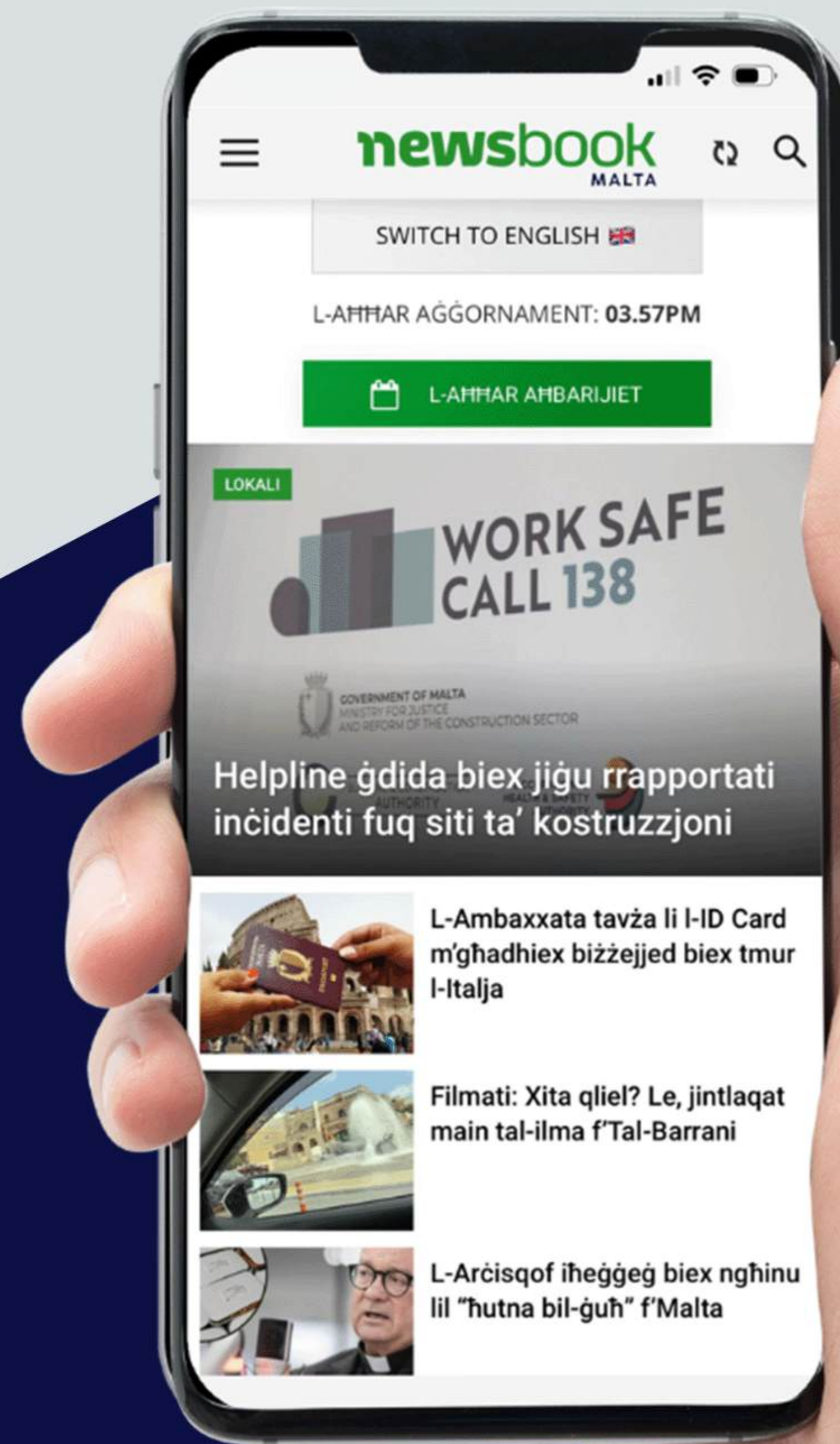


newsbook

MALTA

MEDIA KIT 2026



Fair, Accurate, Trustworthy

Newsbook Malta is one of Malta's leading bilingual news portals which has grown exponentially since 2012 and which maintains a strong social media presence. With a young team of journalists covering local and foreign news, business and lifestyle, it is committed to provide news which is **fair, accurate and trustworthy**. It also offers thought-provoking blogs from local opinion leaders.

