

BMI:MAG

BLUE MARLIN IBIZA MAGAZINE

bluemarlinibiza.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.

BMI:MAG
BLUE MARLIN IBIZA MAGAZINE

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

ISSUES — **I** LIMITED EDITION:
out mid-May

COPIES — CIRCULATION
60,000 copies

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.

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
ColomerVIP Lounge

SWITZERLAND ZURICH AND BASEL

Swiss airport VIP Lounges

GERMANY FRANKFURT AND MUNICH

Lufthansa airport VIP Lounges



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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 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 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

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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

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