

BMIMAG

BLUE MARLIN IBIZA MAGAZINE

bluemarinibiza.com

bmimag.com

MEDIA PACK

CONCEPT

TARGET

DISTRIBUTION

FORMAT

FEATURES

EXPOSURE

INTEGRATED

BRANDING

BLUE
MARLIN
IBIZA
.....



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 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 over 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.

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

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

FEMALE **53%**

MALE **47%**

Age Group

18 - 35 **30%**

35 - 55 **60%**

55 + **10%**

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. 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.



BMI:MAG
BLUE MARLIN IBIZA MAGAZINE

ISSUES —

I LIMITED EDITION:
out mid-May

COPIES —

CIRCULATION
60,000 copies

MAGAZINE DISTRIBUTION

- **BLUE MARLIN IBIZA GROUP**
 - Blue Marlin Ibiza
 - Yemanja Ibiza beach restaurant
 - Blue Marlin Ibiza London
- **IBIZA** Five-star hotels, luxury SPAs, Ibiza airport private jet lounge, exclusive restaurants and hotspots
- **UK LONDON**
 - 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
- Barcelona El Prat
Josep Tarradellas airport: Pau Casals Vip Lounge
Joan Miró VIP Lounge
Canudas VIP Lounge
Colomer VIP Lounge
- **SWITZERLAND ZURICH AND BASEL**
 - Swiss airport VIP Lounges
- **GERMANY FRANKFURT AND MUNICH**
 - Lufthansa airport VIP Lounges

Format

200 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

24Wx33H cm



48Wx33H cm

COVER: matt or gloss paint
with title hot slab
gm. 300

PAGES: coated paper semi-matt
gm. 125

Features





Exposure

AUDIENCE REACH

AVAILABLE ON
SMARTPHONE
& TABLET

- 353K fans on Facebook
- 266K followers on Instagram
- 34K followers on X
- 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 60K copies distributed
- Approximately 80K monthly visits on bluemarlinibiza.com, which is about
- 53K unique visitors per month - each user 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 100K contacts who receive Blue Marlin Ibiza 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 venue



download the app
bluemarlinibiza.com



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?





BMI:MAG

BLUE MARLIN IBIZA MAGAZINE

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