

# BMI:MAG

BLUE MARLIN IBIZA MAGAZINE

BLUEMARLINIBIZA.COM  
BMIMAG.COM

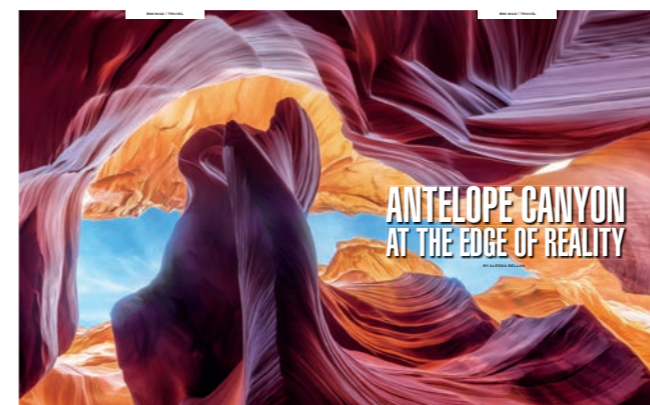
## MEDIA PACK



CONCEPT  
TARGET  
DISTRIBUTION  
FORMAT

ADVERTISING  
FEATURES  
EXPOSURE  
INTEGRATED BRANDING

**BLUE**<sup>®</sup>  
MARLIN  
**IBIZA**  
.....



# CONCEPT



Ideally located on the beautiful bay of Cala Jondal, **Blue Marlin Ibiza** is one of the most entertaining and avant-garde beach restaurant in Ibiza, a multi-format beach concept where to enjoy day-to-night beach lounging, dining, and cutting-edge music - all in one place.

It is a social magnet for people from all over the world, who make **Blue Marlin Ibiza** a truly cosmopolitan hub.

In more than a decade, **Blue Marlin Ibiza** has become a global brand as well as a lifestyle concept, the perfect scenario for a forward-thinking magazine: **BMIMAG**.

Packed with intriguing stories and creative design, **BMI:MAG** features contemporary culture and lifestyle, ranging across the arts, fashion, design, sport, travel, cinema, music, society, food and drink to appeal to an avant-garde audience.

# TARGET

**BMI MAG** is a bilingual concept magazine  
- English and Spanish - aimed at a cosmopolitan audience.  
It's a mosaic of theme and variations capturing the lifestyle scene for  
Blue Marlin Ibiza's avant-garde crowd.

**BMI MAG's** smart and exciting content is presented  
with style and creativity through a global lens,  
reflecting Blue Marlin Ibiza's way of life and responding to the interests and  
desires of a cosmopolitan readership.

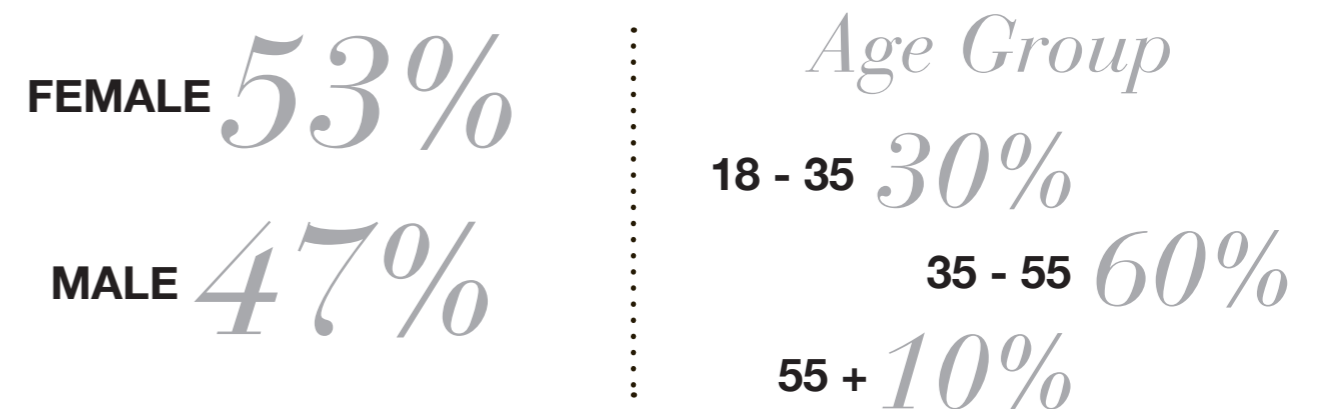
## *The BMI MAG reader...*

Cosmopolitan **cross-cultural** connoisseur  
**Globetrotter** who travels far and wide  
**Yummy Mummy** who is **sexy** and **glamorous**  
**Yummy Daddy** who is **cool and sexy**  
**Free-Spirited** and loving it  
**Evergreen** with **Peter Pan** syndrome  
**Flamboyant & Eccentric**  
**Fashion-Conscious** and shops till they drop  
**Style Guru**  
**Sport Crazy** who is **fit** and **fun**  
**Tech-Savvy gadget head**  
**Girl** About Town  
**Boy** About Town  
**Trendsetter** who is miles **ahead**  
**Arts Lover**  
**Lateral Thinker** who is **ahead** of the **curve**  
**Natural Charmer** who knows about the **power** of **smile**

