

LOOK

mallorca

A lifestyle Magazine for people who love the island

media pack



LOOK MALLORCA

Look Mallorca is a lifestyle magazine with **3 editions a year**: Spring, Summer and Autumn/Winter.

Intelligent, stylish and ambitious, Look Mallorca magazine reflects the interests, values and passions of its readers.

An international team with a detailed understanding of the UK, Swedish, German and Spanish market.

With a growing distribution and client base, we have become the most widely distributed publication across the island with **10.000 certified printed copies per edition**.

We offer our readers an expert **local knowledge** with international flair and creativity while inspiring them to experience what's unique, exciting and extraordinary in Mallorca and beyond.

OUR VALUES

INSPIRATIONAL
fresh thinking

TRANSPARENT
well-researched editorials

MINIMALISTIC
design values

STYLISH
unique design

CREATIVE
something new with each edition

NIMBLE
efficient team

INTERNATIONAL
uniting different cultures

COLLABORATIVE
*loyal partnerships
& monthly networking events*



Look Mallorca is made up of an international, super talented and amazing team committed to creating with every edition a publication full of emotion, passion with extraordinary and exciting new experiences.

I'm so happy and proud to be part of the team!

Pernilla



IN EVERY ISSUE

LOVE MALLORCA

CALENDAR

Discover what's happening on the island every month.

CUISINE

Editor's choice in gastronomy, recipes, restaurants, wine & chefs.

ART & CULTURE

The world of collecting, showcasing and a great insight into the finer things in life.

HIDDEN PLACES

Local knowledge, great insights. Insiders share their go-to stores, galleries and cafés.

ENVIRONMENT

Responsibility to respect, protect, and preserve our natural surroundings.

INTERVIEWS

In each issue we meet iconic characters with a connection to the island.

LOOK AMAZING

FASHION & BEAUTY

Breathtaking fashion photographed in idyllic locations in Mallorca.

FITNESS & HEALTHCARE

Recommendations for training and tips on feeling healthy and looking your best.

LIFESTYLE

LEISURE

Discover where and how to practice your favourite activities: yachting, golf, sports, etc...

TRAVEL

Enjoy the journey!
Extraordinary guides for city breaks.

INTERIOR DESIGN

Get inspired by our featured unique property and create your own great spaces at home.



AUDIENCE

Print: 10.000 certified copies

Distribution: 650 hotspots

Main readers nationalities: English, Swedish, German & Spanish.

Reach: more than 50 countries worldwide (online)

MALLORCA

Residents: > 1.144.000

Average number of people on the island per year: 1.800.000

Maximum people on the island: 2.500.000

Living on the island 2016

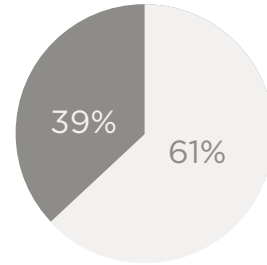
Germans: + 22.300
English: +17.500
Scandinavians: +6.000

Visitors 2016

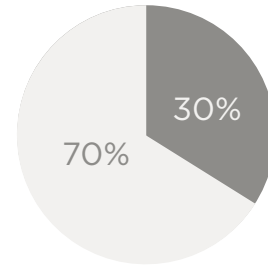
Germans: 3.15M
English: 2.32M
Scandinavians: 340.000

DEMOGRAPHICS

Targeted to a high responsive market



■ Men
■ Women



■ Over 45
■ Under 45



CLIENT TESTIMONIALS

I knew from day one that the magazine was destined for success. Year one is just the beginning of an amazing journey, enjoy!
D. F. England

That is one gorgeous magazine you ladies are creating there, congratulations!!!
I really, really like it a lot!
M.H. Mallorca

Just a quick note to let you know I think you have done an amazing job with the magazine this month! It really LOOK's fantastic!!
J.S. South Africa

I love the cover!
T.B. Instagram

I received and brought home a copy of the new issue of Look Mallorca magazine and was very impressed with the overall aesthetic and content! I also read the relocation article and thought it was well written and educational for anyone looking to make the bold life change and move to Mallorca. We continue to hear about a growing Swedish population on the island and are very happy for you guys regarding that. I have also noticed firsthand the amount of "Look" magazines I see everywhere from Palma to Pollensa, in all of the top hotels, golf courses, coffee shops, decoration stores, many friends homes and offices... A great magazine!!
D.A. New York

I would love to build a relationship with Look Mallorca. We've loved reading the magazine since it launched.
S.K. London

