

nativ



Media Kit 2022

IBIZA & FORMENTERA
LIVE LOCAL ♦ THINK GLOBAL

#iamNativ

MISSION:

To connect the people, culture, food, music, health and ecology of Ibiza with a global audience. From its launch Nativ's authentic, curious, passionate voice found a readership of enthusiasts who were inspired by our open-minded progressive, occasionally irreverent vision. Nativ understands that you cannot look forward if you do not appreciate where you came from and how you got here. Nativ respects Ibiza's rich cultural heritage and feels honoured to call ourselves honorary Natives. Nativ has a responsibility and drive to listen and learn and educate visitors and locals on Ibiza's vibrant diversity.



VISION:

To be the single brand covering life in Ibiza for visitors and residents with a progressive, positive, sustainable vision. Nativ aims to be Ibiza's leading modern media brand. We guide our audience from discovery to obsession. We inspire essential conversations about what's now, what's next, and what's possible.



VALUES:

To respect the past, embrace the future and live in the moment. Authenticity, awareness, curiosity, responsibility, open-minded are our driving forces. Our editorial ignites conversations and promotes culture through journalism, conversation, storytelling and commentary on island events, lifestyle, culture, food and drink, ecology, and health and well-being. Across digital, social media, and print, we tell stories that affect our audience's daily lives and entertain as much as they inform.





PASSION:

In everything we do.

Manifesto

Nativ is the voice of Ibiza and Formentera.



A modern and emotionally intelligent brand that connects the people and businesses of Ibiza and Formentera with a global audience. With in-depth, independent and intelligent coverage, Nativ brings together progressive ideas with an ever-evolving community. Nativ covers the cultural, creative and commercial developments on the islands in an informative, entertaining and original way.

**THE NATIV
MANTRA:
LIVE
LOCAL,
THINK
GLOBAL.**

Audience

NATIV CONNECTS A GLOBAL AUDIENCE OF VISITORS, LOCAL INFLUENCERS, INNOVATORS AND IDEA MAKERS, DRIVING IBIZA AND FORMENTERA FORWARDS

The past two years have brought health and well-being to the forefront of our reader's lives and minds. Nativ attracts 22–55-year-olds with a hunger for new ideas and new thinking. They make up a demographic that is opportunity-focused, looking for new business and leisure ideas around the globe. They are keen to discover new hotels and spas and want to keep up-to-date with the latest developments in health, food, drink, design and lifestyle. Music plays a huge part in our readers lives, on an island with an eclectic dancefloor history dating back five decades.

The Nativ reader is open-minded, liberal and progressive, working and living across borders. Ecologically aware and health conscious, they care; about what they eat, where things come from and how they are made. The Nativ reader is curious and emotionally intelligent. They belong to an international community of like-minded creative spirits.



Why Nativ?

Ibiza, Formentera and their visitors and population are changing and evolving. Nativ was launched to reflect these changes and is now more relevant than ever. The past two years have brought health and well-being into even sharper focus as the islands emerge stronger and more vibrant than ever. A vital and eco-conscious appreciation of the fragile natural beauty and unique atmosphere of the islands is informing leisure and lifestyle choices, with a more mature and affluent audience attracted to the wealth of positive experiences on offer. Only Nativ covers these changes and continues to evolve with the islands.



**LOCALS AND VISITORS
ARE SOCIALLY AND
CULTURALLY TURNED ON.**

Visitors are willing to spend on quality and on new experiences

Why trust a magazine?



In a saturated digital media world, high-quality print magazines will always stand out from the crowd.

There is a beauty to a magazine. It is more considered. More relaxed. More tactile. You can hold it. Share it. Keep it and read it time and time again.

Something beautiful, crafted, essential and full of interest. A digest of all the things that matter on quality paper stock with stunning original photography.

You can take Nativ Magazine anywhere and the batteries won't run out.

On Ibiza, magazines are favoured over reading on a digital screen: especially when the WiFi is in too much demand throughout the summer months and an Internet connection is not available in many points of the island!

VISITORS TO IBIZA AND FORMENTERA COME TO RELAX AND DISCONNECT.

A magazine tuned into Ibiza & Formentera

Published in Spanish & English

Why trust a Nativ magazine?

“Finally, a lifestyle magazine that is also appealing to local residents. This up-to-date and well-written magazine surprised me with a lot of information I wasn’t aware of.”

CHRISTIAN BRAUN, Owner of Nassau Group

Why Trust the Nativ Brand?

For Visitors and Locals

NATIV will focus even more fully on serving both residents and visitors to the islands, with the shared vision of a healthy, safe, clean and positive Ibiza, sharply focussing on our core values and offering informative, useful content as visitors seek out a brand they can trust.

Number One on Ibiza

Nativ will be the most visible and widely distributed media brand on Ibiza in 2022, expanding and fine-tuning our acclaimed distribution model for 25,000 copies while expanding onto digital platforms too. With events and unique collaborations throughout the year Nativ aims to grow and consolidate as the most relevant brand in Ibiza.

