

nativ



Media Kit 2023

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.**

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 Ibiza and Formentera?

**AN INTERNATIONAL
HUB WITH OVER
3 MILLION
VISITORS EACH YEAR.**

UK 828,456

SPAIN 646,167

ITALY 423,699

NETHERLANDS 365,419

GERMANY 281,126

FRANCE 168,830

Sources: The Ibizan, Periodico de Ibiza, Exceltur Feb 2019
(tourism industry group report)

Ibiza is the most profitable Spanish holiday destination for the hotel industry and the sixth most popular holiday destination in the world. All the visitor figures for pre-pandemic are expected to be comfortably beaten this year and next.

Five-star hotel occupancy is at an all-time high with new developments showing confidence in a maturing affluent market, including W Hotel and Six Senses Resort and Spa.

Health and Wellbeing, Nativ core content sections from our launch and now more vital than ever as Ibiza emerges from the pandemic, are reflected in the growth of spas, yoga retreats and the explosion in organic food on the islands. Nativ readers want to be informed and inspired by a trusted brand.

'ALL PROJECTIONS FOR 2023 SHOW THAT VISITOR NUMBERS PRE-PANDEMIC WILL ALL BE BEATEN'

Development is booming attracting a more sophisticated, discerning traveller.



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.



Personality



Nativ is...

PROGRESSIVE.

From health & sustainable lifestyles to food, design and art,
Nativ celebrates the new

USEFUL.

We offer practical information in an inspiring high-quality format

RELEVANT.

Nativ covers fascinating subjects, appealing to a global, modern audience

FUN.

We have a playful sense of humour fuelled by a unique vision of the world
around us – and we like to entertain.

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

Editorial

HOW WILL NATIV SERVE BOTH LOCALS AND VISITORS?



Nativ connects international visitors and local businesses.

With in-depth reporting, reviews, previews, interviews and articles, and entertaining, up-to-date insider content, Nativ's coverage brings to life the creative and commercial powerhouses on the islands.

Integrated are a digital vision, live events and promotions, plus a growing community built from the brand hub of the magazine.

Editorial Pillars

CULTURE
ECOLOGY
FOOD
HEALTH
PEOPLE
MUSIC





CULTURE

Ibiza is positioned as a meeting point for the world of art. We keep up to date with all things shaping contemporary culture on the island through interviews with designers and artists working in everything from fashion, design, and interiors, to travel, fine art and literature. We look at new developments in architecture, and the island's history to understand the heritage that has built the Ibiza and Formentera of today.

ECOLOGY

Nativ champions Ibiza and Formentera's 'eco warriors' – those fighting in their own way to make the island greener, healthier, more sustainable and preserved for generations to come. From producers to restaurants, bars to hotels, activists to artisans, this is our 'greenprint' for a bright future.

