# Media Kit - Advertising

# Malta Media

## Introducing Malta-Media.com the Premier Destination for iGaming professional's

Malta-Media.com proudly stands as a prominent Maltese website leading the charge in the dynamic realm of iGaming. With an unwavering commitment to delivering exceptional coverage, this digital platform has emerged as the go-to destination for iGaming enthusiasts and professionals across the globe.

Malta-Media.com thrives on an unyielding passion for iGaming. Its team of experts leaves no stone unturned in their quest to provide the most comprehensive and up-to-date information available.

Boasting an extensive library of English and German articles, this digital haven serves as a vital hub for anyone seeking to delve into the exciting world of iGaming.

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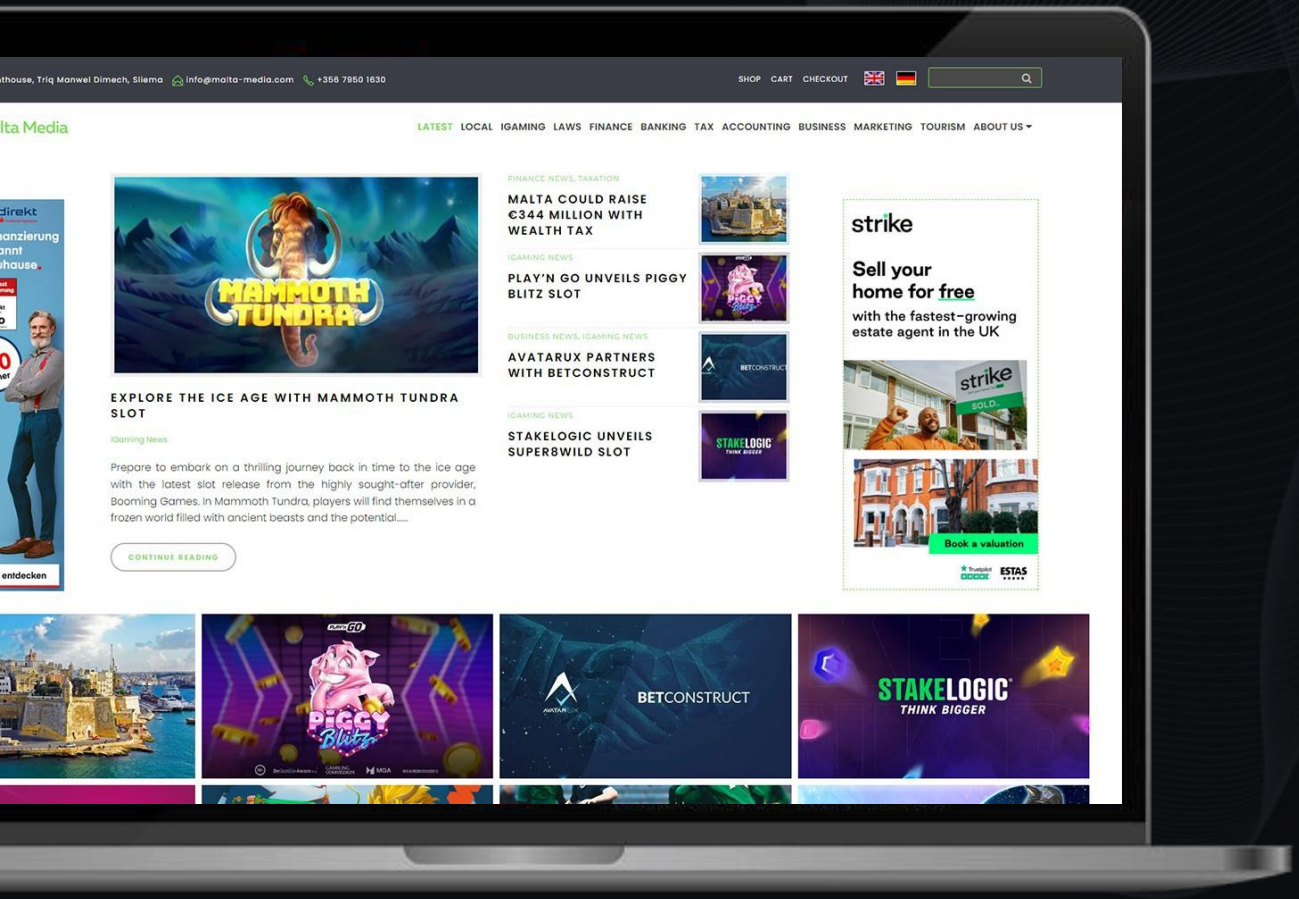


