



MEDIA PACK & SPONSOR DECK 2023

gozointhecouse.com

CONTENTS

3. About Gozo In The House
4. Why Businesses Get Listed
5. Products & Pricing
6. Cross-Promotion Content
7. Our Services
8. Our Audience - Demographics
9. Our Audience - Users, Page Views, Session
10. Social Media & Database
11. Sponsorship Opportunities
12. Rate Card

ABOUT GOZO IN THE HOUSE

Gozo In The House is a media house, digital booking platform, Gozo Guide and events platform offering a unique collection of unique events, experiences, custom packages, retreats, accommodation, restaurants, activities, and more.

- We offer visitors an underground guide to Gozo Island.
- We offer our own events programme to both a local and international audience.
- We have our own festival, LIQUID SPIRIT Gozo (September 2024)
- We offer custom experience packages for visitors and corporates.
- We offer creative PR, content and social media marketing via our Gozo-only platform.

We have various opportunities for sponsors across digital, print and events. Please take a look at our current opportunities.

WHY BUSINESSES GET LISTED

We are creating a long-lasting, digital blueprint and content library to maintain a vibrant, consistent digital presence for Gozo Island.

Step 1: Get Listed

(Compulsory)

A GITH listing is your personal, SEO-optimised Landing Page on Gozo In The House, offering up-to-date information and content that reflects your business at the right time. It will supercharge your online presence, increase visibility, raise your digital footprint, and help you to rank higher on Google.

Step 2: Choose Products

(Optional)

Once your listing is live, we can elevate and maintain your business reputation by creating content that makes people stop, read, think, act, and remember. We offer a bespoke package and 12-month PR Plan that guarantees valuable exposure at key times and establishes your business on Gozo Island.

Step 3: We Promote You!

(Optional)

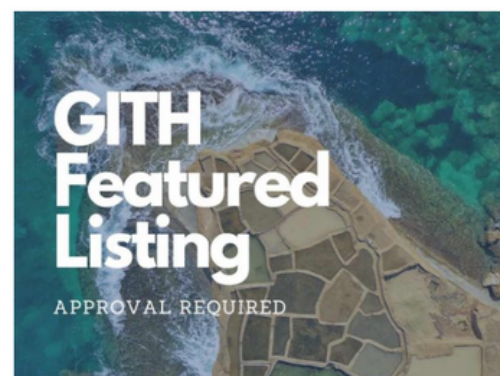
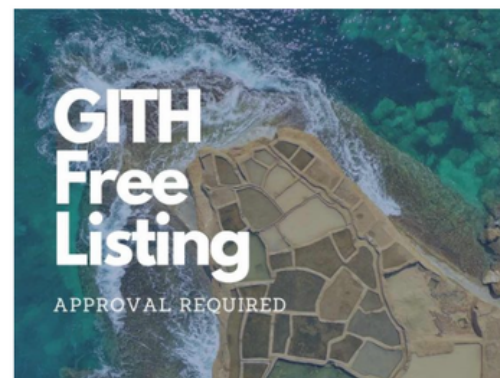
We have built a thriving digital platform for Gozo Island. Across our five busy social media platforms, Facebook, Instagram, TikTok, Twitter & Google, we promote our clients to a local and visitor market. Through our work, we continue to grow our audience in key areas that will benefit your business.

[More Benefits](#)



PRODUCTS & PRICING

Step 1 Get Listed



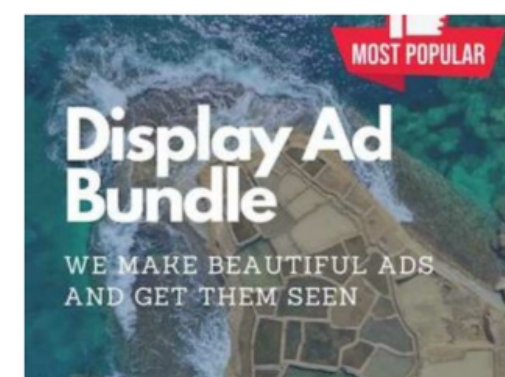
Step 2: Choose Your GITH Products



Experience Feature €255.00
The Experience Feature is our best seller. Our audience responds best to the personal touch. This is your digital word of mouth and includes an evergreen article, beautiful images plus a social media-friendly promo film (1 minute).