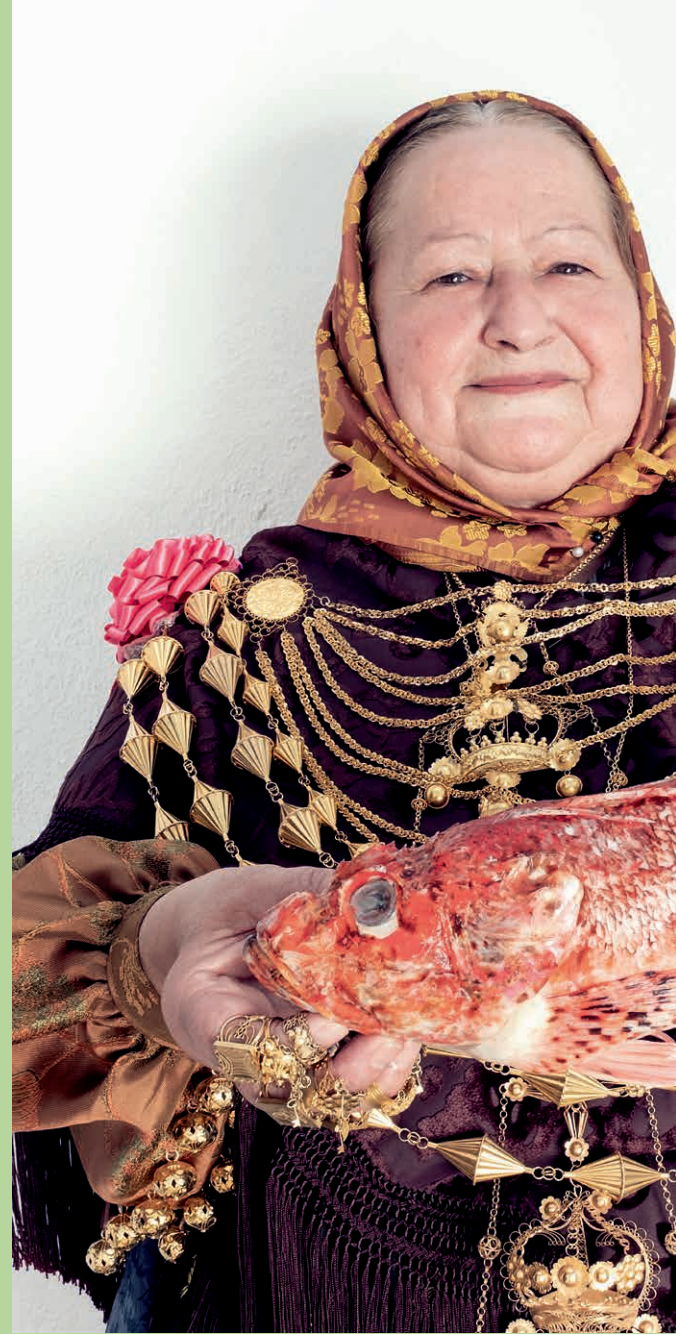


FOOD

Gastronomic culture, beautiful kitchen gardens, beach club restaurants and late night supper clubs are blazing a trail on Ibiza. The demand for seasonal, high quality cuisine is ever increasing. Nativ stirs up all the senses with reports of new openings, mouth-watering recipes, nutritional advice, trends in horticulture, and insider information from the world's greatest chefs.

'I would like to go on a Nativ food tour now, after being seduced by all the recipes in the magazine, and learning about the seasonal local produce which is served up in many of the fabulous beach clubs'

EDDIE DEAN, President DEG Presents Concert co, owner of shimanski night Club NYC.



HEALTH

People are arriving on the island to explore all kinds of spiritual healing practices to balance their mind, body and soul. Nativ reports on all the latest therapies on offer, from conscious breathing and herb foraging, to quantum yoga and flamenco dance fitness.



PEOPLE

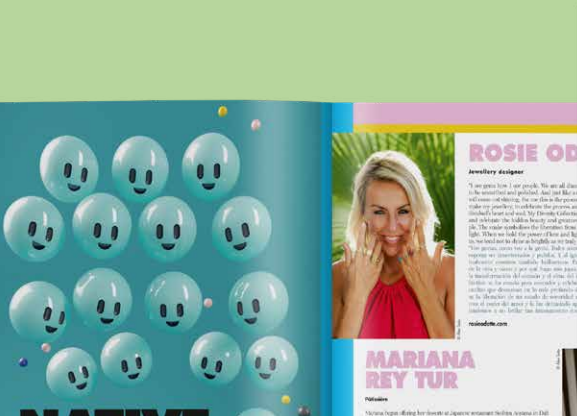
We profile all the thought leaders making an impact on the island. From small but vital local producers and craftsmen, to high-end hoteliers and developers, Nativ issues its annual list of entrepreneurs, artists, promoters, chefs, farmers and mavericks inspiring the way we live.

MUSIC

The Nativ reader has a huge appetite for all genres of music both live and recorded, often via the best DJs on the planet. From sunrise to sunset, music is the heartbeat of Ibiza. Leaving no stone unturned and no musical genre ignored, we feature the coolest artists, DJs and their sounds both new and old.

