



Magazine Media Kit 2018



The magazine of the golf courses Son Vida, Son Muntaner and Son Quint

ARABELLA GOLF MALLORCA is the leading golf resort in the Mediterranean, with three 18-hole courses, **Golf Son Vida**, **Golf Son Muntaner** and **Golf Son Quint**, as well as a 9-hole **Pitch and Putt**, **three restaurants** and **three pro-shops**, all just 5 minutes away from the centre of Palma.

It has over 500 members with a **high / extremely-high socio-economic profile**, and every year **more than 140,000 rounds** are played on our **63 holes**.

The magazine has a **high-quality format**, in terms of both design and content. It is **biannual (2 issues per year)**, **free** and written in **3 languages: Spanish, English and German**.

The objective is **to inform all of our members and customers of the novelties and events** that take place on the courses and installations of ARABELLA GOLF MALLORCA, in conjunction with other **lifestyle reports (leisure, art, gastronomy, etc.)** related to Palma and the island.



Distribution

The ARABELLA GOLF MALLORCA corporate magazine is a biannual publication, with a print run of 3,500 copies (7,000 a year) which is distributed as follows:

- In the clubhouses of Golf Son Vida, Golf Son Muntaner and Golf Son Quint.
- Amongst the members of our golf courses and other players and friends of ARABELLA GOLF MALLORCA.
- In the 3 restaurants of ARABELLA GOLF MALLORCA, located in the three golf courses.
- In the hotels Starwood Hotels & Resorts Mallorca: Castillo Hotel Son Vida (5* GL) Sheraton Mallorca Arabella Golf Hotel (5 *) St. Regis Mardavall Mallorca Resort (5* GL).
- In twenty other 4 and 5-star hotels with which ARABELLA GOLF MALLORCA works closely.
- In all the trade fairs and workshops where ARABELLA GOLF MALLORCA is promoted.
- On-line version of the magazine at www.arabellagolfmallorca.com, with more than 8,000 visits a month.



Advertising rates

	1 ISSUE	2 ISSUES
1 PAGE	1.200 €	2.160 €
INSIDE BACK COVER	1.500 €	2.700 €
BACK COVER	2.500 €	4.500 €
DOUBLE PAGE	2.000 €	3.600 €
1/2 PAGE	600 €	1.080 €
1/3 PAGE	400 €	720 €

-10%
DISCOUNT

Sizes of advertising placements:

1 page, back cover or inside back cover:

210 x 297 mm (+ 3 mm indentation).

Double page: 420 x 297 mm (+ 3 mm indentation).

1/2 page: 183 x 127 mm.

1/3 page: 183 x 82 mm.

Format: PDF or JPG. Resolution: 300 dpi.

Features:

Issues: 2 a year, (3,500 copies per issue).

Size: 29.7 x 21 cm.

Pages: 48.

Inside paper: 135 gr. glossy paper.

Cover paper: 250 gr. matte paper, laminated.

Binding: perfect bound.