The demographics of Malta-Media.com paint a vivid picture of its worldwide reach. Since its launch in May 2023 until October 2024 there were a total of nearly ***four million unique visitors*** registered through Google Analytics on the website. The last full month statistics, with unique visitor numbers and also the average visiting time are available here: **VIEW STATISTICS**

A remarkable 50 percent of the platform's audience comprises English-speaking individuals, with significant contributions from Malta, the United States, Canada and the United Kingdom. As the iGaming community continues to expand, Malta-Media.com has witnessed a surge in its German speaking audience, which now accounts for an impressive 35 percent of its total readership. Notably, countries such as Germany, Austria, Switzerland, Luxembourg and Lichtenstein have emerged as key markets for the platform, solidifying its influence on an international scale.

Recognizing that iGaming encompasses more than just casinos, Malta-Media.com goes above and beyond by providing insights into iGaming news and financials, enhancing the overall reading experience. Its vigilant team of experts scours the gaming landscape to present you with the latest and most exciting news about gambling laws, finance & business information, enabling you to keep informed and maximizes information flow.

Malta Media

# Advertising Packages

## Rotating Advertising Banners

In keeping with international trends, our banners are being rotated with each new visit of a webpage or a news item, to match those utilized by major international portals. Ads are enhanced to maximize exposure across all devices, including smartphones and tablets. Large banners make it easier for advertisers to get their message across, which will yield better results.

The concept of rotating ads involves displaying different advertisements within the same banner placement. Instead of a static ad, the banner space is programmed to dynamically switch between multiple 10/10 advertisements.

One of the key benefits of rotating ads is that it helps prevent banner blindness. Banner blindness refers to the phenomenon where users become accustomed to seeing the same ad repeatedly and eventually ignore it.

By introducing variety through rotating ads, the chances of capturing users' attention increase significantly, as each new ad offers a fresh view and message.

These are the animated banner options we offer:

### Billboard Banners

Media Size: 1590x310 pixel

### Big Skyscraper – Main Right

Media Size: 300x600 pixel

### Small Skyscraper – Main Left

Media Size: 160x600 pixel

The above rates are based on 10/10 rotating advertisements.

### Small Skyscraper – Articles & Categories

Media Size: 120x600 pixel

### Article pages– inside banner ads

Media Size: 300x300 pixel

File format: JPG, PNG, GIF or animated GIF.
Size 250KB (Billboard & Skyscraper), 150KB (others).

# Malta Media

## Online Advertising Packages

## Sponsored Content (Editor's Content Choice)

**(includes Journalist & Graphic Fees)**

Sponsored Content is considered one of the most effective means of modern digital marketing. Through it, advertisers can reach an audience in a seamless way and without disrupting the flow of content reaching the end user. Sponsored Content is essentially online content created for paid promotion, which does not use a traditional ad format such as a banner ad, but includes editorial content such as a case study, a casino or slot review, an interview, or a new product offer, such as a welcome bonus etc.. This content (a total of 4 "Editor's Content Choice" articles) will be displayed on Homepage under the most recent news section.

## The Process

The information are handled by one of our business writers and then passed on to the client for approval. Such information can be send by email. Once uploaded 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 ensure that the article is viewed by as many people as possible, including via the running of a digital marketing campaign on Twitter. Additional exposure will also be given through our LinkedIn page. The Sponsored Content offer includes digital marketing to the assigned journalist, as well as graphic designer fees.