Very inspiring!
Z.M. Instagram

ADVERTISERS

HOTELS

PARK HYATT MALLORCA
PURO GROUP
IBEROSTAR

GASTRONOMY

PONDEROSA BEACH
MACIÀ BATLE
CAPPUCCINO GROUP
ES PASSEIG RESTAURANT
DIFERENT RESTAURANT

REAL ESTATE

PALMA PRIVATE OFFICE
BUY A HOME
CAP VERMELL
REIDERSTAD INVEST
MALLORCA HEM

HOME DESIGN & BUILDING SERVICES

PAUL ROBINSON
KNOX DESIGN
THE DECORATIVE INTERNATIONAL
LIONS ELECTRONICS
JENSEN STORES
LIVING FURNITURE

LEGAL SERVICES

BUFETE MERCADAL

ART & CULTURE

ANDREW POTTER



FASHION & BEAUTY

DIOR
CLÍNICA DORSIA
KATIE TOLL MESSAGES
A'DISTRACTION

RATES

PREFERED POSITIONS

	1 edition	2 editions	3 editions
Interior cover double	2800 €	2650 €	2500 €
Back cover	2800 €	2650 €	2500 €
Interior back cover double	1800 €	1700 €	1600 €

BEFORE CONTENT

	1 edition	2 editions	3 editions
Double page	2000 €	1900 €	1800 €
Full page	1300 €	1200 €	1100 €

WITHIN CONTENT

	1 edition	2 editions	3 editions
Double page	1600 €	1550 €	1500 €
Full page	1100 €	1000 €	950 €
Half page	600 €	550 €	500 €
1/4 page	350 €	325 €	300 €

ONLINE

Website & social media

	1 year	with 3 editions contract
Banner website	600 €	FREE

CONTACT

LOOK MALLORCA

T. +34 671 417 487
E. info@lookmallorca.com
www.lookmallorca.com

*Single market rates available upon request

*Please about bespoke publishing opportunities.

PUBLICATION DETAILS

Published 3 times a year, available to 650 select public hotspots in Mallorca.

SPRING EDITION

Available from 1st April
Ad copy deadline Mid March

SUMMER EDITION

Available from 1st July
Ad copy deadline Mid June

AUTUMN/WINTER EDITION

Available from 1st October
Ad copy deadline Mid September



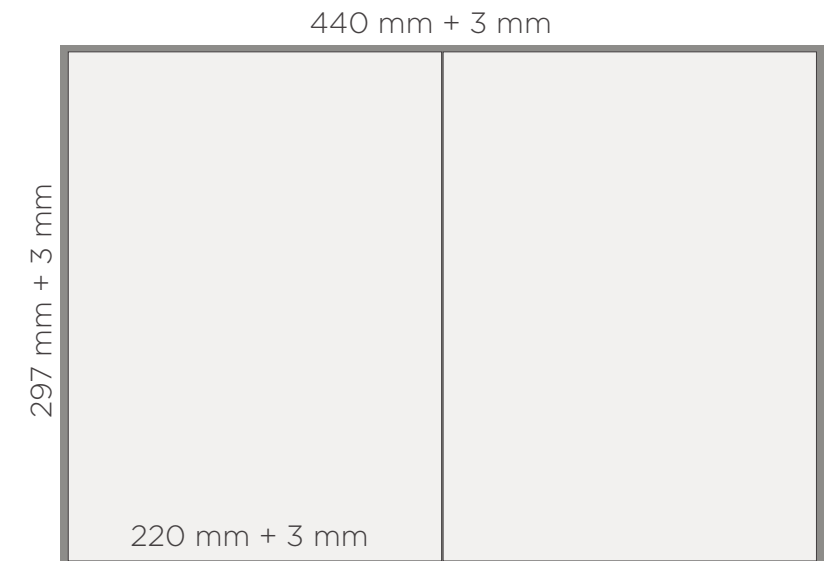
TECHNICAL DATA

Double page: 440 x 297 mm
Single page: 220 x 297 mm
Half page: 220 x 148 mm
1/4 page: 110 x 148mm

Languages: Spanish, English, German & Swedish

Format: 220 x 297 mm
Pages: 100 pag
Colours: 4+4
Cover paper: e. mate 300 gr.
UVI MATE

Contact: info@lookmallorca.com



TERMS & CONDITIONS

Advertising bookings are made by notice from advertisers and confirmation from Look Mallorca or appointed agents, in writing or via email. Cancellation notice for bookings are required in writing 30 days before the publication date and failure to do so will incur a cancellation fee of 100%.

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Look Mallorca will not be held responsible for printed production errors caused by submitted materials that do not comply with Look Mallorca specification standards.

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