



***WowMalta!***

tourist media portal



# Advertising

## Standard Advertising Formats

POSITION	PAGE	DIMENSIONS
H1	all pages	728x90 px
D1	all pages	300x250 px
D2	all pages	300x600 px
H2	homepage + category	980x120 (980x720) px

## Links

wowmalta.com.mt	wowmalta.biz	wowmalta.online
wowmalta.net	wowmalta.info	wowmalta.eu



H1

accommodation

food

activities

shopping

transport

events

malta info

Valletta

Sliema

St. Julians

Mdina & Rabat

Marsaxlokk

Mellieha

Bugibba

Three Cities

Gozo & Comino

Other Towns

VALLETTA IN THE TIME OF KINGS AND QUEENS  
Valletta is the capital city of Malta located in the South Eastern Region.

D1

True Romance in Malta- Sandy Beaches  
The Sandy Beaches in Malta, Gozo and Comino are beautiful and family friendly, perfect for snorkelling and sunbathing.

Take a Bus - Fall in Love with Malta  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

D2

300 Sunny Days  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Malta Village Feasts - Party like its the Middle Ages  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

The European Capital of Culture- Valletta 2018  
Valletta was declared European Capital of Culture (ECOC) on the 12th October 2012.

Malta's Picturesque Balconies  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

H2

restaurants

shopping

accommodation

Malta's Picturesque Balconies  
» BEST INDIAN FOOD ON THE ISLAND  
» SEAFOOD IN MARSAXLOKK  
» 10 CLASSIC MALTESE DISHES  
» FOOD & CULTURE MARCH

Hollywood in Malta  
» SLIEMA, THE TOWN OF SHOPPING  
» ANNUAL SALES  
» OUTLET FASHION IN MALTA  
» RENOWNED BRANDS

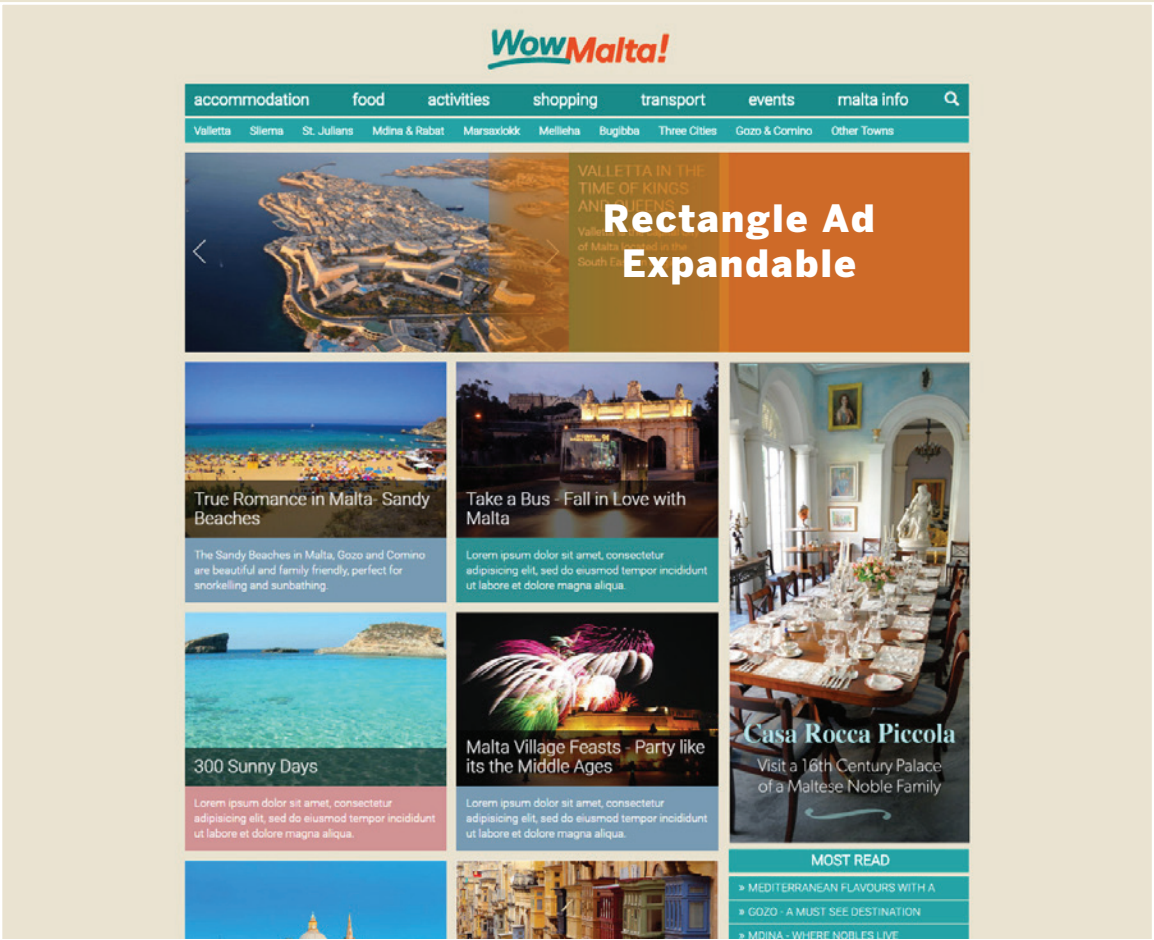
Take a Bus - Fall in Love with Malta  
» 5 BEST LOW COST HOTELS  
» LUXURIOUS HOTELS IN THE CITY  
» ARE YOU TOO OLD TO STAY IN HOSTELS?  
» WHEN RENTING AN APARTMENT

