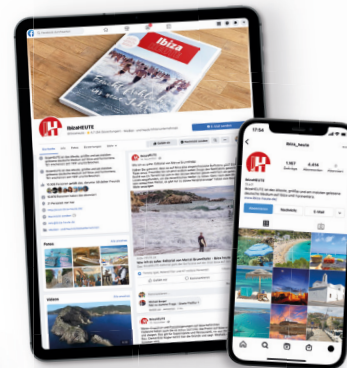




**The Magazine**  
for Ibiza and Formentera



**The Online-Platform**  
for Ibiza and Formentera



**The Social Media Community**  
for Ibiza and Formentera

# Ibiza HEUTE

# MEDIA PACK

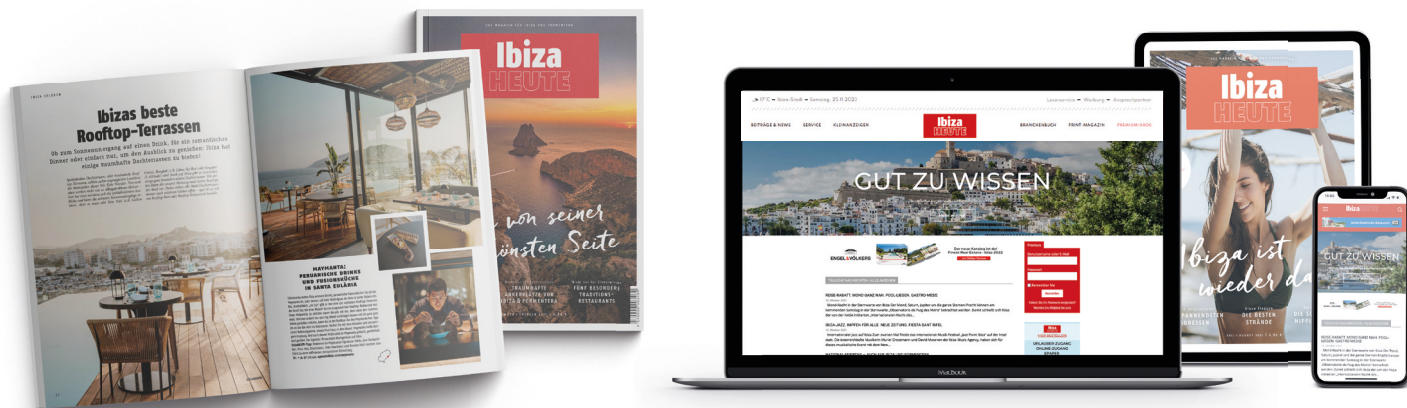
VALID FROM DECEMBER 2023

**IbizaHEUTE** is a magazine for those who wish to understand Ibiza and Formentera on a deeper level, who have a genuine interest and in-depth curiosity about the islands, their people and background. IbizaHEUTE is aimed at residents and second home owners as well as vacationers. With its printed magazine, daily updated online portal and social media presence, IbizaHEUTE is the leading German-language platform in one of the most cosmopolitan places in Europe with a sophisticated, creative, avant-garde and affluent target group.

**IbizaHEUTE** has been on the market for over 30 years, making it the oldest and most renowned German medium on Ibiza and Formentera. IbizaHEUTE reaches the German-speaking island community as well as numerous readers worldwide by subscription and online via e-paper and [ibiza-heute.de](http://ibiza-heute.de), on Facebook and on Instagram.

**IbizaHEUTE** enjoys a high level of popularity. Anyone looking for insider tips, background information, inspiration or for the best restaurants, beach clubs, hotels, stores and tour providers, charter companies, craftsmen or any other address will find it with IbizaHEUTE. That is why IbizaHEUTE is so widely-read, both in print and online.

- The printed magazine and the e-paper offer background information as well as lifestyle and service reports.
- On ibiza-heute.de you will also find daily updated information such as news, weather, important addresses on the islands as well as the offers, presentations and contact details of our advertising customers.
- On Facebook and Instagram, our readers can find out what's going on in Ibiza and Formentera and interact with the editorial team and the island community.



## Our readers

From trendsetters to best-agers

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**IbizaHEUTE** is not only read by the Germans on Ibiza. A broad German-speaking audience reads IbizaHEUTE in print or digitally (as an e-paper or at [ibiza-heute.de](http://ibiza-heute.de)) and interacts with the IbizaHEUTE community – be it on IbizaHEUTE's Facebook page or in its private 'Ibiza Residents & Vacationers' Facebook group – each with over 10,000 members. In addition to Germans, IbizaHEUTE readers include many Swiss, Austrians, Dutch and more because IbizaHEUTE offers a variety of topics and services that no other medium on Ibiza and Formentera has.