Our mission is to be effective communicators, to shed light on reality and to convey the truth without fear.



**Journalism
Awards**

NEW!
Digital-first campaigns

**Social Media
Followers***
320K

**Monthly
Reach***
1.2M

* ACROSS PLATFORMS



- | | |
|--|-------------|
| Facebook REEL | €300 |
| incl. FREE Instagram and TikTok
reshare | |
| Facebook POST | €200 |
| incl. FREE Instagram reshare | |
| Facebook STORY Take Over | €350 |
| 7 stories with link to client website
for 1 week (incl. free Instagram reshare) | |



- | | |
|---|-------------|
| Instagram REEL | €300 |
| incl. FREE Facebook and TikTok
reshare | |
| Instagram POST | €200 |
| incl. FREE Facebook reshare | |
| Instagram IN-POST Advert | €100 |
| advert to be included within a
carousel post | |



- | | |
|--|-------------|
| TikTok REEL | €300 |
| incl. FREE Facebook and Instagram
reshare | |

+ Add-Ons

Boost €50 (Aligned with the defined target demographic and strategic campaign goals).

Video Production €600 (Aligned with client objectives, incorporating optimisation for digital distribution).

Content Production €60 (Including the design and conceptual development of artworks optimised for digital distribution).



WEB

2,600,000

**Monthly
User Reach**

