

WWW.TIMESOFMALTA.COM

MEDIA KIT

2020
2021
RATES

Malta's No 1 Maltese Website

ACCORDING TO ALEXA & SIMILARWEB

OUR NUMBERS

WWW.TIMESOFMALTA.COM

1,300,000+

UNIQUE VISITORS
PER MONTH

22,500,000+

PAGE VIEWS
PER MONTH

04:15+

AVERAGE SESSION
DURATION

64%

MOBILE

30%

DESKTOP

6%

TABLET

Facebook
200,000+

FOLLOWERS

85M+

AD
IMPRESSIONS
SERVED
PER MONTH

0.2%

AVG CTR

50%

VIEWABILITY

99%

UPTIME

53% 47%

MALE / FEMALE
READERS

MALTA

50% OF OUR USERS
80% OF PAGE VIEWS

CONTENTS

1 TENANCY THE BEST LOCATIONS

BOOK ADS OCCUPANCY IN OUR
MOST PROMINENT HOME PAGE
LOCATIONS AT A FIXED
FREQUENCY

2 RESULTS BASED GET WHAT YOU PAY FOR

SET A BUDGET, A TIME PERIOD
AND A GOAL, AND ONLY PAY FOR
WHAT YOU RECEIVE
(CPM, CPC, CPA, CPL AND HYBRID)

3 NATIVE & VIDEO ADVERTISING WITH A DIFFERENCE

ENGAGE WITH MALTA'S LARGEST
AUDIENCE USING NATIVE CONTENT
AND VIDEO ADVERTISING.
CUSTOM SOLUTIONS, WIDGETS
AND BLOGS CAN BE ACCOMMODATED



SPOTLIGHT

FACEBOOK, GOOGLE AND TIMESOFMALTA
www.timesofmalta.com should not be seen as a
competitor

By utilising our reach and audience loyalty, your
Social Media, Display and Search campaigns can be
enhanced by advertising with Times of Malta. **Speak to
us about a campaign level advertising approach
that compliments your current efforts.**



TIPS

BOOK YOUR CAMPAIGNS EARLY

Tenancy campaigns
should be booked in
advance for the best rate
and positions.

KEEP YOUR CAMPAIGNS FRESH

Our average user visits
4 times per week. Have
a selection of creatives
to keep them interested.

TENANCY

BOOKING TENANCY is like booking a suite at your favourite Hotel.

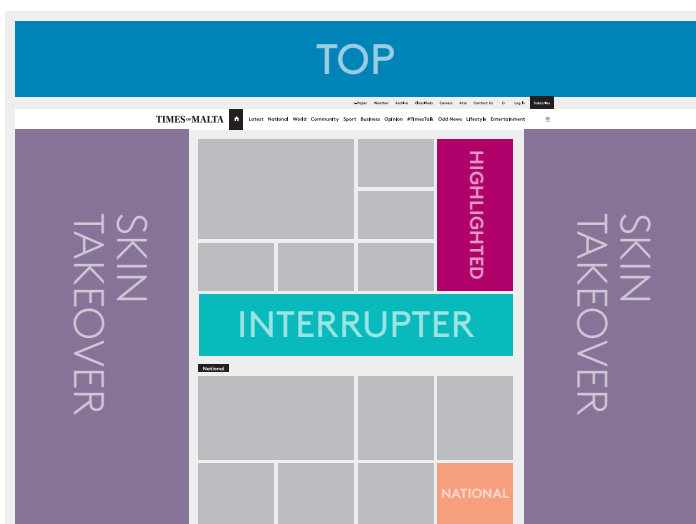
TENANCY LOCATIONS

WHAT'S IN IT FOR ME?

TENANCY IS JUST LIKE BOOKING A TV AD – YOU KNOW WHERE IT WILL BE AND FOR HOW LONG

With over 1,000,000 unique visitors on our website every month, this averages out to 85,000 visitors on an average news day. When booking Tenancy Ads, you are fixing your advert to a Premium Location, for a period of time, to a pre-determined audience amount.

Our Tenancy Locations are the most viewed ad spots across all devices, and represent the highest market penetration and visibility on offer.



But what can I expect with regards to numbers?

When booking tenancy, you book in lots of 125,000 impressions per week, which is representative of 10% of the traffic generated on the location per week.

With an average click through-rate of 0.20%, our tenancy advertising model allows your brand to reach the largest audience in Malta at an extremely advantageous rate.

Advertising with the Times of Malta should be in complement to your other marketing efforts.

Get in touch with our experienced Online Sales People who will be able to assist in combining your current efforts with our site.

+356 2276 4331

websales@timesofmalta.com

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TENANCY PRICING

PRICING REPRESENTS A FIXED NUMBER OF IMPRESSIONS ACROSS ALL OUR TRAFFIC (DESKTOP, MOBILE AND TABLET) PER WEEK. ALL PRICES QUOTED ARE EXCLUSIVE OF VAT AND SUBJECT TO AVAILABILITY.

HOME PAGE

BILLBOARD

970x250px / 728x90px / 300x250px

RECTANGLE

300x250px

HALF PAGE

300x600px / 300x250px

TOP BILLBOARD / HIGHLIGHTED SECTION / INTERRUPTER / NATIONAL SECTION

Choose at least one banner group from the above.