**Our readers – your customers: By advertising with IbizaHEUTE you address a high-value target group.**

The majority of our readers are financially well-off and possess above-average incomes. Many own properties (houses, apartments, yachts) on Ibiza or Formentera or are considering buying property – and thus represent a highly attractive target group. Our readers outside of Ibiza – our subscribers and electronic media users – read IbizaHEUTE to prepare their stay on the islands and to select providers and services.

With **IbizaHEUTE** you can reach your customers without substantial scatter loss. IbizaHEUTE readers have a strong need for information and services due to their close ties to the islands and the amount of time they spend on Ibiza and Formentera. Their interests range from food and drink, beauty and wellness, fashion and lifestyle, real estate and furnishings to yachts, cars, craftsmen, insurance and more.

## Our readers

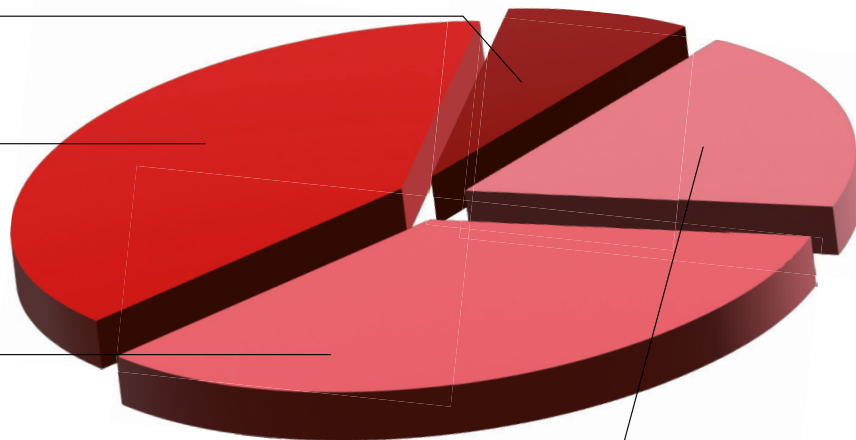
From trendsetters to best-agers

**8 %**  
under 20

**39 %**  
20 - 45

**34 %**  
46 - 65

**19 %**  
over 65



**Trendsetter** Just under 40 % of our readers are between 20 and 45 years old – active and consume-oriented.

**Best-ager** Over 50% are in the „46+“ age group – wealthy with a lot of time on their hands.

IbizaHEUTE reaches a very affluent group of buyers and thus offers an ideal platform for brand communication, product offers and services.

# Printed advertisement formats

## FULL FORMAT



2/1

460 x 300 mm



1/1

230 x 300 mm



1/2 horizontal

230 x 150 mm



1/2 vertical

115 x 300 mm



1/4 horizontal

230 x 75 mm



1/4 vertical

57,5 x 300 mm

## IN TYPESETTING



2/1

430 x 259 mm



1/1

197,5 x 259 mm



1/2 horizontal

197,5 x 130 mm



1/2 vertical

94,5 x 259 mm



1/4 horizontal

197,5 x 65 mm



1/4 vertical

50,375 x 259 mm



1/4 block

90 x 135 mm



1/8 horizontal

96,75 x 65 mm

The dimensions are width by height in mm – plus 3 mm bleed all around.  
As a pdf X3 or jpg in CMYK color space and without spot colors.

# Printed ad prices 2024

Now get a **special 10% discount** on the 7th ad

AD FORMAT	PRICE	DISCOUNT SCALE
1/1 page With placements across all 7 issues just	1.550 € <b>1.145 € per issue</b>	2 placements: 5 % 3 placements: 10 %
1/2 page horizontal or vertical With placements across all 7 issues just	870 € <b>643 € per issue</b>	4 placements: 15 % 5 placements: 20 %
1/4 page horizontal, vertical or block With placements across all 7 issues just	500 € <b>369 € per issue</b>	6 placements: 25 % <b>NEW: 7th placement:</b>
1/8 page horizontal With placements across all 7 issues just	320 € <b>236 € per issue</b>	<b>10 % additional discount on the 7th ad</b>

