Malta Media

MEDIA KIT

2026

Advertising, commercial publishing and annual visibility partnerships across Malta-Media.com

The Premier Destination for iGaming Professionals

EFFECTIVE AUGUST 2026 · INFO@MALTA-MEDIA.COM

ABOUT MALTA MEDIA

The Premier Destination for iGaming Professionals

Malta-Media.com is a European digital platform leading the charge in iGaming coverage. It is the go-to destination for 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, covering not only casinos, but the wider iGaming news, financial and legislative landscape that shapes the industry.

Why Advertisers Partner With Us

01

Trusted Voice

A Malta-based platform covering the full spectrum of iGaming: casinos, legislation, finance and business news.

02

Bilingual Reach

Native English and German coverage puts your brand in front of the industry's two biggest language markets, side by side.

03

Engaged Audience

An average engagement time measured in double-digit minutes shows a readership that reads deeply, not just skims.

Beyond the casino floor: our editorial team scours the gaming landscape to bring readers the latest on gambling laws, finance and business, keeping the industry informed and connected.

8.8M

Users, Year-to-Date 2026

AUDIENCE & PERFORMANCE

Reach That Speaks the Industry's Language

Figures below are drawn directly from Google Analytics and reflect current, live performance rather than static historical snapshots.

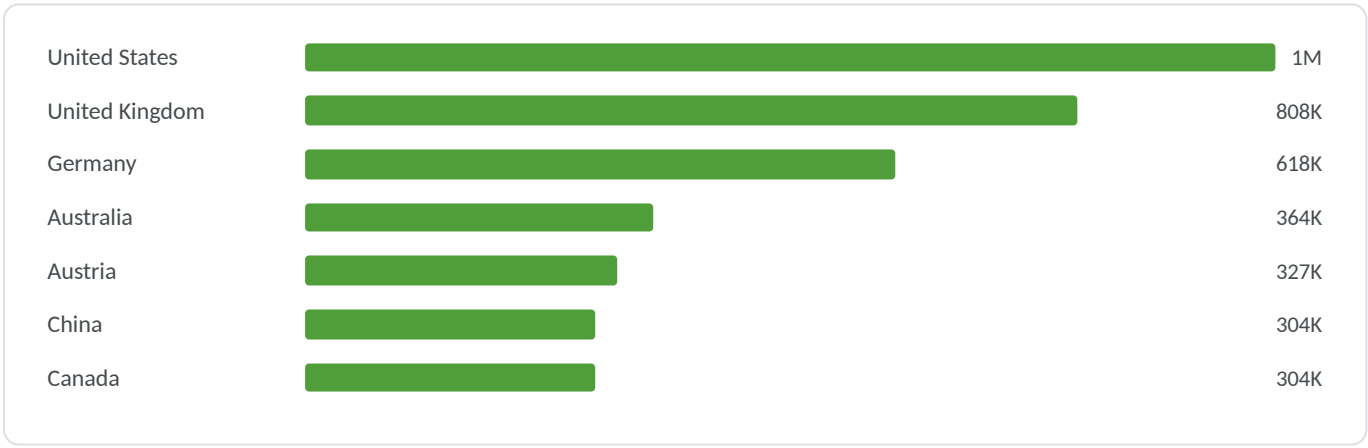
Year-to-Date 2026 (1 Jan to 30 Oct)

8.8M	62M	7.1	19m 14s
TOTAL USERS	VIEWS	VIEWS / USER	AVG. ENGAGEMENT

Last 30 Days (30 Sep to 29 Oct)

1.2M	11M	9.4	23m 04s
TOTAL USERS	VIEWS	VIEWS / USER	AVG. ENGAGEMENT

Top Markets by Active Users (YTD)



A remarkable share of the platform's audience is English-speaking, with significant contributions from Malta, the United States, Canada and the United Kingdom, alongside a strong and growing German-speaking readership across Germany, Austria, Switzerland, Luxembourg and Liechtenstein.

Full monthly analytics, including live visitor and engagement data, are available on request. Figures above are sourced directly from our own Google Analytics (GA4) account and are not a guarantee of future traffic or delivery. Third-party SEO tools (e.g. Ahrefs, SEMrush, SimilarWeb) rely on modeled estimates rather than verified analytics and often diverge from a site's actual traffic; we also actively restrict these tools from crawling Malta-Media.com, which limits their accuracy further. All figures can be verified on request.

SOCIAL REACH

Growing Reach on LinkedIn

Figures below are drawn directly from LinkedIn Page Analytics for the Malta Media company page and reflect organic performance.

in LinkedIn The Malta Media company page is a growing hub for iGaming professionals, executives and advertisers.

10,667
Followers, Current

Past 12 Months (29 Oct 2025 to 28 Oct 2026)

16.6M	25,498	1,630	114
IMPRESSIONS	REACTIONS	COMMENTS	REPOSTS

Last 30 Days (29 Sep to 28 Oct 2026)

6.1M	2,709	80	6
IMPRESSIONS	REACTIONS	COMMENTS	REPOSTS

Figures reflect Malta Media's LinkedIn Page performance to date via LinkedIn Analytics and are not a guarantee of future reach or engagement.

DIGITAL ADVERTISING

Advertising Formats

Banners rotate with each new visit of a webpage or news item, optimised for exposure across desktop, smartphone and tablet. Current available creative sizes are listed below.

BILLBOARD **1590 × 310 px**	LEADERBOARD **1200 × 150 px**	SQUARE **300 × 300 px**
SKYSCRAPER **120 × 600 px**	HALF PAGE **300 × 600 px**	MICRO BANNER **300 × 72 px**

Accepted file formats: JPG, PNG, GIF or animated GIF. Available formats and exact page placements are confirmed at time of booking.

