



WELCOME

Our website provides a comprehensive suite of weather-related information, including live weather updates, 7-day forecasts, marine forecasts, and more.



Introduction

Welcome to the upcoming refreshed website of Maltaweather.com, your go-to website for accurate and up-to-date weather information in Malta. We are excited to share with you our plans for the upcoming refreshed and upgraded Maltaweather.com website, your go-to website for accurate and up-to-date weather information in Malta, set to launch in July 2023.

Our website provides a comprehensive suite of weather-related information. We are in the process of introducing new features, making it a one-stop-shop for all your needs.

Along with our upgraded website we are taking our social media marketing strategy and management to a new level. Our partners will have the opportunity not only to get exposure through our website, but stand out with us on Facebook and Instagram too.

We are excited to offer new partnership opportunities to businesses that are interested in advertising on our website.

Our Audience

Our audience consists of locals and tourists who are interested in planning outdoor activities, staying informed about weather warnings, and accessing other useful information related to the weather and the Maltese Islands.

Maltaweather.com receives thousands of unique visitors per month, making it an ideal platform for advertisers.

The statistics presented are based on our current website page and Facebook management tools. With our new features and marketing strategy, we're projecting to increase our audience significantly.

Current website statistics



Current Facebook statistics



Advertising Opportunities

Ad Placement

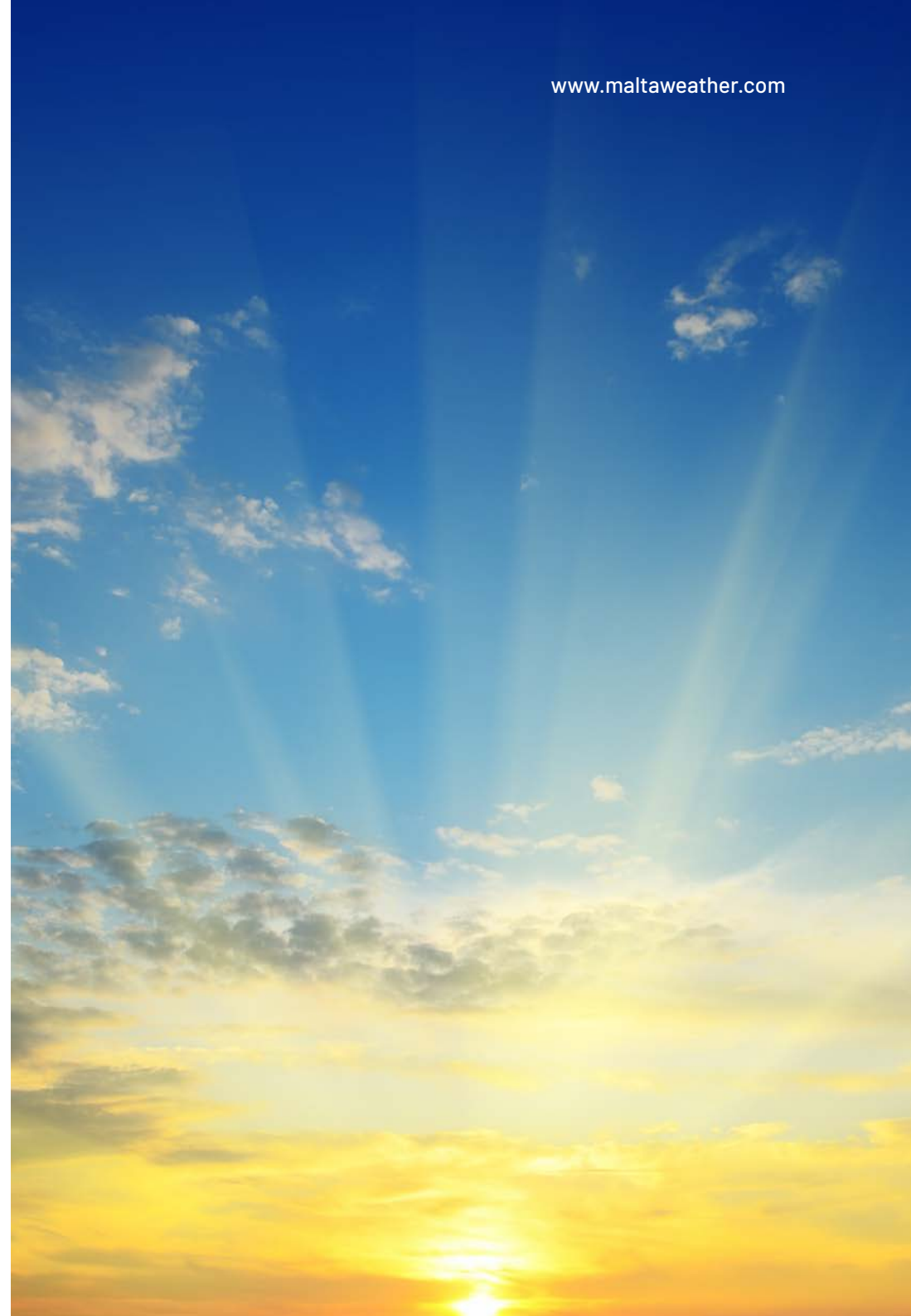
We offer various ad placement options, including banner ads, sponsored content, and featured listings on both website and facebook page.

