

BMI:MAG

BLUE MARLIN IBIZA MAGAZINE

BLUEMARLINIBIZA.COM
BMIMAG.COM

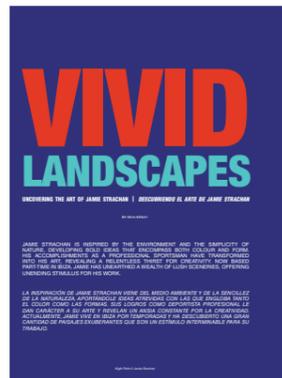
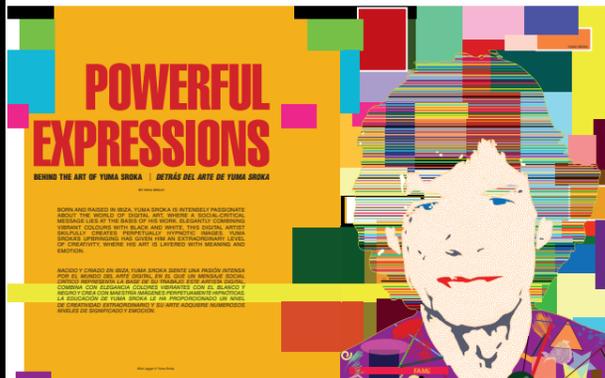
MEDIA PACK



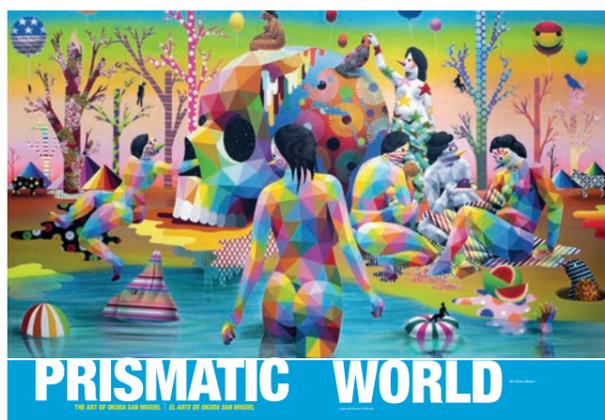
CONCEPT
TARGET
DISTRIBUTION
FORMAT

ADVERTISING
FEATURES
EXPOSURE
INTEGRATED BRANDING

BLUE[®]
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

FEMALE 53%

MALE 47%

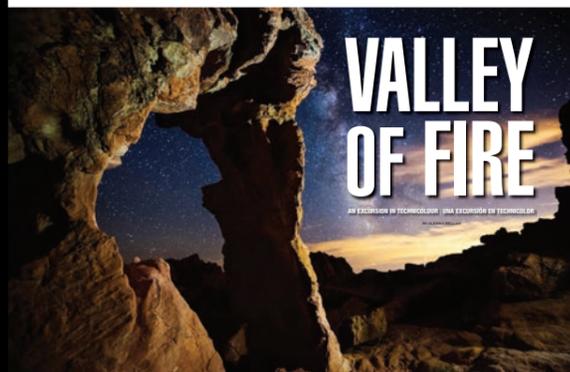
Age Group

18 - 35 30%

35 - 55 60%

55 + 10%

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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 15th May)
 # 25 (out 15th June)
 # 26 (out 15th July)
 # 27 (out 15th August)