# Advertising

## Special Advertising Formats



Rectangle Ad Expandable



PAGE	DIMENSIONS
All pages	Standard: 300 x 250 px Expandable: 600 x 250 px

Leaderboard Ad Expandable



PAGE	DIMENSIONS
All pages	Standard: 728 x 90 px Expandable: 728 x 300 px

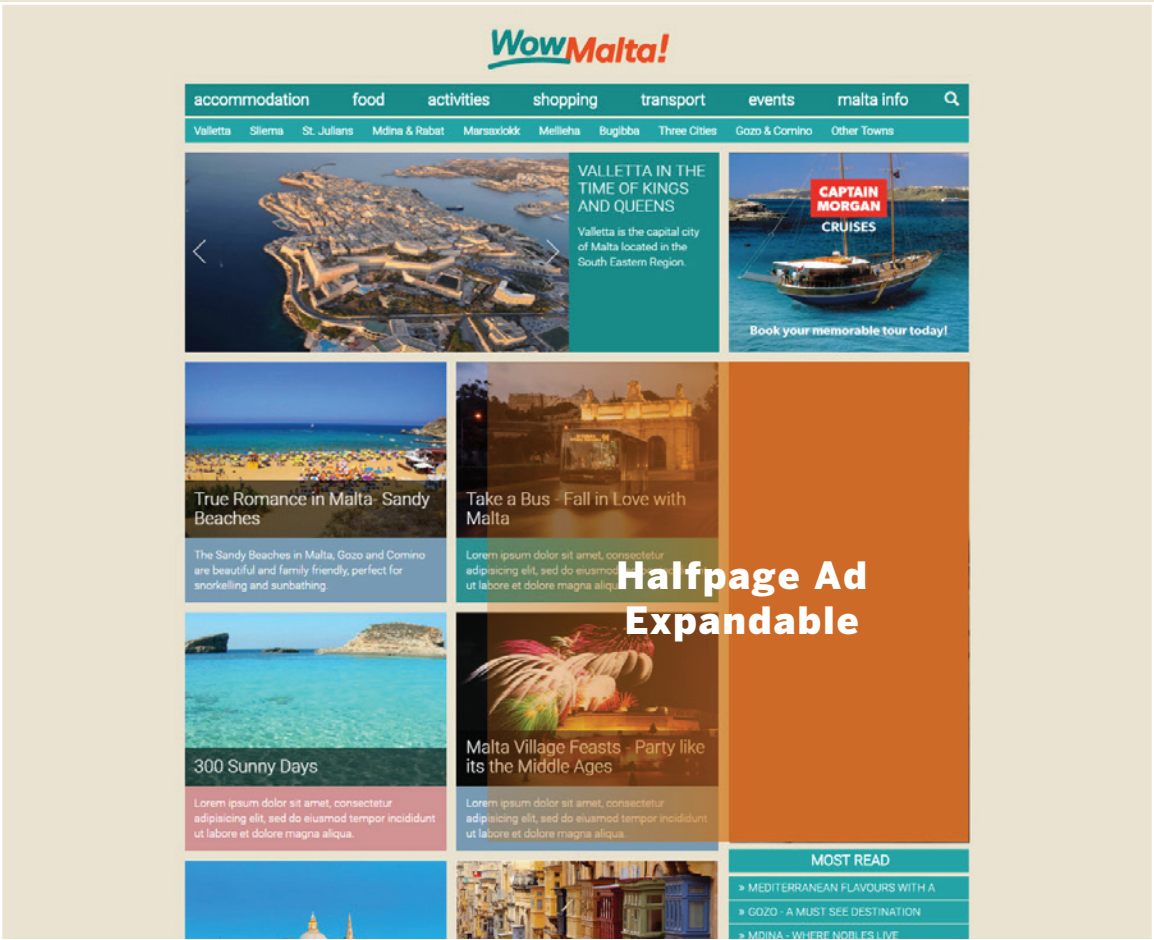


# Advertising

## Special Advertising Formats

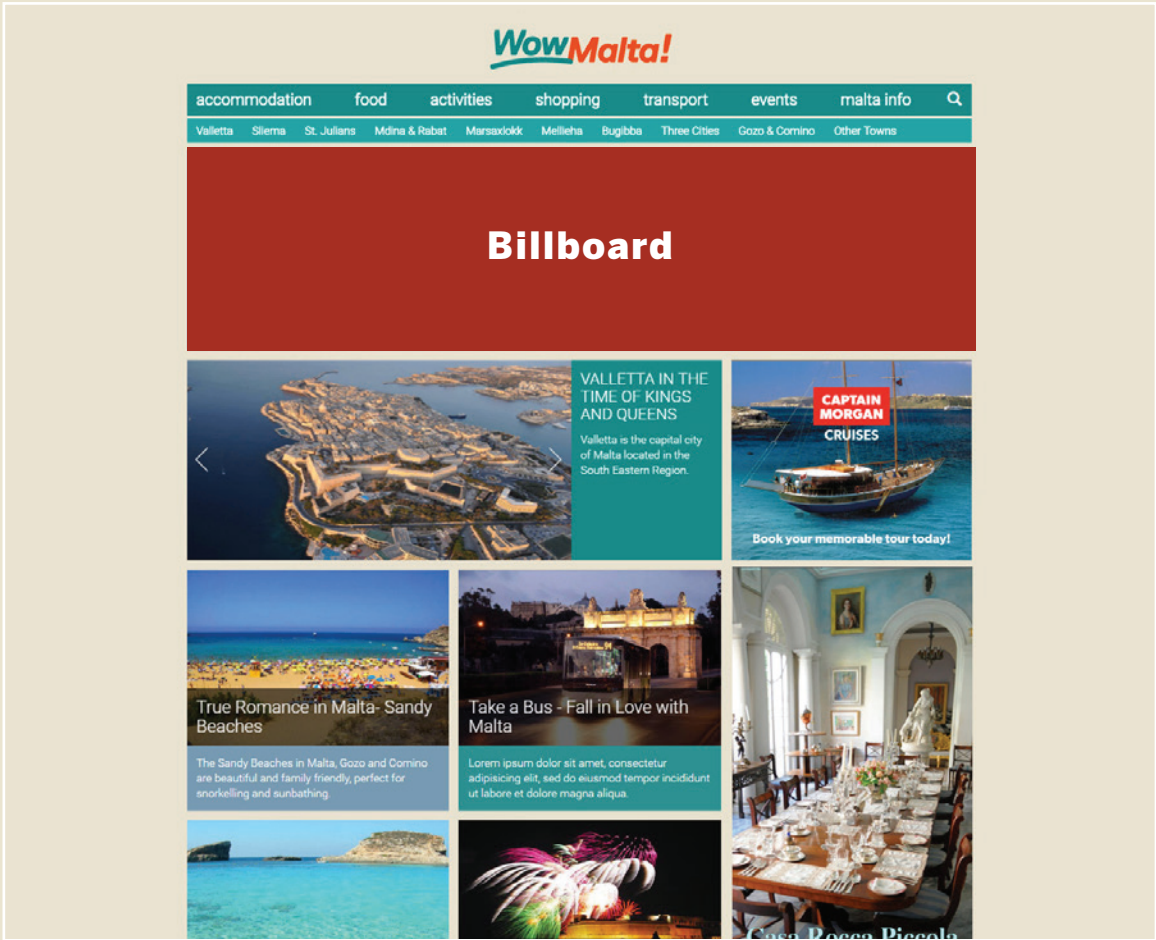


