

DELUXE MALLORCA'S EVOLUTION

FROM PRINT MAGAZINE TO DIGITAL MEDIA NETWORK | SINCE 2007

EXCLUSIVE CONTENT FOR A WORLD-CLASS DESTINATION

The Financial Times rated Mallorca as one of 10 safest places worldwide to invest in real estate. This makes the Island exceedingly attractive for a high-calibre class of international investors, many of whom already own second homes here. Others are frequent visitors to Mallorca's 5-star hotels, enjoying the wide range of leisure pursuits on offer.

This is precisely the target group at which the professionally produced Deluxe Mallorca online presence is aimed. Our content is synonymous with elegance, celebrity and lifestyle. In its feeds, you will find quality blogs about the property market, new businesses, entertainment, fashion, good food, upmarket products and travel. The way in which Deluxe Mallorca reaches this very special target readership is quite unique: in a subtle blend of commercial and editorial presentation, the magazine offers an exclusive forum for a luxury lifestyle, and always in a lively and attractive format. Deluxe has built a social media network

reaching a total of 25,000 readers: 9,500 friends on Facebook, over 3,000 followers on Instagram, over 800 on Twitter, and 3,500 contacts on LinkedIn and Xing. We also send out a monthly newsletter to 2,000 high profile contacts, and run a blog as well as accounts on Pinterest, Snapchat and YouTube to be able to offer digital marketing that caters to all target groups of our international clients. In this way, DELUXE reaches the most dynamic players, decision makers and customers in the Balearics.

Deluxe Mallorca's online presence is available to our readers free of charge. This way revenue is substantially increased and the fact that Deluxe Mallorca offers bi-lingual content makes it accessible to the global market as well as the main target group – 4.2 million German speaking travellers and second home owners. Deluxe Mallorca is the digital media agency for reaching out to a high-calibre international readership and into a network of contacts that has grown steadily for over ten years.



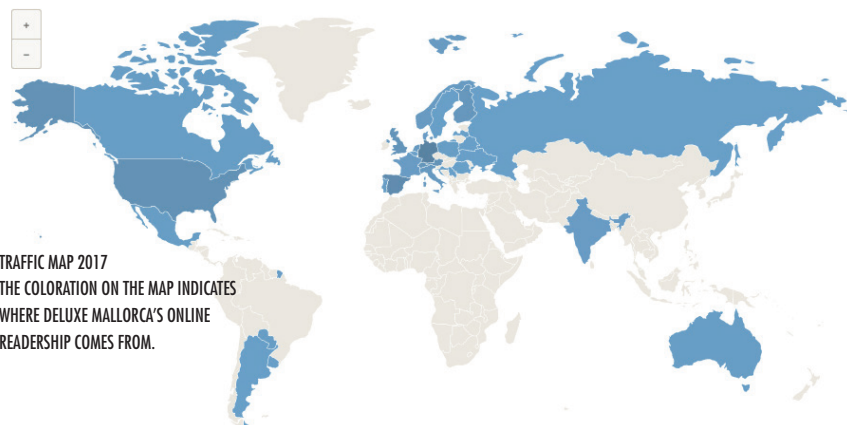
Summer edition 2017

FORWARD THINKING FOR OUR CLIENTS

Over the ten years of being Mallorca's leading lifestyle magazine Deluxe Mallorca has slowly transformed its presence, exploring the options of offering both print and online marketing for our clients. From August 2017 onwards we went online only, offering the services of a forward-thinking Digital Media Agency at competitive rates.

We have built up a network relevant to travellers with an interest in the Balearics, which we continue to make available to our advertising clients from around the world – in both English and German.

30 print editions of Deluxe Mallorca were also published online, providing information for those who are travelling, but who still wish to keep themselves informed about, for example, the latest developments in the property market, new restaurants and social events.



TRAFFIC MAP 2017
THE COLORATION ON THE MAP INDICATES
WHERE DELUXE MALLORCA'S ONLINE
READERSHIP COMES FROM.

*Our stats show a reach of over 40,000 reads
and 298,298 impressions on issuu.com alone.*

GENERAL RATES 2019

Social media feed per content incl. text and design for Facebook, Instagram, Twitter	300 euros
Blog about client's content at medium.com and bloglovin.com incl. draft, corrections plus photos	500 euros
Social media support per month e.g. organizing the full Facebook presence	500 euros
Writing and sending a press release directed at a select target group	500 euros
Video coverage of an event of 1.30 min. incl. director's cut for YouTube	1,200 euros
Brochure design 8 pages online plus print	1,500 euros

DIGITAL MARKETING 2019

Monthly newsletters to our client and VIP base (text, production and handling included)	300 euros
Linked banner on deluxemallorca.com (per month) plus production: 200x200 px	300 euros 300 euros

WHAT MAKES MALLORCA UNIQUE?

