



IslandBébé

The ultimate guide to parenting in Malta

Media Kit

www.islandbebe.com

hello@islandbebe.com



70,000 monthly reach



20,000 monthly reach



6,000 monthly readers

IslandBébé

— It takes an island.

a b o u t u s

We started Island Bébé in 2020 and it has been growing rapidly ever since, Our mission is to make parenting in Malta easier by sharing expert advice, accessible family activities, and great local brands and services - all within a fun, relatable parenting community that has a sense of humour about the ups and downs of family life on our island.



IslandBébé

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why we're here

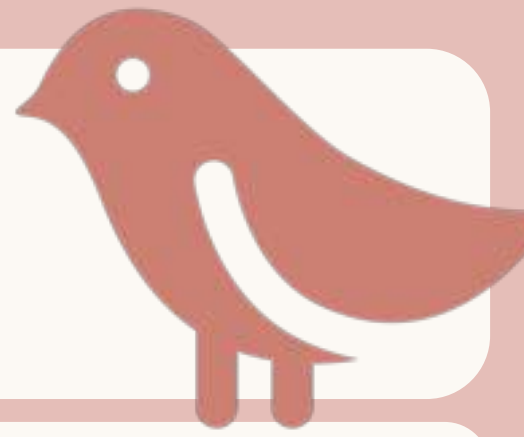
Malta has a wealth of activities and useful products and services for families, plus exceptional maternity care, but all the information is scattered around, difficult to find, and often outdated.

Island Bébé solves this problem by offering high-quality, relatable, local content in one accessible place.



IslandBébé

It takes an island.



our metrics

Our data confirms that there is a demand for well-written content related to parenting in Malta.

20k+

Total site visits
(since Jan '21)

5.4k

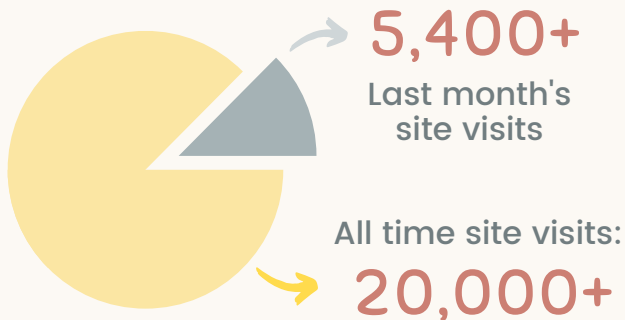
Last month's
site visits

180k

All time
social reach

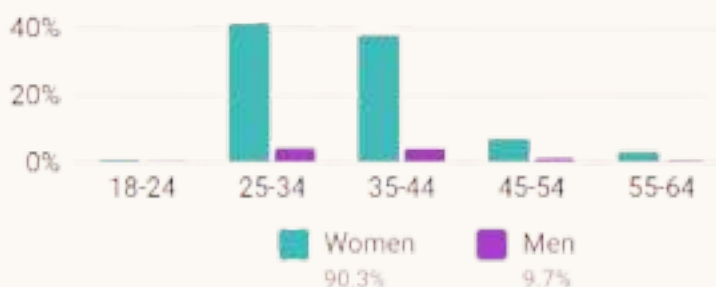
94k

Avg. monthly
social reach



our audience

- 85% women (avg. age: 25-44)
- 80% residing in Malta
- Mainly searching for:
 - Child-friendly activities in Malta
 - Parenting products & resources
 - Relatable content from local parents



Banner Package

- ✓ Exclusive banner advertising across the website
- ✓ Guaranteed exposure to parents across Malta & Gozo
- ✓ Own the homepage and all blog posts for the entire month

Campaign Package

- ✓ Featured article on a topic of your choosing
- ✓ Related social content designed for Facebook & Instagram
- ✓ Promotional budget to drive traffic and reach
- ✓ Great for product reviews, interviews, news and offers.

Video & Custom Content

- ✓ Creation of engaging and socially sharable ads
- ✓ Video content for IGTV, Reels, Facebook and web
- ✓ Bespoke social media ad campaign designed get results
- ✓ Custom solutions can be accommodated - let's talk!