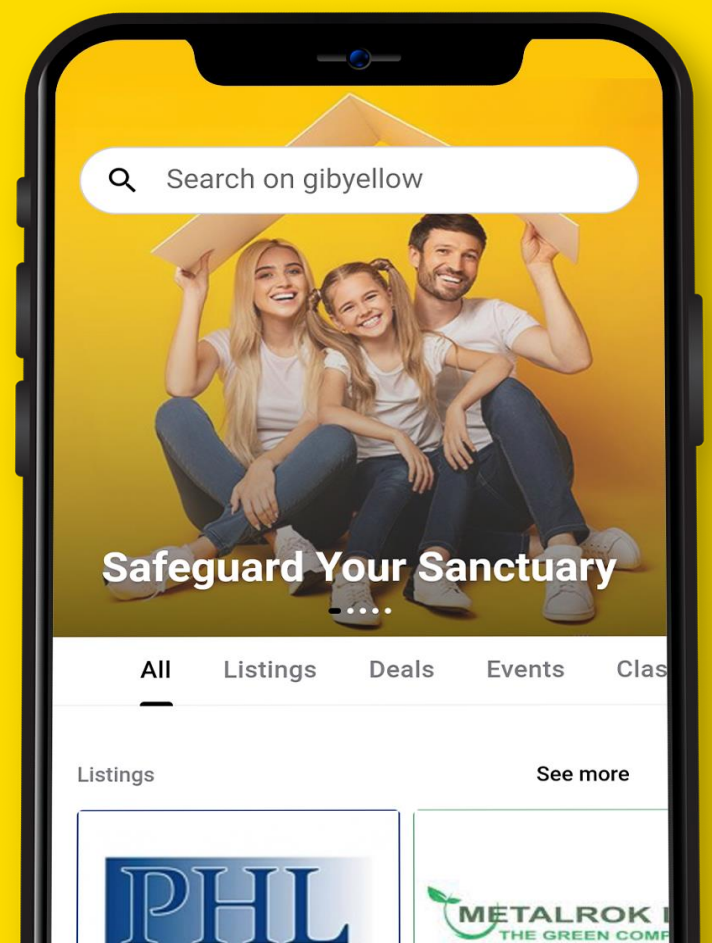
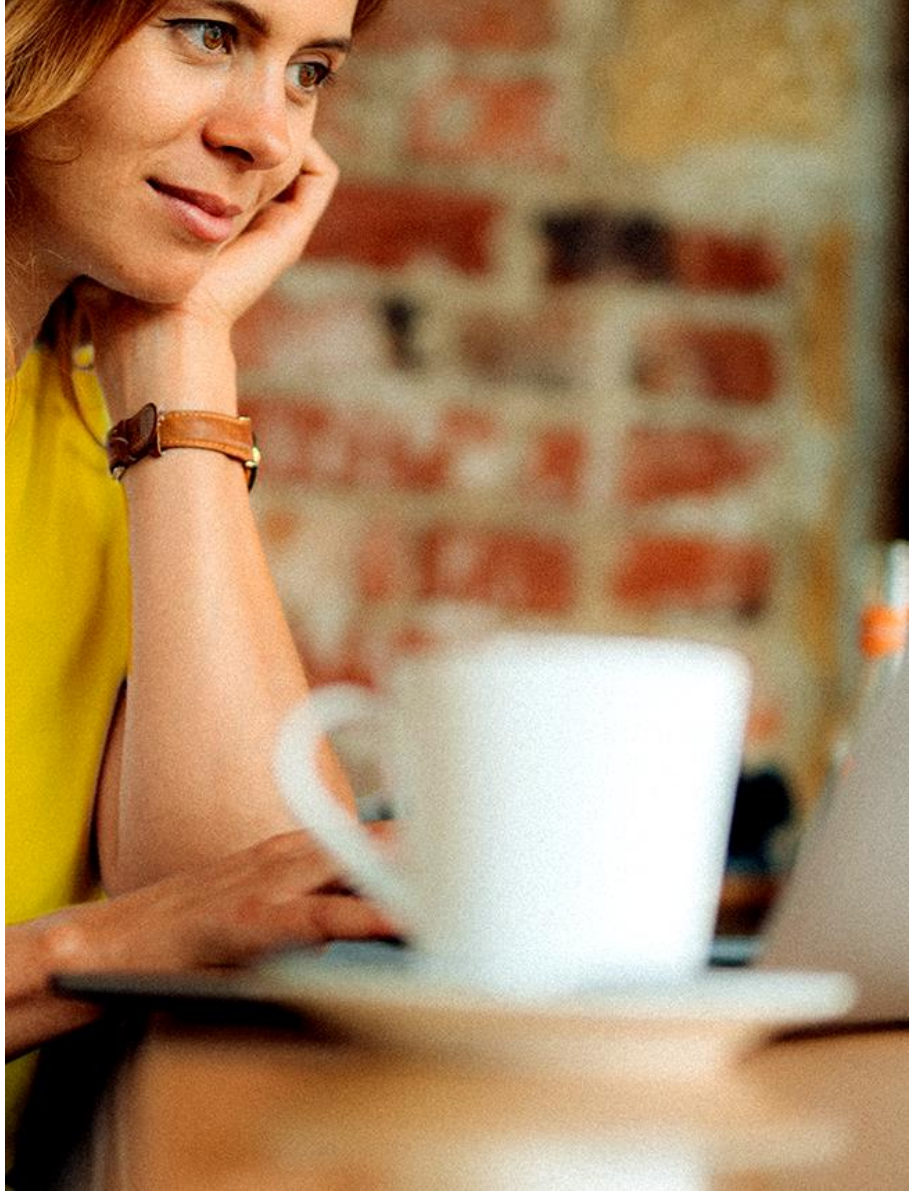
GIBYELLOW.GI

