

# Media Data PORTBOOK Edition 2018 / 2019

Technical Information, Advertising Formats & Rates

# *& Island Guide* PORTBOOK MALLORCA

Advert

> page xx

## IBIZA · FORMENTERA · MENORCA



300 Häfen & Buchten · 500 Empfehlungen · Die besten Törns  
300 Marinas & Bays · 500 Places to be · Favourite Cruises

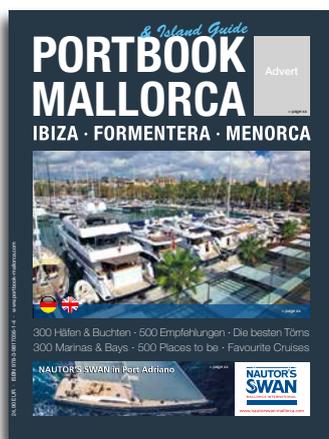


**NAUTOR'S  
SWAN**  
MALLORCA INTERNATIONAL

[www.nautorswan-mallorca.com](http://www.nautorswan-mallorca.com)

# The perfect book for your advertising message

Welcome to the 4th edition of "Portbook & Island Guide"! You'll be thrilled by our modern Cruising Guide with its excellent photographs and aerial views, huge overview maps and hundreds of tips.



## Key information in high-class format

Our PORTBOOK & ISLAND GUIDE is large-format but very manageable:

- with more than 328 pages of content
- Including up-to-date aerial photography
- Including numerous overviews and maps

## Get it anywhere – also on important events

Our PORTBOOK is present 24/7: on yachts of any type and size, and at...

- company events & classics meetings
- in nautical enterprises and on charter bases
- on important boat shows

## Targeted advertising – no waste circulation

Your message won't miss its target with PORTBOOK because it's:

- a highly attractive reference book
- with maximum users per copy
- and highly long-term retention time

## Large print run – for broad circulation

Some 5000 copies at very reasonable 24,90 EUR, available (almost) everywhere

- on Mallorca, Ibiza and Menorca
- in specialized & regular bookshops in D, A, CH
- at [bonanova-books.com](http://bonanova-books.com) and [portbook-mallorca.com](http://portbook-mallorca.com)



**GREAT LOOK** Double-page images introduce every chapter of PORTBOOK & ISLAND GUIDE, presenting the typical, distinctive features of an island or a given coastal area. Accompanied by a short text, readers see at a glance what skipper and crew may expect here.



**AT A GLANCE** Our PORTBOOK & ISLAND GUIDE looks ahead. Each coastal section is explained in detail and meaningful aerial photos show marinas, harbours and bays. Embedded in actual satellite pictures they can be located at a glance and with easiness.



**THE BIG PICTURE** Always keep the big picture in sight with PORTBOOK & ISLAND GUIDE! But that's not all. In aerial pictures of every harbour you'll find all key information. Symbols are leading to the visitors berths, anchorages, marina reception, filling station and as well to nice restaurants and supermarkets.



**ALWAYS UP TO DATE** Portbook readers form a community. Get all current news and changes from our Internet presence at [www.portbook-mallorca.com](http://www.portbook-mallorca.com). Take out a budget-priced banner on our homepage, with a direct link to your company website! Free-of-charge with a paid printed ad!

## Advertisements on the front cover

We offer three premium position advertising slots on the front cover of our PORTBOOK & ISLAND GUIDE:



### A - Corner advert on the front cover

Größe: 36 x 52 mm, Preis: 1990,- EUR\*

### B - Cover picture advert

Size: 179 x 108 mm, Price: 3.990,- EUR\*

### C - Advertisement panel on the front cover

Size: 179 x 35 mm, Price: 2.990,- EUR\*

**Note:** All cover ads appear with a reference to a free additional advertisement (1/4 page, horizontal) inside the book.

## Premium Positions in our PORTBOOK & ISLAND GUIDE

Perfectly suited for ...

- harbours and marinas
- yacht builders, charter companies
- yachts that operate in charter
- yacht brokers and shipyards
- boat shows and events
- beach clubs, restaurants and many more ...

## Special Pages

<b>Back side cover</b>	3.490,- EUR*	(1/2 page: Price on request)
<b>Second cover page (interior)</b>	2.990,- EUR*	
<b>Third cover page (interior)</b>	2.990,- EUR*	
<b>Bookmark, loose</b>	1.500,- EUR*	The price for a bookmark is plus production costs.

## Advertisements on the interior pages

Advertisement space within the PORTBOOK & ISLAND GUIDE is mainly located in the first part of the book. If required, other pages may be occupied as well e.g. to associate with a particular location or a selected marina.