3,500,000

**Monthly
Article Reads**

46% MALE - 54% FEMALE

Largest segment 24 - 54 year-olds



30,000

APP DOWNLOADS

ADVERTISING SPACE

Home Page

Leaderboard Banner

€165

Desktop 728x90 pixels
Mobile 300x100 pixels

Rectangular Banner

€210

Desktop 300x250 pixels
Mobile 300x250 pixels

Monster Banner

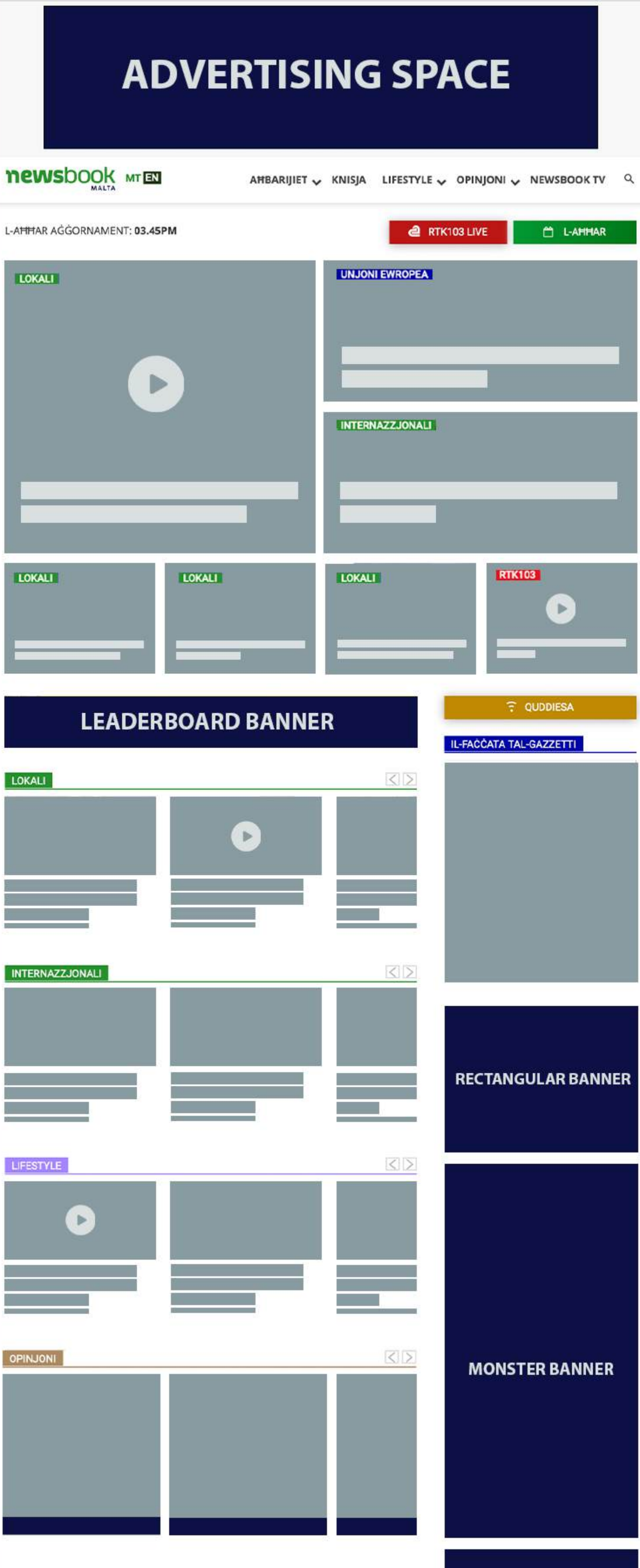
€275

Desktop 300x600 pixels
Mobile 300x600 pixels

Note: The above rates are based on 10% occupancy. Prices are calculated on a weekly basis, starting on Monday and ending at midnight on Sunday.

Banner specifications: Jpeg, gif or png
Maximum file size: 200KB

Video specifications: Video mp4, H.264, 1800 Kbit/s, 1280x720; Audio AAC, 128 Kbit/s, stereo
Maximum file size: 500MB for 10sec | 20sec | 30sec



newsbookTV

Newsbook TV is an **on-demand video library** of programmes and interviews produced by **Newsbook Malta** and **RTK103**. Stay tuned for more original content, produced in-house by Beacon Media Group.



Monthly
Viewers
45K

ADVERTISING SPACE

Article Pages

Leaderboard Banner

€175

Desktop 728x90 pixels
Mobile 300x100 pixels

Rectangular Banner

€225

Desktop 300x250 pixels
Mobile 300x250 pixels

Skins

€1,000

Desktop only. Available within News, Opinion and Lifestyle.