GibYellow
MEDIA KIT

Unlock the Power of the GibYellow Business Network



The GibYellow Directory



About us

Ready to reach Gibraltar's thriving community? It can be hard to reach your prospective customers when they are actively looking for your product or service.

That's where GibYellow comes into play. We are the go-to platform on computer, and our brand-new mobile app, when locals and tourists alike are looking for something.

Whether you're a large or small business, whether you're trying to reach end customers or other businesses – we've got you covered with our packages and advertising placement options so you succeed.

Our values

GibYellow's commitment to serving the Gibraltar community is embedded in our core values, which guide our operations to meet the unique needs of our users. These values are not just principles; they are the foundation of every decision we make and every feature we introduce.

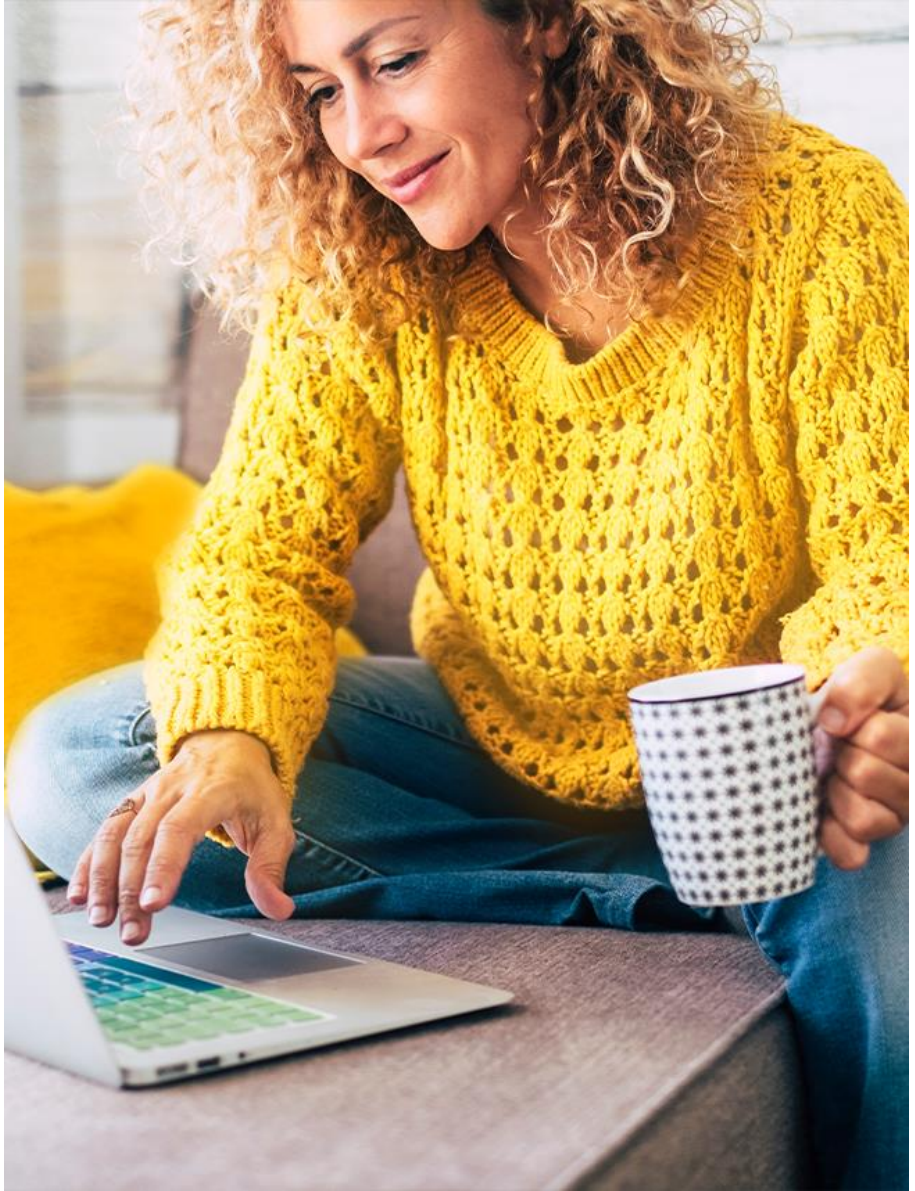
Reliability

Community-focussed

Inclusivity

Eco-consciousness

Innovation



The GibYellow Directory

Unmatched local reach

GibYellow has been the reference for years in the local market, first being published in **1998.** Since 2023, we have gone fully digital and have launched our mobile app in 2024. Our loyal readers and visitors reflect the whole of our Gibraltar community.

Digital

14k Monthly users

44.5k Monthly page views

3k Email subscribers