125,000 impressions @ €500

(Representative of 10% Occupancy)

ARTICLES

BILLBOARD

970x250px / 728x90px / 300x250px

RECTANGLE

300x250px

HALF PAGE

300x600px / 300x250px

HIGHLIGHTED / NATIONAL / WORLD

Choose at least one banner group from the above.

125,000 impressions @ €400

(Representative of 10% Occupancy)

ALL OTHERS

Choose at least one banner group from the above.

125,000 impressions @ €300

(Representative of 10% Occupancy)

Maximum file size: 200Kb. File formats: gif, jpg, html5, mp4.

TAKEOVERS / SKINS

HIGHLIGHTED

2x Desktop: 200x768px

Mobile: 414x736px

Desktop **100% @ €2,000**

Mobile **100% @ €2,000**

NATIONAL

2x Desktop: 200x768px

Mobile: 414x736px

Desktop **100% @ €1,500**

Mobile **100% @ €1,500**

OTHERS

2x Desktop: 200x768px

Mobile: 414x736px

Desktop **100% @ €1,000**

Mobile **100% @ €1,000**

Maximum file size: 100Kb. File format: jpg.

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TENANCY PRICING SPORTSDESK.COM.MT

PRICING REPRESENTS % OF ALL OUR TRAFFIC (DESKTOP, MOBILE AND TABLET) PER WEEK.
ALL PRICES QUOTED ARE EXCLUSIVE OF VAT AND SUBJECT TO AVAILABILITY.

DISPLAY ADS

BILLBOARD

970x250px / 728x90px / 300x250px

RECTANGLE

300x250px

HALF PAGE

300x600px / 300x250px

All sizes above

10% @ €100

(You can provide us with all or any of the above)

TAKEOVER

DESKTOP TAKEOVER

2560x1080px

100% @ €700

(1200px gutter in middle for content)



Maximum file size: 200Kb. File formats: gif, jpg, html5, mp4.

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A photograph of a potted plant with large, dark green, glossy leaves. The plant is in a light-colored, woven basket. The background is a plain, light gray.

RESULTS BASED ADS

pay for results
not position

COST PER (MILLE) (ACTION) (CLICK) (LEAD)

**GROW USING TIMES OF MALTA BY
ONLY PAYING FOR THE RESULTS
WE GENERATE FOR YOU.**

Whether it is a Cost for 1000 impressions (CPM), a Cost Per Acquisition (CPA), a Cost per Click (CPC), a Cost per Lead (CPL) or other campaign goals.

EXAMPLE CPM CAMPAIGN

Budget: €1,000 – Duration: 4 weeks – CPM Rate: €2

The campaign required 4 different creative sizes, and was targeted to Business Articles, people located in Malta and had a goal of 125,000 impressions per week, for 4 weeks.

We generated 125,000 impressions per week, with a 0.22% CTR leading to a total of 1,100 clicks throughout the campaign and displaying the advert to at least 100,000 unique viewers.

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A black and white photograph of a young woman with her hair tied back, wearing a patterned sweater and large headphones. She is smiling and looking down at a smartphone held in her hands. The background is blurred, suggesting an indoor setting. The text 'NATIVE, SOCIAL AND VIDEO ADS' is overlaid on the left side of the image in a large, white, sans-serif font.

NATIVE, SOCIAL AND VIDEO ADS

SERVING ENGAGING AND
SOCALLY SHAREABLE ADS



ENGAGE

NATIVE ADVERTISING

€500

(including €100 as social boost)

+€250

(Video Production)

Communicate your business message with our readers by providing us or letting us write about your story. A great story leaves a lasting impression. All content is posted to our Facebook page with 200,000+ followers, and is boosted.

VIDEO ADVERTISING

€200

(10% per week)

If a picture is worth a thousand words, then what is video worth? With new video content posted everyday, play your preroll advert before our content to over 4,000 viewers per day.

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custom requirements?

GET IN TOUCH WITH OUR
EXPERT SALES PERSONS
TO BUILD YOUR FULLY
CUSTOMISED CAMPAIGN

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TERMS & CONDITIONS

1. It is a condition of acceptance that Allied Newspapers Limited (ANL) does not give any guarantee of date of insertion or against error or omission of advertisements. Furthermore they do not accept liability for any loss or damage caused by an error or inaccuracy in the presentation of the advertisement.
2. Any stipulation or conditions applying to an order must be incorporated within clearly written instructions to be approved by ANL.
3. ANL reserves the right to refuse, cancel, omit or suspend any advertisements on order.
4. All copy and/or media shall be subject to approval of ANL's Management.
5. All copy and/or artworks shall be delivered to our offices three working days prior to commencement of campaign.
6. The placing of an order or contract will be deemed an acceptance of these conditions and no stipulation or condition which conflicts with them will be deemed part of the order unless accepted by ANL in writing.
7. A fee of 10% will be charged on cancellation of an advertisement or insertion. A five working day notice must be given in writing for a said campaign to be cancelled.
8. ANL reserves the right to adjust its advertising rates at any time during the course of the year, even of those advertisements on order (i.e.: of which booking has already been received). In such case/s, advance notice will be given to the client.
9. All prices quoted are weekly rates and do not include VAT.

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