On-Trend Vision

Nativ’s core editorial values of health, ecology, food and music are more relevant than ever as the island’s visitors, residents and businesses are revitalised after the virus. These core values are Nativ’s DNA and we will continue to inform and inspire through 2022 and beyond.

Close Collaboration

No other brand offers the same opportunities for collaboration on editorial and events, or combines contemporary design and world-class writing with comprehensive circulation. Exciting new relationships with local councils, artists and artisans and businesses both big and small Nativ is part of a dynamic movement to push the season beyond the summer and make the island vital throughout the whole year.

Enabling Entrepreneurs

If you have an eco, wellbeing, food or music-focussed business Nativ is a fantastic opportunity to reach opinion-formers coming to Ibiza from the world’s key cities. Nativ will be distributed through airport lounges in London, Barcelona and Madrid as well as on the islands.

Nativ Digital

We are integrating a digital vision plus live events and promotions, empowering a growing community built from the brand hub of the magazine. With a huge mailing list that goes out to a global community, a web site offering up-to-the-minute news the essential hub of Nativ magazine and our newspapers is widened in reach and connectivity.

Nativ Radar



THE FIRST LIFESTYLE NEWSPAPER IN IBIZA!

Nativ Radar is published at the start, and at the end of the summer season. With all year round coverage, the newspaper is the pulse point of island life, the go to place for the most up to date news, culture and upcoming events.

Its striking lifestyle broadsheet format features topical stories, expanding on the key sections of the magazine to inform what is happening in the HERE and NOW.

The Pulse of Ibiza & Formentera

Published in Spanish & English

Nativ 2022

ADVANCE ISSUE PREVIEWS

Nativ Magazine 2022 Two Issues 'THE FUTURE IS NOW' AND 'ARTISTS AND ARTISANS'

Opportunity. Sustainability. Rebirth and growth. Connecting like-minds and stimulating new ideas. These are the essential values that Nativ was founded on and which we have been championing since our launch in 2018. This year Nativ will be consolidating these core values as we look forward to new horizons with our readers, partners and supporters.

The magazine remains at the core of everything we do, with a team of writers and editors looking beyond the ordinary to deliver in-depth reporting and comment on everything that makes Ibiza the unique place it is – a fact that has earned us an affluent, informed and entrepreneurial audience of decision-makers who trust our take on the world and our recommendations. Nativ is built around key pillars of Culture, Food, Health, Music, Ecology and People. We offer a unique space for partnerships, sponsorships and collaborations that spring from these essential editorial values. Essential information to enhance your life.



Nativ 2022

IBIZA WILL NEVER DIE

By Nick Clayton

Ibiza no morirá jamás



Nativ # 3 THE FUTURE IS NOW Our first 2022 magazine issue will be sharply focussed on why The Future is Now. As new businesses emerge, and established ones regroup after the challenges of the past few years Nativ will offer a close look at the lifeblood that gets the island's heart beating stronger than ever. 'The New Ibiza' was always how Nativ described its approach. Now, that future is here. Our expertise in the sectors driving the islands forwards means we're perfectly placed to showcase the new, revitalised Ibiza – a vision everyone on the island is tremendously excited about.

Supplemental advertorial 'mini-mag' insert: NATIV NAVIGATOR

Nativ Navigator is your direct route to everything new, re-emerging or revamped in Ibiza in 2022. We explore the island from

north to south, east to west and even into the sea, and offer a complete guide to all the exciting restaurants, bars, beach clubs, shops, spas, trends and fashions making the island blossom, and give precise co-ordinates of where to find the best things on the island. You want to be on the happening map? Of course you do!

Nativ # 4 ARTISTS AND ARTISANS The second Nativ Magazine of 2022 will explore the creative worlds of Ibiza's Artists and Artisans. The creatives and craftspeople that make everything on the island so unique and so attractive to natives and visitors alike. When Nativ thinks of artists it doesn't just think of painters, sculptors and graphic designers. It thinks also of musicians, chefs, interior designers. It thinks about where we eat and play and how they come to be. And the artisans? They bring life, quality and an original spin to everything from wine and food to clothes and the ecology. It is these creatives that bring colour, spirit and energy to Ibiza and beyond. Nativ will celebrate them.

NATIV ISSUE 4 THE FUTURE IS NOW

Supplemental 'mini-mag' insert: NATIV CREATIVE

Nativ Creative gets up close and personal with the people on the island that bring it to life, give it spirit and originality, bring vitality and a unique vision to what they do. Artists and artisans, designers, chefs, stylists, producers, suppliers, entrepreneurs and musicians - it is people who create and share their creations with the world. Stand up and tell the world!

20 facts

about Ibiza's World Heritage sites on the 20th anniversary of the UNESCO declaration

20 DATOS DE IBIZA EN EL 20º ANIVERSARIO DE LA DECLARACIÓN COMO PATRIMONIO DE LA HUMANIDAD POR LA UNESCO DE CUATRO DE SUS SITIOS MÁS DESTACADOS.

