

**deluxemallorca.com** media data

storyteller & content creator for quality 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.

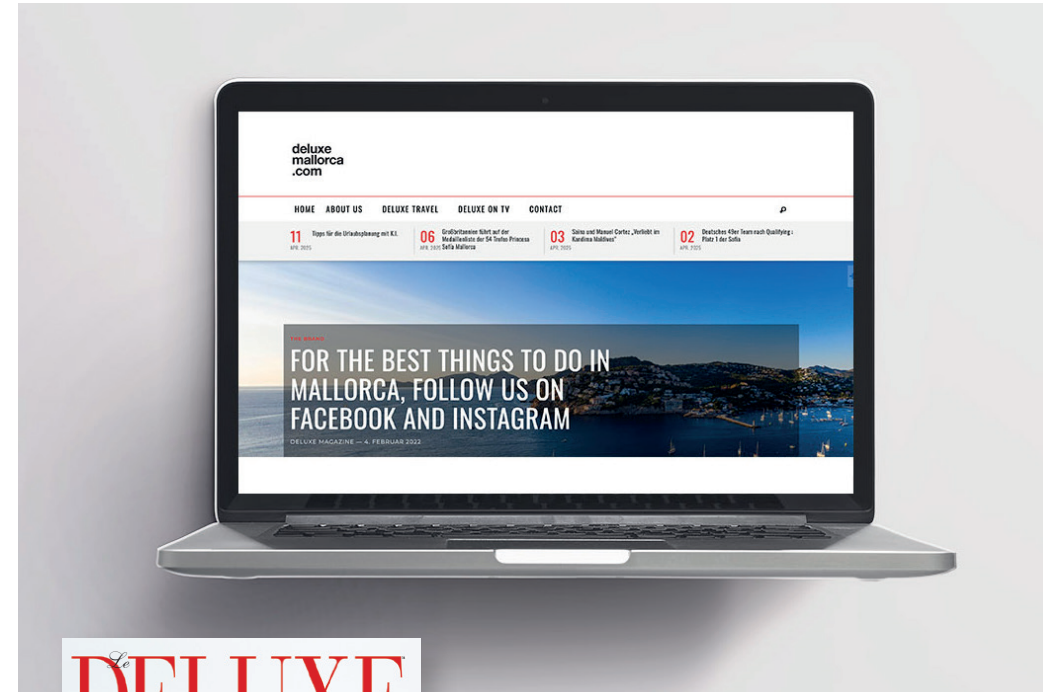
This is precisely the target group at which the professionally produced Deluxe Mallorca online presence is aimed. Our content is synonymous with elegance, celebrity and lifestyle. In its feeds, you will find quality blogs about the property market, new businesses, entertainment, fashion, good food, sports, upmarket products and travel.

Deluxe Mallorca has built a social media network reaching a total of 35,000 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](https://medium.com) to be able to offer digital marketing that caters to all target groups of our international clients. In this way, Deluxe Mallorca 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 Mallorca is the news platform for reaching out to a high-calibre international readership and into a network of contacts that has grown steadily for over seventeen years.



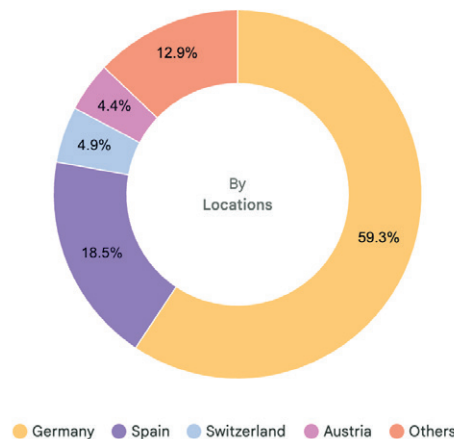
Deluxe Mallorca's  
[2017 summer edition](#)

## Forward thinking for our clients

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Over the seventeen 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 platform 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.



The graph indicates where Deluxe Mallorca's online readership comes from

## General rates

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Social media posts to our 35,000 subscribers including text and design for Facebook, Instagram, X, LinkedIn, and Xing	250 euros
Social media support per month e.g. running the client's Facebook presence including Community Management	600 euros
Blog in German about the client's content including shares on social media	600 euros
Writing and sending a press release directed at a select target group	750 euros
Monthly newsletters to our client and VIP base (text, production and handling included)	450 euros
Linked banner on deluxemallorca.com (per 3 months) plus production: 200 x 200 px	250 euros 200 euros