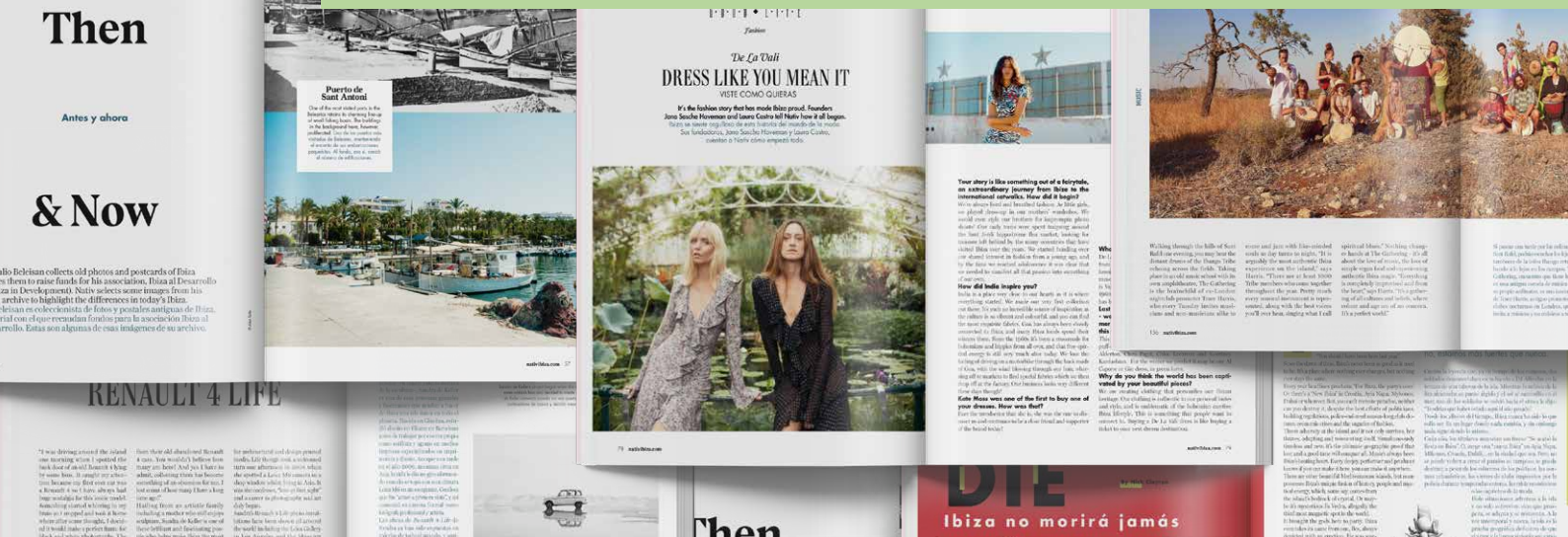


Magazine sections

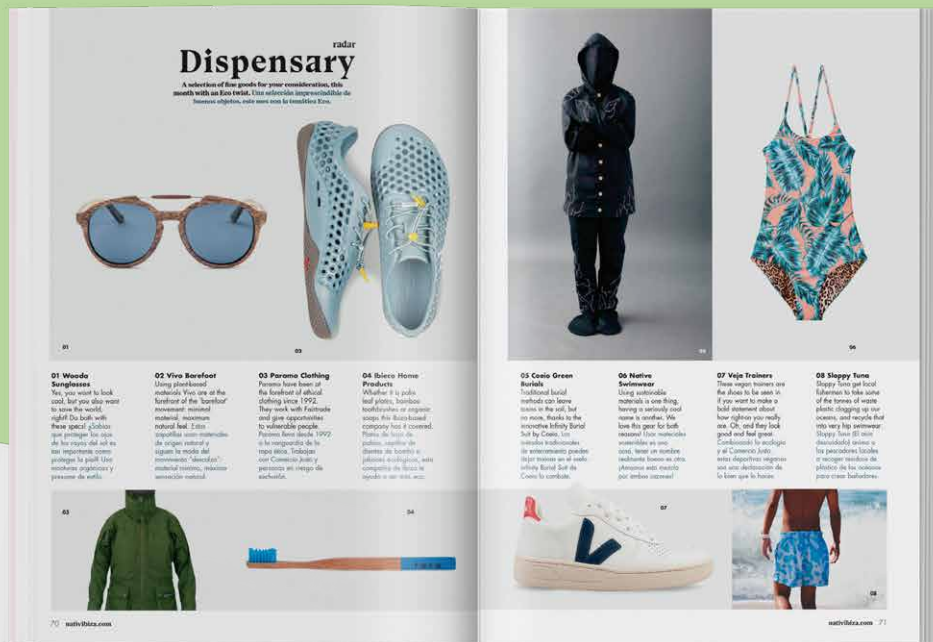


NATIV IS COMMITTED TO THE ISLAND'S HERITAGE AND VALUES. WE CELEBRATE ITS OUTSTANDING LOCAL AND INTERNATIONAL VOICES, WHO HAVE THEIR SAY IN THE FORM OF COLUMNS AND COLLABORATIONS IN BOTH THE MAGAZINE AND NEWSPAPER EDITIONS.

The magazine is divided into four sections:



radar



radar

Then

Antes y ahora

& Now

io Belcán collects old photos and postcards of Ibiza and them to raise funds for his association, Ibiza al Desarrollo. Nativ selects some images from his archive to highlight the differences in today's Ibiza. Nativ es coleccionista de fotos y postales antiguas de Ibiza, con el que recaudan fondos para la asociación Ibiza al Desarrollo. Estas son algunas de esas imágenes de su archivo.



Nativ's dynamic front section. Short, punchy articles uncover everything topical for the month ahead. Venues, parties, openings, launches, products, social events; everything you need to know to keep abreast of the best the island has to offer. If it is new, exciting and high quality, it's in Radar.

All the things in life that make it better. From fashion to fitness, interior design to seasonal food, here we tell you where, when, how and what to get involved with, highlighting new initiatives and fancy items to splash out on.



FEATURES

IBIZA WILL NEVER DIE

By Nick Clayton

Ibiza no morirá jamás



It's the island that everyone loves to knock. "Ibiza is over" they shout every summer. Well it's not, and we're stronger than ever.