Ibiza is paradise on earth, as we all know. But it's also a special World Heritage site – one of the few on UNESCO's list with four protected areas, which were added on December 4, 1989. This year, the Dalt Vila Acropolis and its walls, the Phoenician necropolis, the Phoenician-Punic necropolis at Puig des Molins and the Phoenician settlement in Sa Caleta are all celebrating the 20th anniversary of their inclusion. To mark the occasion, Ibiza Town Hall's committee for culture and heritage, Pop Tur, presents 20 related facts to help us better understand the island's fascinating history.

Ibiza, lo sabemos, es un paraíso terrenal. Pero, además, es uno de los pocos lugares del mundo que cuentan hasta cuatro elementos que la UNESCO incluye en su lista de Patrimonio de la Humanidad. La acrópolis de Dalt Vila y sus murallas, las ruinas de posidonia occidens, la necrópolis fenicio-púnica de Puig des Molins y el asentamiento fenicio de Sa Caleta están celebrando su 20º aniversario de tal reconocimiento y por ello, el concejal de Cultura y Patrimonio del Ayuntamiento de Ibiza, Pop Tur, nos ofrece 20 datos para entender la importante historia de la isla.

The walls LAS MURALLAS

01. The walls of Ibiza Town were the blueprint for the forts built by the Spanish crown in the Caribbean. Las murallas de Ibiza fueron la base y el modelo de las fortificaciones que la corona española utilizó para construir sus ciudades en el Caribe.

02. They are the best-preserved city walls in the Mediterranean. Son las mejor conservadas del Mediterráneo.

03. For defensive purposes, the ramp at Portal de San Tauló originally had a double curve. The current ramp was built in 1876. La rampa original del Portal de San Tauló tenía una doble curva por motivos defensivos. La actual se realizó en 1876.

04. Construction began in 1510. It was started by Giovanni Battista Calò and finished during a second stage by Giovanni Giacomo Palauze Y Fiolani. La construcción comenzó en el año 1510. La inició Giovanni Battista Calò y la finalizó en una segunda fase Giovanni Giacomo Palauze Fiolani.

05. During the second stage of building the walls, the Bastion of San Juan was expanded and the Bastion of Santa Lucía was built to defend the bay and the port. En la segunda fase de la construcción de las murallas se amplió el baluarte de San Juan y se construyó el de Santa Lucía con el objetivo de defender la bahía y el puerto.

06. Today, there are five openings in the city walls: Portal de San Tauló, the Bastion of San Juan, Portal Nou, El Sotó, and the Town Hall Tower. Hoy cinco abren al interior de la muralla actualmente: Portal de San Tauló, baluarte de San Juan, Portal Nou, el Sotó y el torre del Ayuntamiento.

07. The tunnel through the Bastion of San Juan was opened in the 1960s to allow motor vehicles to enter the old city. El túnel del balu-



The necropolis LA NECROPOLIS

08. The perimeter of the walls measures 1,800 metres and the defenses extend across an area of 60 hectares. El perímetro de las murallas es de 1.800 metros y se extienden por una superficie de 60 hectáreas.

09. The walls have seven bastions: Santa Lucía, Santa Tecla, Sant Bernat, Sant Joan, Sant Jaume, Sant Pere, and Sant Joan. Las murallas tienen siete baluartes: Santa Lucía, Santa Tecla, Sant Bernat, Sant Joan, Sant Jaume, Sant Pere y Sant Joan.

10. Located within the walls, the Phoenician (immolation) dune appeared in 1730 after a lightning strike. The year is remembered as 'the year of thunder'. En el interior de las murallas se encontraba el Púdic, que apareció en el año 1730 tras caer un rayo. Se recuerda ese año con el nombre 'el año del trueno'.

11. Over the past two years, the walls have been subjected to a thorough programme of cleaning, restoration and analysis. En los dos últimos años han sido sometidas a un programa de limpieza, rehabilitación y estudio integral.

The necropolis LA NECROPOLIS

12. The necropolis was the city's cemetery throughout antiquity, starting from the 7th century BC. It's known as the 'city of the dead'. Va a ser el cementerio de la ciudad desde el siglo VII a.C. y durante toda la antigüedad. La necrópolis es "la ciudad de los muertos".

13. In its final period between the 6th and 7th centuries AD, it extended to what is now Calle Anegó. Su extensión alcanzaba hasta la actual calle Anegó en su última época (siglos VI-VII d.C.).

14. The necropolis is believed to hold some 30,000 burials (undegraded burial chambers). Se estima que hay unas 30.000 hipogeos (tumbas no degradadas) en la necrópolis.

15. It is considered the most important Punic necropolis in the Mediterranean. Se considera la principal necrópolis púnica del Mediterráneo.

16. Looters who raided the tombs often made holes in the walls to get into one burial chamber to the next, so many of the hipogeos are interconnected. El trabajo de los saqueadores de tumbas hizo que se formaran túneles que unían hipogeos entre sí, por lo que muchos de ellos se comunican, ya que perforaron las paredes para pasar de una a otra.

nativ radar 17



The posidonia LA POSIDONIA

17. Some varieties of posidonia are over 300,000 years old, making the marine plants the second-longest living organisms on the planet. Se han reconocido variedades de posidonia de 300.000 años de antigüedad. Se trata pues del segundo organismo vivo más antiguo del planeta.

