
- Commercial Filming
- Television Productions
- Interviews
- Professional Photography

**CONTACT DETAILS**

Email: earrigo@mediatoday.com.mt
Tel: 21382741 ext. 128

**Xtra on TVM Thursdays**
Xtra on TVM Thursdays 8:50-10:30pm

**7’Ijiem on TVM2 Sundays**
7’Ijiem on TVM2 Sundays 8:30pm

**Dwanna on TVM2 Tuesdays**
Dwanna on TVM2 Tuesdays 9pm

**RATES**

### COMMERCIAL BREAKS

<table>
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<tbody>
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<td>€150</td>
</tr>
<tr>
<td>30-sec</td>
<td>€190</td>
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</tbody>
</table>

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- **Early Evening**
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**COMMERCIAL BREAKS**

<table>
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<td>€150</td>
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<tr>
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