Other Sections

Leaderboard Banner

€150

Desktop 728x90 pixels
Mobile 300x100 pixels

Rectangular Banner

€195

Desktop 300x250 pixels
Mobile 300x250 pixels

Skins

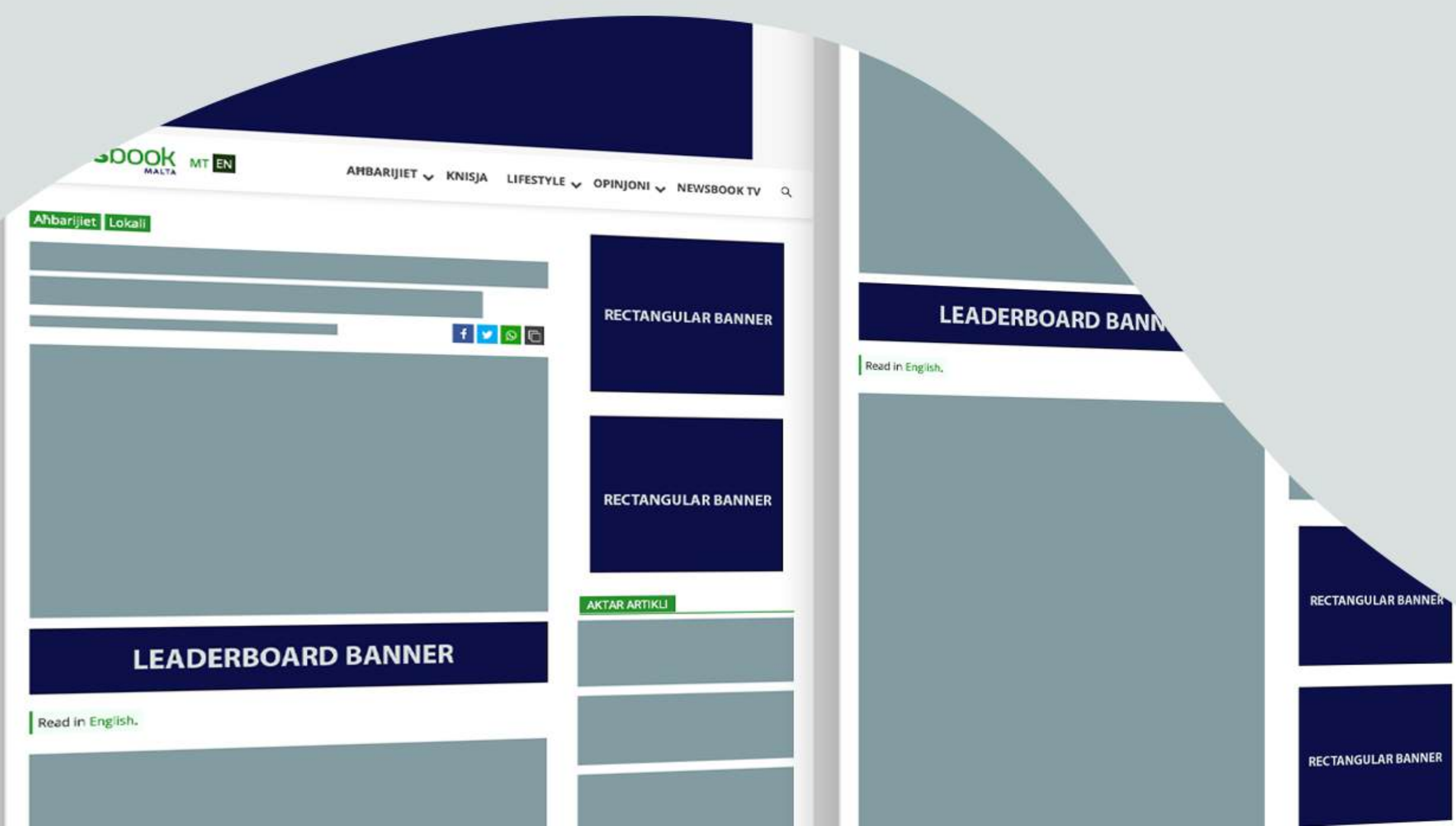
€1,000

Desktop only. Available within News, Opinion and Lifestyle.

Note: The above rates are based on 10% occupancy. Prices are calculated on a weekly basis, starting on Monday and ending at midnight on Sunday.

Banner specifications: Jpeg, gif or png
Maximum file size: 200KB

Video specifications: Video mp4, H.264, 1800 Kbit/s, 1280x720; Audio AAC, 128 Kbit/s, stereo
Maximum file size: 500MB for 10sec | 20sec | 30sec