18. Posidonia is an extraordinarily valuable asset, responsible for giving the waters their clarity, colour, richness and uniqueness and creating a paradisiacal landscape. Es un bien extraordinariamente valioso, responsable de la transparencia, color, riqueza y singularidad de estas aguas y un paisaje paradisiaco.

The Phoenician ruins at Sa Caleta EL YACIMIENTO FENICIO DE SA CALETA

19. The archaeological site is considered the birthplace of the city of Ibiza. It was here where the first Phoenicians settled in the 7th century BC, reflecting the importance of the ancient settlement as a precursor to the modern-day city. Se considera el lugar de nacimiento de la ciudad de Ibiza, aquí se establecieron los primeros fenicios en el siglo VII a.C., reflejando la importancia del poblado como precursor de la ciudad moderna.

20. The Sa Caleta remains are the most important archaeological discovery made on Ibiza and Formentera in the past 25 years. Ha sido el descubrimiento más importante de los últimos 25 años de arqueología en Ibiza y Formentera.



Nativ Radar Two Issues in 2022

Our newspaper offering for 2022 will continue to be the essential guide for locals and visitors keen to be kept informed about life on the island – but with a vital new objective.

We want the world to know that life in Ibiza is not just for the summer. **Issue One of Radar** will preview an incredible event taking place in Ibiza center and across the island in October.

This unique happening will see a collaboration between local councils, artists, businesses and, of course, Nativ, which will see a transformation of the town in a brilliant explosion of creativity, culture, business and opportunity. Nativ Radar looks forward to the new autumn season: we will profile everything coming up in autumn and excite our readers into booking another trip later in the year. Our team will talk to the influencers behind the autumn opening movement and provide all the essential intel for businesses considering opening up during the later months.

Issue 2 of Radar will feature full coverage of the event, with insider news and hot ips for the future. Nativ wants to drive home the message that the season goes beyond the old idea of April to October. Exciting developments and opportunities carry on all year round, and we will showcase and champion this extension of vitality and life. With Radar previewing the event and a follow-up issue covering the four-day extravaganza and previewing year-round life on the island we would love to work with new partners who want to be involved in these exciting new developments.

How can you work with Nativ?



BE COLLABORATIVE

Nativ's editorial team want to work closely with our partners and offer unique bespoke content that clearly puts across your ideas and values. We are experienced in producing great advertorials that make brands stand out and resonate and we have the track record to prove it.

BE INNOVATIVE

Nativ will make an impact with our magazine, newspapers and digital offerings in 2022. We are the only brand offering 360 coverage and genuine innovative creative solutions for all brands with an interest in the unique and booming environment of Ibiza. It has been a challenging two years but Nativ are back and bursting with new ideas we want our partners and supporters to be part of this exciting time.

BE CREATIVE

Whether you want strong, in-depth advertorial or a more original creative angle that leaves a lasting impression, Nativ wants to work with you to find the perfect solution. Whether it is full-page coverage of your brand examined with interviews and profiles, sponsorship of key Nativ editorial like Vintage Ibiza or original bespoke ideas that perfectly fit your values, Nativ can deliver.

ABOVE ALL . . . BE NATIV

Advertising formats

NATIV, THE BEST VEHICLE FOR PROMOTING YOUR BRAND

In Ibiza, you need to be noticed. Make your company stand out in a way that is innovative and effective. Teaming up with Nativ makes all the difference!



ADVERTORIALS

A UNIQUE WAY TO PRESENT YOUR BUSINESS

Consumers are increasingly less impressed by advertising slogans and more drawn to the lure of quality content. And content is our specialty.

Editorial slant. We'll make your brand news, using the best tools of lifestyle journalism to generate interesting content: compelling texts, stunning images, top-of-the-line design.

Personalised interviews highlighting the virtues of your business, practical aspects of your activity that generate added value for readers, photographs that leave a mark... Our team of experts have ample experience in the local area and will always find the best way to make you stand out and distinguish yourself from the competition.

CONTACT US
FOR PRICES

Advertising formats



SECTION SPONSORSHIP

ASSOCIATE YOUR BRAND WITH QUALITY CONTENT

Some of the most compelling spaces in the magazine are available for sponsors. It's effective advertising associated with quality content. A memorable action associating your brand with information that's relevant to consumers.

To the left are some examples of available sections (keep in mind that we can also create a customised section to suit your needs, contact us for more information).



BRANDED CONTENT

SEAMLESSLY INTEGRATE YOUR BRAND

Nativ offers the possibility of integrating your brand in one of the magazine's feature reports, which readers consider a must-read because of the practical and relevant information they provide.

Lists. The 20 best...
Top. The leading businesses...
Selections. Essential edits.