Mobile app

4,270 Monthly use

5mins Avg engagement time

Social

3,700 Facebook

500 Instagram

700 X (ex-Twitter)

Get listed: Premium Packages

Elevate your business and unleash your potential with enhanced visibility.



Bronze £120 p/a

£12.85 monthly

Begin your journey to higher visibility with the Bronze package. Your listing will feature prominently but will follow Silver and Gold in search results. This package includes:

- Name
- Address
- Phone numbers
- 1 Business Category
- Email
- Profile Page
- Image Gallery x3
- Description
- AI Auto Suggest
- 1 Deal
- 1 Event
- SEO Keywords & Description
- Ad free

Silver £300 p/a

£29.50 monthly

Upgrade to Silver to boost your ranking, appearing above Bronze listings. This enhanced visibility package includes all Bronze features plus additional capabilities for broader reach and connectivity:

- All the features of Bronze
- 2 Business Categories
- Image Gallery x6
- Mobile or Additional Phone
- Website
- Summary / Tag Line
- 2 Additional Locations
- Downloads (PDF etc)
- Social Links
- Key Features
- Cover Image
- 2 Articles
- 2 Events
- 2 Deal
- 2 Products & Services
- 2 Classifieds

Gold £480 p/a

£49.50 monthly

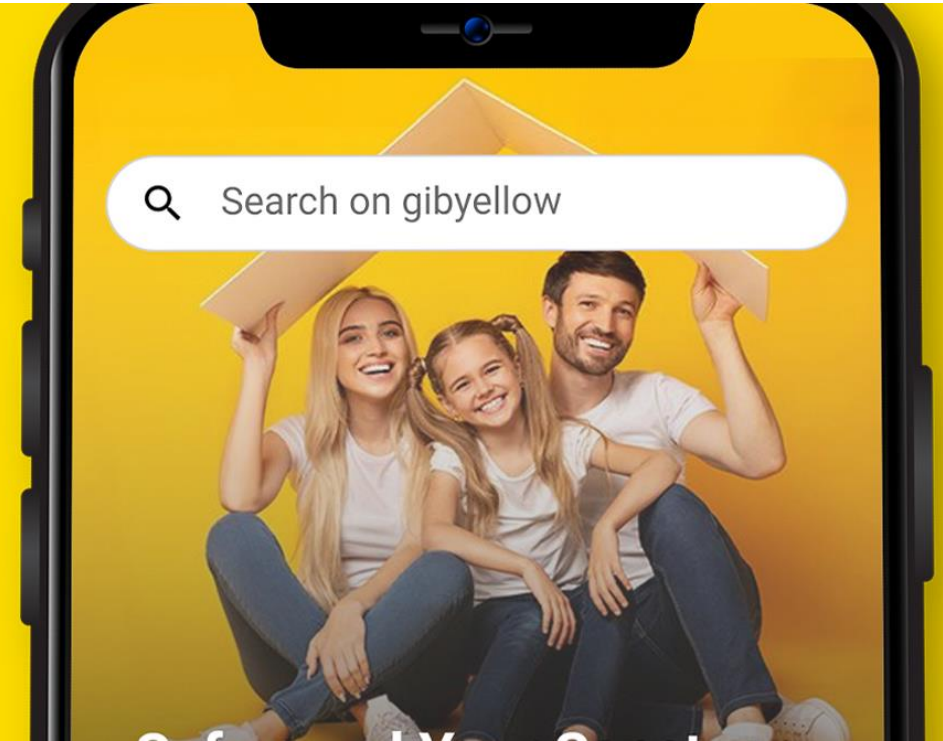
Achieve the ultimate in visibility and search priority with the Gold package, ensuring top placement above all others. Maximise your exposure with extensive features designed to dominate your market:

- All the features of Silver
- 3 Business Categories
- Image Gallery x20
- Video Gallery x12
- Opening Hours
- Accreditation Badges
- Facebook Feed
- Twitter Feed
- Logo
- Google Map Location
- Location reference
- 3 Additional Locations
- 3 Articles
- 3 Events
- 3 Deals
- 3 Products & Services
- 3 Classifieds
- Reviews
- Size of business

Additional Categories £37 per year

Get seen: Digital Ad Spaces

Elevate your business and unleash your potential with enhanced visibility.



Digital Ad Placements



Website Ads

Leading Gibraltar website

GibYellow.gi is amongst the most visited local websites, with over **14k** average monthly users and **44.5k** average monthly page views. It is the ideal vector to put your brand in front of your target audiences.

Our website is fully optimised for mobile, and we offer a range of digital ads, from run-of-site banners to category specific placements.

Mobile App Ads

Mobile-first app in Gibraltar

Our brand-new app was just launched in 2024, with all the perks of the website and many other new features such as map view, push notifications and much more.

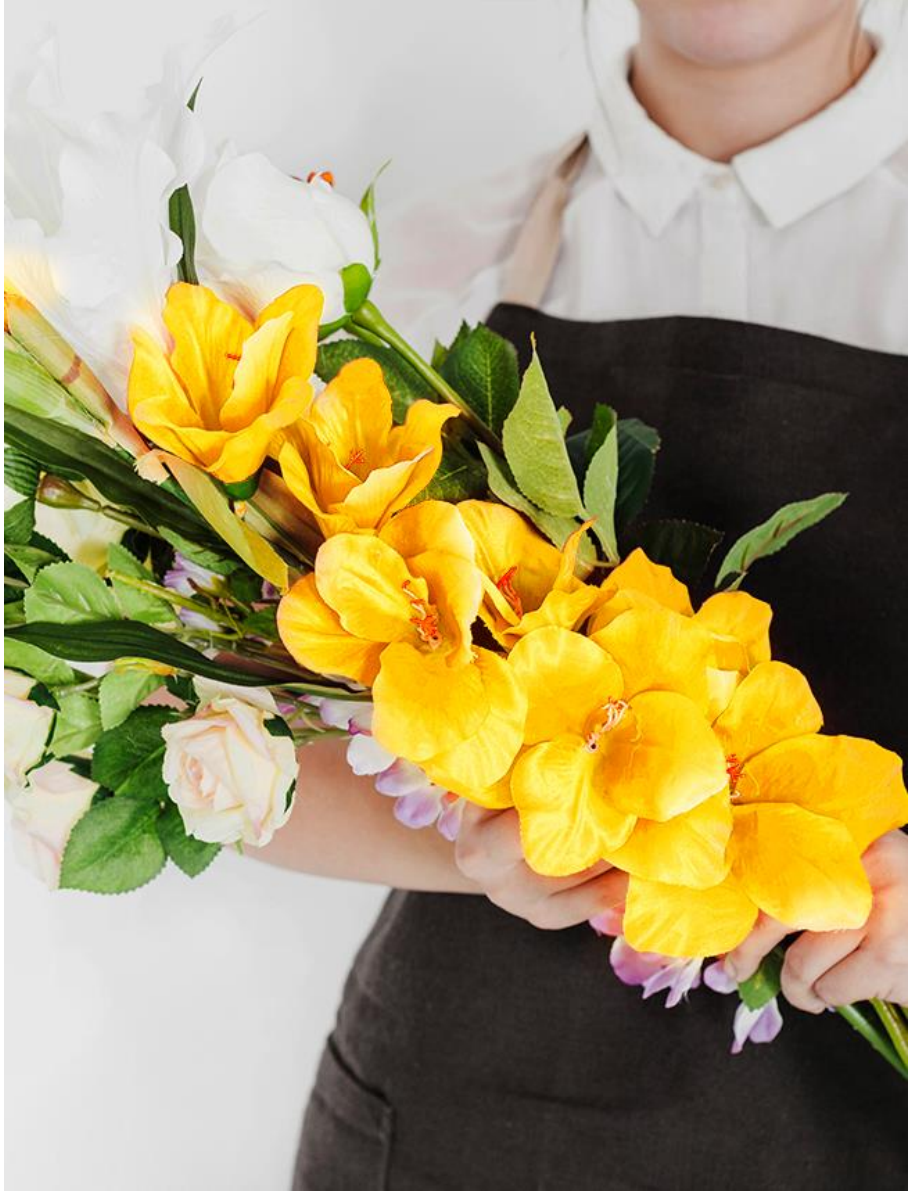
It is already amongst the most downloaded locally-destined apps with over **4,270** downloads in the first month.

