



**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

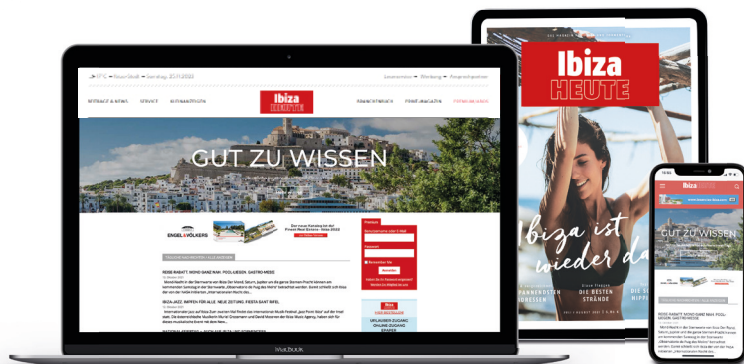
VALID FROM DECEMBER 2024

**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

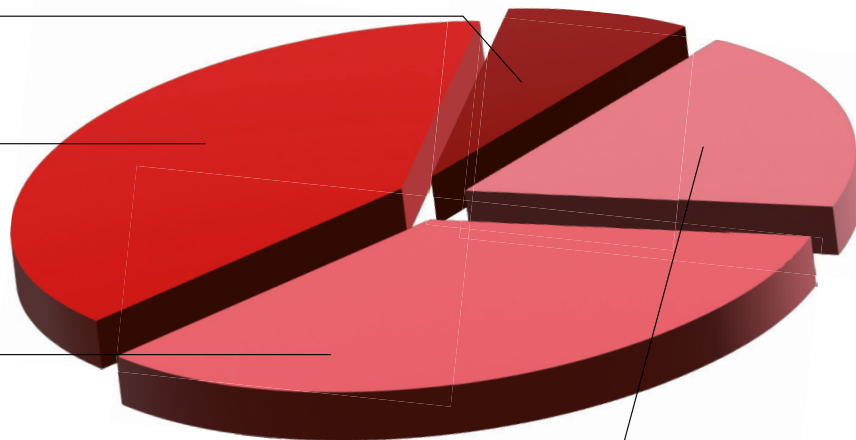
From trendsetters to best-agers

**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

in the magazine

## FULL FORMAT



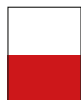
**2/1**

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



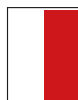
**1/1**

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 | For full formats, add 3 mm bleed all around.  
As a pdf X3 or jpg in CMYK color space and without spot colors.

## More value for your ads budget | *Pay once – advertise on 4 channels* **Magazine prices 2025** – now over 130.000 digital contacts included in the price

IbizaHEUTE has further enhanced its advertising power. The price for a magazine ad now includes distribution through our **digital channels**, allowing you reach an additional **130,000 German-speaking readers** every month. Take advantage of the largest German-speaking medium on the island and maximize your reach.

**Your advertisement will now be featured within our comprehensive Ibiza package:**

**- in the magazine**



**- on our online portal [ibiza-heute.de](https://ibiza-heute.de) in the premium „News“ section**



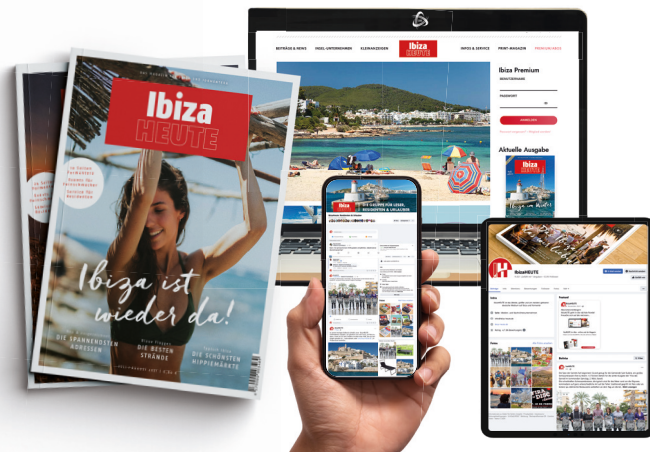
**- on our facebook page**



**- in our facebook Group [IbizaHEUTE Urlauber und Residenten](#)**

You can place your magazine ad through our sales department as usual. As an **added service**, our editorial team will create a digital post highlighting the key content and an image from your ad. This post will be distributed to over 130.000 users once during each month of publication. The timing of the post is at the discretion of our editorial team.

