



DELUXE PR MEDIA DATA

CONTENT CREATOR FOR SOCIAL MEDIA
/ STORYTELLER FOR BRANDS

FROM PRINT MAGAZINE TO DIGITAL MEDIA NETWORK | SINCE 2007

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, 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.

DELUXE PR has built a social media network reaching a total of 25,000 readers: friends

on Facebook, followers on Instagram and Twitter, as well as contacts on LinkedIn and Xing. We send out a monthly newsletter to 2,000 high profile contacts, and run a blog on medium.com to be able to offer digital marketing that caters to all target groups of our international clients. In this way, DELUXE PR reaches decision makers and customers worldwide.

[DELUXE Mallorca](#)'s online presence is available to our readers free of charge. 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 PR 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 fourteen years.

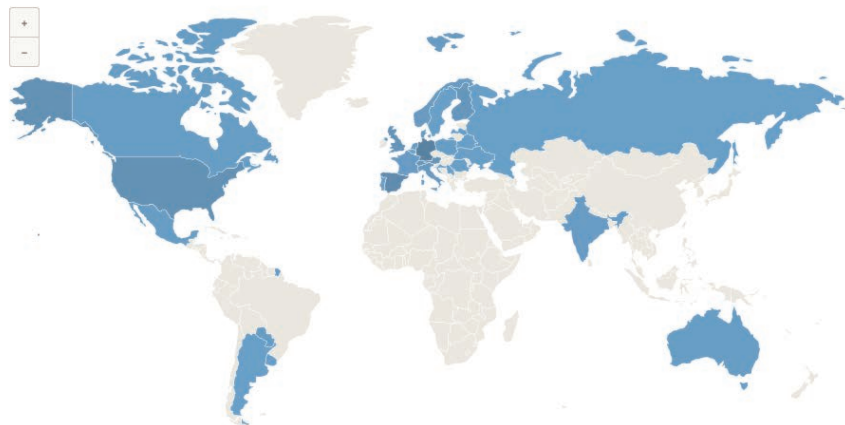


DELUXE Mallorca's
[2017 summer edition](#)

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.



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

GENERAL RATES 2021

Social media posts to our 25,000 subscribers incl. text and design for Facebook, Instagram, Twitter, LinkedIn, and Xing	150 euros
Social media support per month e.g. running the client's Facebook presence incl. Community Management	500 euros
Blog in German about client's content for medium.com incl. shares on social media	500 euros
Writing and sending a press release directed at a select target group	500 euros
Monthly newsletters to our client and VIP base (text, production and handling included)	350 euros
Linked banner on deluxemallorca.com (per 3 months) plus production: 200 x 200 px	150 euros 100 euros

ADDITIONAL SERVICES

- Responsive Web Design with Google friendly SEO
- Influencer Marketing
- Video & Photography
- Corporate Identity
- Print Media

CAMPAIGNS


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

In English and/or German.

From there, we share the blog on all our sites, including two [Facebook](https://www.facebook.com) accounts, two LinkedIn presences, [Xing](https://www.xing.com), [Instagram](https://www.instagram.com) and [Twitter](https://www.twitter.com) as well as on deluxemallorca.com.

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

DELUXE PR posts reach over 12,956 friends on Facebook alone.




Deluxe Mallorca Magazin
@deluxemallorcamagazin

- Startseite
- Beiträge
- Videos
- Fotos
- Info
- VIP CLUB CARD
- Smartphone-App
- issuu
- Sign up to our newsletter

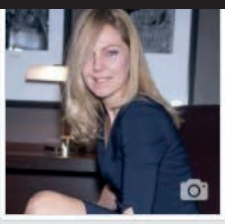
Deluxe Mallorca Magazin
Gepostet von Medium · 21. November um 09:32 ·

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.



LINK.MEDIUM.COM
Die schönsten Events auf Mallorca rund um Weihnachten 2018/19


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




Deluxe Mallorca Magazin
@deluxemallorcamagazin

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

Abonnenten									
„Gefällt mir“-Angaben	06.07.2019 17:02		#aboutlastnight Corinna Graf, Carmen Lomana		493		11%		Beitrag bewerben
Reichweite	06.07.2019 12:57		Vor der Küste Mallorcas auf einer Jacht in einer		1,1K		13%		Beitrag bewerben
Seitenaufrufe	06.07.2019 08:32		Deluxe Mallorca zum Fotoshooting für Water		313		2%		Beitrag bewerben
Seitenvorschau	05.07.2019 18:08		Hostal Balears in Palma wird nach 30		328		2%		Beitrag bewerben
Handlungen auf der Seite	05.07.2019 14:14		Des neu eröffnete Hotel Som Dona in Porto		1,1K		9%		Beitrag bewerben
Beiträge									
Branded Content									

NO. OF SUBSCRIBERS

25,000

FACEBOOK ENGAGEMENT RATE

UP TO 18%

INSTAGRAM ENGAGEMENT RATE

AVERAGE 0.7%

SOCIAL MEDIA MANAGEMENT

DELUXE PR currently run 4 Instagram accounts, two for clients and two for our own brands, DELUXE Mallorca and hearts for heels.