CHECK PRICES

Advertising formats

DIFFERENT SOLUTIONS, CUSTOMISED SOLUTIONS

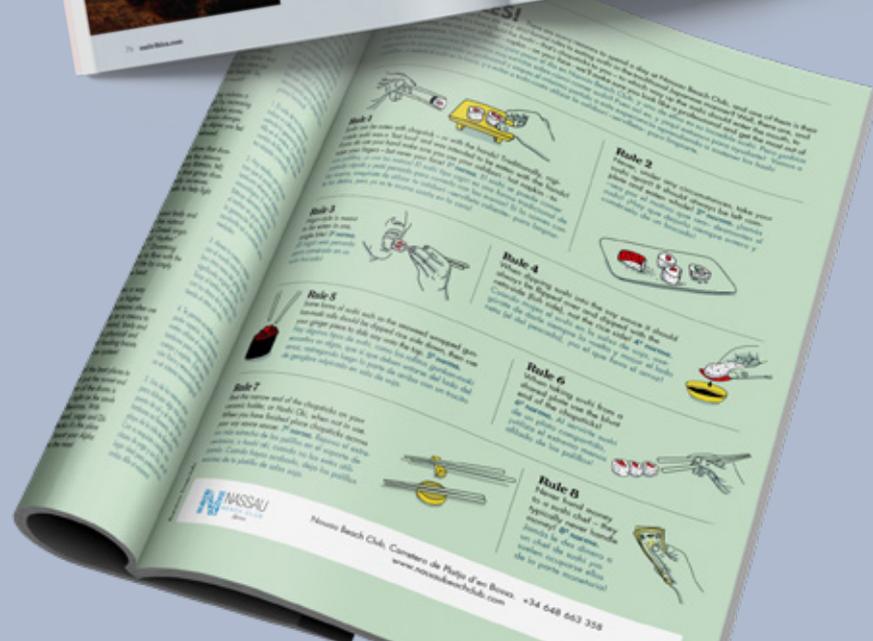
In a saturated market, differentiating yourself is the key. Nativ can help you attain this objective with editorial solutions that leave a mark. Our mission is to amaze, seduce, tantalise!

We handle the best special publishing formats: leaflets, inserts, supplements, guides...

Guides are practical formats that users greatly appreciate; they see guides as useful content and use them as a reference tool. This makes the brand an ally.

Would you like your business to have your own magazine? We'll create it for you! Whether or not you want it to be distributed together with Nativ is up to you, we can adapt to your needs!

CONTACT US
FOR PRICES

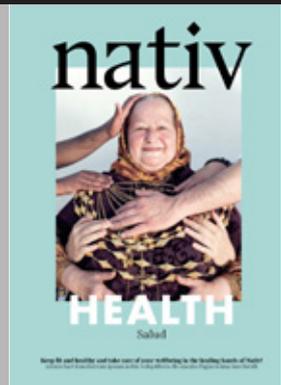


Special Formats

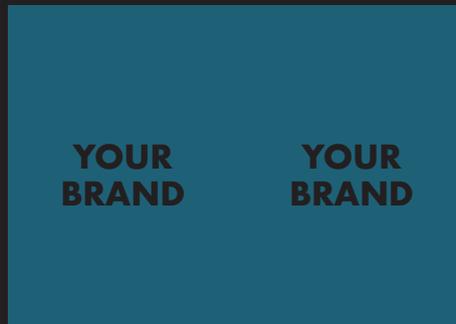
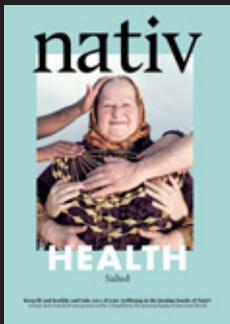
SPECIAL FORMATS:

Gatefold, bagged, belly-band, barn door, cover-mount.
Contact us for prices.

Acetate cover



Gatefold



Bagged



Barn door



Magazine Advertising Rates

NATIV 2022 *

5% Discount

| | Magazine Advertising Formats | 1 x Magazine Issue | 2 x Magazine Issues |
|----|-----------------------------------|--------------------|----------------------|
| 1 | Back Cover | € 4.500 | (€4,275 x 2) €8,550 |
| 2 | Inside front cover | € 3.500 | (€3,325 x 2) €6,650 |
| 3 | Inside front cover double page | € 5.000 | (€4,750 x 2) €9,500 |
| 4 | Inside back cover | € 3.250 | (€3,085 x 2) €6,170 |
| 5 | Inside back cover double page | € 4.500 | (€4,275 x 2) €8,550 |
| 6 | 1st double page | € 5.000 | (€4,750 x 2) €9,500 |
| 7 | 2nd double page | € 4.500 | (€4,275 x 2) €8,550 |
| 8 | Standard double page | € 4.250 | (€4,040 x 2) €8,080 |
| 9 | Standard full page | € 2.250 | (€2,132 x 2) €4,270 |
| 10 | Standard half page | € 1.350 | (€1,280 x 2) €2,560 |
| 11 | Standard quarter page | € 750 | (€710 x 2) €1,420 |
| 12 | 1st 10 pages | € 3.000 | (€2,850 x 2) €5,700 |
| 13 | 1st quarter of magazine | € 2.500 | (€2,375 x 2) €4,750 |
| 14 | Left hand side page | € 2.000 | (€1,900 x 2) €3,800 |
| 15 | Half page verticle facing content | € 1.150 | (€1,090 x 2) €2,180 |
| 16 | Gatefold | € 6.000 | (€5,700 x 2) €10,140 |

* Extra Discount for payment in advance

Special discounts on multiple editions Prices are subject to request for Inserts & Special Edition Supplements

"We offer **special price discounts** for summer 2022 on advertising across multiple print and digital formats, Let us tailor a package suitable to your requirements!