Get ahead of the competition and be seen by your audience, even on the go!



Digital Ad Placements

Digital Ad Placements



Event Listings

The gateway to the community

Showcase your Events with our Directory and get maximum exposure. Your Event listing will be fully populated with photos, description, location, reviews and so much more.

With thousands of potential attendees visiting our popular Events Page, don’t miss out on the chance to reach your audience at a very low price!

Articles & SEO

Advertorials and link placements

Benefit from our long-standing placement within our Gibraltar community. We offer the opportunity to place **advertorials** on our website that will also be posted on our **newsletter**.

Besides, those articles support do-follow **backlinks** so that your SEO can benefit from our high Domain Authority so that you can rank high on search engines.



Digital Ad Placements

Ratecard Digital Ads

Website

Size	Annual Ratecard	Month Ratecard
Leaderboard	£1,260	£135
Skyscraper	£750	£80
Square	£390	£40
Sponsored Link	£240	£25

Artwork to be supplied by client. GibYellow can design artwork on your behalf based on a fee.
Artwork format: static png (except Sponsored Link)

Mobile app

Size	Annual Ratecard
Mobile banner	£150

Articles

Size	Ratecard p/a
Advertorial	£49.99

Event Listings

2 solutions to get your local Gibraltar event, using your **self-service account**

Basic Event: A**lways free of charge**
Promote your event and get it listed on our website and mobile app.

Gold Event: £35 – the best value with key benefits



Premium Listing Placement

Feature: Events appear at the top of the search results and event lists.

Benefit: Increased visibility and higher traffic to the organisers event page.



Newsletter Feature

Feature: A dedicated section in the monthly newsletter highlighting the event, including photos, a brief description, and a link to the event page.
Benefit: Direct exposure to a committed audience who have subscribed to receive updates and recommendations.



Social Media Promotion

Feature: Custom posts on all major platforms (Facebook, Twitter, Instagram) at key intervals leading up to the event.

Benefit: Extended reach and engagement, tapping into GibYellow's established follower base.



Website Feature

Feature: Featured on GibYellow home page events for one week prior to the event.

Benefit: Captures the attention of 44.5k monthly visitors, not just those looking for events.

Business Categories

Animals
Pet Grooming Services
Pet Supplies
Veterinary Clinics

Arts & Culture
Antique & Art Dealers
Art Galleries
Artists
Cultural & Social Centres
Heritage Consultants
Museums
Performing Arts
Philately & Coins
Theatres

Beauty & Personal Care
Barber Shops
Beauty Salons
Cosmetic Surgery
Cosmetics & Beauty Products
Hairdressers
Nail Salons
Natural Beauty Products
Perfumeries
Skincare & Facials
Tattoo Studios
Toiletries

Building Contractors
Air Conditioning & Refrigeration
Aluminium & PVC Contractors
Asbestos Contractors
Carpenters & Joiners
Carpet Dealers & Fitters
Concrete Contractors
Demolition Contractors
Drain & Hygiene Services
Electrical Contractors
Flooring Fitters
Gardeners & Landscape Contractors
General Contractors
Hazardous Waste Disposal
Heating Specialists
Kitchens
Lift Suppliers & Installers
Man & Van
Marble, Granite & Stone Masons
Office Designers & Fitters
Office Refurbishment
Painters & Decorators
Plumbing Contractors
Refrigeration Contractors
Roofing Contractors
Scaffolding Contractors
Shop & Office Fitters
Steel Suppliers
Tilers
Transport Contractors
Waste Disposal
Waterproofing Specialists
Welding & Steel
Window Manufacturers

Building Materials
Aggregate
Builders Merchants
Cabling
Crane Hire
Doors
Electrical Suppliers
Floor Tiles
Flooring
Glass Cutters & Glaziers
Hardware Stores
Lighting Suppliers
Paint Supplies
Plant & Tool Hire
Plumbing Supplies
Portable Cabins
Roofing Supplies
Skip Hire
Timber Supplies

Building Services
Architects
Architectural & Design Consultants
Asbestos Surveys & Management
Building Conservation & Restoration
Building Surveyors
Civil & Structural Engineers
Consulting Engineers
Electrical & Mechanical Engineers
Project Managers
Quantity Surveyors
Surveyors
Town Planners

Business Services
Business Centres
Company Formation Agents & Secretaries
Company Management
Company Searches
Compliance
Corporate Services
Courier Services
Debt Collectors
Digital Printing & Photocopying
Document & Data Management
Document & Hard Drive Shredding
Document Archiving & Storage
Document Scanning
eCommerce
Electronic Point of Sale (EPOS)
Facilities Management
ISO Standards
Management Consultants
Mediation
Office Rentals, Hot Desks & Virtual Office
Payment Solutions
Payroll
Recruitment
Translators, Interpreters & Consular Services

Additional categories just £37.00 each a year.

