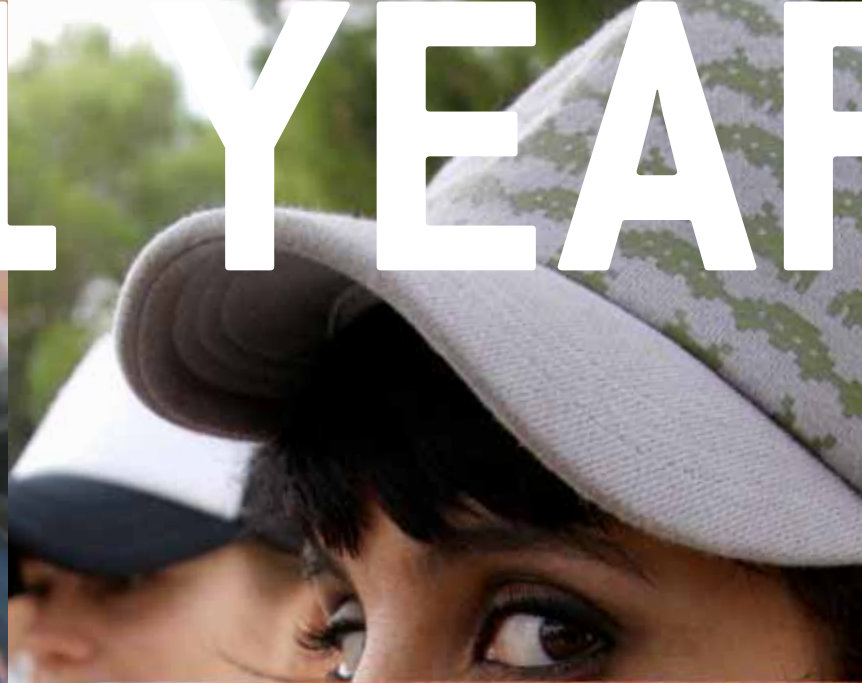


2011 YEARS

SPIRIT OF IBIZA

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MEDIAKIT
2011



WHAT



11 YEARS DUB MAGAZINE – SPIRIT OF IBIZA – THE MAG FROM THE SCENE AND FOR THE SCENE

We from dub magazine have a very good reason to celebrate because we published our first edition more than 10 years ago. The first dub was published in June 2001, since then we printed more than 450.000 issues and reached more than 2 million readers. That is possible because we manage to be taken home by our readers which means back to their homecountries and is ,lent' to their friends. For this celebration we decided to go one step further and relaunch our homepage www.dubibiza.com, not only with content of our publication but building up a much more complex site giving you all necessary information about Ibiza and abroad. We will continue focussing on music, fashion, lifestyle, spiced with our very own dub contents that you all love. The time is right to enter the digital world and you are kindly invited to join us.

Our base is Ibiza; and as the only free and independent Lifestyle and Scene Magazine dub presents the countless facets of this wonderful island. We focus on the Party and Nightlife scene, also on the special character and uniqueness of our island, and then we add a healthy portion of ,things worth knowing' from all over the world.

Our themes are lifestyle, fashion, dance music and the party culture that comes with it. What's more we present a detailed party guide, international DJ play lists and specific topics from around the island. On top of that we provide an alternative Guide full of Insider tips for clubs, bars, restaurants and places of special interest. The mag offers an ample overview of the latest news in Ibiza for tourists, insiders and Ibicencos alike. Even more, in our international section we focus on enriching your quality of life with articles

referring to spiritualism, body culture, world-politics or whatever could be of interest to our dear readers. Creative and artistic photos reflect the unique atmosphere of our island, glamour and inside information of the scene are also fixed parts of our publication. The competent content of our articles is based on the large experience of the Publisher and Editor of dub, Andreas Simon (DJ and producer in Ibiza, graphic-designer and journalist) and the creative director Phrank Weyrauther (graphic-designer and photographer for Cocoon, Ibiza Rocks, La Troya, Manumission and We love... in Ibiza and the Prinz magazine in Düsseldorf/Germany). Everybody in Ibiza knows of dub magazine, but we are more than that, we are a trademark with a potential to reach the whole of Europe. The mag has a strong position and has become a collector's item for its fans.

The philosophy of dub magazine – Spirit of Ibiza – reaches our target group directly. Because of that, and with the fact that Ibiza is a unique melting pot for music, fashion and quality living during the summer months, dub can offer its clients the perfect platform to present their products and services.

The distribution of the mag is divided into different sections: One can find 10.000 copies for free in Ibiza through over more than 50 outlets, and outside Ibiza you can find dub in Europe for free in Bars, Clubs, Hairdressers and Fashion and Music stores. Some copies also go to outlets in the USA and parts of South America.

So welcome to our anniversary, see you in Ibiza!

WHEN

RELEASE DATES 2010

ISSUE	OUT	PRINT / ADS
july	week 27	23.6.2011
august/september	week 31	25.7.2011

PRICES

1/1 page 4c	1200 €
2/1 page 4c	2100 €
U2	1600 €
U3	1600 €
U4	2800 €

Extra costs caused by data correction of bad data and proofs will be charged extra.

DISCOUNT

AGENCY DISCOUNT	
	15 % max. 30% by booking full season incl. Sundown-clause
2 adverts	10%
3 adverts	15%
6 adverts	20%
9 adverts	30%

CIRCULATION 2010

England	5%	1000
Spain	10%	2000
Ibiza	50%	10000
USA	5%	1000
Germany	15%	3000
Schwiss/Austria	5%	1000
others	10%	2000
total	100%	20000

DISTRIBUTION

The distribution is divided into different sections: one is a coop-partner with more than 800 music stores in Europe, focusing on the metropolises such as Madrid, Barcelona, Milan, Berlin, Amsterdam etc. Another one is our own distribution-team in Ibiza and Germany (Berlin, Hamburg, Cologne, Frankfurt, Stuttgart and Munich), and via „Don't Panic“ in London. It can also be found in selected clubs, bars and trendy fashion shops in Switzerland (Basel and Zurich) and Austria (Vienna). We also deliver to some of the biggest metropolises worldwide such as Sao Paulo and Buenos Aires, Los Angeles and Miami.

EXTRA SERVICES

Sponsoring / promotion of individual contents only by request. Articles are not for sale!

PRINT SPECIFICATIONS

FORMAT	170 x 210mm, portrait format
ADVERTS	1/1: 170x210mm, portrait format, + 3mm bleed at all 4 sides 1/2: 170x105mm, landscape format, + 3mm bleed at all 4 sides 1/2: 85x210mm, portrait format, + 3mm bleed at all 4 sides

COLOURS

4c process,
extra colours only upon personal
consultation plus extra costs

PAGES

minimum 80 pages,
plus at least 4 cover pages

CIRCULATION

20000

SUBSCRIPTIONS

Subscriptions are possible via e-mail (only pay the shipment)

CONTACT

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DATA SPECIFICATIONS

FILE FORMAT	PDF, EPS, TIFF, JPEG (upon consultation) all in 4c (no extra colours)
DATA STORAGE	CD/DVD (no return of any mediastorage) delivered print films can't be used.
TRANSFER	ads@dubibiza.com

"dub" is not responsible for differing print results caused by bad data.

WHERE

ADDRESS

DUB IBIZA

Ctra. Ibiza-San Antonio km 7.2 (next to gasstation)
07816 San Rafael • Ibiza/Baleares • Spain