

nativ



Media Kit 2024

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 2024 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?



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



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.



Good Life

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



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.



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 2024, 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 2024 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 2024

ADVANCE ISSUE PREVIEWS

Nativ Magazine 2024 Two Issues 'DESIGN SPECIAL' and 'QUIET LUXURY'

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 2019. 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 2024



Nativ #7 DESIGN FOR LIFE

Nativ's first issue of 2024 looks at superb Design and how it touches every aspect of our lives. In this issue readers will discover trend-defining architectural and interior design products alongside high-quality, contemporary furniture, decoration, restaurant and hotel design, fashion and style - and see how design enhances almost everything in our lives. Design in food, design in sex, design where we eat, walk, sleep and have fun. From the grandest designs to the smallest objects of desire, it's all in our magazine season opener.

Nativ #8 QUIET LUXURY

There has been a significant shift in the world of luxury towards more sustainable and eco-friendly practices. In our second issue of the year Nativ looks at the trends in luxury which respect responsibility and are setting the standard in everything from clothes and food to resorts and travel. The future of high-end living is not about extravagance at any cost but about luxury that enriches lives in a conscientious, sustainable way. We take a look at the many definitions of what luxury actually is and how that definition is expanding and changing in our more concerned world. Kick off your shoes and indulge in Nativ Luxury.

These issues offer fantastic creative opportunities for brands and businesses to make a real impact with readers. Do you want to showcase how Design and Luxury are key aspects of your business? Nativ offers a huge range of creative advertorial franchises that have already satisfied clients, from profiling key people with *A Day in the Life*, to giving readers a lively overview of your business with our *Blueprint*, to seeing your brand come alive with outstanding photography in *Chef's Table*. But we love creating brand new ideas - bespoke solutions where we work closely with you to bring the people, places, products and services you offer to glorious life. Work with our Nativ creatives to find a perfect fit.

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 2024. 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!



CONTACT US
FOR PRICES

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.

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.



Breakfast Is Served!

(¿desayuno más servicio?)

David del Mar - Avenida
E de América, Edificio
Plaza Báltica, Nivel 1
(0.422.31.10), Buenos

A morning stroll down Avenida del Mar is a treat for the senses. The view of the Atlantic Ocean, the fresh sea breeze, the sound of the waves crashing against the shore, and the sight of the colorful buildings lining the promenade. It's a perfect spot for a morning stroll, a picnic, or just a moment of relaxation. The atmosphere is relaxed and welcoming, with a mix of locals and tourists enjoying the view. The architecture is a blend of modern and traditional, with colorful facades and balconies overlooking the sea. The overall feeling is one of tranquility and natural beauty.

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



Magazine Advertising Rates

NATIV 2024*

5% Discount

Magazine Advertising Formats		1 x Magazine Issue	2 x Magazine Issues
1	Back Cover	€6.500	(€6.175 x 2) €12.350
2	Inside front cover	€4.500	(€4.275 x 2) €8.550
3	Inside front cover doble page	€5.500	(€5.225 x 2) €10.450
4	Inside back cover doble page	€5.000	(€4.750 x 2) €9.500
5	Inside back cover	€4.250	(€4.035 x 2) €8.070
6	Gatefold	€6.000	(€5.700 x 2) €11.400
7	1 st double page	€5.000	(€4.750 x 2) €9.500
8	2nd double page	€4.500	(€4.275 x 2) €8.550
9	Double page	€4.250	(€4.035 x 2) €8.070
10	1st 10 pages	€3.000	(€2.850 x 2) €5.700
11	1st quarter of magazine	€2.500	(€2.375 x 2) €4.750
12	Full page	€2.250	(€2.135 x 2) €4.270
13	Half page	€1.350	(€1.280 x 2) €2.560
14	Half page vertical facing content	€1.150	(€1.090 x 2) €2.180
15	Quarter	€750	(€710 x 2) €1.420