Business Categories

Business Supplies
Computer Stationery
Copiers
Ink Cartridges & Toners
Office Equipment
Office Furniture
Office Supplies
Printers
Rubber Stamps
Stationery
Vending Machines
Water Coolers

Cleaning
Carpet & Upholstery Cleaners
Cleaning Materials
Commercial Cleaners
Domestic Cleaners
Dry Cleaners
Launderettes
Laundry Services
Office Cleaning
Sanitary Disposal Services
Window Cleaning

Clothing & Accessories
Accessories
Boutiques
Children's Clothing
Clothing Retailers
Leather Shops
Lingerie
School Wear Suppliers
Shoe Shops
Sunglasses
Uniforms

Diet & Nutrition
Health Stores
Natural Remedies
Nutrition Consultants

Domestic Services
Arts & Crafts
Cremation Jewellery
Cremations
Domestic Appliance Repairs
Dressmakers
Embroidery
Engravers
Funeral Services
Haberdashery
Knitting & Needlecraft
Locksmiths
Mobility Scooter Services
Nurseries & Childcare
Pest Control
Pool Maintenance
Satellite Systems
Shoe Repairs
Tailors & Seamstresses
Vets

Energy
Industrial Gas Suppliers
Oil Companies
Petroleum Products
Renewable Energy

Environment
Ecopark
Environmental Consultants
Environmental Waste
Metal Recycling
Pollution Control & Equipment
Recycling Organisations
Recycling Services
Scrap Metal Merchants

Essential Services
Internet Service Provider
TV & Digital Entertainment

Events
Bouncy Castle Hire
Catering Disposables
Catering Equipment
Catering Services
Children's Parties
Coach Hire
Event Organisers
Fancy Dress
Fireworks & Pyrotechnics
Ice Suppliers
Party Supplies
Sound & Lighting
Venues
Wedding Dresses
Wedding Planners

Finance
Accountants
Auditors
Banks
Banks Representative Offices
Bureau De Change
Finance & Loans
Financial Consultants & Services
Fintech & Crypto Currency
Fund Administrators
Investment Managers
Money Transfers
Mortgage Advisors
Mortgage Providers
Pension Consultants
Private Banking
Stockbrokers
Tax Consultants
Trust Companies

Additional categories just £37.00 each a year.

Business Categories

Food & Dining
Argentinean Grill
Bakers & Confectioners
Brewing & Distilling
Cafes & Coffee Shops
Fast Food Restaurants
Fish & Chip Shops
Ice Cream Parlours
Pizza
Restaurants
Sandwich Bars
Takeaways

Food Stores
Butchers
Convenience Stores
Fishmongers
Fresh Produce
Fruit & Vegetable Merchants
Groceries
Kiosks
Kosher Foods
Supermarkets

Gambling
Amusements & Gaming Machines
Betting & Online Gaming
Bookmakers
Casinos

Government Offices & Public Services
Advisory Bodies
Education
Emergency Services
Employment
Government Agencies & Authorities
Government Departments
Government Finance
Government Ministries
Government Owned Companies
Housing
Law Enforcement & Criminal Justice
Libraries
Life Guard Posts
No. 6 Convent Place
Public Health Services
Public Offices
Public Utilities
Regulatory Authorities
Social Services

Health & Safety
Fire Alarms
Fire Extinguishers
Fire Fighting Equipment
Fire Risk Assessments
Health & Safety Consultants
Protective Clothing

Healthcare Services
Addiction
Ambulance Service
Care Agency Services
Chiropodists & Podiatrists
Chiropractors
Counselling & Psychotherapy
Dental Clinics
Dentist
Dermatologists
Hearing Aid Centres
Hypnotherapists
Medical Clinics & Practitioners
Mental Health Services
Occupational Health
Opticians
Optometrists
Orthodontist
Osteopaths
Pharmacies & Chemists
Physiotherapists
Psychologists