Halfpage Ad Expandable



PAGE	DIMENSIONS
All pages	Standard: 300 x 600 px Expandable: 600 x 600 px

Billboard



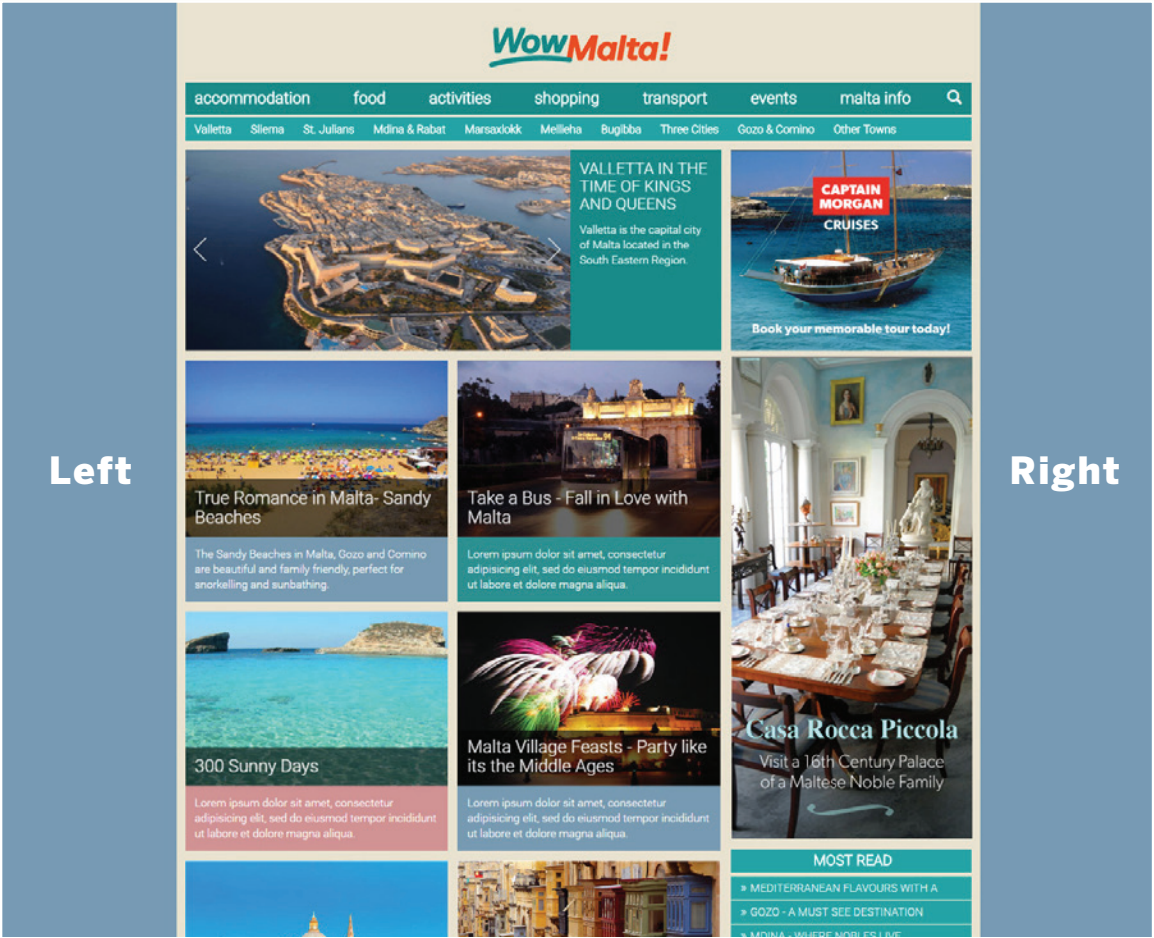
PAGE	DIMENSIONS
All pages	980 x 250 px (980 x 125 px)

