



MALTA'S LEADING iGAMING MEDIA BRAND

Partnership Guide

Digital • Social Media • Print - One Ecosystem Reaching Malta's iGaming Industry

iGamingCapital.mt

A MEDIA BRAND BY
Content House



Malta's Leading Media Brands for the iGaming Industry

1

iGamingCapital.mt

By far the leading portal in iGaming, backed by Content House's business newsroom.



2

iGamingCapital.mt Social Media Pages

Posting on Facebook and LinkedIn and social media boosting on Facebook included in all sponsored content.



3

iGaming Capital Annual Publication

The high-profile annual publication reaching all leading iGaming companies operating in Malta, as well as leading businesses, entrepreneurs, business leaders and CEOs across all major sectors.





The Growth of the iGaming Industry in Malta & Why You Must Target It

The single most powerful economic engine on the island - and the audience our iGaming media brands reach every day.

€1.1BN+

Contributed annually to
Malta's GDP

10%

Of Malta's total national
economic output

1000s

Of high-earning
professionals employed

Malta is one of the world's leading iGaming jurisdictions, and our iGaming media brands provide direct access to this influential industry.



Three Critical Audiences. One Platform.

Our iGaming media brands are strategically positioned to reach Malta's iGaming ecosystem from every angle - the companies, the people who work in them, and the individuals who lead them.

1

Corporate Spenders

iGaming Companies & Affiliates

Major corporate buyers procuring auditors, lawyers, accountants, office fit-out, software, consultancy and corporate transport.

2

The Workforce

iGaming Employees, Personally

Thousands of professionals with above-average disposable income - dining out, home improvement, and living well in Malta.

3

The Executives

Senior Leadership, Personally

HNW and UHNW decision-makers - the biggest personal spenders on luxury cars, real estate, travel and private banking.



Where Their Spending Goes

Every audience segment spends heavily - across every one of these categories, and beyond.

1

**Legal, Corporate & Tax
Consultancy**

2

**Office Space, Furniture &
Fit-Out**

3

**Luxury Cars &
Timepieces**

4

**Hotels, Restaurants &
Entertainment**

5

**Airlines, Travel &
Relocation**

6

**Premium Rentals
& High-End Property**



One Ecosystem. Total Coverage.

The Combined Strength of the iGamingCapital.mt Portal, Facebook & LinkedIn

90,000

Monthly views across portal & social media

1M+

Views annually across the full ecosystem

Dominance of Distribution & Reach of our Annual iGaming Capital Publication

40,000

Estimated annual publication reach, in readers

- iGaming companies & affiliates
- Banks, auditors & consultancy firms
- Government departments & Ministries
- Top CEOs & business leaders
- Lawyers & legal firms
- Leading hotels, yacht clubs & marinas



One Placement. Three Touchpoints.

Every piece of sponsored content is supported by social media distribution. All packages include posting on LinkedIn and Facebook as well as Facebook boosting, with the option to increase Facebook promotion or add LinkedIn boosting for enhanced reach.

1

Portal

Published on iGamingCapital.mt, Malta's largest iGaming news portal.

2

Publication

Featured in the annual print publication, distributed to Malta's top decision-makers and leading businesses.

3

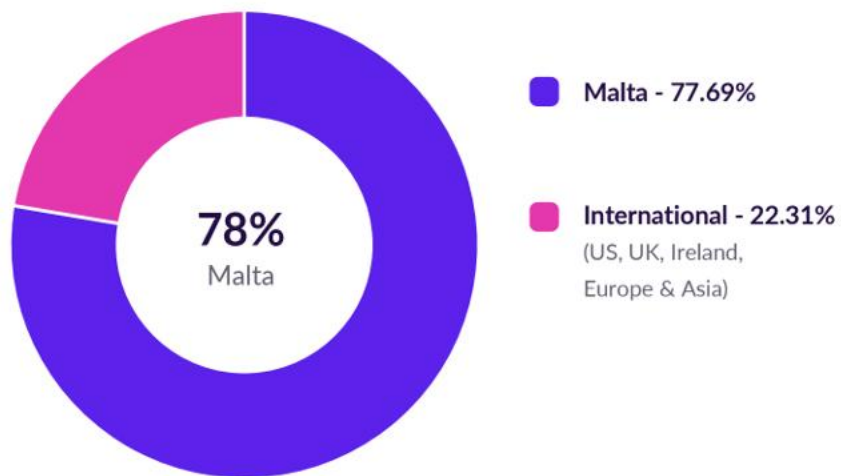
Social: Posted & Boosted

Posted on Facebook and LinkedIn for extended reach, and boosted on Facebook. Additional boosting available on demand.



Who's Reading iGamingCapital.mt

Audience Geography



Traffic Acquisition



At a Glance

- Industry professionals & decision-makers
- Executives, managers, regulators & consultants
- Balanced gender distribution
- Predominantly 25-54 age bracket
- 70% arrive via direct or organic search



What We Offer

1

Always-On Digital

- Billboard & half-page banners
- Full-screen mobile scrollover
- Desktop takeover
- Outstream video ads

2

Content & Social Media Reels

- Executive interviews
- Sponsored articles
- iGaming Briefs
- Expert blogs
- Ready-supplied or inhouse-produced social media reels

3

Prestige & Print

- Full page / spread advertising
- 4 & 6-page interview features
- Cover logo placement
- Premium cover positions

4

Annual Partnership

- Bespoke banner rotation, 12 months
- Sponsored content package
- Site-wide logo placement
- Social media amplification



Official Partnership across our iGaming media brands

12-month exposure across iGamingCapital.mt, its social media, and the annual iGaming Capital publication.