Markup back cover: +50 %

Markup other cover pages: +25 %

## PUBLICATION DATES 2024:

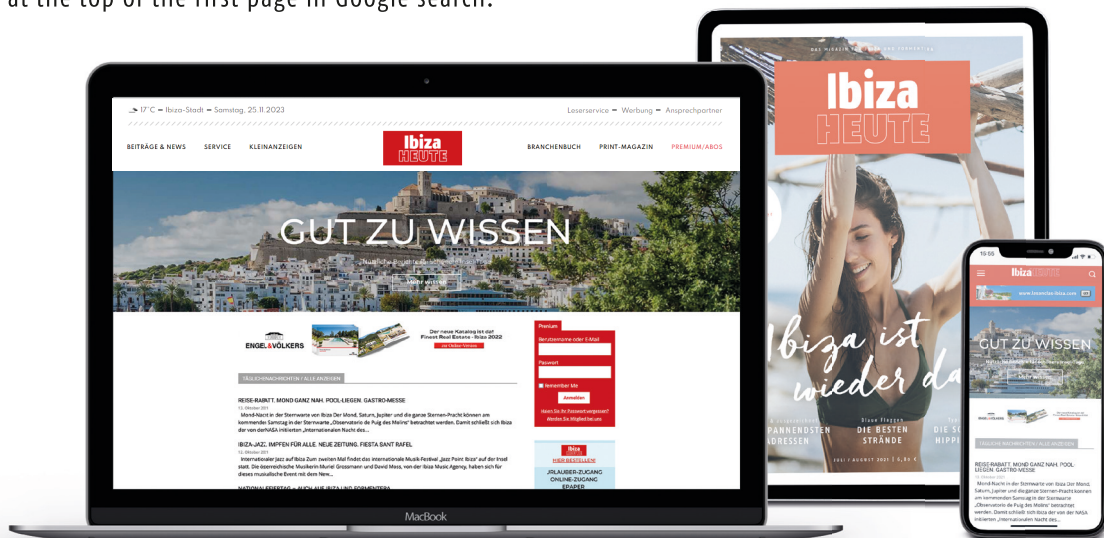
20. March | 1. May | 1. June | 1. July | 1. August |  
1. September | 20. November

**Use our free service to create your ADVERTORIAL and really stand out on a double page spread.**

**Take advantage of our particularly interesting combo prices for online advertising on our website and digital advertising on our Facebook channels with a reach of up to 150,000 users.**

## IbizaHEUTE online: [www.ibiza-heute.de](http://www.ibiza-heute.de).

As an advertising partner, you too can benefit from the more than 266,800 page views, 104,100 sessions and 36,600 users – at peak times these numbers rise to over 575,000 page views, 281,000 sessions and 108,000 users\* – our website has every month. Our website pops up at the top of the first page in Google search.



\*Monthly data analysis supplied by Google Analytics for 01.01.2023–30.11.2023



## Banner

Place an eye-catching banner on [ibiza-heute.de](http://ibiza-heute.de). Get noticed – we only offer premium placements! Our top banner is a rotating banner with a maximum of six customers and is located on our homepage directly below the IbizaHEUTE logo.

	FORMAT SIZE	MAY TO OCTOBER	NOVEMBER TO APRIL
Top banner	W: 728 x H: 90px	490 Euro/month	390 Euro/month
Banner	W: 728 x H: 90px	290 Euro/month	250 Euro/month

Discounts: 3 placements 5 %   |   6 placements 10 %   |   12 placements 20 %



## Corporate presentation

Present your company on [ibiza-heute.de](http://ibiza-heute.de) and reach out to the German-language community of Ibiza and Formentera. At the same time, you will increase your findability on Google!

We offer three different packages to suit your requirements and budget.

We are happy to assist you in finding the package best suited to your needs!

SERVICE	BASIC	PRESTIGE	PREMIUM
Corporate presentation in desired category	✓	✓	✓
Placement level	Standard	High level	Highest level
Possible length of text	550 characters	2.000 characters	4.000 characters
Company logo	✓	✓	✓
Number of photos	1	3	8
Embedded video	x	x	✓
Contact data (Address, telephone, e-mail)	✓	✓	✓
Website address	x	✓	✓
Website address with link	x	x	✓
Mention of social media accounts	x	x	✓
Placement on interactive island map	x	✓	✓
Placement on satellite map	x	✓	✓
Free of charge update intervals	Every 6 months	Every 3 months	Every month
Published „Business-News“	Every 6 months	Every 3 months	Every 3 months
Facebook post about your company	Every 6 months	Every 3 months	Every 3 months
Specialist article or project presentation	x	x	Every 6 months
<b>Price per month</b>	<b>45,00 €</b>	<b>163,00 €</b>	<b>223,00 €</b>
One-off creation costs	24,00 €	56,00 €	78,00 €

The minimal contractual length of our packages is three months. If you book for at least six months, we will grant you a 10% discount on the monthly fees. If you book for a year, you will receive 20 %.