Mallorca is very much a lifestyle destination. The Island has 554 km of coastline and more than 60 beaches, which makes it a highly popular holiday destination. The tourism industry has become one of the main sources of revenue for the Island. In 2010, around 11.7 million tourists visited Mallorca, of whom 4.2 million came from Germany, 230,700 from Switzerland and 146,500 from Austria. Foreign residents account for over 21% of Mallorca's 855,000 registered population, the highest percentage in Spain. This does not include the influx of foreigners who spend three to six months here in second homes, the number of which is estimated at 60,000.

Mallorca has increasingly become one of Europe's top residential locations boasting a growing number of wealthy residents who invest in high quality sea front villas, exclusive rural fincas and port-side penthouses. Statistics show that there is great interest in the Island and its upmarket businesses and luxury properties from all around the world.

The fact that Deluxe Mallorca offers bi-lingual services makes it accessible to the global market as well as the main target group – 4.2 million German speaking travellers and second home owners from Germany, Austria and Switzerland. For the past ten years, Deluxe has proved itself in the Island's media market. With its exclusive coverage of the photo shoot with celebrities and managers which became part of several German TV documentaries, Deluxe has confirmed its role as the leading people magazine in Mallorca.

MAIN ONLINE PRESENCE 2019

Since 2007, Deluxe Mallorca has put great emphasis not only on being a glossy print magazine, but also on staying current and flexible by creating content on the most important social media platforms.



On Facebook, we share current events, hotel and restaurant openings as well as celebrity news and our clients' most interesting feeds.
www.facebook.com/deluxemallorca
www.facebook.com/deluxemallorcamagazin



On Instagram, we share fun photos and news about the Islands of Mallorca, Ibiza, Formentera – and sometimes the rest of the world.
www.instagram.com/deluxemallorca



On LinkedIn, we share every blog published on medium.com as well as news and our clients' most interesting feeds.
www.linkedin.com/in/deluxe-mallorca-magazin-66308741



On Xing, we share every link published by DELUXE PR.
https://www.xing.com/profile/Birgit_Unger9/cv



On Twitter, we share our entire Facebook content as well as the most interesting feeds from our best contacts with a focus on Mallorca and Ibiza.
twitter.com/DeluxeMallorca



On YouTube, we place TV coverage and clips of events as well as our clients' best features to show Mallorca it its best.
www.youtube.com/user/DeluxeMallorcayoutub

DELUXE ON TV AND ONLINE

Mallorca has increasingly become one of Europe's top residential locations boasting a growing number of wealthy residents and visitors.

TV productions from Germany and the UK have long discovered Mallorca's potential and continuously report about the Island's upmarket businesses and properties, often in cooperation with Deluxe magazine. More information about the coverage as well as some of the trailers can be found at www.deluxemallorca.com.

Appearances of DELUXE on TV include reports on ZDF, VOX, RTL, SAT.1, and N-TV.

HOW WE CAN WORK TOGETHER

Sponsored posts, giveaways and reviews are a great way to promote your products to our readers. Campaigns start at 300 euros.



ZDF „HALLO: MALLORCA MONDÄN“ (2012)



SAT.1 „SPIEGEL TV“ (2017)



MADONNA, AUSTRIA, COVER-STORY (2015)

CAMPAIGNS

A DELUXE PR campaign includes writing a blog based on the clients' current topic, which will be placed on U.S. press platform medium.com.