Advertorial €185.00
Advertorials are a great way to sell what you have to offer. Better than a click-through advert – you provide us with the information including, text copy, images, and/or video link.



Display Ad Bundle From €405.00
We create and promote a Mixed Media Advert for your business and place it where it is most relevant. We promote on Google, Facebook, Instagram, TikTok & Twitter. Paid Promotions are available as an Add On for this product.



Social Media Marketing ... from €50
Leverage our thriving social presence across Google, Facebook, Instagram, TikTok & Twitter. We promote you when and where you need it most. *(Surcharge added with PR Plan.)*



Photos & Promo Films from €305
Includes Shoot, Editing + Delivery. Photography: 20 High Res Images. Videography: 1 Minute Promo Film sized for YouTube, Facebook, Instagram & TikTok.) Further options apply. Please discuss your requirements.



The Great Gozo Giveaway ... €135.00
Gozo's biggest and best competition involves 6 businesses, and 6 prizes given away over 6 weeks. It publishes twice a year and provides 6 weeks of collective exposure. *Free Add-On with some packages.*

Products & Pricing

OUR CONTENT

We Prefer Online PR Over Advertising.

We Are Only Interested In Creating Relevant & Long-Lasting Value To Visitors, To Your Business, And To Gozo.

- We experience as much of Gozo as possible and showcase the things we love because people like to read experiences as well as have them.
- We write about the best things our featured businesses offer at the right time and maintain current landing pages that offer visitors that information directly.
- We focus on Gozo as a wellbeing destination and offer our own experiences, targeting potential visitors that are looking for an authentic island stay.
- **Gozo Guide:** We offer great tips and events and help visitors get the most out of their stay. Explore the guide by location, category, or tags and browse through our monthly featured picks.
- **Gozo Restaurant Guide:** We get up-close and personal with some of our favourite eateries and show you exactly where to eat on the island.
- **Gozo Wellbeing.** Uniting wellbeing experts on the island, curating specialist wellbeing content and curating experiences on the island.
- **Experiences:** We work with local businesses to combine our passion and love for the island to bring our audiences the best of what Gozo can offer through custom experience packages.

Cross Promotion Content: Every season we cross promote our featured listings within our content to create long-lasting, meaningful promotion and exposure.

OUR SERVICES

ONLINE SERVICES

- Interactive Business Listing With Content Library
- Local Events Listing
- Online PR & Marketing Services
- Social Media Marketing
- Sponsored Content
- Sponsored Campaigns

OFFLINE SERVICES

- PR & Consultancy
- Brand and Marketing Services
- Bespoke Campaigns
- Logo and Print Design
- Copywriting
- Promotional Video
- Start-Up Development

