

# *The* MALLORQUÍN *by* DELUXE

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MEDIA DATA 2020

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The most beautiful sides to the island

## BETWEEN TRADITION, NATURE AND URBAN LIFESTYLE – IN 2 LANGUAGES!

A walk through the old walls of Santanyi, enjoying the Mediterranean Sea on a catamaran, culinary finesse in the Tramuntana Mountains or cosmopolitan flair in Palma - Mallorca is the island with many faces - which we love and which we would like to share in THE MALLORQUÍN. With strong pictures and personal content in German and English we take our readers to the island and present it in its most beautiful and original, but also trendiest and most honest way.

### HIGHEST STANDARDS OF AESTHETICS

Mediterranean style, sparkling bays and unique views: We take up the beauty of Mallorca in the magazine and adapt it into an own language. Modern, urban, high-quality design makes every issue of THE MALLORQUÍN a collector's piece.

### LONG-TERM PRESENCE

Each issue is not only displayed in four and five-star hotels, marinas and hotspots on the island, but also at our partners in

the DACH area. In this way you can reach your target group in an international environment.

### TARGET GROUP WITH HIGH PURCHASING POWER

The circulation of 30,000 copies reaches over 120,000 readers annually. With a target group with above-average purchasing power and an international audience with an affinity for travel and lifestyle, you can reach your customers in a targeted manner.

Strengthen your business and use the magazine to intensify your relationships with Mallorca travellers and residents. As a B2C platform we reach your customer clientele without wastage through the selected distribution. The magazine format provides a perfect „showcase“ for you. Through the bilingualism we offer you a unique added value. Become our partner.



Contents & dates

## VARIETY OF TOPICS

### EDITION 1/2020

**ADVERTISING DEADLINE** 14 May  
**PUBLICATION DATE** 1 June

#### SANTANYÍ

Between trend and tradition: in love with the island's eastern region

#### SERRA DE TRAMUNTANA

Breathtaking beauty, true treasures, new hotels and restaurants.

#### RESTAURANT AND BAR TIPS

Garage cooking and gastro hotspots with the best views over the island and the sea.

#### LOCAL

Eco instead of El Arenal: producers from the island.

#### SUMMER TRENDS

Exclusive – our chief editor recommends: Hip accessories and it-pieces.

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### EDITION 2/2020

**ADVERTISING DEADLINE** 4 September  
**PUBLICATION DATE** 21 September

#### MALLORCA GUIDES

We share our highlights.

#### GOLF

The best places on the Balearic Island.

#### LOW SEASON

In peace there is strength. Which hotels, restaurants and excursions are worthwhile in the winter months. You have never seen the island like this before.

#### INTERVIEW: SECOND HOME

In conversation with a real estate expert and Mallorca connoisseur.

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Our readers, your target group

## READERSHIP + KEY DATA

### DISTRIBUTION

11.450 Ex.	Tourism and gastronomy in Mallorca
1.250 Ex.	Special distribution in trendy districts and at hotspots
600 Ex.	Sports clubs and associations (including fitness, spa and golf clubs)
250 Ex.	Business clubs (PR, marketing, finance), lounges
350 Ex.	Trade fairs, real estate agent, interior decorator
250 Ex.	Agencies (PR, Media, Marketing)
500 Ex.	Hamburg metropolitan region including Sylt
150 Ex.	Subscribers, multipliers
200 Ex.	Archive

### ADVERTISING PRICES (PLUS LEGALLY APPLICABLE VAT)

2/1 page, 4c	EUR 3,300	U2, 4c	EUR 2,860
1/1 page, 4c	EUR 2,200	U3, 4c	EUR 2,640
1/2 page, 4c	EUR 1,500	U4, 4c	EUR 3,300
1/3 page, 4c	EUR 1,000		

### PUBLISHED ON

Release dates: May and September  
Circulation: 15,000 copies per issue  
Reach: over 60,000 readers per issue

### DISCOUNT SCALE

For advertisements spanning two THE MALLORQUÍN editions, we offer a 10% discount on the advertising volume as well as 20% discount for an advertisement spanning four editions. This discount scale is also offered in combination with Le DELUXE travelbook and Le DELUXE Hamburg. We would be happy to advise you.

Unique advertising formats, inserts and extras such as the inner pages of a fold-out cover page are available as a special format on request. Composition including layout of all advertisements is available upon request. Subject to change. Our terms and conditions apply. The publishing house reserves the right to change or modify distribution of the magazine and supply an offer of equal or greater distribution. Circulation can be up to 15% higher or lower depending on season. Price list no. 1 – valid starting 1 January 2020.

### THE MALLORQUÍN

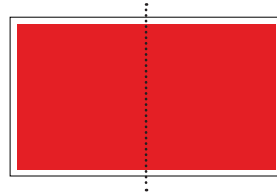
- gets people interested in Mallorca
- abducts into the mediterranean way of life
- provides relaxation away from stress of everyday life
- entertains with personal stories
- informs about current themes and events
- activates readers

# FORMATS



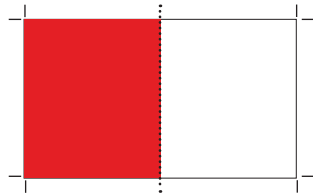
## 2/1 PAGE

in bleed area (+3 mm trim allowance) 460 x 297 mm



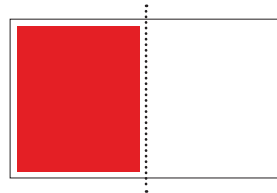
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424 x 257 mm



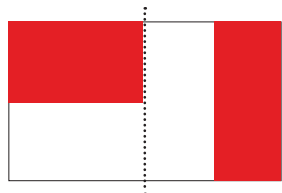
## 1/1 PAGE

in bleed area (+3 mm trim allowance) 230 x 297 mm



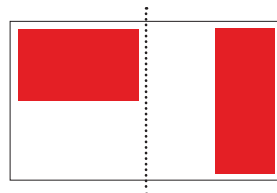
## 1/1 PAGE

in type area  
197 x 257 mm



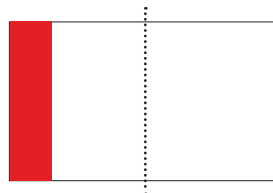
## 1/2 PAGE LANDSCAPE/ PORTRAIT

in bleed area (+3 mm trim allowance) 230 x 146 mm /  
114 x 297 mm



## 1/2 PAGE LANDSCAPE/ PORTRAIT

in type area  
197 x 126 mm / 96 x 257 mm



## 1/3 PAGE PORTRAIT

in bleed area (+3 mm trim allowance)  
80 x 297 mm

## ACCEPTABLE DATA FORMATS FOR ADVERTISEMENT TEMPLATES

Printable formats: JPEG, TIFF, EPS or PDF files

PDF files must be in PDF/3X-Standard  
Images, colours, and texts must be in CMYK.

(colour profile: FOGRA 391 / ISO coated v2 300% – [www.eci.org](http://www.eci.org))

Optimal print resolution: 300 dpi in original size

Open files: InDesign, Illustrator, Photoshop  
Fonts and images must be delivered separately.

Fonts must be rasterised in EPS files.

The production costs of varying formats will be priced in consultation with the advertising department. Advertorials will be marked with the word “advertorial”. The content will be produced in coordination with the customer or responsible agency. Colour matching will be done with a colour-binding proof on request (for a fee). We would be happy to answer any questions you may have.

Files (from Office programs including OpenOffice) generated in Word or PowerPoint using the program “AFPL Ghostscript” to create PDF files are not suitable for printing.



# CONTACT

## ADVERTISING

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