- 4-page executive interview in the annual iGaming Capital publication
- Double-page spread advertising in print
- Your logo featured on the homepage and pages of iGamingCapital.mt and on the publication cover
- 12-month digital banner rotation across the portal
- Sponsored article published on iGamingCapital.mt, posted on Facebook & LinkedIn, with Facebook boosting included
- 3 iGaming briefs on the portal and our socials to be used as PRs on an ad hoc basis

From

€9,500

**Bundled package rate
(vs. items purchased separately)**

*Talk to our team about tailoring the
bundle to your goals.*



Rate Card – Digital, Content & Reels

All rates exclusive of VAT. Artwork production €150 · Resizing €50. 40% fee on cancellation.

Digital - iGamingCapital.mt

Format	Rate
Billboard Banner (970x250)	€700/mo
Half-Page Banner (300x600)	€700/mo
Mobile Full-Screen Scrollover	€1,000/mo
Outstream Video Ad	€1,200/mo
Desktop Takeover	€1,500/mo

Content - Portal & Social Media (includes social media posting & Facebook boosting)

Format	Rate
Featured Article (text & photo supplied)	€800
Sponsored Article (writer & photographer assigned)	€1,300
iGaming Briefs (bundle of 3, supplied)	€1,400

Official Partners Package - iGamingCapital.mt - €6,000

Logo on home page & all sections, 12-month banner campaign, 2 Featured Articles, bundle of 3 iGaming Briefs



SOCIAL-FIRST VIDEO CONTENT

Social Media Reels

Full production or client-supplied reel

Professional reels designed to showcase businesses, products, services, campaigns and promotions across iGamingCapital.mt social channels.

Concept

Filming

Editing

Boosting

Full Production

Created by our inhouse video creative team, from concept to publication. Such reels are captioned, posted and boosted on socials by our digital team.

From €900

Client-Supplied Reel

A client-supplied reel ready to be published. Such reels are captioned, posted and boosted on socials by our digital team.

From €500



Social Media Reels

Full Production

Professional, social-first content

Professional, social-first video content created by our inhouse video creative team to showcase your business, products, services, campaigns or special promotions. Designed to maximise engagement and reach across our highly engaged social media audience.

Each reel is fully managed from concept to publication, ensuring your message is delivered through high-quality, platform-optimised content.

Each Reel Includes

- Pre-production planning and briefing
- Dedicated on-location filming session (single location)
- Professional video production and editing
- Social media caption writing
- Client approval before publishing in case of changes
- Social media posts
- Paid social media boosting on Facebook to maximise reach and engagement. Optional additional boosting on Facebook or introducing boosting on other social media platforms is available at an additional cost.
- Final edited video supplied for the client's own marketing use

1 Brief

2 Film

3 Edit

4 Approve

5 Publish + Boost



Full Production Investment

Packages for professional social media reels managed from concept to publication.

1 Reel

€900

2 Reel Bundle

€1,600

3 Reel Bundle

€2,100

Designed to maximise engagement and reach

Full production is ideal when the client wants a complete creative and publishing solution handled by the iGamingCapital team.

Optional extras

Professional presenters, additional filming locations or bespoke production requirements are quoted separately.



Social Media Reels

Client-Supplied Reel

Each Reel Includes

- Social Media posting on Facebook, Instagram, TikTok and LinkedIn (as applicable)
- Social media caption writing
- Client approval before publishing
- Paid social media boosting on Facebook to maximise reach and engagement. Optional additional boosting on Facebook or introducing boosting on other social media platforms is available at an additional cost.

Professional, social-first content

Already have your own reel produced? You can supply a fully ready reel. Our social media team will take care of caption writing, publishing and boosting, transforming your reel into an engaging social media post for our audience.

1 Reel

€500

2 Reel Bundle

€800

3 Reel Bundle

€1,000

Rates apply to professionally shot reels, ready supplied by client. Where significant additional editing, motion graphics, stock footage or reworking is required, an additional cost will apply.



Rate Card - Print Partnership, Content & Advertising Packages

Annual publication advertising rates, exclusive of VAT.

Print - Annual Publication

Format	Rate
Full Page Advert	€1,200
Inside Back Cover	€1,500
2 Full Pages / Spread	€1,500
Premium Double Page Spread	€1,950
Back Cover Advert	€2,000
Inside Front Cover Spread	€2,500
4-Page Interview	€2,500
6-Page Interview	€3,750

Publication Official Partners' Package

Premium Double Page Spread, 4-page interview, logo on cover, plus replication of the sponsored article on iGamingCapital.mt - posted on its social media and boosted on Facebook.

€6,000



Terms & Conditions

- All marketing, content, advertising and production rates are exclusive of VAT.
- Advertising rates do not include artwork production.
- Artwork Creation: €150 | Artwork Resizing: €50.
- A 40% fee applies for cancellation of a campaign, or any other booking.
- Artwork must be submitted five working days before the campaign starts.
- Sponsored content is published on MaltaInvest.mt, posted on the brand's socials, and boosted on Facebook. Facebook boosting budgets can be increased at an additional cost, while LinkedIn promotion may also be added.
- Invoices are issued upon booking confirmation, with payment terms set at 30 days from the invoice date.



Put Your Brand in Front of Malta's Decision-Makers

iGamingCapital - a sniper platform for brands targeting Malta's most influential economic sector.

Digital reach, print prestige, and social amplification, combined.

Business Department, Content House

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[iGamingCapital.mt](https://igamingcapital.mt)

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