

An aerial photograph of the city of Valletta, Malta, featuring the prominent dome of St. Paul's Cathedral and the spire of St. John's Co-Cathedral. The image is overlaid with a red-to-blue gradient, with red being more prominent on the right and top, and blue on the left and bottom.

# Media **PACKAGES**

**MBW**

**MaltaBusinessWeekly.com**

# What is the Malta Business Weekly?

The Malta Business Weekly is a progressive online business news daily, with an insatiable hunger for change and improvement by the day.



## Ethical

Our Code of Ethics ensure that MBWs journalism is up to the highest standards.

## Specific

MBW takes a special focus on Malta and Malta-related business progress.

## Disruptive

MBW strives to put an end to Q&A format journalism, by delivering extensive coverage in a predominantly print-biased market.

## Forward-thinking

MBW always commits to look into global aspects that affect Malta, and vice versa.

Online journalism is losing its prestige as people feel that anybody can post anything they want; not to mention the spread of fake news that misinforms.

The Malta Business Weekly makes immense effort to deliver the truth as we know it in the most informative and easy-to-read way possible.



# Where are we going?

- Becoming a determining voice
- Creating a newsroom with in-house journalists and freelancers
- Offering internships for the youth for practical education
- Fill the real gap between business news and analysis
- Establishing partnerships beneficial for all the players of the markets

# The Malta Business Weekly **for you**



## Transparency

Our editorial content can never be compromised by our advertisers. Advertorial is treated separately and is duly signalled for our readers. Our editorial decisions are made with integrity to our Code of Ethics, and we are ready to explain our editorial decision to the public. We have nothing to hide.

## By us

Every single word we cast on digital sheets are done with the highest respect for the content and our readers.

## For you

You, the reader, are our most important asset. As such, we always work to deliver unbiased content to you, to our best knowledge at the time of publication.

# Display Advertising

## Display Banner Sizes

- 4 banner sizes
  - 300x250
  - 728x98
  - 320x50 (mobile)
  - 320x100 (large mobile)

## Options

- Homepage
- Editorial Categories
- Content Specific
- Native Advertising

# Display ADVERTISING

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## Home page:

- MPU (300x250)
- Leaderboard (728x90)
- 320x50 (mobile)
- 320x100 (large mobile)

10% occupancy

Cost: €180 + VAT per month  
(min. term - 3 months)



# Display ADVERTISING

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## Editorial Categories:

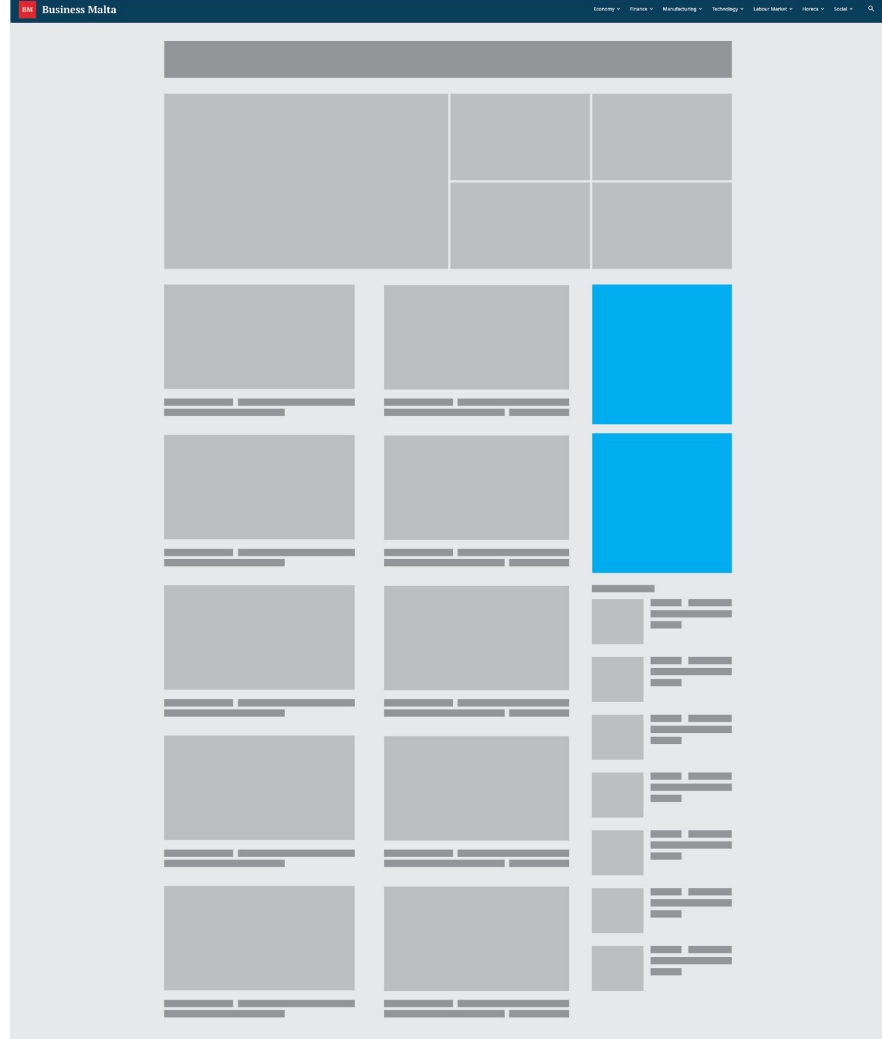
**Select up to 3 categories you would like  
your adverts to appear alongside:**

Economy, Finance, Manufacturing,  
Technology, Labour Market, Horeca, Social.

- MPU (300x250)
- 320x50 (mobile)
- 320x100 (large mobile)

10% occupancy

Cost: €180 + VAT per month  
(min. term - 3 months)





# Display ADVERTISING

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## Content Specific:

**Align your advertising against relevant content:**

- MPU (300x250)
- Leaderboard (728x90)
- Mobile (320x50 )
- Large Mobile (320x100)

10% occupancy

Cost: €180 + VAT per month  
(min. term - 3 months)



# Native ADVERTISING – Business Voice (BV)

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Submit your article and, after moderation, we will publish it in our native advertising section, Business Voice.

We will then boost this on digital channels targeting a specific audience based on your criteria.

This guarantees it will be read by your target audiences.

Price per submission: €200 + VAT

NOTE: if you also take the **display banner option**, then no other banners will appear against any of your BV articles.

# Promoted **ADVERTISING**

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In addition to traditional advertising, we provide a content 'boosting' service, where we take the details & demographics of your target audience and we'll syndicate content under the Malta Business Weekly brand across social media and content distribution networks.

Talk to us about our custom advertising packages.

**Minimum boost fee = €50 + VAT**



# Talk to us

## Editorial & Advertising enquiries:

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