Legend has it, two Roman soldiers were chilling to DJ Alfredo outside an island tavern. As the live music peaked and the sun dipped, one turned to the other and said: "You should have been here last year."

Since the dawn of time, Ibiza's never been as good as it used to be. It's a place where nothing ever changes, but nothing ever stays the same.

Every year headlines proclaim, "For Ibiza, the party's over." Or there's a "New Ibiza" in Croatia, Ayia Napa, Mykonos, Dubai or wherever. But your ranch is never paradise, neither can you destroy it, despite the best efforts of politicians, building regulations, police-enforced season-long club closures, economic crises and the vagaries of fashion.

Those adversity at the island and it not only survives, but thrives, adapting and reinventing itself. Simultaneously timeless and new, it's the ultimate geographic proof that love and a good time will conquer all. Music's always been Ibiza's beating heart. Every disco performer and producer knows if you can make it here, you can make it anywhere. There are other beautiful Mediterranean islands, but none possess Ibiza's unique fusion of history, people and mystic energy, which, some say, comes from the island's bedrock of crystal. Or maybe it's mysterious La Veda, allegedly the third most magnetic spot in the world.

It brought the gods here to party. Ibiza even takes its name from one. Beo, always depicted with an erection. He was worshipped with faint the warmer goddess of dance and fertility. With them came the legendary violence of thievery, providing a place of escape, for Jews fleeing the Inquisition, with the first bar where men "dressed with men", for black jazz performers freed from segregated America, later joined by hippies, US draft dodgers and refugees from South American dictatorships.

A galaxy of Hollywood stars discovered sanctuary from the paparazzi's glare followed by rock and pop royalty from the Rolling Stones to Led Zeppelin, Pink Floyd, Queen, the Bee Gees and Spandau Ballet. Each left their cultural mark and worried about the next wave of friendly invaders.

Es la isla que a todo el mundo le encanta criticar. "Ibiza está acabada", gritan cada verano. Bueno, pues no, estamos más fuertes que nunca.

Cuenta la leyenda que, ya en tiempos de los romanos, dos soldados disemparados escuchando a DJ Alfredo en la terraza de una taberna de la isla. Mientras la música de la línea alcanzaba su punto álgido y el sol se zambullía en el mar, uno de los soldados se volvió hacia el otro y le dijo: "¿Imaginas que haber estado aquí el año pasado?"

Desde los albores del tiempo, Ibiza nunca ha sido lo que solía ser. Es un lugar donde nada cambia, y sin embargo nada sigue siendo lo mismo.

Cada año, los titulares anuncian sin freno: "Se acabó la fiesta en Ibiza". O, surge una "nueva Ibiza" en Ayia Napa, Milos, Creta, Dubái... en la ciudad que sea. Pero, no se puede volver a crear el paraíso si tampoco se puede destruir. A pesar de los esfuerzos de los políticos, las normas urbanísticas, los cierres de clubs impuestos por la policía durante temporadas oscuras, las crisis económicas...

...y los caprichos de la moda.

Dada situaciones adversas a la isla y no solo sobrevive, sino que prospera, se adapta y se reinventa. A la vez intemporal y nueva, la isla es la prueba geográfica definitiva de que el amor y la buena vibra son capaces de vencer a cualquier desafío. La música siempre ha sido el corazón de Ibiza. Todo DJ, intérprete o productor sabe que, si consigue triunfar aquí, podrá hacerlo después en cualquier lugar del planeta.

Hay otras islas hermosas en el Mediterráneo, pero ninguna posee la combinación única de Ibiza: la historia, la gente y la energía mística que, según dicen, emana del núcleo de cuarzo que se esconde debajo de la isla. O tal vez de su misteriosa La Veda, que es el tercer punto magnético más potente del mundo.

Ibiza fue lo que atrajo a los dioses aquí para festejar. De hecho, Ibiza incluso toma su nombre de



Ibiza takes its name from the God Beo, represented with an erection // Ibiza toma su nombre del Dios Beo, representado con una erección

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AST

Will Beacham's I
El podcast Ibi
culture and histo
cultura e historia



"The best discharged right opposite The Guggenheim went down, and you literally saw a group of outrageous characters in a champagne. They were people like me - chance encounters, capitalist writers and painters." The July edition of Will Beacham's *Island of the Gods* on Damien Hirst, a free-wheeling anti-hero in the early 1960s and fellow drug addict, bohemian, international crowd-pleaser. Hirst would later embark upon a failed run from Turkey to Ibiza, an escapee from the world of the Age of Innocence. Other podcast episodes include rural travel, Toni Mason's, the Barbary Coast, the 1970s, and art figure Henry de la Hoya. De la Hoya for many years and died here in 1971. He made a mockery of the art establishment, hundreds of works by artists such as Picasso and Matisse. De la Hoya's Ibiza villa, La Paloma, a hidden room where he could paint in secret, was a place of refuge. Hirst's cover was finally returned to Paris, he committed suicide. Hirst's Will Beacham lives in Cala de San Juan, launched the podcast in 2010 to entertain those whose interest in Ibiza goes beyond beaches. "Thinking connects listeners to us, actors who have helped to make Ibiza what it is and culturally rich place," he says.