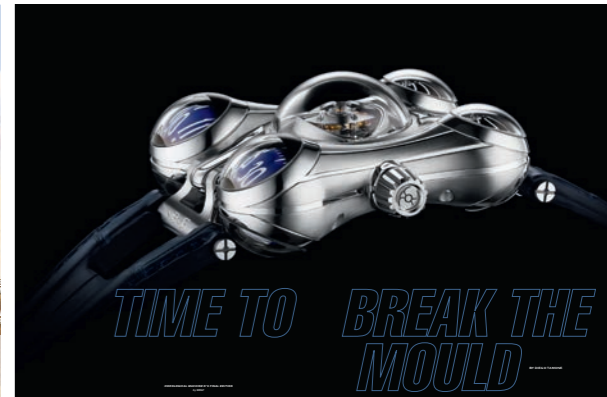
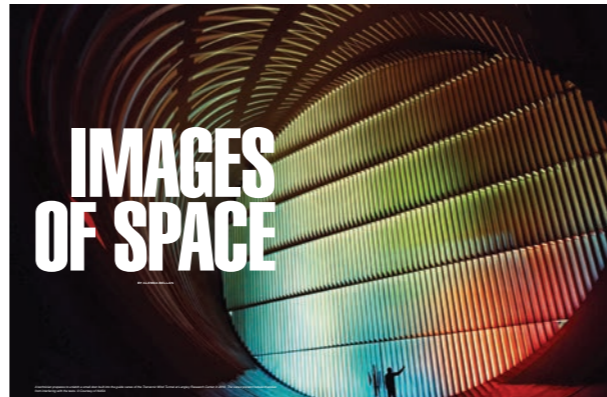


# DEMOGRAPHICS

**BMI:MAG**  
Blue Marlin Ibiza Magazine  
*Forward-thinking, cosmopolitan, discerning*



**BMI:MAG**  
BLUE MARLIN IBIZA MAGAZINE



# DISTRIBUTION

**BMI:MAG** is distributed as complimentary copy to Blue Marlin Ibiza's clientele (180,000 footfall per season), who bring the magazine across the globe to Europe, Middle East, Russia, US and beyond. With its sleek appearance, nearly 140 pages of exciting content, **BMI:MAG** is presented with a coffee table format and greater attention to images, aimed at the visually thirsty, lifestyle savvy and culturally astute.

**BMI:MAG** reaches the entire Blue Marlin Ibiza International Group: Blue Marlin Ibiza beach club, Blue Marlin Ibiza Marina restaurant, Yemanja Ibiza beach restaurant, Coricancha Ibiza restaurant, Blue Marlin Ibiza Los Cabos,

Mexico beach club, Blue Marlin Ibiza UAE beach club, Blue Marlin Ibiza Mykonos, Greece.

**BMI:MAG** is also distributed throughout Ibiza's hotspots, exclusive restaurants, luxury SPAs and five-star hotels, including Ibiza Airport Private Jet Lounge and Hotel ME Ibiza by Melia among others.

**BMI:MAG** starts its journey in Ibiza then travels far and wide. It's also available to pick up at airports VIP lounges in the most fashionable European cities like London, Madrid, Barcelona and Paris.

ISSUES

4

**FREQUENCY**

- # 24 (out 15<sup>th</sup> May)
- # 25 (out 15<sup>th</sup> June)
- # 26 (out 15<sup>th</sup> July)
- # 27 (out 15<sup>th</sup> August)

COPIES

**CIRCULATION**

30,000 COPIES PER ISSUE

## MAGAZINE DISTRIBUTION



### BLUE MARLIN IBIZA GROUP

Blue Marlin Ibiza beach club  
Blue Marlin Ibiza Marina restaurant  
Yemanja Ibiza beach restaurant  
Coricancha Ibiza restaurant  
Blue Marlin Ibiza Mykonos beach club

**IBIZA** Five-star hotels, luxury SPAs, Ibiza airport private jet lounge, exclusive restaurants and hotspots

**FRANCE** Paris  
Charles de Gaulle and Orly airport VIP lounges

**SPAIN** Barcelona and Madrid  
El Prat and Barajas airport VIP lounges  
OD Barcelona Hotel

**UK** London  
Blue Marlin Ibiza London - Gatwick and Heathrow airport VIP lounges

# FORMAT

## 140

PAGES PER ISSUE

### TECHNICAL SPECIFICATIONS

**SINGLE PAGE** 240Wx330H+3mm bleed  
file: tiff, psd, jpg, high resolution pdf  
300 dpi / CMYK - Text: 30mm from borders.

**DOUBLE PAGE** 480Wx330H+3mm bleed  
file: tiff, psd, jpg, high resolution pdf  
300 dpi / CMYK - Text: 30mm from borders.