ADVERTISING SPACE

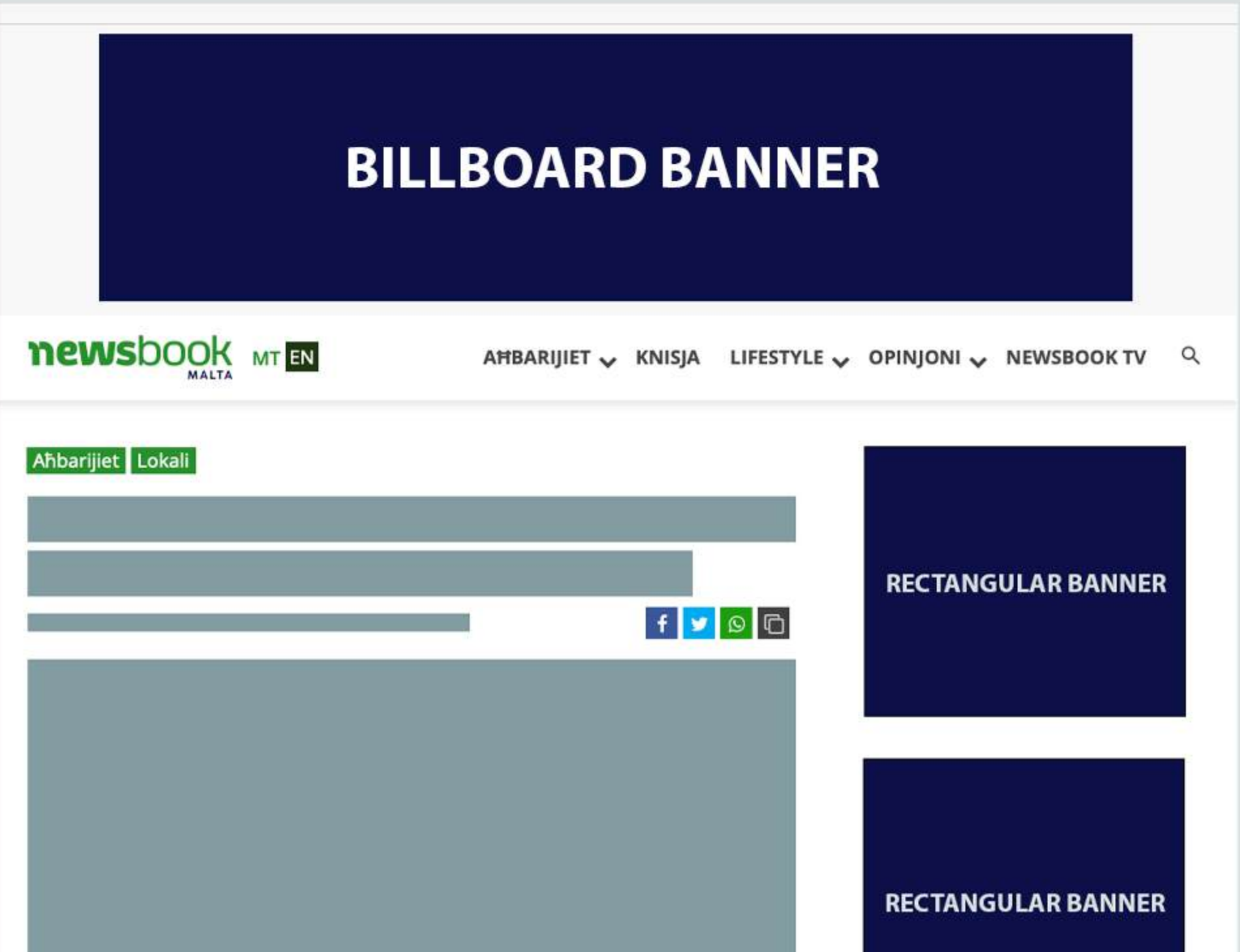
All Pages

Billboard Banner €900

Desktop 970x250 pixels
Mobile 300x250 pixels

Note: The above rates are based on 10% occupancy. Prices are calculated on a weekly basis, starting on Monday and ending at midnight on Sunday.
Banner specifications: Jpeg, gif or png
Maximum file size: 200KB

Video specifications: Video mp4, H.264, 1800 Kbit/s, 1280x720; Audio AAC, 128 Kbit/s, stereo
Maximum file size: 500MB for 10sec | 20sec | 30sec