EVENTS, CONSULTING, TRAINING

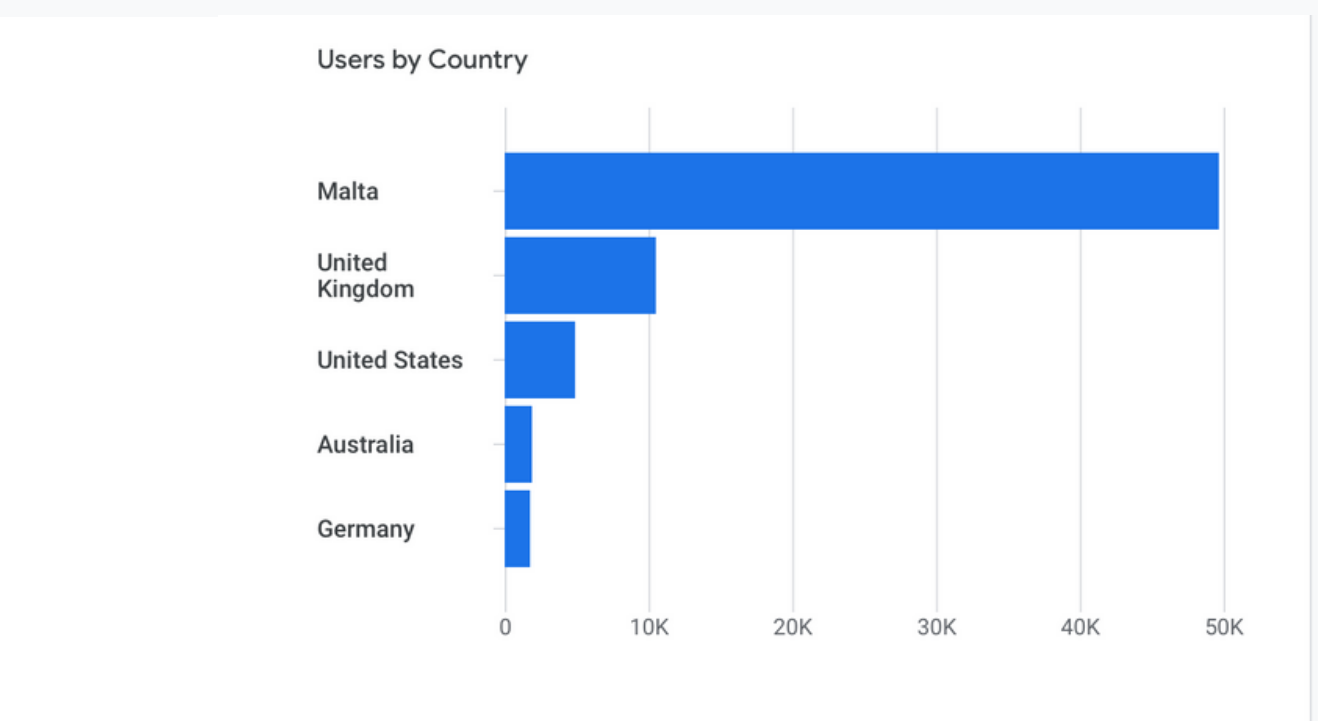
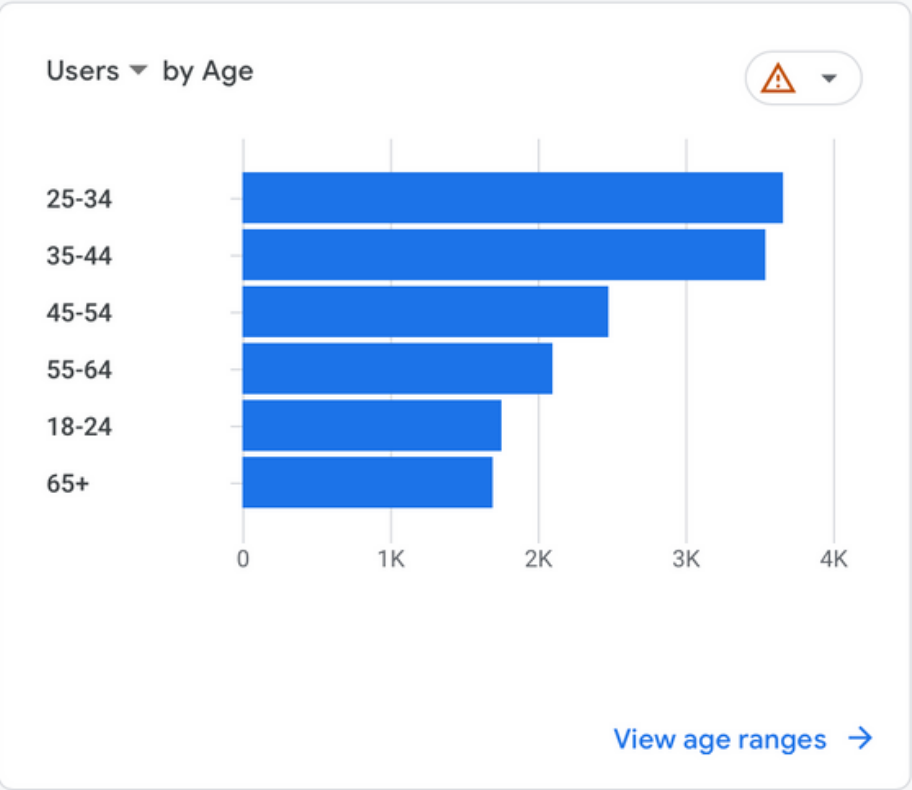
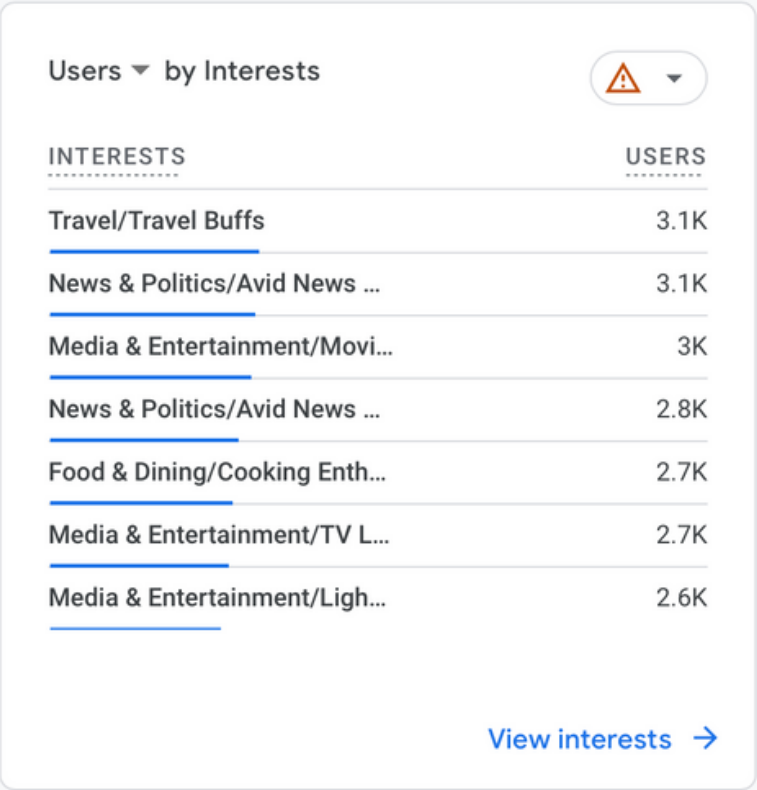