UNRAVELLED
DESENTAÑANDO EL PASADO

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Our Features section is where Nativ digs deeper with more interviews and in-depth coverage. Here are the characters and stories that are exciting us, brought to you with great writing and innovative design.

MUSIC

Expect the best interviews with rising stars, local bands, DJs, musicians and singers, people who make this magical island dance every day and night. We keep readers up to date with our reviews and editorial pieces, where we delve deeper into the personal lives of the musicians.

lloza is wellknown for its popular status in the electronic music scene, but there is also a flurry of creativity happening on the mainland. In the past few years, Spain has seen a growing number of independent music labels pop excellence. One of the finest is Seven Villas. Based in Barcelona, Seven Villas is named after a group of villages in East Cantabria. Its founder, Pablo Balboa, has been producing quality music for over a decade. From minimal club grooves to lush, melodic house. This year, Seven Villas celebrates its fifth anniversary. It has become a reliable source for elegant, well-crafted house music. lloza is my concisely por su popular escencia de música electrónica, pero la comunidad también vive una explosión de creatividad. En los últimos años, en España han proliferado los sellos de música independiente de verdad. Y uno de los mejores es Seven Villas. Aunque su sede está en Barcelona, Seven Villas toma su nombre de un conjunto de pueblos en el este de Cantabria. Su fundador, Pablo Balboa, lleva más de una década produciendo música de calidad, desde ritmos minimalistas para clubs hasta música house melódica y apaciguadora. Este año, Seven Villas celebrará su quinto aniversario. Se ha convertido en una fuente fiable de música house elegante y bien hecha.

Record Label Of The Month
El sello discográfico del mes
SEVEN VILLAS
By Mickey McIlroy

CONGRATULATIONS ON YOUR LABEL'S 5TH ANNIVERSARY! WHAT INSPIRED YOU TO START SEVEN VILLAS?
A: Thanks! I was in bed one night, thinking to start a new project that must be very personal, from inside, from the heart. At some point, I started to think about my hometown, the region where I grew up, Sixe Villas in Cantabria. You have described the label's sound as 'Música para estar'. What do you look for when signing artists?
I started Música Para Estar mixes in 2004, vinyl-only DJ sets of deep electronics. That's what I like to sign for Seven Villas. Well-produced, deep, melodic music. Your label is home to many international artists, but also Spanish newcomers such as La Sarrana, Agatha Phoe... how has the scene in Barcelona evolved since you first started making music?
These days you have a big offering of different styles, a lot of bass with moody music programs, and the classic club-soul of Nitsa, Moeo or Razz. Also, there are some new fine clubs like Red&S, Inset or The Garage of Bass Valley that program quality modern electronic. Your releases often feature striking black and white photos of nature and the environment. How has nature influenced your music and the creative direction of Seven Villas?
I think nature is the source of my inspiration, the main input. From time to time, I need to disconnect, walking into the forest or getting lost in the mountains. It is something that I miss a lot. Any upcoming projects/releases we can look forward to?
We have a busy schedule until end of year. The next release is a collaboration between me and Noah Prod with a fantastic remix by Deadbeat. We continue with the Contact

Series, releasing beautiful work by talented newcomers. The beautiful album by Senoal Physics will be released this summer, followed by my new vinyl called Evolve in autumn. On Seven Villas Voyage, our ambient sub-label, we have a special 7" vinyl of the new project by Pablo Sánchez.

¿Enhorabuena por el quinto aniversario de tu sello! ¿Qué es lo que te inspiró a fundar Seven Villas?
Gracias! Una noche en la cama se me ocurrió empezar un nuevo proyecto muy personal desde dentro, desde el corazón. En un momento dado, pensé en mi pueblo y en la región donde me crié. Las Sixe Villas, en Cantabria. Has llegado a describir el sonido del sello como Música Para Estar. ¿Qué buscas al firmar artistas nuevos?
Empecé a hacer mixes de Música Para Estar en el año 2004, sesiones de DJ exclusivamente de vinilo de electrónica profunda. Ese es el tipo de música que me gusta firmar para mi sello Seven Villas: música deep melódica bien producida. Tu sello recoge a muchos artistas internacionales, pero también algunas nuevas caras autóctonas como La Sarrana, Agatha Phoe... ¿Cómo ha evolucionado la escena en Barcelona desde que empezaste a hacer música?
Hay en día mucha oferta de distintos estilos, muchos bass con programación musical de música, y clubs míticos como Nitsa, Moeo o Razz. También hay algunos buenos sellos como Red&S, Inset o The Garage of Bass Valley que programan calidad moderna electrónica. Tus releases suelen ir acompañados de impresionantes fotos de naturaleza y medio ambiente en blanco y negro. ¿De qué forma ha influido la naturaleza en tu música y en el rumbo creativo de Seven Villas?