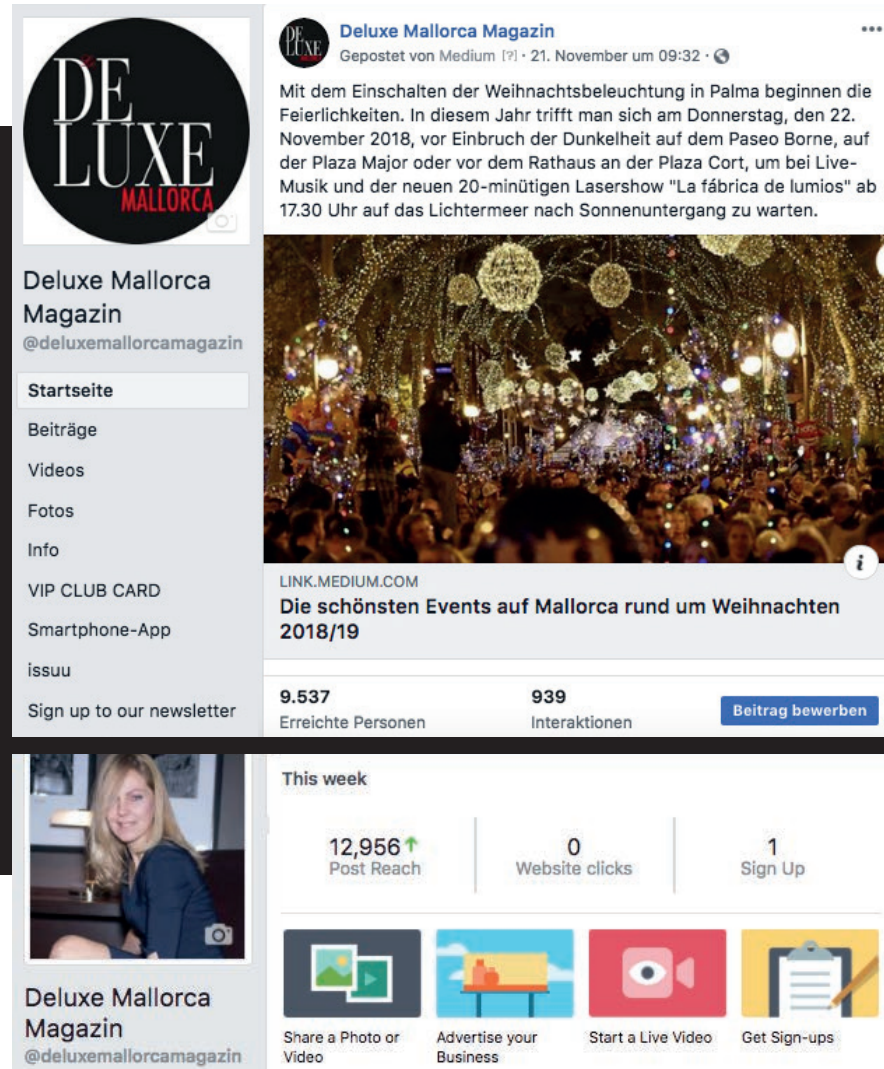
Languages can be English and/or German.

From there, we share it on all our sites, including two Facebook accounts, two LinkedIn presences, Xing, Instagram and Twitter as well as on deluxemallorca.com.

The client can also share the post in his/her social media feed or via emails.

DELUXE PR reaches over 9,500 views with one interesting Facebook post alone.

In addition to social media feeds, we promote our clients in our newsletters which go out to over 2,000 quality contacts.



Deluxe Mallorca Magazin
Gepostet von Medium [?] · 21. November um 09:32 · 🌐

Mit dem Einschalten der Weihnachtsbeleuchtung in Palma beginnen die Feierlichkeiten. In diesem Jahr trifft man sich am Donnerstag, den 22. November 2018, vor Einbruch der Dunkelheit auf dem Paseo Borne, auf der Plaza Major oder vor dem Rathaus an der Plaza Cort, um bei Live-Musik und der neuen 20-minütigen Lasershow "La fábrica de lumios" ab 17.30 Uhr auf das Lichtermeer nach Sonnenuntergang zu warten.

Die schönsten Events auf Mallorca rund um Weihnachten 2018/19

9.537 Erreichte Personen 939 Interaktionen [Beitrag bewerben](#)

This week

12,956 ↑ Post Reach	0 Website clicks	1 Sign Up
------------------------	---------------------	--------------

[Share a Photo or Video](#) [Advertise your Business](#) [Start a Live Video](#) [Get Sign-ups](#)

NO. OF SUBSCRIBERS
25,000

CONTACT

DELUXE PR

82031 Grünwald
Germany

M +49 (0)175 150 9963
info@deluxemallorca.com
www.deluxemallorca.com

Birgit A. Unger
Editor-in-Chief / Senior PR



Le DELUXE is a registered international trademark in Germany, the UK, Benelux, Austria, Switzerland, Monaco, France, Italy, Spain, Portugal, Greece, Turkey, Croatia, USA, Bahrain, and Russia



The last 28 print editions are available as an eMag for iPad and iPhone on issuu.com. Today we share our clients brochures there.