* Extra Discount for payment in advance

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

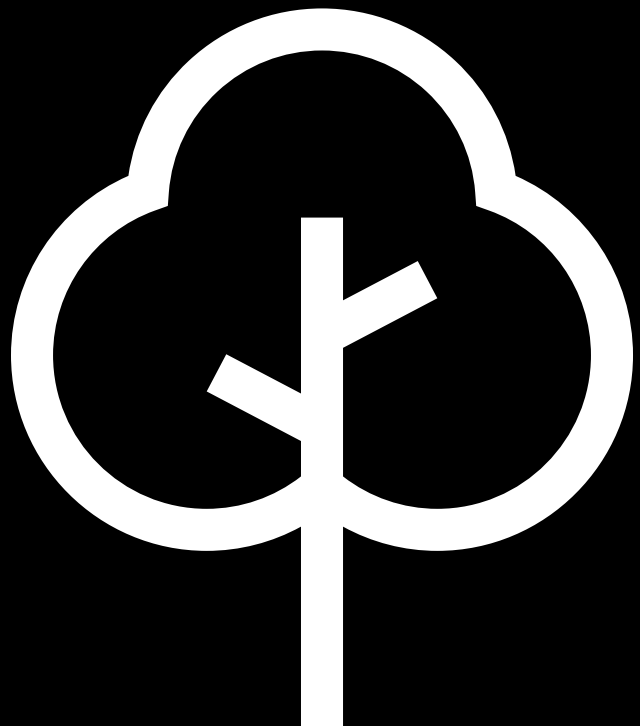
“We offer **special price discounts** for summer 2024 on advertising across multiple print and digital formats, Let us tailor a package suitable to your requirements!

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.

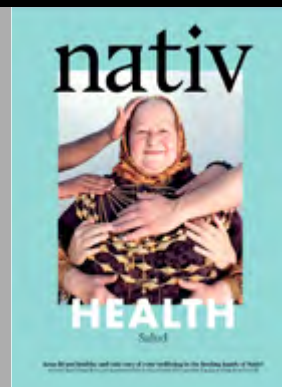
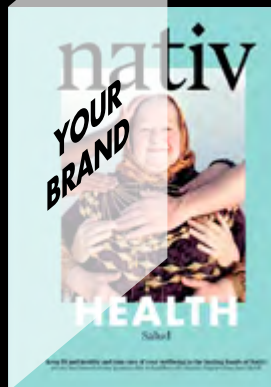
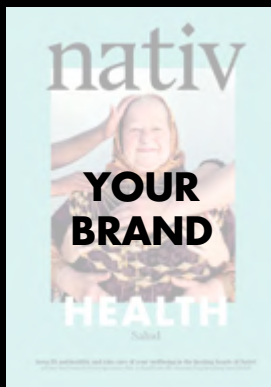


Special Formats

SPECIAL FORMATS:

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

Acetate cover



Gatefold



Bagged



Barn door





Nativ 2024

Nativ continues to showcase the best of what Ibiza and Formentera has to offer in summer 2024 with NEW exciting brand sponsorship and event partnership opportunities.

2 Nativ Magazine

1 Nativ # 7
Street date: **Early June**
Advert deadline: **17 May**

2 Nativ # 8
Street date: **Early August**
Advert deadline: **19 July**

PUBLISHED: JUNE - OCTOBER 2024

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**

2024 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 600 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 some homes of the Ibiza Holiday Tourist Housing Association (AVAT), the VIP Area at Ibiza's private airport, VIP lounges in Madrid and Barcelona's airports (14 lounges) Distribution at the fairs where the concell of Ibiza is presented, FITUR (Madrid, January), ITB (Berlin, March).

Nativ can also be viewed online
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, General manager Five Luxe Dubai.

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.



NativDigital



Exciting news for 2024! At Nativ, our website remains the best daily source of fresh content, keeping you up to date with all the news from Ibiza and Formentera.

- **Daily Updates:** Explore hot topics in all of our categories: Culture, People, Environment, Food, Health and Music. Nativ online immerses you in the latest news on the islands, offering an enriching informative experience.
- **Connect with a Curious Audience:** For brands, partners and sponsors, it's a unique opportunity to connect with a curious, open-minded and progressive audience. Nativ online combines editorial content, advertorials and advertising.
- **Tailored Creative Solutions:** We offer personalized creative solutions for our partners, providing direct and immediate access with a wide reach and distribution of content. Our cross-cutting connection between print and online publishing further increases your visibility.

NativSocial

Nativ promotes its social networks in a fresh and creative way, ensuring that your content reaches the right audience. We are leaders in digital strategy and content creation, offering you the perfect opportunity to connect with your audience on different platforms.

- **Promotion and Unique**

Viralization: Both on our website and on our social networks, we provide you with a unique opportunity for the promotion and viralization of your brand. From breaking news to events and publications designed to reach a receptive and curious audience.

- **Collaborations and**

Sponsorships: Explore collaboration and sponsorship opportunities with Nativ through branded content, event coverage, advertorials and marketing teasers.

- **Striking Cross Promotion:** We cross-promote news and sponsored articles between our website and Nativ's social networks, generating interest and creating expectation among our readers.



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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nativ
Thank you