# Advertising

## Special Advertising Formats

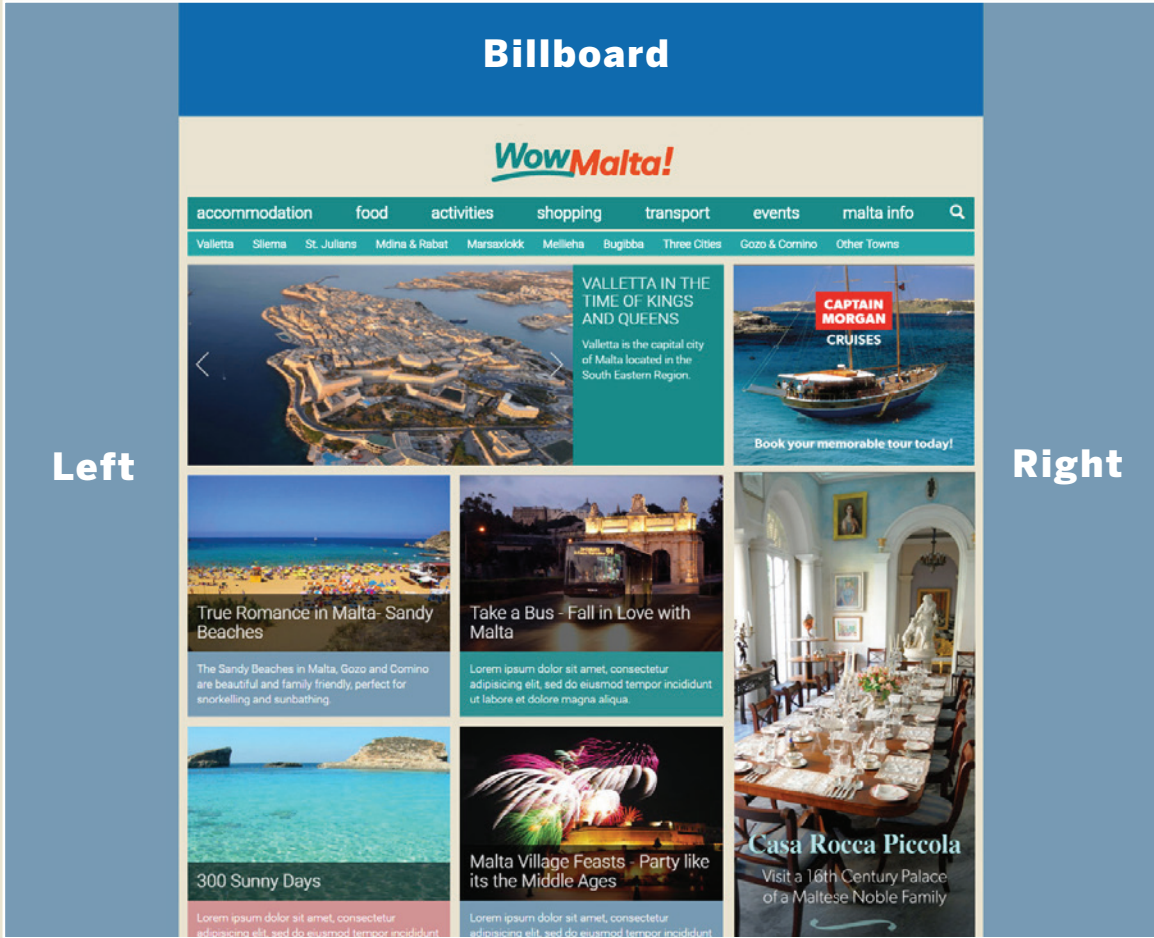


Wallpaper



PAGE	DIMENSIONS	
All pages	Left: 220 x 828 px	Right: 220 x 828 px

Total Wallpaper



PAGE	DIMENSIONS	
All pages	Top: 1060 x150 px	Left: 220 x 1062 px
		Right: 220 x 1062 px