Uno que la naturaleza es mi fuente de inspiración, mi principal input. De vez en cuando, necesito desconectar, caminar por el bosque o perderme en las montañas. Es realmente una necesidad. ¿Cómo previsto debéis sacar algún nuevo proyecto o lanzamiento en breve?
Tenemos una agenda muy apretada hasta finales de año. Nuestro próximo lanzamiento será una colaboración que hace con Noah Prod, una maravillosa fusión de Deadbeat. Seguimos con la serie Contact, lanzando trabajos preciosos de nuevos talentos. Este verano sacaremos a la luz un belísimo álbum de Senoal Physics, seguido en otoño de mi nuevo vinilo, Evolve. En Seven Villas Voyage, nuestra sub-etiqueta de música ambiente, tenemos un vinilo de 7" especial del nuevo proyecto de Pablo Sánchez.

5 Years of Seven Villas is available on Spotify and Apple Music.
¿? Seven Villas está disponible en Spotify y Apple Music.

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Walking through the hills of Sant Rafael de evening, you may hear the faintest drums of the Tango Telle playing across the fields. Taking in the beautiful view, the gathering of the friends of ex-London, who every Tuesday in the music scene and non-musicians alike to come and jam with like-minded souls at day turns to night. "It is a unique experience on the island," says Harris. "There are at least 10000 people who come together throughout the year. Pretty much every musical instrument is represented, along with the best voices and see you at the event. It's a perfect world."

"Si puedes venir tarde por las tardes de San Rafael, puedes escuchar las primeras batidas de la noche. El Tango Telle suena en los campos. The night turns to night. It is a unique experience on the island," says Harris. "There are at least 10000 people who come together throughout the year. Pretty much every musical instrument is represented, along with the best voices and see you at the event. It's a perfect world."

de instrumentos en The Gathering: se han preparado la música y la ambiente perfecto para que en el día que es simplemente increíblemente impresionante. "Todo es una experiencia increíble", dice Harris. "Hay al menos 10,000 personas que vienen a la isla cada año. Hay una gran variedad de instrumentos musicales y voces increíbles. Es un mundo perfecto."

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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*

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 2023, expanding and fine-tuning our acclaimed distribution model for 20,000 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 2023 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 2023

ADVANCE ISSUE PREVIEWS

Nativ Magazine 2023 Two Issues 'FOOD & DRINK' and 'HEALTH'

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.



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IBIZA WILL NEVER DIE

By Nick Clayton

Ibiza no morirá jamás



Nativ #5 FOOD and DRINK A-Z

Nativ's first issue of 2023 will explore the extraordinary richness of food and drink in Ibiza and Formentera with a comprehensive A-Z of the very best food and drink the islands have to offer. From the producers and farmers and fishermen, to the wine-makers, fermenters and brewers Nativ will take the readers on a unique culinary journey. We will look at rich

traditions and cutting-edge new developments and ideas, speaking to the innovators, artisans and forward-thinkers that make the islands so special. From farm to fork and every step in between - a mouth-watering bumper issue!

Nativ #6 BODY and SOUL

For our second issue of 2023 Nativ takes a in-depth look at the positive changes readers can make in their lives through health, fitness, mindfulness and well-being. Ibiza and Formentera have long been at the cutting-edge of new ideas on nutrition, fitness, natural health and innovative therapies. With an open mind and a fully-charged Fitbit our editorial takes readers through an experience of body, mind and soul, inspiring readers with expert advice and information which will give them greater control over their physical, mental and spiritual lives.

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 2023. 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.

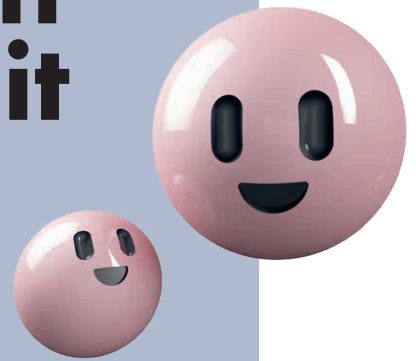
BE CREATIVE

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

If you want your brand to stand out, put it in a magazine. If you want it to stand out and make an impression, put it in Nativ.



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.

**QUALITY PUBLICATION
INNOVATIVE FORMATS
ORIGINAL SLANTS
CUSTOMIZED
SOLUTIONS**

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...
Tops. 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



The Directory

Nativ is passionate about providing a platform for entrepreneurs, start-ups, and new business ideas.