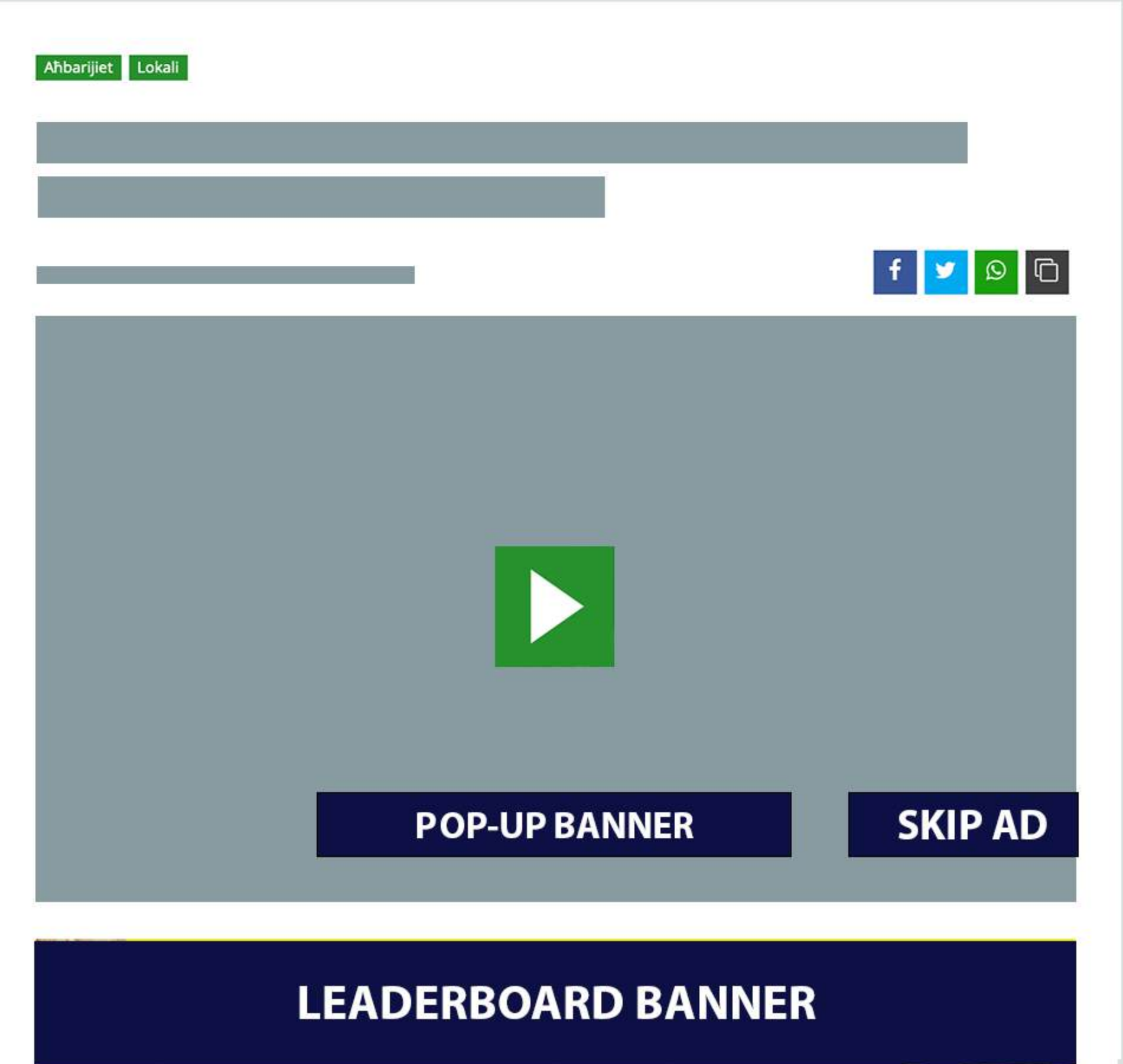
Videos

Pre-Roll Adverts €200

10 sec | 20 sec | 30 sec

Pop-Up Banner €175

Desktop 428x53 pixels
Mobile 428x53 pixels



DISPLAY BANNER OPTIONS

The below options include exposure within the Leaderboard, Rectangular Banner and Monster Banner sizes.

100,000 impressions	€350
250,000 impressions	€600
500,000 impressions	€800
1,000,000 impressions	€1,400
2,000,000 impressions	€2,500

Note: The above rates are based on 10% occupancy. Prices are calculated on a weekly basis, starting on Monday and ending at midnight on Sunday.

Banner specifications: Jpeg, gif or png
Maximum file size: 200KB

Video specifications: Video mp4, H.264, 1800 Kbit/s, 1280x720; Audio AAC, 128 Kbit/s, stereo
Maximum file size: 500MB for 10sec | 20sec | 30sec



NATIVE CONTENT

Native Content

€250

Maximum 2 lines and images, to be included in listicles (subject to availability)