Home
Bathrooms
Bedding & Linen
Bedroom Furniture
Bedrooms
Beds & Mattresses
Boilers & Water Heaters
Curtains & Blinds
Domestic Appliances
Electrical Appliances
Fabrics
Furniture Dealers
Furniture Restorers
Garden Centres
Garden Furniture
Home Furnishings
Interior Designers
Kitchens
Kitchenware
Picture Framing
Racking & Shelving
Rugs
Smart Home Services
Upholsterers

Insurance
Health Insurance
Insurance Companies
Insurance Company Managers
Insurance Consultants
Insurance Intermediaries
Insurance Loss Surveyors
Insurance Representatives
Motor Insurance
Travel Insurance
IT & Telecoms
Computer Services & Systems
Cyber Security
Data Centre, Hosting & Cloud Services
iPhone Applications
IT Support Services
Software Development
Software Solutions
Systems Engineering
Telecommunications Equipment
Telecommunications Services
Web Designers
Web Hosting

Additional categories just £37.00 each a year.

Business Categories

Jewellery
Diamond & Precious Stones
Goldsmiths
Jewellers
Jewellery Repairs
Pearls
Watch & Clock Repairs
Watches

Education & Professional Development
Computer Training
Cookery Classes
Fire Safety Training
First Aid Training
Health & Safety Training
Maritime Training
Private Schools
Schools & Education
Vocational Training
Yacht Tuition

Legal
Acting Solicitors of the Supreme Court
Barristers
Commissioners for Oaths
Consulates
Law Cost Draftsman
Lawyers & Law Firms
Music Licensing
Notary Services

Leisure
Bars
Cinemas
Internet Cafe
Social Clubs
Sports Bars

Maritime
Bunker & Cargo Surveyors
Bunkering
Harbour Craft Operators
Life Rafts & Inflatables
Marinas
Marine Consultants
Marine Electronic Equipment
Marine Engineers
Marine Engines & Equipment
Marine Services
Marine Surveyors
Maritime Authorities
Oil Recovery
Port Services
Ship Brokers
Ship Chandlers
Ship Repairs & Spares
Ship Salvage
Shipping Agents
Ships Fenders
Tug & Lighter Owners
Weather Services
Yacht Agents
Yacht Brokers & Dealers
Yacht Chandlers
Yacht Charters
Yacht Fuelling Terminals
Yacht Registration Agents
Yacht Repairs

Marketing & Media
Advertising Agencies
Directories
Graphic Designers
Marketing Consultants
Media Production
Promotional Items
Publications
Sign Makers
Social Media Management
TV Production

Ministry of Defence Services

Motoring
Battery Suppliers
Car & Van Hire
Car Detailing Services
Car Parks
Car Respray & Body Repair
Car Service & Repairs
Car Spares & Accessories
Car Valeting Services
Clamping & Parking Enforcement
Driving Schools
Electric Vehicle Charging
Electric Vehicle Dealers
Motorbike & Moped Dealers
Motorbike & Moped Repairs
Motorbike Clothing & Accessories
New Car Dealers
Petrol Stations
Tyre Services
Used Car Dealers
Vehicle Recovery
Windscreen Replacement

Organisations
Association of Professional Bodies
Associations
Charities
Charity Shops
Churches & Religious Organisations
Political Parties
Private Members Clubs
Support Groups
Trade Unions

Additional categories just £37.00 each a year.

Business Categories

Photographic
Binoculars
Cameras & Photographic
Drone Operations
Photo Printing & Photo Id
Photographers
Photography (Aerial)
Videography

Property
Building Management Agents
Building Management Companies
Commercial Leasing
Estate Agents
Estate Maintenance
Letting Agents
Property Development Consultants
Property Investment Services
Property Maintenance
Property Management
Serviced Apartments
Serviced Offices
Valuers

Public Transport
Airport Transfers
Bus Services
Taxi Services
VIP Transfer Service

Retail
Baby Accessories & Toys
Book Shops
Card Shops
Coffee Merchants & Machines
Crystals
Discount Stores
Duty Free Shops
Electronic Cigarettes
Electronics
Fine China
Florists
Games, DVDs & Music
Gibraltar Memorabilia
Gifts & Souvenirs
Home Delivery Services
Laptop Cases
Lottery Agents
Luggage
Metaphysical
Mobile Phone Accessories
Mobile Phone Repairs
Mobile Phones
Newspapers & Magazines
Online Shopping
Online Stores
Pet Shops & Accessories
Shopping Centres
Tobacconists
Toy Shops
TV Rentals
Wine & Spirit Merchants

Security
CCTV
Private Investigators
Safes & Strongboxes
Security Companies
Security Systems

Sports & Recreation
Bicycle Hire
Bicycles
Bowling
Dance Schools
Dance Wear
Diving Contractors
Fishing Tackle
Gyms & Fitness Centers
Leisure Centres
Scouting
Sports Centres
Sports Clubs
Sports Equipment
Sports Nutrition
Sports Therapy
Sports Wear