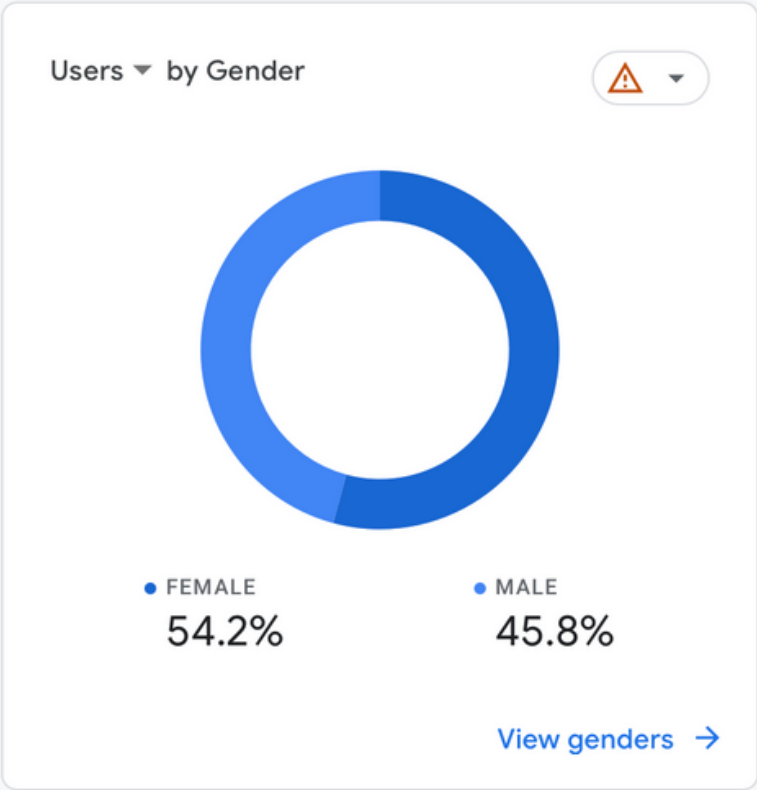
- Event Curation & Management
- Micro-Experiences On Gozo
- Retreats
- So You Want To Be An Influencer? (Course)
- Personal and Business Mentoring