**2/1 Page** (width x height) - Trim Size\*\* 420 x 280 mm  
Type area 390 x 250 mm

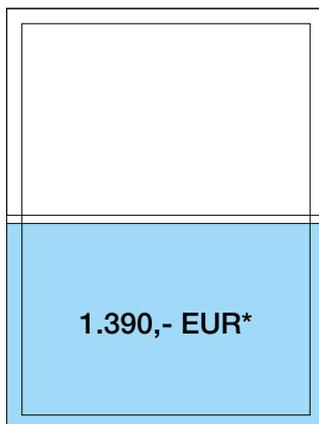


**2/2 Page** (width x height) - Trim Size\*\* 420 x 135 mm  
Type area 390 x 120 mm

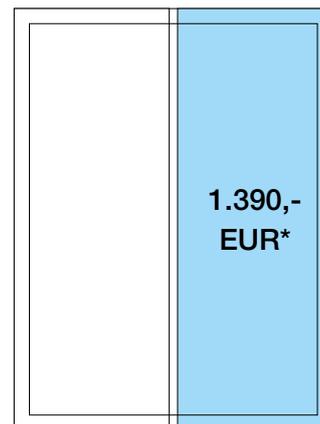
# Advertising Formats & Rates PORTBOOK & ISLAND GUIDE



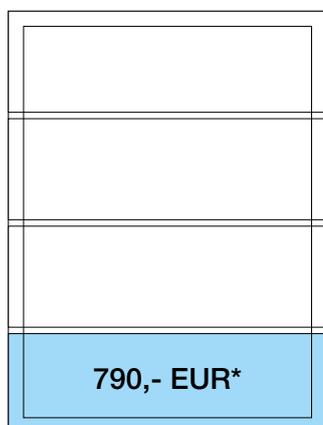
**1/1 Full Page** (width x height)  
**Trim Size\*\* 210 x 280 mm**  
Type area 176 x 250 mm



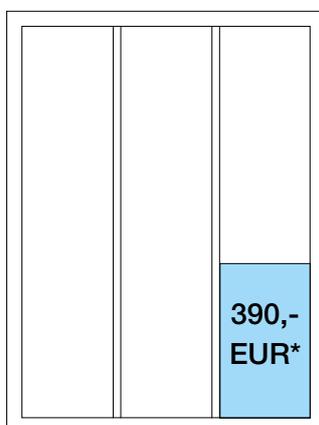
**1/2 Page horizontal** (width x height)  
**Trim Size\*\* 210 x 135 mm**  
Type area 176 x 120 mm



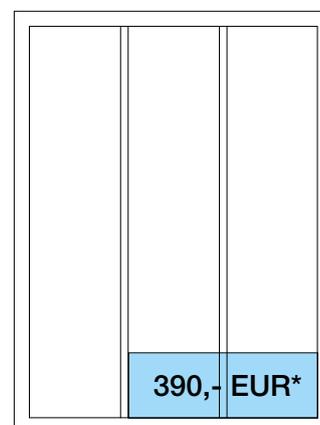
**1/2 Page vertical** (width x height)  
**Trim Size\*\* 103 x 280 mm**  
Type area 83 x 250 mm



**1/4 Page horizontal** (width x height)  
**Trim Size\*\* 210 x 66 mm**  
Type area 176 x 60 mm



**Small advert 1 column vertical**  
(width x height)  
Size 52 x 88 mm



**Small advert 2 columns horizontal**  
(width x height)  
Size 115 x 40 mm

\* All prices plus MwSt. (VAT/IVA) for companies with German tax number. All adverts in full colour / 4c.

\*\* **Trim size adverts need to be delivered plus additional 3mm bleed to all sides!**

**ARTWORK (OPTIONAL):** Up to 1/2 page 250,- EUR\*, up to 1/1 page 300,- EUR\*, up to 2/1 pages 350,- EUR\*

**PRINTING MATERIALS:** Print ready PDF files (or JPG) at high resolution of 300 dpi including bleed and crop marks. Differences in colour must be tolerated within the normal range of offset-printing. Special colours cannot be printed.

**DELIVERY OF DATA** please digitally via email to: [mail@bonanova-books.com](mailto:mail@bonanova-books.com)

**CIRCULATION:** approx. 5000 copies

**CLOSING DATE:** October 10th 2017



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[www.bonanova-books.com](http://www.bonanova-books.com) · [www.portbook-mallorca.com](http://www.portbook-mallorca.com)

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## Bank details

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IBAN: ES68 2013 1588 6002 0036 3498  
BIC: CESCESBBXXX

Sparda Bank Hamburg  
Account holder: Martin Muth  
IBAN: DE 742069 0500 0003 5699 77  
BIC: GENODEF1S11