Transport
Air Freight Services
Cargo Handlers
Customs Clearance Agents
Freight Agents & Forwarders
Haulage
Importers & Exporters
Logistics
Removals
Warehousing & Storage

Travel & Tourism
Cable Car
Coach Operators & Excursions
Dolphin Boat Trips
Ferry Services
Holiday Accommodation
Hotels
Tour Operators
Tourism Services
Travel Agents

Wellness Centers
Acupuncture
Cryotherapy
Holistic Health
Spa & Massage
Sports Massage
Yoga & Pilates

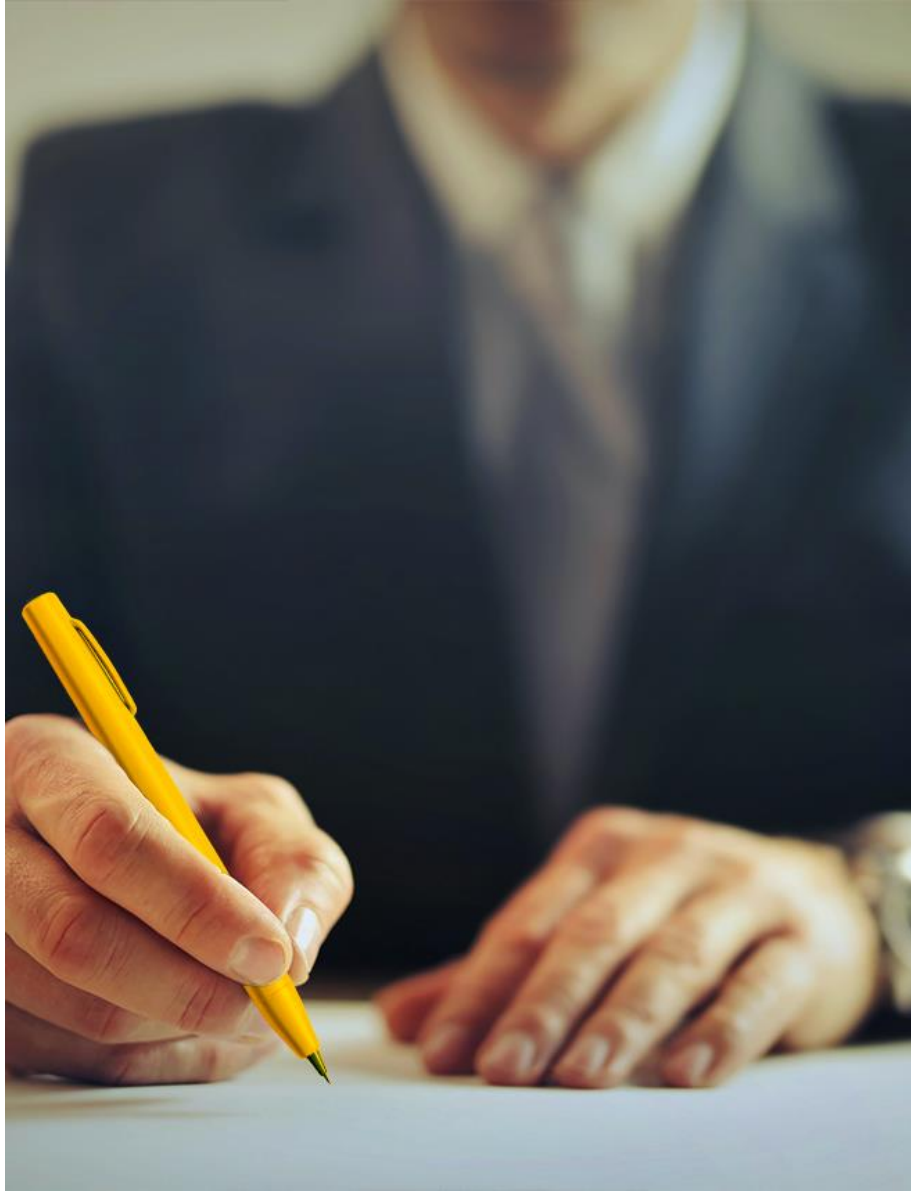
Wholesale
Beauty & Personal Care Wholesalers
Chilled & Frozen Goods Wholesalers
Confectionery Wholesalers
Food Importers & Suppliers
General Wholesalers
Ice Cream Wholesalers
Meat Wholesalers
Pharmaceutical Wholesalers
Soft Drinks Importers & Suppliers
Tobacconist Wholesalers

Additional categories just £37.00 each a year.

GIBYELLOW.GI

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