COPIES — **30,000 COPIES PER ISSUE** — **CIRCULATION**

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



24Wx33H cm

48Wx33H cm

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

PAGES COATED PAPER SEMI MATT
GM.125

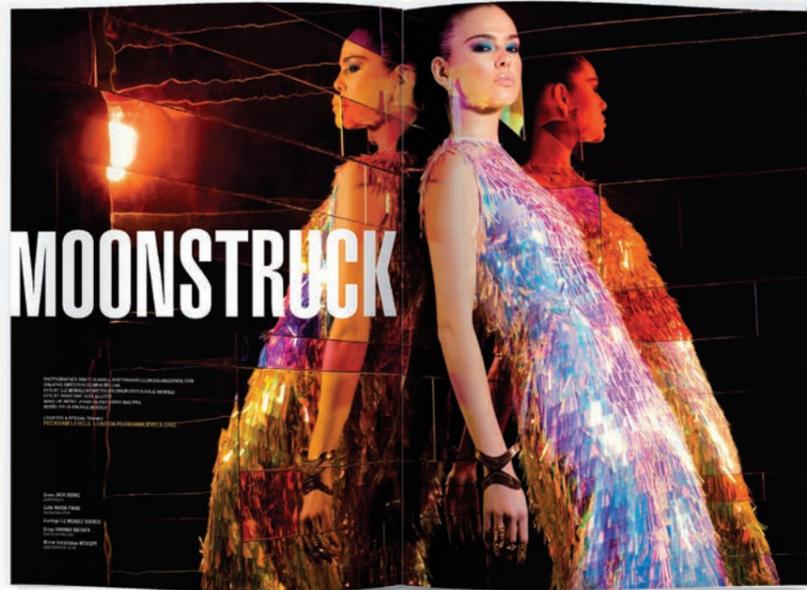


FASHION



FEATURES

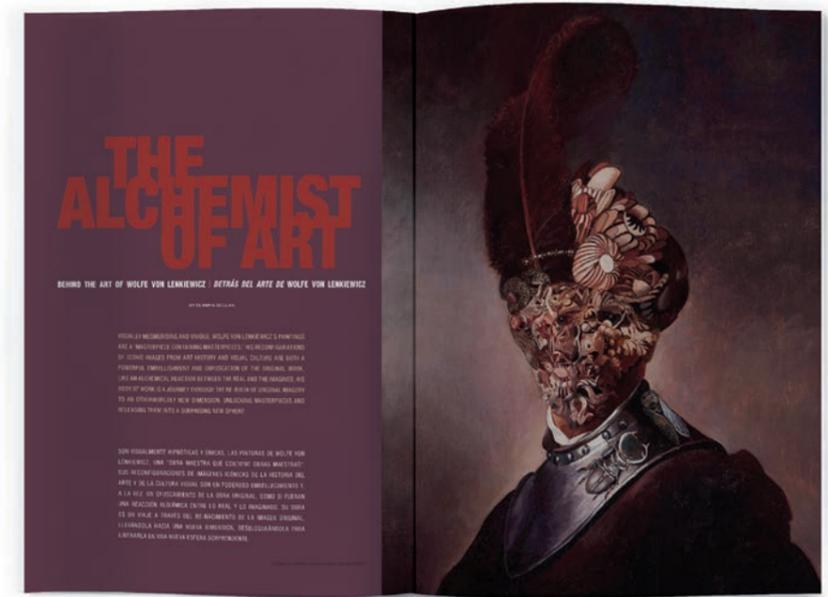




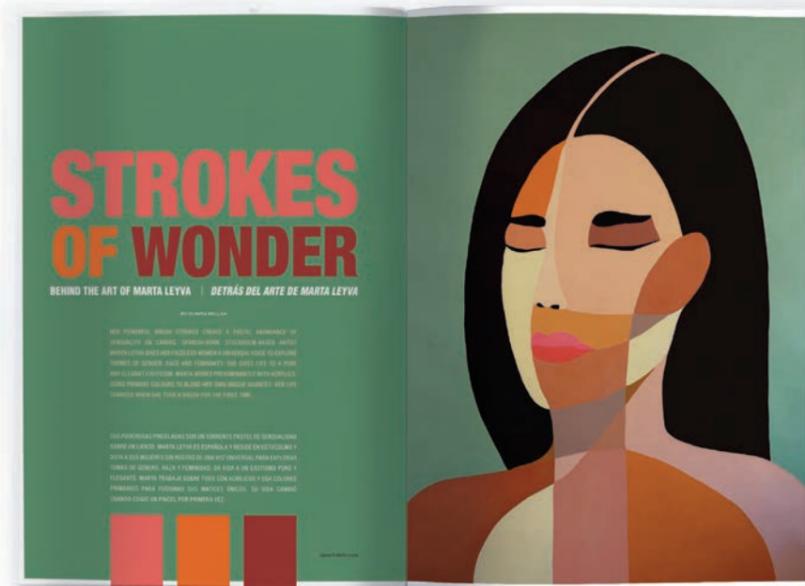
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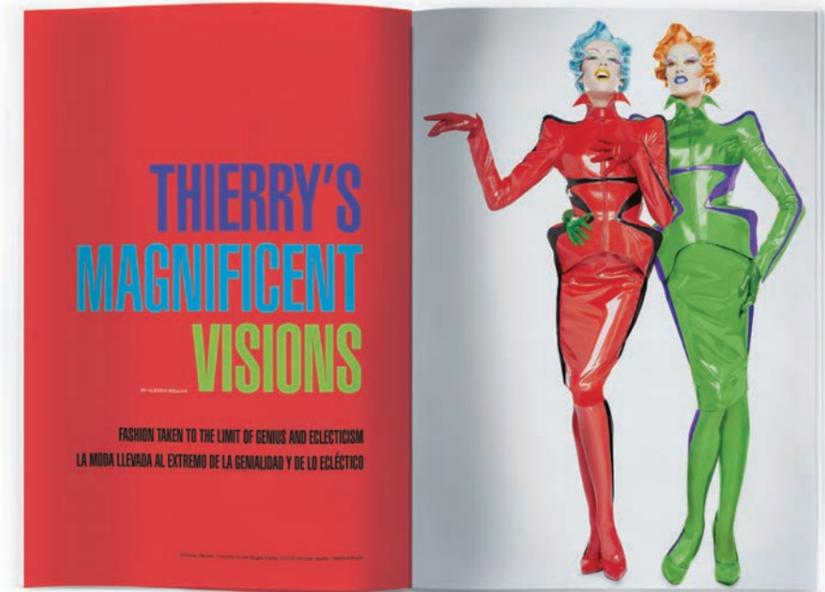
FEATURES