We created The Directory as a space where new, unique and boutique businesses can have the opportunity to communicate their brands and ideas within our magazine and newspaper editions.

Our team will work with you to create copy and soundbites that fully engage our active and affluent readership.

Take your rightful place alongside many of Ibiza's most exciting projects, in Nativ's Directory.

nativ

THE DIRECTORY



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nativibiza.com 77

RATES DEPEND ON FINAL SIZE OF ADVERT
CONTACT US FOR PRICES

Technical specification

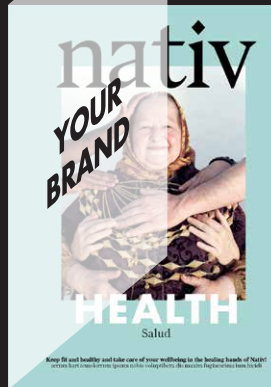
MAGAZINE FORMATS

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.



Contact us for prices.



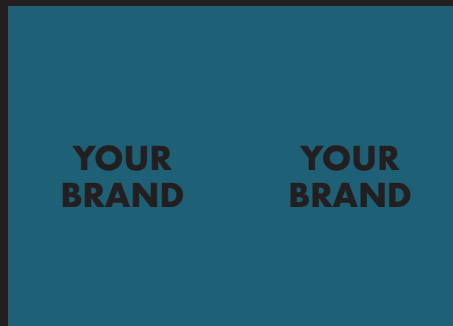
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HEALTH

Salad

Keep fit and healthy and take care of your wellbeing in the bustling hearts of Naples' and other food destinations around the world. (Cristina Maffioletti, *Food & Culture* from page 104)



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**YOUR
BRAND**

Sahid

*Keep fit and healthy and take care of your wellbeing to the business benefit of Sahid
members. Best investments you can make to improve the quality of your life are in Sahid.*

nativ



**YOUR
BRAND**



HEALTH
Salud

Keep fit and healthy and take care of your wellbeing in the healing hands of Nativ
serum heart transdermal system with endorphins the natural happiness formula for kids



Magazine Advertising Rates

NATIV 2023 *

5% Discount

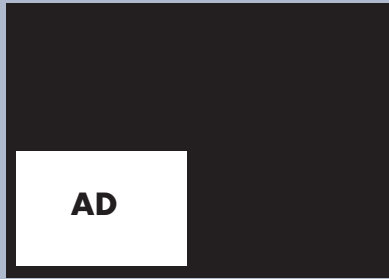
	Magazine Advertising Formats	1 x Magazine Issue	2 x Magazine Issues
1	Back Cover	€ 4.500	(€4,275 x 2) €8,550
2	Inside front cover	€ 3.500	(€3,325 x 2) €6,650
3	Inside front cover double page	€ 5.000	(€4,750 x 2) €9,500
4	Inside back cover	€ 3.250	(€3,085 x 2) €6,170
5	Inside back cover double page	€ 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

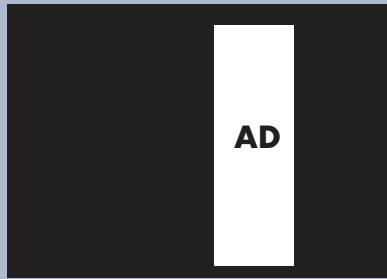
"We offer **special price discounts** for summer 2023 on advertising across multiple print and digital formats, Let us tailor a package suitable to your requirements!"