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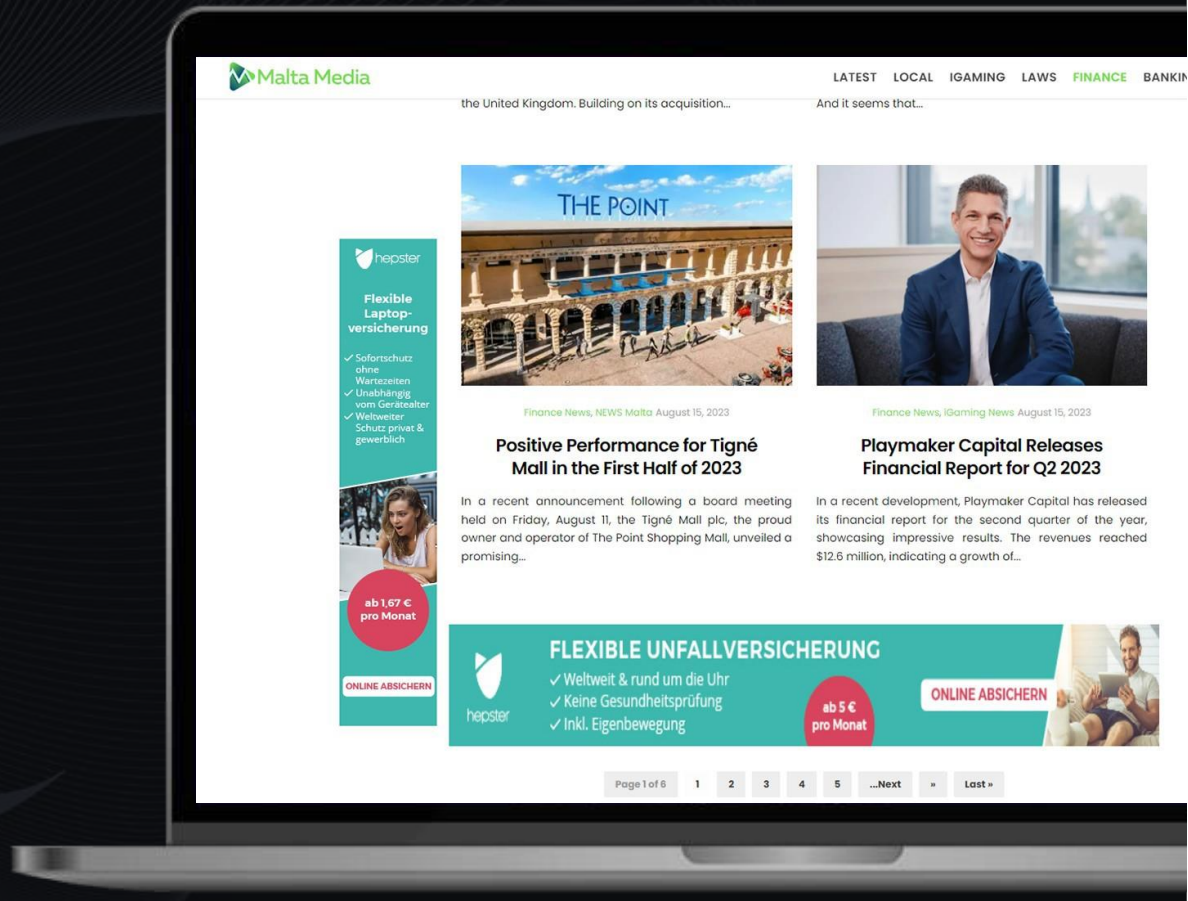
## Online Advertising Packages

## Quick Briefs – Category Sticky Posts

### 3 short features available at a discount

Your company is constantly in need of communicating its massage to the iGaming industry at large, be it affiliates or players. On many instances you want to get your news out fast, no matter if it is a new bonus offer or an exciting new slot. This Quick Brief stays on top of the category for up to 15 days. We've created the Quick Briefs to provide you with such a platform where you can be concise and quick, using a maximum of 750 words + max 2 images per article, which would be supplied by yourself and reviewed by our editorial team. If you purchase a bundle of three, you can use the bundle within 12 months (from date of purchase).




## The Process

Once you send the text, our business writers will proofread your text and will apply any necessary tweaks to bring the feature in line with the portal style guide. Images of a high quality must also be supplied together with the text to give better context to the post. Once it's ready to go, our digital marketing specialists will apply all the necessary tools to ensure your news is viewed by as many people as possible. Additional exposure will also be given through Malta-Media.com's social channels, such as Twitter and LinkedIn, Where we will post and also boost for you!