OUR AUDIENCE

WEBSITE DEMOGRAPHICS

The Gozo In The House platform attracts a relevant audience worldwide.



OUR AUDIENCE

The Gozo In The House platform has a 37K strong audience across socials and email.

Collectively with our UK database we can reach up to 59+K people)

PLATFORM.	FOLLOWERS
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16K

*Facebook includes page & private group members



10.9K



3K



1.2K+



5.9K



22.3K

USERS, PAGE VIEWS, SESSIONS

50K users (Sept 22 - Sept 23)

107k+ Lifetime Users - 230K + Lifetime Page Views

Country <div></div> +		↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events <div></div>	100% of total
		81,837	80,411	62,377	58.4%	0.76	0m 49s	561,714	100% of total
1	Malta	49,614	48,607	38,494	57.55%	0.78	0m 48s	349,059	
2	United Kingdom	10,450	10,298	7,934	58.46%	0.76	1m 01s	77,087	
3	United States	4,863	4,620	2,764	48.99%	0.57	0m 31s	23,019	
4	Australia	1,885	1,869	1,294	57%	0.69	0m 49s	13,297	
5	Germany	1,762	1,699	1,293	59.59%	0.73	0m 54s	15,513	
6	Italy	1,162	1,130	801	56.69%	0.69	0m 40s	6,844	
7	France	1,096	1,054	764	58.77%	0.70	0m 37s	6,272	
8	Ireland	927	845	641	56.98%	0.69	0m 41s	5,031	
9	Canada	886	875	594	57.01%	0.67	0m 48s	4,807	
10	Netherlands	795	765	582	59.09%	0.73	0m 46s	4,875	

SPONSORSHIP OPPORTUNITIES

1 GOZO GUIDE SPONSOR

Champion the Gozo In The House brand and journey by supporting our Platform and Gozo Guide. Benefit from a unique campaign, brand exposure, digital take over, mix and match products, featured editorials and Social Media Marketing. (12 months minimum)

2 EVENTS SPONSOR

Host our local Gozo Events listing hub and join our events journey for 2023. Benefit from monthly targeted promotion, help to elevate this service and keep it free and accessible for the local community. Benefit from campaign brand exposure, branding on all GITH events, take over launch, mix and match products, featured editorials, and Social Media Marketing. (12 months minimum.)

3 MONTHLY EDITORIALS

Our Monthly Editorials are an opportunity for like minds to create some exciting work together. They lie at the heart of the GITH brand values as we are able to showcase the things we care about whilst working with like-minded people and businesses. We create unique ideas to leverage our joint exposure through distinctive content that we know our audience will love whilst giving back to our local community.

4 CUSTOM CAMPAIGN

Creating something from scratch is one of our strengths. Sit down with GITH to discuss how to bring your brands story and messages to life in the most creative way through a custom in-house campaigns on a Gozo-only platform,



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THE GITH ETHOS

Feed Our Mind, Body & Soul. Keep Us Healthy & Happy.
Make It Good For Business, Good For Others,
Good For Our Community & Good For Our Planet.'