Newspaper advertising formats



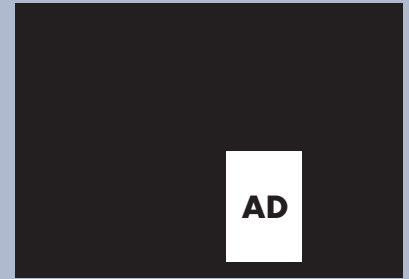
HALF PAGE Horizontal

262 mm x 175 mm
+ 3 mm bleed



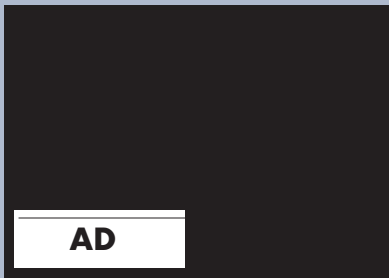
HALF PAGE Vertical

128 mm x 368 mm
+ 3 mm bleed



QUARTER PAGE

116 mm x 170 mm
+ 3 mm bleed



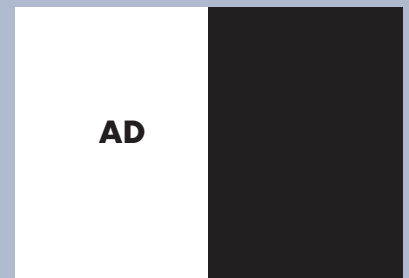
EDGE Horizontal

262 mm x 82 mm
+ 3 mm bleed



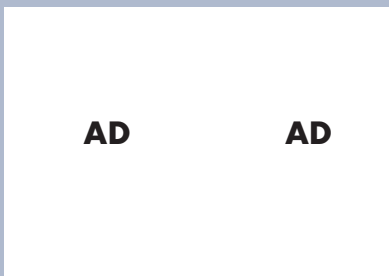
COLUMN Vertical

95 mm x 368 mm
+ 3 mm bleed



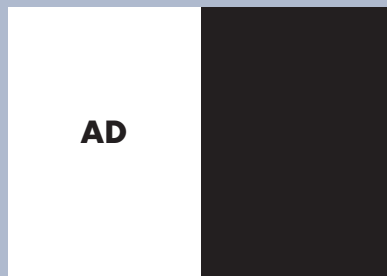
FULL PAGE

297 mm x 420 mm
+ 3 mm bleed



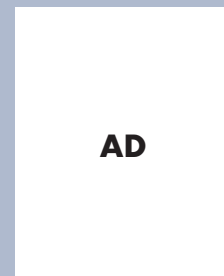
DOUBLE PAGE

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

Newspaper Advertising Rates

NATIV 2023 *

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!

Nativ 2023



Nativ continues to showcase the best of what Ibiza and Formentera has to offer in summer 2023 with NEW exciting brand sponsorship and event partnership opportunities.

2 Nativ Magazine

1 Nativ # 5 FOOD & DRINK
Street date: **Early June**
Advert deadline: **15 May**

2 Nativ # 6 BODY and SOUL
Street date: **Early August**
Advert deadline: **14 July**

PUBLISHED: JUNE - OCTOBER 2023

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:

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

2023 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 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)

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.

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 2023. 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



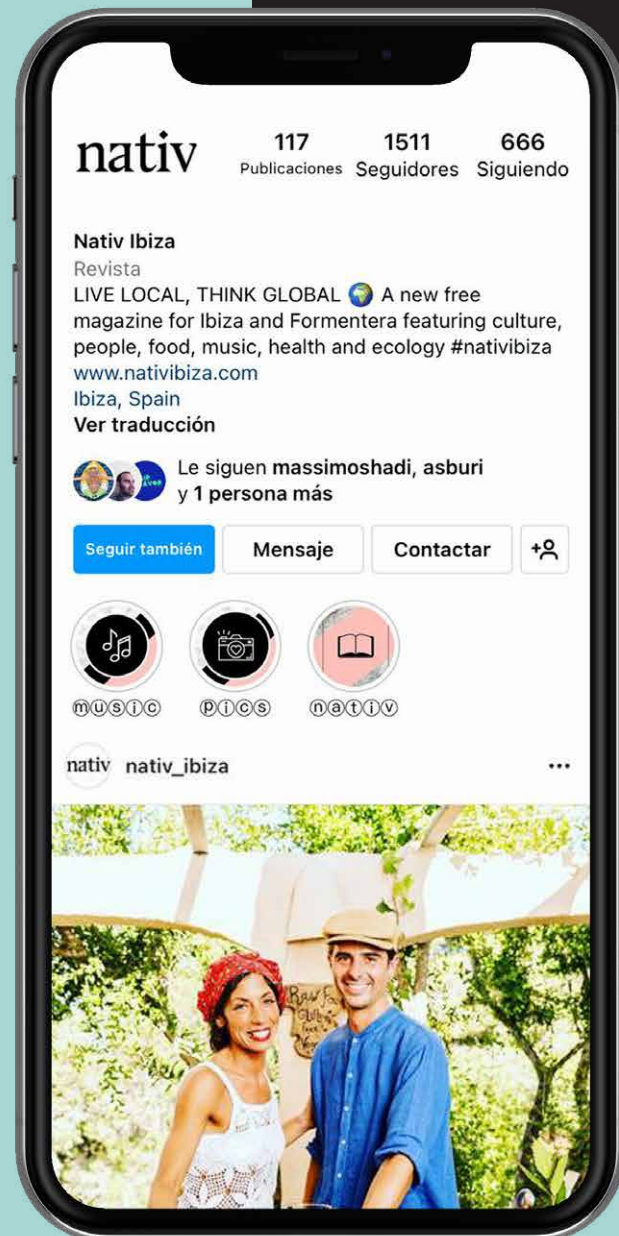
New for 2023. Nativ's website offers fresh content daily, keeping users informed of all the latest developments in Ibiza.

- 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...

Massimo Shadi Saab

Mov. (+34) 606 093 291

massimo@simaribiza.com



SIMAR IBIZA

COMMUNICATIONS

WWW.SIMARIBIZA.COM

nativ
Thank you