## Additional services

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

# Campaigns

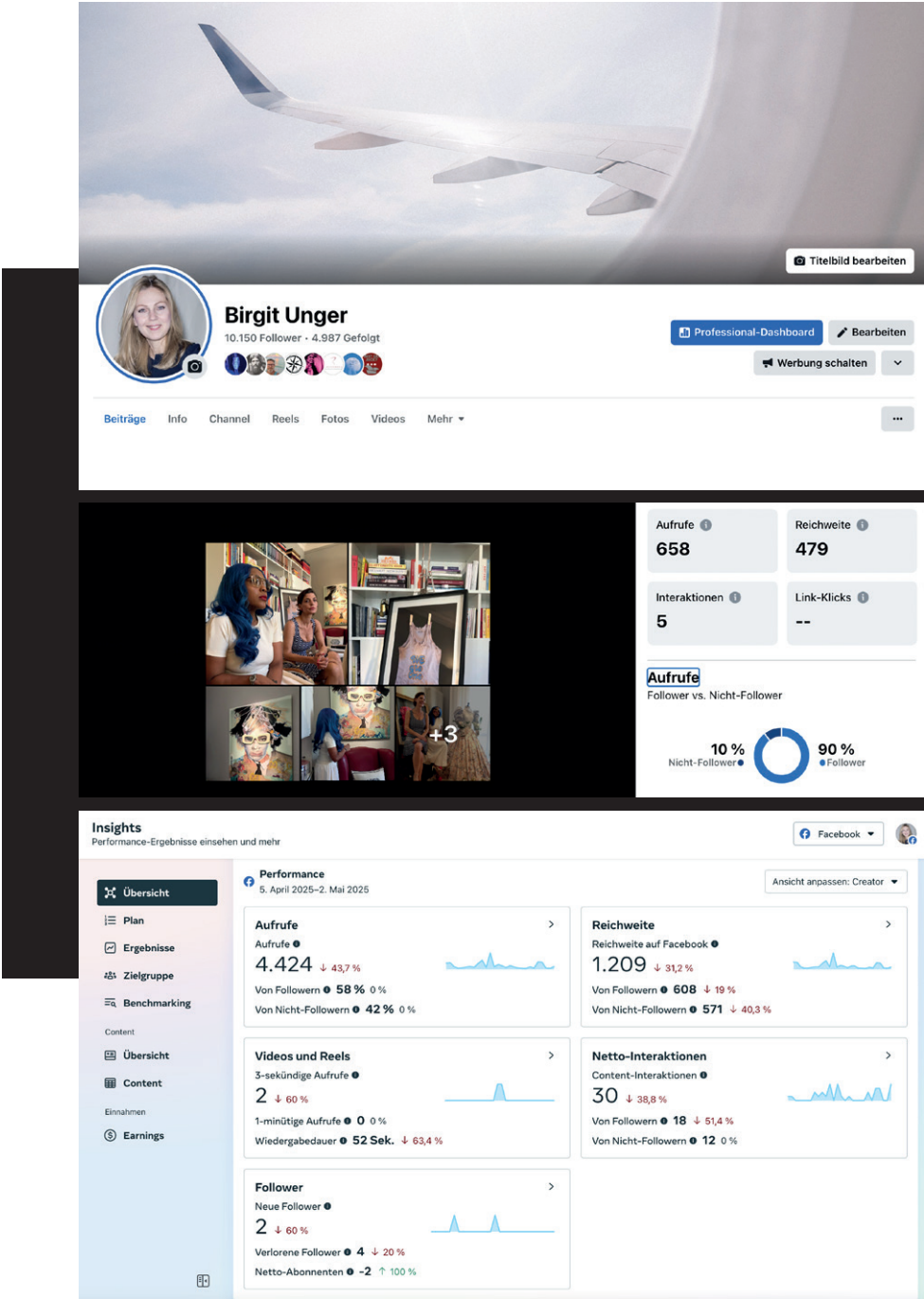
A campaign includes writing a blog based on the client’s current topic, which will be placed on DeluxeMallorca.com and/or on U.S. platform [medium.com](#).

In English and/or German.

From there, we share the blog on all our sites, including two [Facebook](#) and two LinkedIn accounts, [Xing](#), [Instagram](#) and [X](#).

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

DeluxeMallorca’s posts reach over 15,000 friends on Facebook alone.



No. of subscribers  
**35,000** total

Facebook Engagement  
**15,000** weekly

Instagram Engagement  
**3,000** weekly

## Deluxe on TV & in the media

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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 Mallorca. More information about the coverage as well as some of the trailers can be found at [deluxemallorca.com](http://deluxemallorca.com).

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

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ZDF „Hallo: Mallorca mondän“ (2012)



SAT.1 „Spiegel TV“ (2017)



Madonna Magazine, Austria, Cover Story (2015)



Birgit A. Unger  
Editor-in-Chief

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



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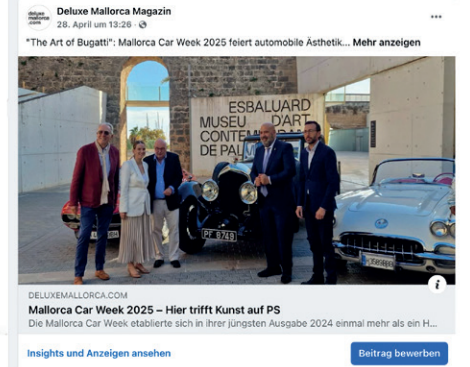
**Professional-Dashboard**  
2.997 Aufrufe in den letzten 30 Tagen erzielt.



**Deluxe Mallorca Magazin**  
4.208 „Gefällt mir“-Angaben • 4.462 Follower

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The last 28 print editions  
are available on [issuu.com](http://issuu.com).