Our ads are strategically placed on high-traffic pages, such as the home page, 7-day forecast, and weather warnings.

We also offer the option of custom ad placement to suit the specific needs of our partners.

Ad Format

Our website supports various ad formats, including display ads, text ads, and rich media ads.





New Features

Our refreshed website will include several new features, including an animated **weather warnings ticker banner**, **polls**, **social media** feed, latest **news** and **blogs**, **sea ferries** timings and updates, **traffic announcements**, and unique **webcams**.

We will also offer more information about the Maltese Islands, including the **history** and **heritage** of Malta, **landmarks** and **places of interest** to visit, **tours**, a **local events calendar**, and more. We will also include a more detailed overview of the **beaches** found across the islands.

Our new features will provide advertisers and partners with new opportunities to reach a wider audience.

New Features



Warnings Ticker Banner

This feature provides users with up-to-date information on weather warnings in their area, helping them to plan their day and stay safe during hazardous weather conditions.



Webcams

By featuring our unique webcams and more webcams from open sources and partners, users can get a real-time view of various locations across Malta, including traffic conditions and popular landmarks. This can be especially useful for tourists looking to plan their visit to Malta.



Local Events Calendar & Info

By providing information about local events and activities, users can plan around specific events or activities that may be of interest to them.

New Features



Latest News & Blogs

This feature provides users with informative and engaging content related to the weather, Malta, and other relevant topics. This can help to increase engagement and retention on the website, as well as provide opportunities for sponsored content.



Traffic Information

This feature can be especially useful for locals and tourists alike, as it provides real-time information on traffic conditions and any disruptions or closures.



Sea Ferries Timings & Updates

This feature will be of particular interest to tourists, as well as locals who rely on ferry services to travel between Malta and Gozo as well as Sliema, Valletta and Cospicua. By providing real-time updates on ferry timings and any delays or cancellations, users can plan their journeys more efficiently. Webcams will also be included so users can see a live status of the ferry service. Ferries include, Gozo Channel, Gozo Express and Valletta Ferry Services.

New Features



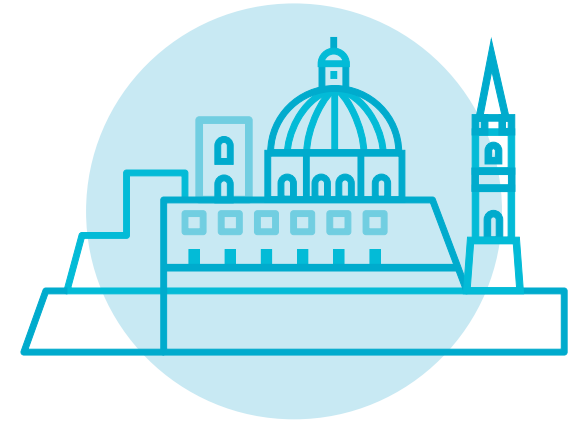
Info Maltese Islands

By including more information about the Maltese Islands, users can learn about the history, culture, and attractions of the area. This can help to increase engagement and interest in Malta as a destination.



History and Heritage of Malta

This feature provides users with informative content about the history and heritage of Malta, which can be of particular interest to tourists looking to learn more about the area.



Landmarks and Places to visit

By providing a list of landmarks and places to visit, users can easily plan their itinerary and ensure that they don't miss out on any of the top attractions in Malta.

New Features



Tours

This feature provides users with information about various tours available in Malta, helping them to plan their itinerary and make the most of their visit.



Poll

This feature allows users to provide feedback and opinions on various topics related to weather, tourism, and other relevant areas. This can be valuable information for government entities, outdoor and indoor activities suppliers/organizers, and other industries looking to gain insights into the preferences and needs of their target audience.



Social Media Feed

By incorporating a social media feed into the website, users can stay up-to-date with the latest news, events, and information related to Malta and the weather. This also provides an opportunity for sponsored content to be featured and promoted to a wider audience.

Partners Benefits

By partnering with **Maltaweather.com**, you will have access to a large and wide audience of locals and tourists.

Our website is **trusted** and **respected** by our users, providing a valuable platform for advertisers to promote their products and services.

With our **custom ad placement options** and **flexible ad formats**, you can tailor your advertising campaign to suit your specific needs and reach your target audience more effectively.





Contact Us

We would love to discuss partnership opportunities with you and answer any questions you may have.

Please contact us
via email on **ccb@arrigogroup.com.mt**
or phone on **(+356) 9983 5017**
to discuss how we can help you reach your advertising goals.

Thank You

Thank you for considering a partnership with the upcoming redesigned portal of [Maltaweather.com](https://www.maltaweather.com).

We look forward to working with you and helping you achieve your advertising objectives.