

# 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

NOVEMBER 2023

# 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.

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## **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.

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## **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.

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## 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**



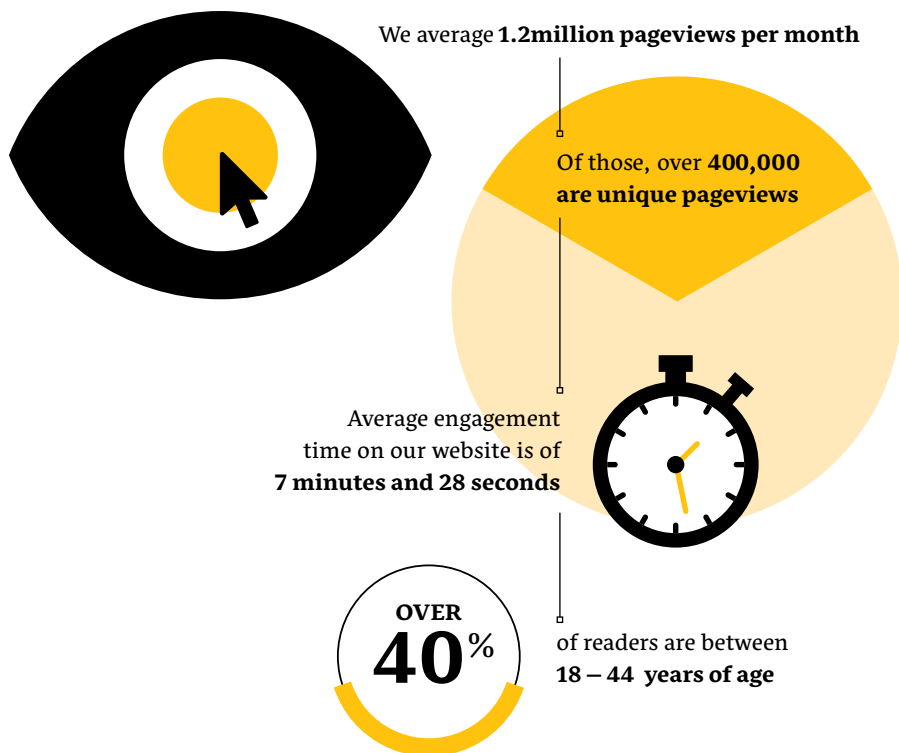
**Leaked emails show Konrad Mizzi gifted Electrogas over €40 million in excise tax refunds**

**Tumuluri handed over concession after 'death threats of ending up like Caruana Galizia'**

**FOI reveals Caruana lied to Parliament, Air Malta chair paid €21,500 a month**

# Advertising with us

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



*(Based on January to September 2023 Google Analytics numbers)*

# SITE-WIDE BANNERS

## BANNER IMPRESSIONS

Our impressions-based bookings will help unlock the full potential of your brand's reach. All banner sizes and videos are accepted and will be displayed across the main sections of the website.

Impressions	Cost
100,000	€300
200,000	€500
400,000	€750

## LEADERBOARD

This banner is our standout offering as it guarantees visibility at the very top of our pages.

## SKYSCRAPER

Located above the sought after Columnists section, this banner is ideal if you're after size and visual impact.

## RECTANGLE

Located beneath the Columnists section, this common banner size is another strong performer.

## VIDEO

Boost reader engagement with dynamic video content seamlessly integrated within our news articles.



# 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.

**THE SHIFT**  
**CORPORATE**  
**DEMOCRATIC**  
**RESPONSIBILITY**  
**PROGRAMME**



# 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 recognises 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](mailto: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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