PUBLISHING DATES

June - November
2022

Newspaper Advertising Rates

NATIV 2022 *

5% Discount

| | Newspaper Advertising Formats | 1 x Newspaper Issue | 2 x Newspaper Issues |
|----|--------------------------------|---------------------|----------------------|
| 1 | Back Cover | € 3.645 | (€3,463 x 2) €6,926 |
| 2 | Inside front cover | € 2.835 | (€2,693 x 2) €5,387 |
| 3 | Inside front cover double page | € 4.050 | (€3,848 x 2) €7,695 |
| 4 | Inside back cover | € 2.633 | (€2,501 x 2) €5,003 |
| 5 | Inside back cover double page | € 3.645 | (€3,463 x 2) €6,926 |
| 6 | 1st double page | € 3.848 | (€3,656 x 2) €7,311 |
| 7 | 2nd double page | € 3.443 | (€3,271 x 2) €6,542 |
| 8 | Standard double page | € 2.993 | (€2,843 x 2) €5,687 |
| 9 | Standard full page | € 1.802 | (€1,712 x 2) €3,424 |
| 10 | Standard half page | € 1.094 | (€1,039 x 2) €2,079 |
| 11 | Standard quarter page | € 608 | (€578 x 2) €1,155 |
| 12 | Column | € 525 | (€595 x 2) €990 |
| 13 | Edge | € 450 | (€435 x 2) €850 |

* Extra Discount for payment in advance

Special discounts on multiple editions

Prices are subject to request for Inserts & Special Edition Supplements

We offer special price discounts for advertising across multiple print and digital formats,
Let us tailor a package suitable to your requirements!

PUBLISHING DATES

June - November
2022

Nativ 2022



Nativ continues to showcase the best of what Ibiza and Formentera has to offer in summer 2022 with NEW exciting brand sponsorship and event partnership opportunities.

2 Nativ Magazine

+

2 Nativ Radar

1 Nativ # 3 THE FUTURE IS NOW
Street date: **17 June**
Advert deadline: **2 June**

2 Nativ # 4 ARTISTS AND ARTISANS
Street date: **23 July**
Advert deadline: **8 July**

3 Nativ Radar # 3:
Street date: **8 September**
Advert deadline: **25 August**

4 Nativ Radar# 4:
Street date: **1 November**
Advert deadline: **15 October**

PUBLISHED: JUNE - NOVEMBER 2022

Would you like your business to have its own magazine?

We'll make it for you! If you want it to be distributed with Nativ or not, it's your decision, we adapt to your needs!

Distribution & Reach

WE ARE WHERE YOU NEED TO BE in Ibiza and Formentera

Our well-tested distribution system enables us to maintain a constant presence at all the critical points of interest on the island:

**25.000 COPIES FOR AN AUDIENCE OF
140.000 READERS EACH EDITION**

2022 will see Nativ enjoying an unrivalled distribution network on Ibiza and Formentera thanks to our proven circulation system on both islands. Nativ will maintain a constant presence at all of the strategic points of interest in more than 400 key locations. Also, thanks to our exclusive contact list, we will also send personal copies to select high end business owners and Ibiza social media influencers.

A. Local Reach

Nativ will be available at all of the gas stations in Ibiza, every popular hairdresser, beauty salon, tattoo parlour, organic product store, real estate agency, leading professional service (lawyers/architects/dentists/doctors etc.), city council, tourism office, town halls and every major local business.

B. Tourist Reach

All leading hotels, agroturismo resorts, beach clubs, restaurants, bars, shops, spas, boat/car/bike rental agencies, ice cream parlours, ticket shops and health retreats.

C. Exclusive Reach

Nativ will be located at a comprehensive list of luxury villas, inside Welcome Packs from key concierge services, at all of the homes of the Ibiza Holiday Tourist Housing Association (AVAT), the VIP Area at Ibiza's private airport and with all of the best island courier services. Distribution at the fairs where the concell of Ibiza is presented, FITUR (Madrid, January), ITB (Berlin, March), WTM (London, November), IBTM (Barcelona, November), Madrid-Fusión (Madrid, March), BIT (Milán, February), B-Travel (Barcelona, April), Expovacaciones (Bilbao, May), TTG Travel (Rimini, October)

Nativ can also be viewed online at www.nativibiza.com in full magazine format.



**"Nativ instantly stood out when I arrived to the airport with it's bold colours, quirky front cover, and super cool illustrations."
ENRIQUE MANDL, Director of OKU HOTEL.**

Technical specification

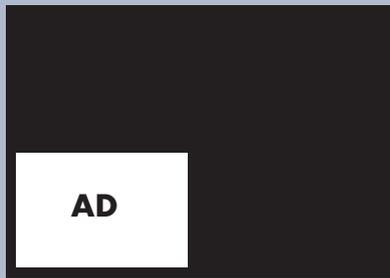
MAGAZINE FORMATS

| | |
|---------------------|------------------------------------|
| SINGLE PAGE | 200 mm x 270 mm + 3mm bleed |
| DOUBLE PAGE | 400 mm x 270 mm+ 3mm bleed |
| 1/2 vertical page | 100 mm x 270 mm+ 3mm bleed |
| 1/2 horizontal page | 200 mm x 135 mm+ 3mm bleed |
| 1/4 page | 100 mm x 135 mm+ 3mm bleed |

Nativ is printed on PEFC-certified eco-friendly paper and does not use chlorine in its manufacturing process.