ADVERTISING RATES



AD FORMAT	PRICE	DISCOUNT SCALE
1/1 page <b>With full occupancy over 7 issues just</b> Single price	<b>1.268€</b> per issue 1.690€	2 placements: 5 % 3 placements: 10 %
1/2 page <b>With full occupancy over 7 issues just</b> Single price	<b>713€</b> per issue 950€	4 placements: 15 % 5 placements: 20 %
1/4 page <b>With full occupancy over 7 issues just</b> Single price	<b>413€</b> per issue 550€	7 placements: 25 %
1/8 page <b>With full occupancy over 7 issues just</b> Single price	<b>263€</b> per issue 350€	

Markup back cover: 50 %

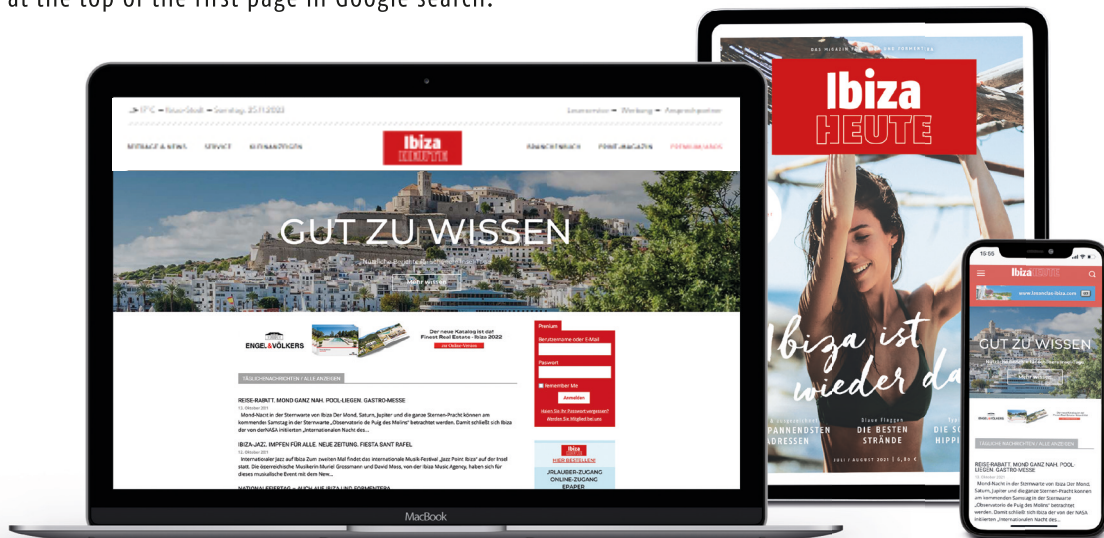
Markup other cover pages: 25 %

**PUBLICATION DATES 2025:**20. March | 1. May | 1. June | 1. July | 1. August |  
1. September | 20. November



**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 110,000 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 01.01.2024–30.11.2024

## Banner

Place an eye-catching banner on 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 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 %.



Get even more power out of your printed ad.  
Leverage our digital channels to amplify your advertising message.  
As a magazine advertiser, you now receive our basic digital package at no additional cost.

# Ibiza HEUTE

## THE POWERFUL PRINT-DIGITAL COMBO

130.000 contacts with IbizaHEUTE



## Business News

Present your business post directly in our premium section as a daily news feature. Whether it's your product, service, restaurant offering, or real estate, it will gain exceptional visibility with **110,000 monthly visitors** to our website. You can enhance the post with multiple images or a video. We will professionally write the text according to your specifications; you just need to provide the images and videos. The post will be published on your chosen day and can be combined with a post in our Facebook group or on our Facebook page, extending your reach to an additional **22,000 followers**.

Price: **380 Euro**

In combination with a Facebook post **50% discount** = **190 Euro**

**Extensive reach—directly targets your ideal audience**



**f** Showcase your business post with a dual feature on our powerful Facebook channels, each with over **11,000 followers**. Our Facebook group, "**IbizaHEUTE - die Gruppe für Leser, Urlauber und Residenten**" and our page "**IbizaHEUTE**" provide an ideal advertising environment to quickly reach your target audience, whether you're a tradesperson, service provider, restaurateur, real estate agent, holiday rental owner, hotelier, or event organizer. You can enhance your post with multiple images or a video.

We will professionally craft the text according to your specifications; you just need to provide the images and videos.

The post will be published on your preferred date and can be combined with a premium post in our website's daily news section, extending your reach to **110,000 users** and thus advertising within Ibiza's largest German-speaking community.

Price: **280 Euro**

In combination with a business post on our website **50% discount = 140 Euro**

**Extensive reach—directly targets your ideal audience**



## Ad booster

on Facebook

Through our Facebook page "**IbizaHEUTE**," you can also distribute your offer globally in any quantity and in any language by booking additional deliveries.

We provide professional targeting for your offer based on region, language, age, gender, and keywords. This service is perfect for high-end products such as real estate, cruises, and luxury hotels.

Price: varies, we will be happy to advise you



**Extensive reach—directly targets your ideal audience**

## Neue BALEaren Medien GmbH

Strandweg 70  
DE-22587 Hamburg  
GERMANY

District Court Hamburg HRB 186292  
Registered office: Hamburg  
VAT-ID-Nr.: DE347596578  
Tax number: 27/453/50539  
Managing Director: Dieter Abholte

## Redaktion 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.





### **YOUR CONTACT PERSON**

**Marion Kossack**

Head of media consulting

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Telephone: (+34) 686 37 62 15

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