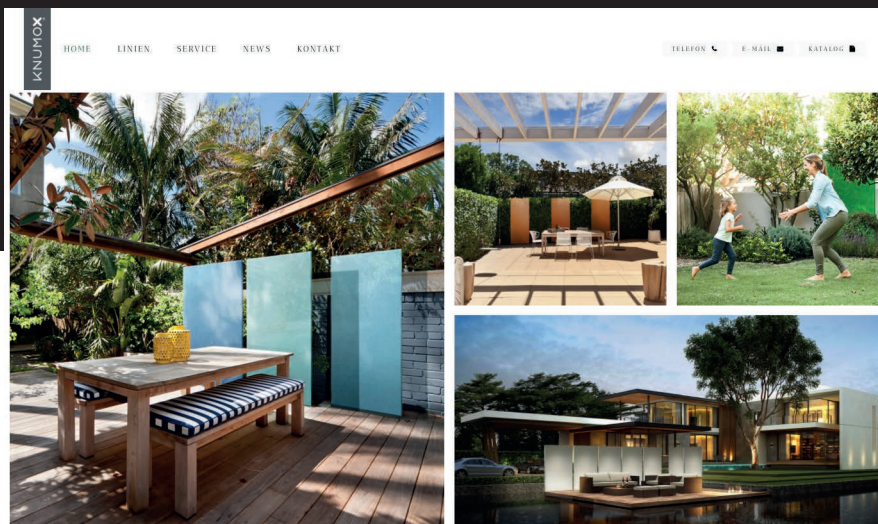
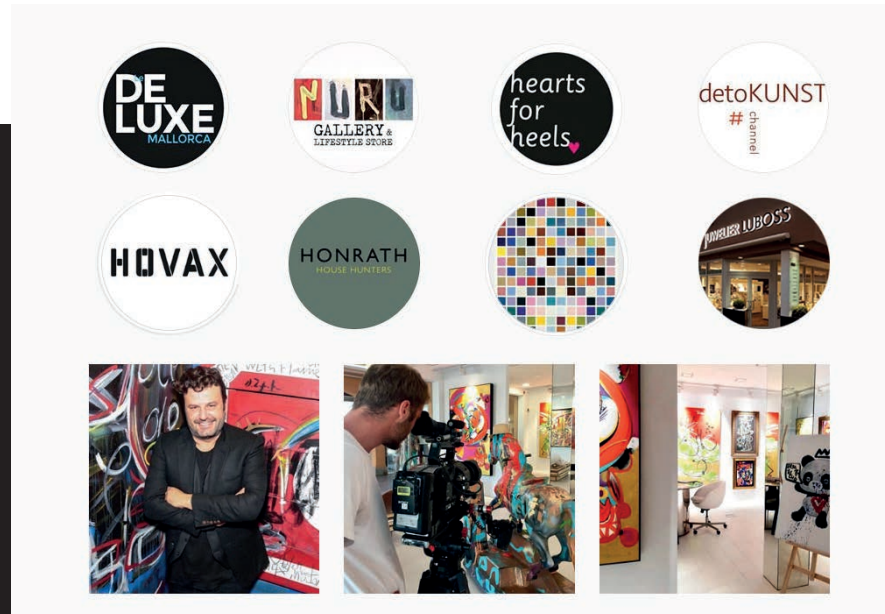
For several clients DELUXE PR run their Facebook accounts, among them is a startup, Knumox, for which we create newsworthy content.

Two recent projects are knumox.de and peptech.de. DELUXE PR created both content and design for these two websites.

For knumox.de, DELUXE PR chose the artists who now show selected works within the Knumox Arto Line on safety glass for outdoor and indoor spaces.

For hotelmarketing.de, DELUXE PR built their new [Instagram](#) and [LinkedIn](#) presence.

If you would like to know more about our services, please go to our [website](#).



DELUXE ON TV & IN THE MEDIA

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 PR.

More information about the coverage as well as some of the trailers can be found at deluxemallorca.com.

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



ZDF „HALLO: MALLORCA MONDÄN“ (2012)



SAT.1 „SPIEGEL TV“ (2017)



MADONNA MAGAZINE, AUSTRIA, COVER-STORY (2015)

CONTACT

DELUXE PR | Social Media Agency
82031 Grünwald
Germany

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

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

**DE
LUXE
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 on issuu.com.