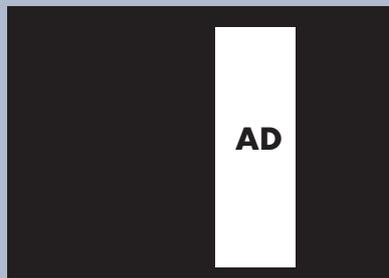


Newspaper advertising formats



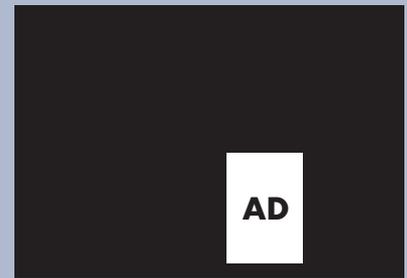
HALF PAGE Horizontal

262 mm x 175 mm
+ 3 mm bleed



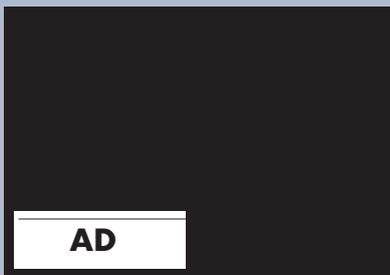
HALF PAGE Vertical

128 mm x 368 mm
+ 3 mm bleed



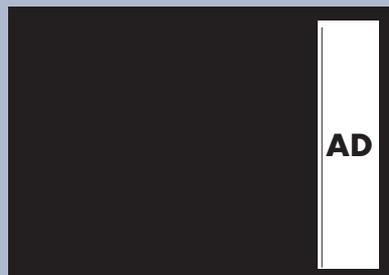
QUARTER PAGE

116 mm x 170 mm
+ 3 mm bleed



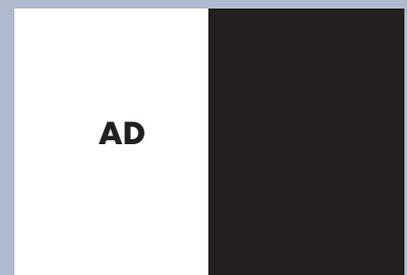
EDGE Horizontal

262 mm x 82 mm
+ 3 mm bleed



COLUMN Vertical

95 mm x 368 mm
+ 3 mm bleed



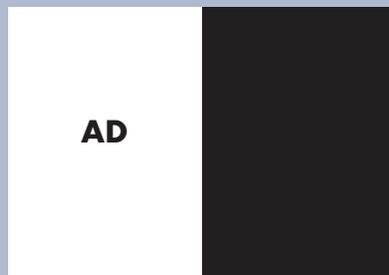
FULL PAGE

297 mm x 420 mm
+ 3 mm bleed



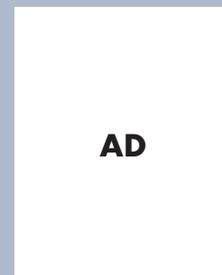
DOUBLE PAGE

594 mm x 420 mm
+ 3 mm bleed



INSIDE COVER

297 mm x 420 mm
+ 3 mm bleed



BACK COVER

297 mm x 420 mm
+ 3 mm bleed

Nativ Experiential

The key to creating deeper relationships with your customers is to bring your brand to life across multiple touchpoints, by leveraging quality editorial with live events and digital media.

Nativ brings a diverse mix of local and international audiences together to showcase the most stylish and memorable events, at some of the most extraordinary venues. Nativ works with brands to communicate powerful stories by immersing them into fun and enriching experiences across Ibiza and Formentera.

Our team has over twenty years of experience producing brand sponsorship events and activations that influence and stir genuine, positive emotions within highly targeted groups of people.

FEATURE YOUR BRAND AT NATIV EVENTS

...with coverage via its magazine, newspaper, video, website and social media platforms.

ACHIEVE MAXIMUM REACH & ROI.

CREATE VALUABLE CONNECTIONS.

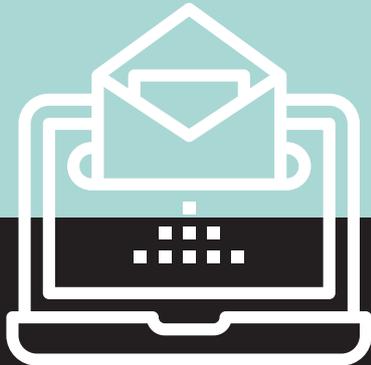
MAKE MEMORIES TO LAST A LIFETIME.

LA CARTE EVENTS

Are you thinking of organizing an event to sponsor your brand? Contact us for more information. Our team of experts have ample experience organizing events in Ibiza they'll find an original customized solution for you.