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## Online Advertising Packages

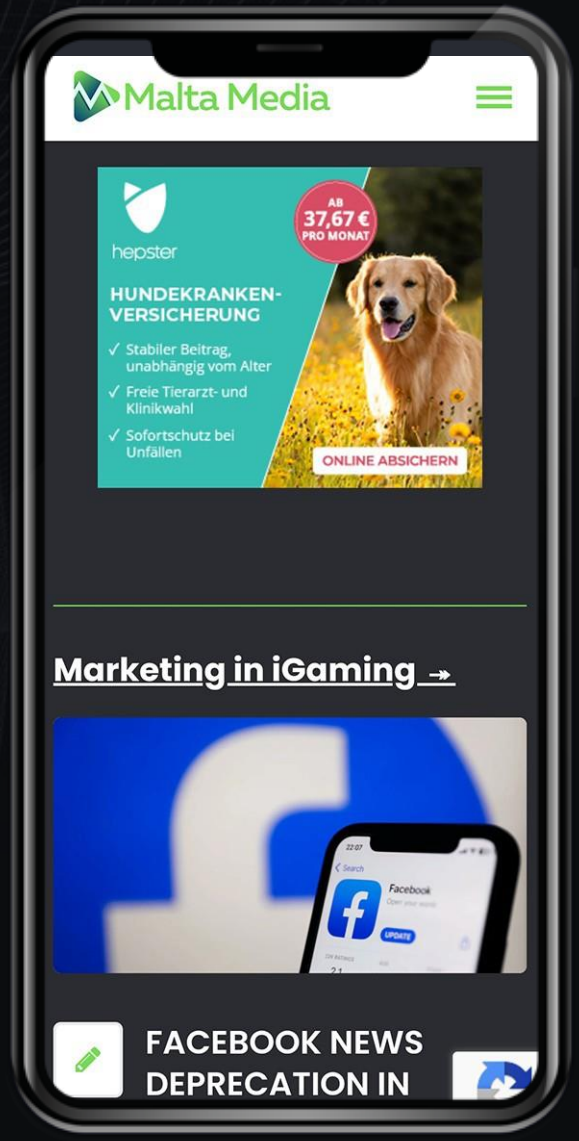
## Blogposts/News

## Bulk order discounts available

Are you an expert in your field and keen to share your knowledge with the world? Then posting a regular blog on Malta-Media.com is the best way to go. Blogs are written by professionals on subjects ranging from insider industry insight, to a discussion on relevant legislation, or just on a new slot game. Voice your opinion and be heard by leading industry professionals. Our News Articles are share to social media, like Twitter, LinkedIn ...

## The Process

It's simple. Grab your keyboard and get typing because that's all you need to do to get your message across and then leave the rest to us. Blog posts should be around 700 words long, and include the name of the author, bio photo and designation within the company. Once we receive your material it will be proofed by one of our journalist's, uploaded and posted to our website and also boosted on social media platforms.



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Online Advertising Packages

# Official Partner Status

With an Official Partner Status you will gain access to Malta-Media.com whenever you need it! Through this 12-month partnership, your organization will get into a league where you can count on our support whenever you need it. So if your company has launched a new product, has a major announcement to make or an important statement to communicate, you can count on us - you will be able to rely in 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 social pages too, both on Twitter and LinkedIn.

Gaining the status of an Official Partner of Malta-Media.com is indeed prestigious and is reserved privilege for brands that match the character and personality of the Malta-Media.com brand. But besides gaining status and prestige, an organization that becomes an official partner of Malta-Media.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 if 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 banners concurrently on other months, the official Partnership program is adaptable enough to accommodate a bespoke approach that's tailored to your needs.

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Online Advertising Packages

## 2 Sponsored content articles published on the portal on demand.

Whenever you have news to communicate to the iGaming community, companies, business leaders, people in management and professionals, and people in business that work closely with the industry, you can make use of our portal, and our popular social pages on LinkedIn and Twitter to reach out - the relationship at this level caters for an ad hoc approach, tailored to your requirements. Fair usage policy applies of course.

## 3 Your logo will feature within footer on each and every page of the site, including articles and our homepage.

Your logo will be clickable and will lead to any URL of your choice, whether it's your website, Facebook or Twitter page, etc.

### TERMS & CONDITIONS

Advertising and Production Rates exclusive of VAT

Advertising Rates exclude artwork production

Artwork Creation: €50,00 - Artwork Resizing:€20,00

A fee of 50% will be charged by early 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 can't be extended beyond the agreed dates of the booking order.

Invoices will be issued upon confirmation of booking. Terms of payment - 7 days from the invoice date.

For more information contact: the Advertising Sales Department and send an email to info@malta-media.com