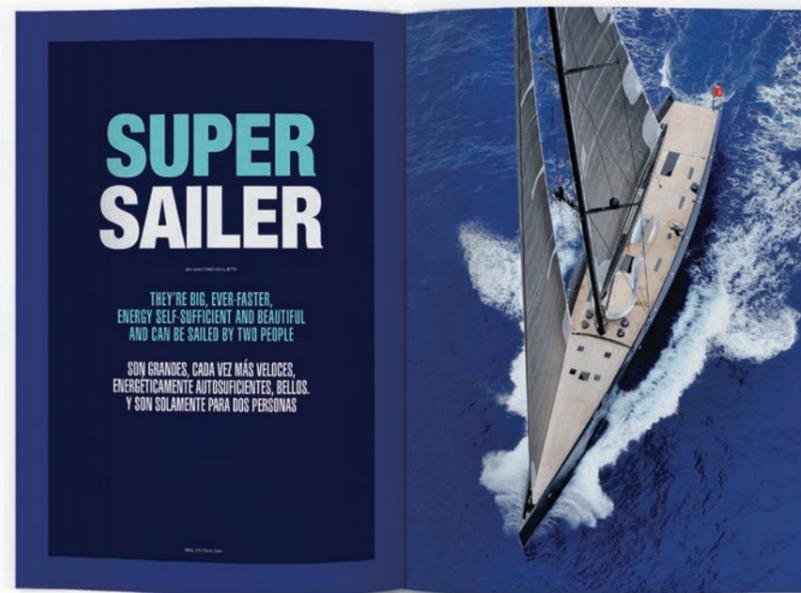




FEATURES







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

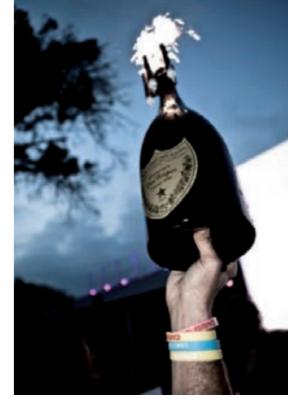


DOWNLOAD THE APP
BLUEMARLINIBIZA.COM

AND TABLET

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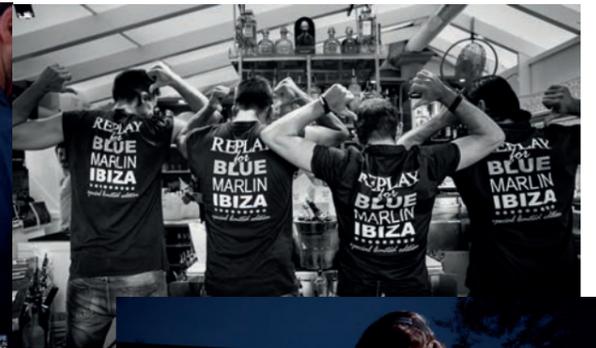
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INTEGRATED BRANDING

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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MARLIN
IBIZA
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