NativNow



New for 2022. As Ibiza bursts back to life Nativ introduces NativNow, our regular newsletter, keeping subscribers right up-to-date with all the latest developments on the island delivered direct to their inbox.

- With a list of 125,000 names from from Ibiza and all over the globe our newsletter reaches the inboxes of influencers who have a real love of Ibiza and everything that makes it unique, interested readers are driven to the Nativ website and print magazine.
- Our insiders, experts and journalists on Ibiza keep the newsletter updated with all the latest news: whether it is food, culture, health and wellness, sustainability initiatives, music or upcoming events and openings, our subscribers are the first to know, and our writers are trusted and respected.
- Connect with our list of international and local subscribers who are hungry for news of commercial, cultural and local developments in Ibiza. Our newsletter offers a unique opportunity to connect commercial brands, partners and sponsors with a receptive, progressive audience.

NativDigital



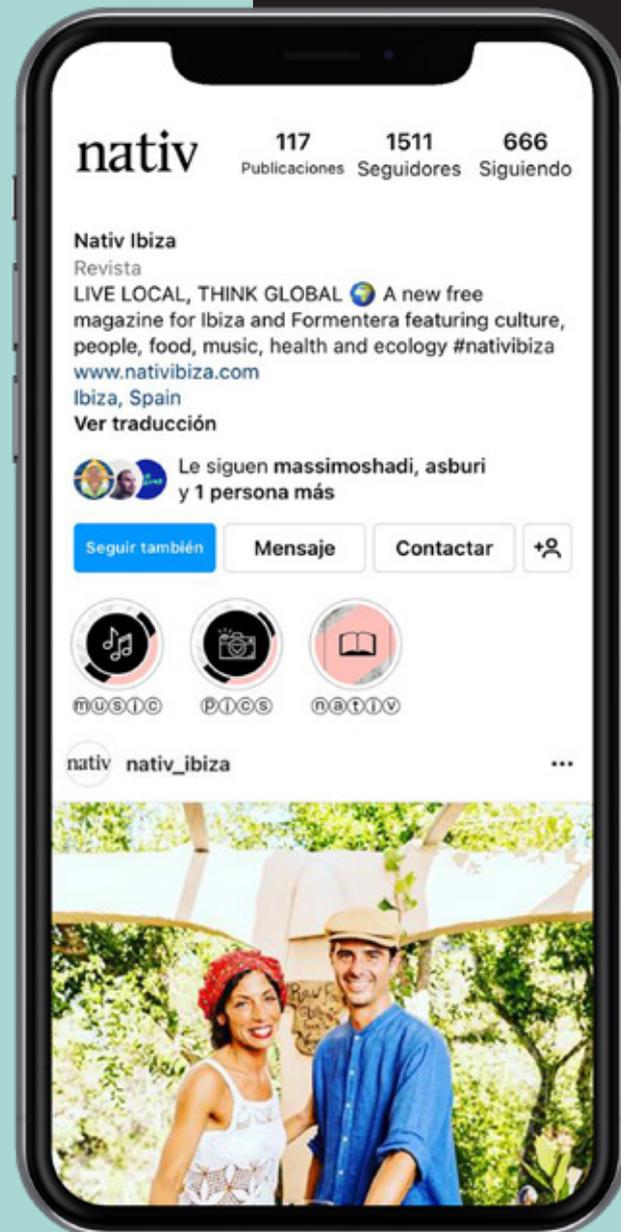
New for 2022. Nativ's website offers fresh content daily, keeping users informed of all the latest developments in Ibiza.

- Driving traffic with daily updates across the Nativ content spectrum of Culture, People, Ecology, Food, Health and Music NativDigital offers up-to-the-minute engagement.
- A unique opportunity for brands, partners and sponsors to connect with a curious, open-minded, progressive audience, Nativ online offers a unique combination of lifestyle editorial, advertorial and advertising.
- Nativ online offers bespoke creative solutions to partners, with immediate direct access and broad reach, and further cut-through connection with our newsletter and magazine.

NativSocial

This year Nativ will be pushing our social media in new and creative ways and keeping thumbs swiping all year round. Taking the lead on digital strategy and content creation Nativ offers the opportunity to connect and reach audiences across multiple platforms with multiple approaches.

- Instagram, Facebook, and Nativ Website offer opportunities for promotion, viral posts, breaking news and connecting time-sensitive events and happenings with our responsive, curious audience.
- Explore partnership and sponsorship opportunities with Nativ through branded content, event coverage, bespoke advertorial and marketing teasers.
- Cross promote news and promotional stories on the website and Nativ social media platforms to create reader interest and shared buzz.



Contact

Make your business stand out in a way that is innovative and effective. We are a team of experienced professionals who put our talents at the service of brands to ensure their messages reach the intended audience in the most attractive and original way possible. An ideal opportunity for brands to stand out and be associated with creative content.

FOR INDIVIDUAL QUOTES PLEASE CONTACT...

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massimo@simaribiza.com



SIMAR IBIZA

COMMUNICATIONS

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nativ
Thank you