**Please send artwork to:** [cristina.palau@bmimag.com](mailto:cristina.palau@bmimag.com)

24Wx33H cm



48Wx33H cm

**COVER** MATT OR GLOSS PAINT  
WITH TITLE HOT SLAB  
GM. 300

**PAGES** COATED PAPER SEMI MATT  
GM.125



# FASHION



# FEATURES





# FASHION



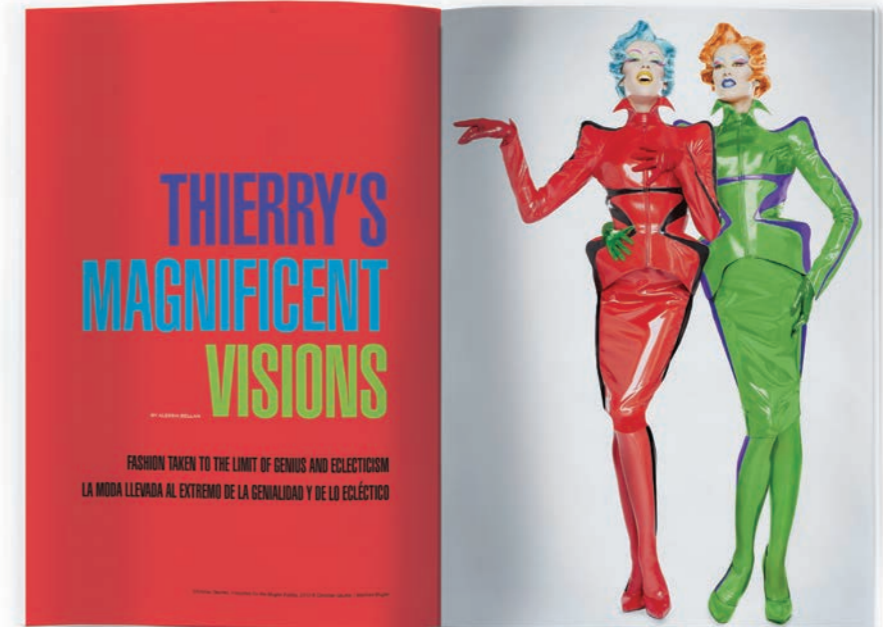
# FEATURES





# FEATURES







# EXPOSURE

## AUDIENCE REACH

- **353K** fans on Facebook
- **172K** followers on Instagram
- **37K** followers on twitter
- **60K** i-Phone downloads and an average of **3K** new downloads per month
- **180K** footfall visitor per season in Blue Marlin Ibiza
- BMIMAG Blue Marlin Ibiza magazine **30K** copies distributed
- Approximately **80K** monthly visits on bluemarlinibiza.com, which is about **53K** unique visitors per month - each users spends an average of 2 minutes visiting the site
- **40%** of users visit back bluemarlinibiza.com more than once
- **53%** of traffic comes from mobile devices, of which **80%** is attributable to Apple devices. This means **42%** of the total traffic to the site comes from Apple devices (70% iPhones, 10% iPads)
- Database of **20K** contacts who receive Blue Marlin Ibiza weekly newsletter
- Blue Marlin Ibiza Radio has over **27m** international listeners online
- YouTube Channel more than **891K** views
- HD mega screens **400x240** px strategically located, with great visibility from any point throughout the beach club

# AVAILABLE ON SMARTPHONE

**BMI:MAG**  
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BLUE MARLIN IBIZA  
24HR ONLINE RADIO  
POWERED BY IBIZA SONICA

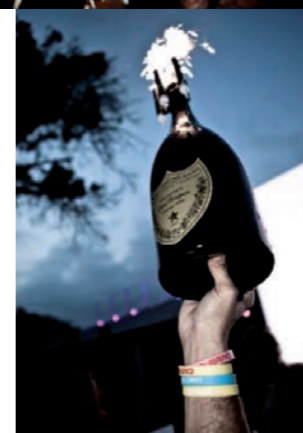


DOWNLOAD THE APP  
BLUEMARLINIBIZA.COM

COMING  
SOON

# AND TABLET

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# INTEGRATED BRANDING

We can tailor solutions to maximise your brand's exposure within Blue Marlin Ibiza's audience. The idea is to integrate the sponsor's brand subtly and to relate it "naturally" to Blue Marlin Ibiza's lifestyle and international media network: **BMI:MAG, Social Media BMI Radio, CD Compilations, Digital HD Mega Screen, Branded Photographic Panel.** Partnerships with global brands are many.

From **JEEP** to **MASERATI**, from **BMW** to **DOM PÉRIGNON, SUNDEK** and **REPLAY**, to mention but a few, these names are in perfect sync with Blue Marlin Ibiza's lifestyle concept and capture tastes and desires of sophisticated individuals: **BMI:MAG's** readership. Does your brand appeal to a forward-thinking, cosmopolitan and discerning audience?



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**BMIMAG.COM**

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