

WWW.TIMESOFMALTA.COM

# RATE CARD 2026

Malta's No. 1 Maltese website  
ACCORDING TO THE BROADCASTING AUTHORITY

## OUR NUMBERS

**49M+** AD IMPRESSIONS  
SERVED PER MONTH

**1,537,000+**  
UNIQUE VISITORS PER MONTH

**15,000,000+**  
PAGE VIEWS PER MONTH

**19:47m**  
AVERAGE ENGAGEMENT TIME

**58%**  
MOBILE

**41%**  
DESKTOP

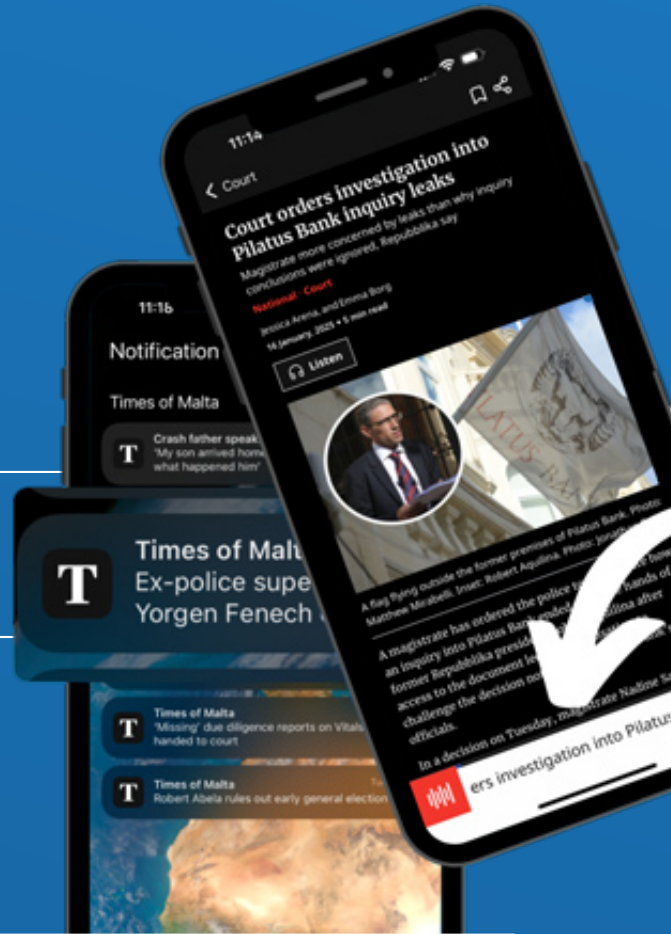
**1%**  
TABLET

**CTR**  
**0.25%**  
IN TOTAL

**VIEWABILITY**  
**70%**  
IN TOTAL

**MALTA**  
**50%** OF OUR USERS  
**83%** OF OUR PAGE VIEWS

Facebook 325K+ FOLLOWERS Instagram 68.3K+ FOLLOWERS LinkedIn 8.5K+ FOLLOWERS



# TENANCY PRICING TIMESOFMALTA.COM

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

PREMIUM ADVERTISING	RUN OF SITE ADVERTISING
<p>HOME, HIGHLIGHTED, NATIONAL AND WORLD NEWS PAGES</p> <p>THE GOAL OF THESE ADS ARE <b>BRAND RECALL, ENHANCING CREDIBILITY, INTEREST GENERATION AND CROSS MEDIA CAMPAIGNS.</b></p> <p>THE BANNERS ARE DISPLAYED ONLY ON OUR HOMEPAGE, HIGHLIGHTED, NATIONAL AND WORLDSTORIES, ON ALL DEVICES.</p> <p>THIS AD PLACEMENT FOCUSES ON SHOWING THE AD TO THE SAME USER MULTIPLE TIMES THROUGHOUT THEIR JOURNEY ON THE WEBSITE.</p>	<p>ALL PAGES INCLUDING PREMIUM AD SPOTS</p> <p>THE GOAL OF THESE ADS ARE <b>WEB TRAFFIC GENERATION, WIDER REACH, SALES AND PURCHASE INFLUENCE AND CLICK FOCUSED CAMPAIGNS.</b></p> <p>THE BANNERS ARE DISPLAYED ON ALL PAGES OF THE WEBSITE INCLUDING PREMIUM IF AVAILABLE.</p> <p>THIS AD PLACEMENT FOCUSES ON SHOWING THE AD TO THE RIGHT USER AT THE RIGHT TIME AND USES INTERACTION LOGIC TO NOT DISPLAY THE AD AGAIN TO USERS WHO DO NOT SHOW INTEREST.</p>
PRICING	PRICING
<p><b>€4.40 for every 1,000 impressions displayed</b> (€4.40 CPM)</p>	<p><b>€2.20 for every 1,000 impressions displayed</b> (€2.20 CPM)</p>
<p><b>SUGGESTED WEEKLY</b> 125,000 impressions @ €550 (€4.40 CPM)</p>	<p><b>SUGGESTED WEEKLY</b> 250,000 impressions @ €550 (€2.20 CPM)</p>
<p><b>SUGGESTED MONTHLY</b> 500,000 impressions @ €2,200 (€4.40 CPM)</p>	<p><b>SUGGESTED MONTHLY</b> 1,000,000 impressions @ €2,200 (€2.20 CPM)</p>

# TENANCY PRICING TIMESOFMALTA.COM

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

## SKINS/TAKEOVERS

PRICING REPRESENTS 100% OCCUPANCY ON THE CHOSEN LOCATION AND DEVICE FOR 1 WEEK.  
ALL PRICES QUOTED ARE EXCLUSIVE OF VAT AND SUBJECT TO AVAILABILITY.