Native Article

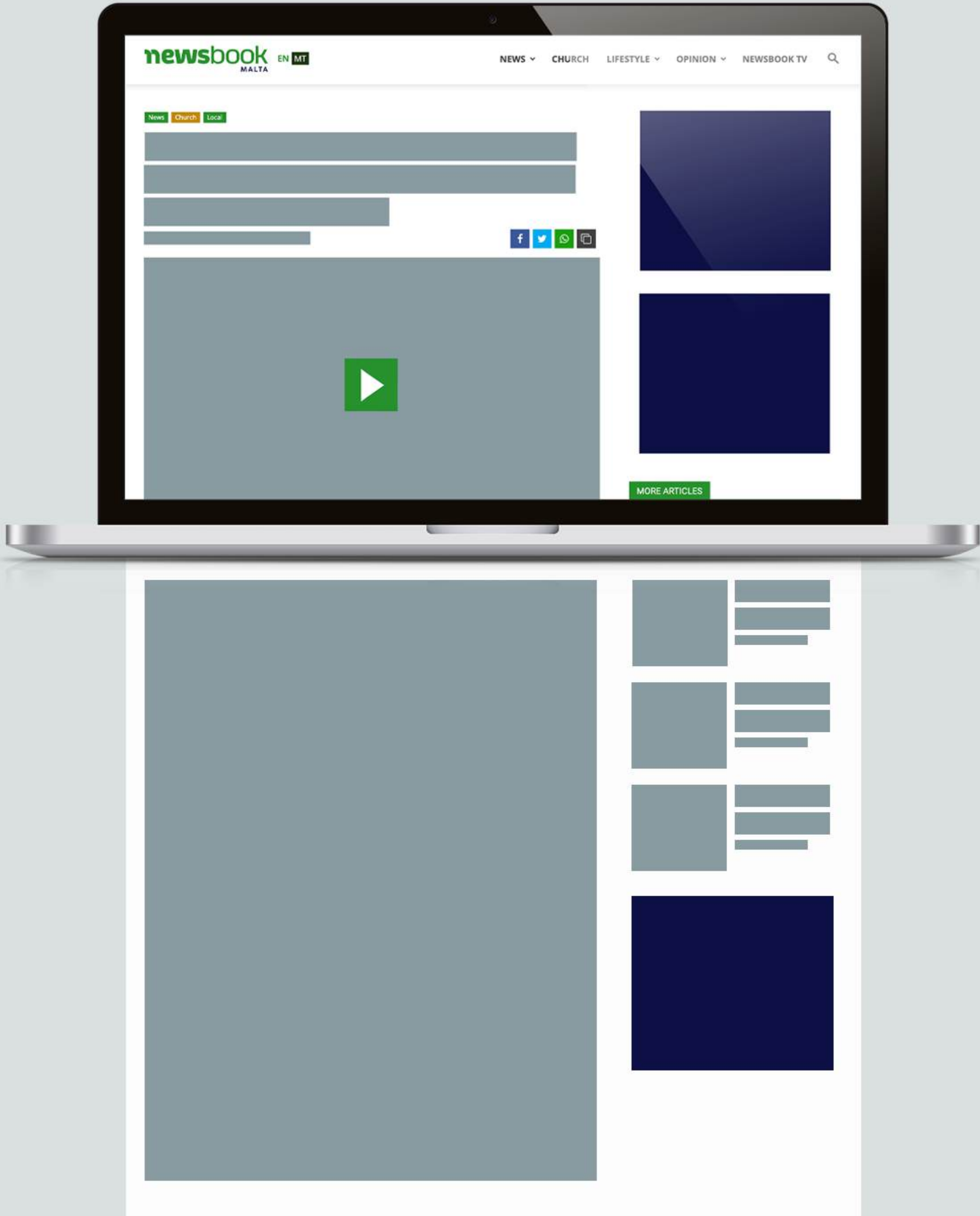
€450

Publication of an article of approximately 500 words, with images and video. Article is published on Newsbook Malta and shared on our FB page.
Optional Facebook boosting available.

Native Video Interview

€650

Video interview accompanied by an article and images. Includes the services of a journalist, videographer and video editor. Video interview is published on Newsbook Malta and shared on our Facebook page.
Optional Facebook boosting available.



ONLINE SERIES

A weekly or biweekly series of video interviews accompanied by articles

Video interview accompanied by an article and images. Includes the services of a journalist, videographer and video editor. Video interview is published on Newsbook Malta and shared on the main Facebook page of Newsbook Malta.

Optional Facebook boosting available.

Bundle of 6 episode series €3,500

Bundle of 12 episode series €5,500





Terms & Conditions

1. Beacon Media Group reserves the right to refuse, cancel or suspend any adverts on order.
2. All content shall be subject to approval from Beacon Media Group.
3. All artworks are to be sent at least 3 working days prior to campaign going live.
4. A fee of 30% will be charged upon cancellation of an advert. A five working day notice must be given in writing for a campaign to be cancelled at no additional fee.
5. All rates are exclusive of 18% VAT.

For Queries and Bookings

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