bluemarlinibiza.com bmimag.com

BIZ

BLUE MARLIN IBIZ

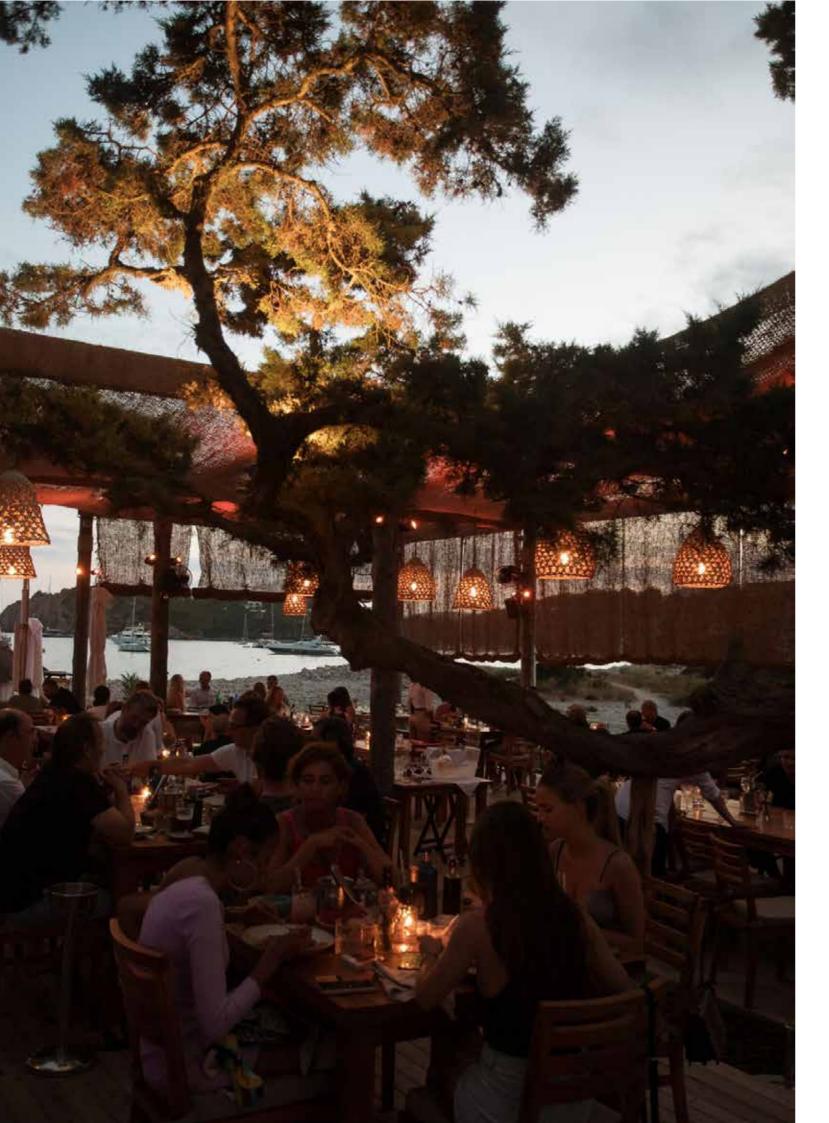
MEDI PACK

A ANDA

CONCEPT TARGET DISTRIBUTION FORMAT ADVERTISING FEATURES EXPOSURE INTEGRATED BRANDING



BAZINE





Concept

Ideally located on the beautiful bay of Cala Jondal, Blue Marlin Ibiza is one of the most entertaining and avant-garde beach restaurants in Ibiza, a multi-format beach experience 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 nearly two decades, Blue Marlin Ibiza has become a global brand as well as a lifestyle concept, the perfect scenario for a forward-thinking magazine: BMI:MAG.

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.



' L'arget

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 who is sexy and glamorous 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



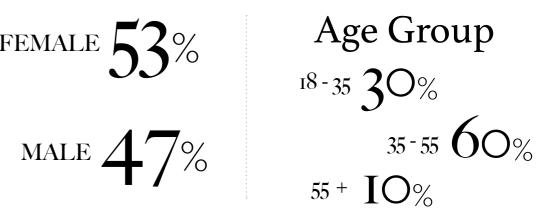
Demographics

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









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. With its sleek appearance, 200 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.

As well as being available at Blue Marlin Ibiza, Yemanja Ibiza and Blue Marlin Ibiza London, 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.





BLUE MARLIN IBIZA GROUP

Yemanja Ibiza beach restuarant Blue Marlin Ibiza London

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

Blue Marlin Ibiza London @Mondrian Shoreditch Hotel

Heathrow airport: Lufthansa Vip Lounge Virgin VIP Lounge Departures Vip Lounge Arrivals Vip Lounge

Gatwick airport: Media Wall X 10

SPAIN MADRID AND BARCELONA Adolfo Suarez Madrid-Barajas airport: Cibeles Vip Lounge Sol VIP Lounge Alcalá VIP Lounge Plaza Mayor VIP Lounge

Josep Tarradellas airport: Pau Casals Vip Lounge Joan Miró VIP Lounge Canudas VIP Lounge ColomerVIP Lounge

SWITZERLAND ZURICH AND BASEL Swiss airport VIP Lounges

GERMANY FRANKFURT AND MUNICH Lufthansa airport VIP Lounges

Format

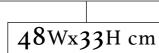
2() PAGES

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

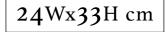




COVER:matt or gloss paint gm. 300

PAGES: coated paper semi-matt gm. 125





with title hot slab





































Exposure AUDIENCE REACH

- $\longrightarrow 353 K$ fans on Facebook
- $\longrightarrow 266K$ followers on Instagram
- \longrightarrow 34K followers on X
- $60 \mathrm{K}$ i-Phone downloads and an average of $3 \mathrm{K}$ new downloads per month
- **ISOK** footfall visitor per season in Blue Marlin Ibiza
- \longrightarrow BMIMAG Blue Marlin Ibiza magazine $60 \mathrm{K}$ copies distributed
- \longrightarrow Approximately 80K monthly visits on bluemarlinibiza.com, which is about
- $\longrightarrow 53K$ unique visitors per month each users spends an average of 2 minutes visiting the site
- $\cdot 40\%$ 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 **IOOK** contacts who receive Blue Marlin Ibiza newsletter
- Blue Marlin Ibiza Radio has over 27m international listeners online
- \longrightarrow YouTube Channel more than 891K views
- HD mega screens 400X240 px strategically located, with great visibility from any point throughout the venue



AVAILABLE ON SMARTPHONE & TABLET

BMI:MAG @











Branding & Activations

We can tailor activations and solutions to maximise your brand's visibility 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, Digital HD Mega Screen, Branded Photographic Panel. Partnerships with global brands are many.



From JEEP, BMW to MASERATI, DOM PÉRIGNON and PERRIER-JOUËT, GUESS, 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?



BNI:MAG BLUE MARLIN IBIZA MAGAZINE

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