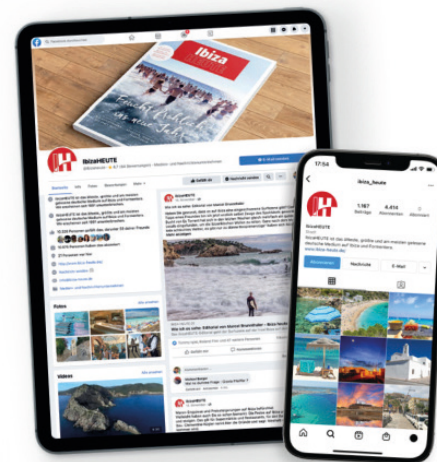
## Classified ads

Ibiza's new marketplace for private and commercial offers and queries.

*(Continuous text only, no layout design possible, just the amount of characters and photos mentioned below.)*

CLASSIFIED ADS	PRICE
Real estate, rentals, yachts <i>(max. 550 characters and max. 8 photos/logos)</i>	149 Euro
Job offers and all other commercial services <i>(max. 300 characters and max. 4 photos/logos)</i>	98 Euro

- Prices are based on a direct booking online and a term of 4 weeks; after expiry, a new booking must be made if so desired.
- Booking through a Service Manager with production assistance: 50% surcharge.



Get even more advertising power out of your printed ad  
by using our digital channels to reach even more customers.  
Special prices if both formats are placed within the same month!

# Ibiza HEUTE

## THE POWERFUL PRINT-DIGITAL COMBO

100.000 ADDITIONAL DIGITAL CONTACTS



## Business News on ibiza-heute.de

A Business News post is prepared according to the customer's briefing as well as IbizaHEUTE's tone and journalistic professionalism. It is posted on ibiza-heute.de within the daily Ibiza news feed once and is placed in the 'Unternehmens News' section of our website for the entire duration of the contract. We also recommend teasing this post on our Facebook page.

Regular price **290 Euro**

In combination with a printed ad **190 Euro**



## Business News teased on our Facebook page

Tease your Business News publication on our Facebook page with an approx. 3-10 line post so as to bring as much traffic as possible to your company as well as to achieve higher visibility. Optionally and by means of an additional ads budget, this teaser post can be played out to a larger and more specific group of users.

**High visibility - reach your target group**



# Print-digital combo

Business News

Using online targeting methods (location, age, gender, keywords, etc.), such additional ad placements have a reach that goes beyond the organic followers and users of the IbizaHEUTE Facebook page (this is not technically possible in our FB group as it is private).

Business News with teasing on our Facebook page **390 Euro**  
In combination with a printed ad **220 Euro**

Additional ads placement to precisely reach your target group: **90 Euro** plus ads budget

**High visibility – reach your target group**



# Print-digital combo

Facebook group



## Our Facebook Group ‚Ibiza Residenten und Urlauber‘

A post on our group's page consisting of a text with photo(s), a video and/or link, posted by the advertiser as the sender. An IbizaHEUTE social media manager will assist you in composing the post.

Per post including one repetition during the booked month **290 Euro**

In combination with a printed ad **190 Euro**

**High visibility – reach your target group**



# Print-digital combo

Instagram



## Instagram

### Post:

With one and up to five photos **290 Euro**

In combination with a printed ad **170 Euro**

### Story:

Delivered by the customer incl. text and tags **190 Euro**

In combination with a printed ad **90 Euro**

Produced by IbizaHEUTE **245 Euro** + production

In combination with a printed ad **144 Euro** + production

### Reel:

Delivered by the customer incl. text and tags **290 Euro**

In combination with a printed ad **170 Euro**

Produced by IbizaHEUTE **290 Euro** + production

In combination with a printed ad **170 Euro** + production

**High visibility - reach your target group**





## Neue BALEaren Medien GmbH

Spichernstraße 6  
DE-10777 Berlin  
DEUTSCHLAND

Court Charlottenburg: HRB 235352 B

Registration: Berlin

VAT-ID-Nr.: DE347596578

Tax number: 27/453/50539

Managing Director: Jörg Loose

## Representation on Ibiza

Calle de Las Estrellas 5  
07819 Nuestra Señora de Jesús  
ILLES BALEARS

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### Sales tax:

All prices are subject to statutory sales tax, with the exception of the private classified ads market, here VAT is already included.



### **YOUR CONTACT PERSON**

**Marion Kossack**

Head of media consulting

[service@ibiza-heute.de](mailto:service@ibiza-heute.de)

Telephone: (+34) 686 37 62 15

*We look forward to  
your request for  
a quote!*

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### **SPECIAL DISCOUNT: IBIZAHEUTE-SUPER-DEAL**

Book three different forms of advertising and at least three annual bookings to receive a special 10% discount on already discounted advertising services, with the exception of the classified ads market and individual advertising services.