Getting the Most From Your Creative

01

Lead With Brand

Keep logos and brand colours legible at a glance. Readers scan quickly between articles.

02

One Clear Message

A single offer or call-to-action outperforms a crowded banner every time.

03

Refresh Regularly

Use your included monthly creative replacement to keep placements feeling current.

ANNUAL PARTNERSHIPS

Find Your Partnership Tier

Both programmes are structured 12-month partnerships. Choose Visibility Partner for consistent English-language presence or Executive Visibility Partner for bilingual reach with deeper editorial formats and priority handling.

Visibility Partner

Consistent English-language visibility, year-round.

Term	**12 months**
Commercial publications	**Up to 50, English**
Editorial features	**6, English**
Leadership interviews	**None**
Banner rotation	**12 months**
Creative replacements	**1 / month**
Scheduling	**Standard**
Social distribution	**Organic**

Executive Visibility Partner

Bilingual visibility with priority handling and executive interviews.

Term	**12 months**
Commercial publications	**Up to 50, English + German**
Editorial features	**6, English + German**
Leadership interviews	**4, English + German**
Banner rotation	**12 months**
Creative replacements	**1 / month**
Scheduling	**Priority**
Social distribution	**Organic + amplification**

Full terms for each partnership are detailed on the following two pages.

Which Tier Is Right for You?

Choose Visibility Partner if:

- Your audience and messaging are primarily English-language
- You want a steady annual publishing rhythm
- You are building consistent brand presence

Choose Executive Visibility Partner if:

- You need to reach English and German markets natively
- Leadership visibility and interviews are a priority
- You want priority scheduling for time-sensitive news

YEAR-ROUND COMMERCIAL PARTNERSHIP

Visibility Partner Package

A structured 12-month partnership for organisations seeking consistent visibility across Malta Media through recurring English-language publications, Malta Media-written editorial features, rotating banner exposure and organic social distribution.

12 Months	Up to 50	6	12 Months
TERM	PUBLICATIONS	EDITORIAL FEATURES	BANNER ROTATION

What the Annual Partnership Includes

- ✓ Up to 50 English commercial publications during the 12-month term
- ✓ Editing, formatting and permanent publication of client-supplied articles, announcements or press releases, including standard client links
- ✓ Six commercial editorial features researched, structured and written by Malta Media
- ✓ Rotating banner exposure for twelve months across homepage, category and article-page positions
- ✓ One banner creative replacement per month; further replacements available on request
- ✓ Organic distribution of partner publications through Malta Media social channels
- ✓ Standard scheduling and publication coordination throughout the term
- ✓ Additional commercial publications available on a flexible basis

Flexible Annual Planning

Deliverables can be scheduled across the year around announcements, launches, market activity and other communication priorities. Current website and social analytics are supplied separately so partners receive the latest available information.

Editorial Independence

Commercial partnership activity remains fully separate from Malta Media's independent editorial and investigative work. Commercial and sponsored publications are identified transparently and do not influence editorial decisions.

For partnership planning, activation and a formal agreement, contact Malta Media at info@malta-media.com.

BILINGUAL EXECUTIVE PARTNERSHIP

Executive Visibility Partner Package

A structured 12-month partnership for organisations seeking bilingual visibility across Malta Media through recurring English and German publications, original editorial features, leadership interviews, rotating banner exposure and priority distribution.

12 Months	Up to 50	6	4
TERM	BILINGUAL PUBLICATIONS	EDITORIAL FEATURES	LEADERSHIP INTERVIEWS

What the Annual Partnership Includes

- ✓ Up to 50 commercial publications in English, each localised and republished in German
- ✓ Client supplies English material only; Malta Media manages editing, formatting, German localisation and permanent publication
- ✓ Six commercial editorial features written by Malta Media, with separate English and German editions
- ✓ Four long-form leadership interviews developed and published in English and German
- ✓ Rotating banner exposure for twelve months across homepage, category and article-page positions
- ✓ One banner creative replacement per month; further replacements available on request
- ✓ Priority scheduling and publication coordination throughout the term
- ✓ Organic social distribution, with discretionary additional amplification via Malta Media CEO Michael Schmitt's personal profiles

Bilingual Delivery

The client supplies information in English only. Malta Media creates and localises each German edition internally, with editorial adaptation for terminology, tone and relevant market context.

Editorial Independence

Commercial partnership activity remains fully separate from Malta Media's independent editorial and investigative work. Priority scheduling and amplification provide structured visibility, not editorial influence.

For partnership planning, activation and a formal agreement, contact Malta Media at info@malta-media.com.

BOOKING INFORMATION

Terms & Conditions

• Advertising and production rates are exclusive of VAT.

• Advertising rates exclude artwork production. Artwork creation: €50.00. Artwork resizing: €20.00.

• Additional banner creative replacements beyond the one included per month are charged at €100 each.

• A fee of 50% will be charged for early cancellation of an advert. One month's written notice must be given for a pre-booked campaign to be cancelled.

• Artwork must be sent to our offices five working days before the commencement of the campaign. Material received later cannot extend the campaign beyond the agreed booking dates.

• Invoices are issued upon confirmation of booking. Payment terms: 7 days from the invoice date.

These terms summarise Malta Media's standard commercial conditions and are provided for guidance. Full pricing and terms are set out in the applicable rate card and service agreement.

Malta Media

Ready to get started?

Speak to our Advertising Sales Department about availability and building a partnership tailored to your goals.

info@malta-media.com

Malta-Media.com

What Happens Next

01

Enquire

Tell us about your goals, timeline and preferred partnership tier.

02

Confirm

We issue a booking confirmation and pricing proposal; material is scheduled against the agreed dates.

03

Launch

Your partnership goes live, with organic social distribution supporting every publication.

Malta Media

Let's build your visibility in iGaming.

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