

Creating positive change together



International Press Institute

*We are the only newsroom in Malta to boast multiple international awards thanks to our **commitment and determination** to get to the bottom of every story we pursue.*

The Shift

JUNE 2022

A newsroom as unique as its investigations



We are community-funded

Thousands of loyal readers who believe in The Shift's mission sustain us through regular contributions.

We are fully transparent

We are firm believers in full transparency of media ownership and other interests including main sources of revenue. We are the only local newsroom that publishes funding and expenditure information on an annual basis based on audited financial statements.

We fight for honest businesses

By addressing issues of corruption and government handouts to companies not based on skill but as pay back for party support, and by publishing unjustified direct orders and preferential treatment, we help create the pressure to enable a more level playing field for companies that have worked hard and invested in providing a good service to the community. We understand that there are businesses that suffer as a result of corruption. We are for fairness and justice at every level of society.



Award-winning journalism

The Shift was founded by Caroline Muscat, a journalist boasting prestigious international awards unique to the journalism sector in Malta, such as the **Reporters Without Borders Press Freedom Award for Independence** in 2019, and the **US Embassy Award for Courage** in 2020.

The Shift has also been listed as **one of Europe's leading media startups in 2021** by the Financial Times' publication Sifted.

Groundbreaking stories

We don't stall on hard-hitting investigations when doors are shut, or when we are bullied or threatened with financially-crippling libel suits. We are proud to have never lost a single libel case because of our

thorough, fact-verification process. Our achievements are a result of our commitment and determination to get to the bottom of our stories.

Here are some of our most prominent ones:



Joseph Muscat paid €120,000 in secret golden handshake



Leaked emails show Konrad Mizzi gifted Electrogas over €40 million in excise tax refunds

The big sell out: Steward bought Vitals for €1, but millions changed hands

The Shift's investigation forced government to terminate contract with White Flag scam, Gozo minister admits

Advertising with us

We represent a uniquely-loyal, socially-conscious and insightful audience



We average over **700,000** page views per month
(double the previous year)



of our readers are **new visitors**
(Based on June 2021 - June 2022 Google Analytics numbers)



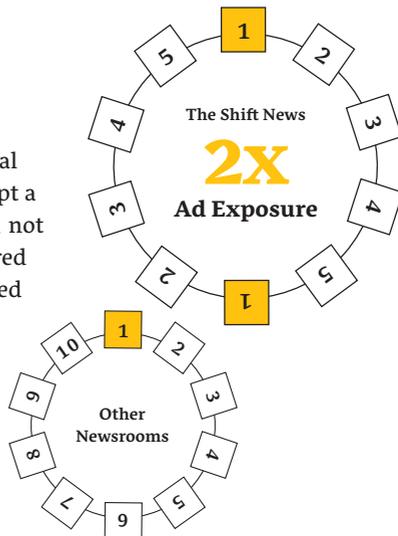
of readers are between **18 – 44 years of age**

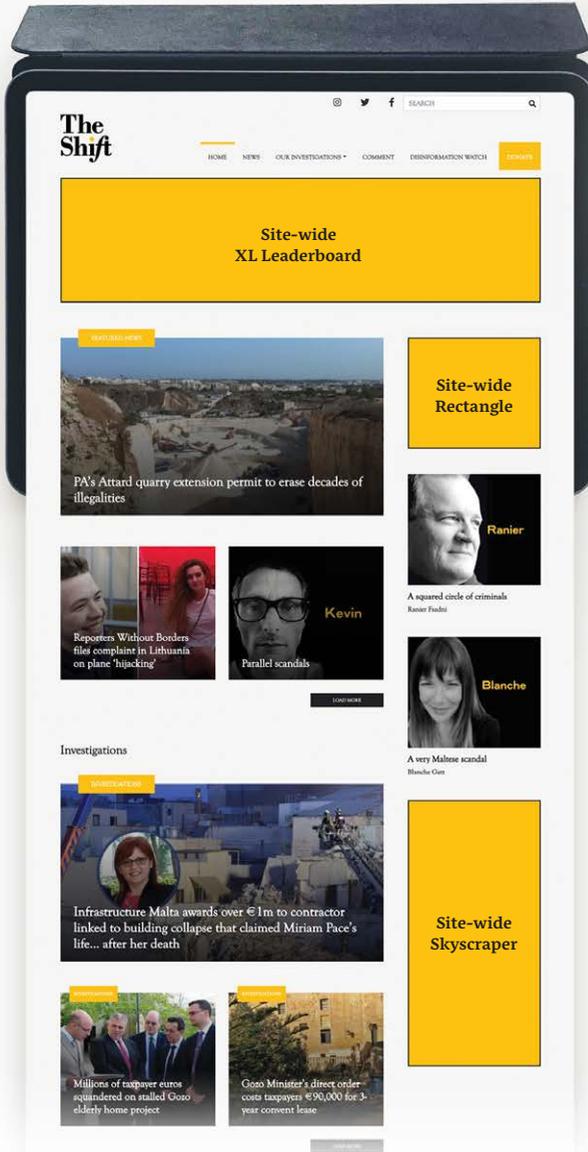
Double your Ads exposure

The banner space you book will show your ad once with every five visits to the site. This is **double** what other local online newsrooms offer. We only accept a maximum of 5 concurrent advertisers, not only to offer brands a better, uncluttered channel but also to ensure more focused messaging to our insightful audience.

With our current page view figures, your ads will average approximately

33,000 views per week





SITE-WIDE BANNERS INC. HOMEPAGE

XL LEADERBOARD

1110px wide by 280px high

Found beneath the main menu, this banner is our standout offering as it guarantees visibility even when readers don't scroll down the page.
€250/week

RECTANGLE

300px wide by 250px high

Located above the sought after Columnists section, this banner is another strong performer.
€175/week

SKYSCRAPER

300px wide by 600px high

When size matters, this banner might just be what you need.
€220/week

Our Corporate Democratic Responsibility Programme (CDR)

Issues with democracy are rampant. At The Shift, our daily mission is to fight for a more democratic Malta – a goal shared by many organisations based in Malta.

We are the only newsroom in Malta not to accept funds, directly or through advertising, from the government or political parties. This position ensures The Shift will never be politically compromised.

By advertising with The Shift, and participating in our CDR programme, you too will be playing a part in creating a healthier, better-functioning democracy that will consequently also help create a level playing field for businesses.

We have staff dedicated to this programme who are happy to discuss the benefits.



Advertising Policy

The Shift is a free-to-audience news organisation that was born from the need to create uncompromisingly independent, investigative content.

The Shift also recognizes that financing its operation is essential to be able to sustainably provide any service to an audience, with the aim of augmenting the readers' experience through a well-researched, truthful content proposition.

You are invited to read our advertising policy available online which serves as a guideline for internal teams, external audiences, partners or supporters concerning what is considered acceptable in terms of advertising or commercial activity for The Shift as a recognised, fully independent media organisation.

Email: ads@theshiftnews.com

ADVERTISING SPECS

1. Maximum file size: 200kB
2. File formats: .GIF, .JPG, .HTML5, .MP4
3. All prices quoted do not include VAT
4. All advertising content must be made available four working days before start of campaign

The Shift

Investigative journalism that speaks truth to power

THE SHIFT NEWS

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[theshiftnews.com](https://www.theshiftnews.com)