# Advertising

## Newsletter

### TEXT:

Base **2000** emails

Dynamics of newsletter: 4 times monthly (once weekly)

### STRUCTURE OF THE BASE:

- **56%** Women    – **44%** men
- **80%** business    – **20%** private

	POSITION	DIMENSIONS	DYNAMICS OF SENDING (monthly)
P1	header banne	728x90 px	12 waves
P2	right banner	300x250 px	12 waves
P3	middle banner	728x90 px	12 waves
P4	footer banner	728x90 px	12 waves

POSSIBILITIES OF ADVERTISING IN NEWSLETTER:  
Copy the existing table from Mini Studio Media Kit Newsletter page (Just exclude prices)

RETARGETING:  
Possibility of sending personalized emails to those who clicked on one of the banners



**P1**

**P1**

300 SUNNY DAYS

Malta's climate is typical of the Mediterranean and is strongly influenced by the sea. The Maltese Islands have a pleasantly sunny climate.

The European Capital of Culture- Valletta 2018

Valletta was declared European Capital of Culture (ECOC) on the 12th October 2012.

[See more...](#)

**P3**

True Romance in Malta- Sandy Beaches

The Sandy Beaches in Malta, Gozo and Comino are beautiful and family friendly, perfect for snorkelling and sunbathing.

[See more...](#)

Take a Bus - Fall in Love with Malta

Getting around Malta by bus might not be the fastest way, but other than walking or cycling it is surely the most economical.

[See more...](#)

Malta Village Feasts - Party like its the Middle Ages

The Maltese Islands have a number of religious festivities and cultural events that take place every year.

[See more...](#)

Malta's Picturesque Balconies

Traditional balconies certainly go a long way in defining the character of the Maltese urban landscape.

[See more...](#)

Gozo - A must see Destination

Gozo is an island of the Maltese archipelago in the Mediterranean Sea. The island is part of Malta.

[See more...](#)

**P4**

You are receiving Activity You Missed emails. [Unsubscribe](#)

# WowMalta!

Wow Malta has a successful cooperation with dozens of brands which it has had for many years.

[www.captainmorgan.com.mt](http://www.captainmorgan.com.mt)

[www.casaroccapiccola.com](http://www.casaroccapiccola.com)

[www.malta5d.com](http://www.malta5d.com)

[www.fortinasparesort.com](http://www.fortinasparesort.com)

[www.mediterraneopark.com](http://www.mediterraneopark.com)

[www.limestoneheritage.com](http://www.limestoneheritage.com)

[www.maltatransfer.com](http://www.maltatransfer.com)

[www.wirtartna.org](http://www.wirtartna.org)

[www.aquarium.com.mt](http://www.aquarium.com.mt)

[www.popeyemalta.com](http://www.popeyemalta.com)

[www.tumas.com](http://www.tumas.com)

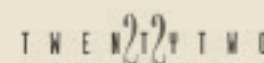
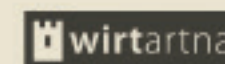
[www.themaltaexperience.com](http://www.themaltaexperience.com)

[www.22.com.mt](http://www.22.com.mt)

[www.embassycomplex.com.mt](http://www.embassycomplex.com.mt)

[www.city-sightseeing.com](http://www.city-sightseeing.com)

[www.heritagemalta.org](http://www.heritagemalta.org)



wowmalta.com.mt  
wowmalta.net  
wowmalta.biz  
wowmalta.eu



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accommodation

food

activities

shopping

transport

events

brands

malta info