OUR HIGHEST IMPACT AD SPOTS. TAKE OVER 100% OF THE SELECTED ADVERT SPACE FOR A WHOLE WEEK. THE FOCUS OF THIS AD IS TO REACH THE MOST USERS IN THE SHORTEST PERIOD OF TIME AND GENERATE THE BEST COVERAGE FOR YOUR PRODUCT, SERVICE OR EVENT

<b>DESKTOP HOMEPAGE</b> €5,000	<b>DESKTOP SKIN HIGHLIGHTED</b> €1,000	<b>DESKTOP SKIN NATIONAL</b> €750	<b>DESKTOP OTHER</b> €500	<b>DESKTOP ALL OTHERS</b> €1,000
	<b>MOBILE HIGHLIGHTED</b> €2,000	<b>MOBILE NATIONAL</b> €1,500	<b>MOBILE OTHER</b> €1,000	<b>MOBILE ALL OTHERS</b> €1,500

Maximum file size: 200Kb. File format: jpg.  
For full details and specifications see page 7.

+356 2276 4400  
websales@timesofmalta.com

# SPONSORED CONTENT AND SOCIAL MEDIA



## WHY NATIVE ADVERTISING?

- Seamlessly integrates with our platform, creating a natural and enjoyable reading experience.
- Builds trust and credibility by presenting your content in a familiar and non-intrusive manner.
- Enhances brand recall through engaging narratives that resonate with your audience.
- Grabs the attention of our social media audience.

## LIGHTS, CAMERA, ACTION: MAKE YOUR BRAND THE STAR OF THE SHOW WITH VIDEO ADVERTISING!

### MULTIMEDIA NATIVE ADVERTISING

**€600** per post  
(including €100 Facebook/Instagram or LinkedIn share and boost)

**€120** Content production

Video production  
Starting from **€950**

### INSTAGRAM

**€250** Underlay banners  
**€250** Mid-carousel slide  
**€500** Sponsored carousel  
**€100** Story

### VIDEO ADVERTISING RATES

100k impressions  
within content: **€500**

10% pre-roll on all videos  
for one week: **€350**

Use your TV and Youtube ads  
on timesofmalta.com

### TIMESTALK ADVERTISING

In-video banners  
Starting from **€650**

Shout-outs and logos  
Starting from **€500**

Socials banners  
Starting from **€450**



**TimesTalk**  
MARK LAURENCE ZAMMIT

# TENANCY PRICING SPECIAL FOCUS WEBSITES

THEBUSINESSPICTURE.COM

X2.TIMESOFMALTA.COM

SPORT.TIMESOFMALTA.COM

TIMESMOTORS.COM

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% @ €500**

(1200px gutter in middle for content)

## SPONSORED

### NATIVE ADVERTISING

Starting from

**€350, including share on socials**



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

# DIGITAL ADVERTISING SPECIFICATIONS

## RECTANGULAR (IMU)

**AD DIMENSIONS:**

300px (w) × 250px (h)

**MAXIMUM SIZE:** 200KB

**FORMATS ACCEPTED:**

GIF, Animated GIF, JPG, PNG, HTML, AMPHTML, HTML5, MP4



## LEADERBOARD

**AD DIMENSIONS:**

728px (w) × 90px (h)

**MAXIMUM SIZE:** 200KB

**FORMATS ACCEPTED:**

GIF, Animated GIF, JPG, PNG, HTML, AMPHTML, HTML5, MP4



## BILLBOARD

**AD DIMENSIONS:**

970px (w) × 250px (h)

**MAXIMUM SIZE:** 200KB

**FORMATS ACCEPTED:**

GIF, Animated GIF, JPG, PNG, HTML, AMPHTML, HTML5, MP4



## HALF PAGE

**AD DIMENSIONS:**

300px (w) × 600px (h)

**MAXIMUM SIZE:** 200KB

**FORMATS ACCEPTED:**

GIF, Animated GIF, JPG, PNG, HTML, AMPHTML, HTML5, MP4



## MOBILE LEADERBOARD

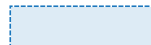
**AD DIMENSIONS:**

320px (w) × 100px (h)

**MAXIMUM SIZE:** 200KB

**FORMATS ACCEPTED:**

GIF, Animated GIF, JPG, PNG, HTML, AMPHTML, HTML5, MP4



## VIDEO

**AD DIMENSIONS:**

620px (w) × 348px (h)

**SUGGESTED LENGTH:**

15s maximum

**MAXIMUM SIZE:** 2MB

**FORMATS ACCEPTED:**

MP4, AVI, VAST 3.0



## MOBILE SKIN (TAKEOVER)

**AD DIMENSIONS:**

414px (w) × 736px (h)

**MAXIMUM SIZE:** 200KB

**FORMATS ACCEPTED:**

GIF, Animated GIF, JPG, PNG



## SKIN (TAKEOVER)

**AD DIMENSIONS:**

200px (w) × 768px (h)

(2x: left and right)

**MAXIMUM SIZE:** 200KB

**FORMATS ACCEPTED:**

GIF, Animated GIF, JPG, PNG

# 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. Further - more 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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