
In Mallorca
MEDIA PORTFOLIO
2027

Our *Audience*

Luxury today is measured not by excess, but by authenticity, craftsmanship and time well spent. That is the audience In Mallorca was created to serve.

LUXURY MODERN LIVING

Luxury has evolved.

Today's discerning traveller and resident is looking beyond prestige alone. They seek authenticity, craftsmanship and meaningful experiences that reflect the character of a destination. They choose independent artisans over mass production, exceptional hospitality over familiarity, and quality that endures over trends that fade.

This is the audience In Mallorca reaches every day.

An international community of affluent travellers, residents and second-home owners who embrace slow travel and slow living, value sustainability, and actively support the businesses that make Mallorca unique.

Our *Ecosystem*

A connected media eco-system that amplifies your story



EVERY PLATFORM WORKS TOGETHER TO CREATE VISIBILITY, BUILD TRUST AND DRIVE ENGAGEMENT ACROSS ALL TOUCHPOINTS - ONLINE AND OFFLINE

Brand *Storytelling*

More than advertising, it's storytelling that inspires

EDITORIAL FEATURE
Thoughtfully Written, Beautifully Designed

4K FILM PRODUCTION
Cinematic Storytelling that Lasts

PODCAST INTERVIEWS
Authentic Interviews & Brand Insights

PROFESSIONAL PHOTOGRAPHY
Visuals that Capture your Essence

WEBSITE FEATURE
SEO Optimised with Lasting Impact

NEWSLETTER PLACEMENT
Direct to our Engaged Audience

SOCIAL MEDIA CAMPAIGN
Creative Content that Connects







The *Magazine*

A print experience that reflects the quality of Mallorca

TWICE YEARLY EDITIONS

The Season (May - November) & Island Living (September - May)

PREMIUM QUALITY

Perfect-Bound, Luxury Print Quality Coffee Table Book

BEAUTIFUL DESIGN

Timeless, Elegent & Inspring

WIDE DISTRIBUTION

Island-wide & International

ENGAGED READERSHIP

Kept, Collected & Shared



Digital *Platforms*

A connected digital ecosystem designed to inspire, engage and keep your brand visible



WEBSITE

Inspiring Content, SEO Optimised, Evergreen Visibility



NEWSLETTER

Weekly Inspiration delivered to a highly engaged audience



YOUTUBE & PODCAST

4K Video that Inspires, Informs and Engages



SOCIAL MEDIA

Beautiful Content that Connects and Converts

Key *Stats*

Premium content. An engaged international audience. Reach that extends across platforms

2M+	84K+	6K+	150K+
PAGE VIEWS PER YEAR	FOLLOWERS ON INSTAGRAM & FACEBOOK	SUBSCRIBERS ON YOUTUBE	VIEWS PER MONTH ACROSS SOCIAL MEDIA

Brand *Partnerships*

Connecting exceptional brands with our audience through considered storytelling and year-round visibility.

Our Brand Partnerships are designed for brands seeking a deeper, long-term presence within the In Mallorca ecosystem. Combining premium editorial, cinematic film, digital storytelling and social media, each partnership creates a considered and consistent brand presence across our platforms and throughout the seasons.

At the heart of each partnership is storytelling. We work closely with our partners to create thoughtful, beautifully produced content that reflects the character of their brand while resonating with In Mallorca's international audience of discerning visitors, residents and second-home owners. The result is content with relevance beyond a single campaign — building recognition, connection and lasting brand value.

Brand *Partnerships*

Tier 1 - *4995€*

A YEAR-ROUND PARTNERSHIP DELIVERING CONSISTENT, PREMIUM BRAND VISIBILITY ACROSS THE ENTIRE IN MALLORCA PRINT, DIGITAL, VIDEO AND SOCIAL ECOSYSTEM.

4–8 Page Editorial Feature + Premium Page Advert
In Mallorca Magazine (Two Editions)

Two Cinematic 4K Film Interviews
On YouTube, website & social media

Premium SEO-Optimised Feature on our Website
Plus Company Page with gallery, links and map

Instagram and Facebook Videos
12 Cinematic short video reels

Social Media Promotion across our Channels
Year-round promotion on Posts & Stories



Brand *Partnerships*

Tier 2 - *2995€*

A YEAR-ROUND PARTNERSHIP OFFERING SUSTAINED BRAND VISIBILITY ACROSS THE IN MALLORCA ECOSYSTEM THROUGH A CURATED MIX OF PRINT, DIGITAL, VIDEO AND SOCIAL COVERAGE.

2-4 Page Editorial + Full Page advert
In Mallorca Magazine (Two Editions)

Cinematic 4K Film Interview
On YouTube, website & social media

Premium SEO-Optimised Feature on our Website
Plus Company Page with gallery, links and map

Instagram and Facebook Videos
6 Cinematic short video reels

Social Media Promotion across our Channels
Year-round promotion on Posts & Stories



Brand *Partnerships*

Tier 3 - *1995€*

A FOCUSED PARTNERSHIP PAIRING PREMIUM PRINT EXPOSURE WITH EVERGREEN DIGITAL STORYTELLING, CREATING A LASTING PRESENCE ACROSS THE IN MALLORCA ECOSYSTEM.

4-8 Page Editorial
In Mallorca Magazine (One Edition)

Cinematic 4K Film Interview
On YouTube, website & social media

Premium SEO-Optimised Feature on our Website
Plus Company Page with gallery, links and map

Instagram and Facebook Videos
3 Cinematic short video reels

Social Media Promotion across our Channels
Year-round promotion on Posts & Stories



Brand *Campaigns*

Focused, multi-platform campaigns designed to showcase your brand through premium content with lasting visibility.

Our Brand Campaigns bring together selected In Mallorca platforms to create a concentrated period of exposure around your brand. Combining print, digital editorial, social media and, where included, cinematic film, each campaign is thoughtfully crafted to introduce your story to our international audience in a compelling and authentic way.

With digital features, video and social content remaining accessible beyond the initial campaign, the value extends beyond the moment of publication; creating an evergreen presence and continued opportunities for discovery.

Brand *Campaigns*

Premium Cross Media - *1200€*

AN INTEGRATED CAMPAIGN COMBINING PRINT, CINEMATIC FILM, DIGITAL EDITORIAL AND SOCIAL PROMOTION TO SHOWCASE YOUR BRAND ACROSS THE IN MALLORCA PLATFORMS.

Full Page Advert
In Mallorca Magazine (One Edition)

Short Form Video Interview
On YouTube Shorts, Instagram & Facebook

Premium SEO-Optimised Feature on our Website
Plus Company Page with gallery, links and map

Instagram and Facebook Videos
3 Cinematic short video reels

Social Media Promotion across our Channels
Year-round promotion on Posts & Stories



Brand *Campaigns*

Cross Media - *700€*

A FOCUSED CAMPAIGN COMBINING PRINT ADVERTISING, PREMIUM DIGITAL EDITORIAL, VIDEO REELS & SOCIAL PROMOTION FOR LASTING VISIBILITY ACROSS IN MALLORCA PLATFORMS.

Half Page advert
In Mallorca Magazine (One Edition)

Premium SEO-Optimised Feature on our Website
Plus Company Page with gallery, links and map

Instagram and Facebook Videos
3 Cinematic short video reels

Social Media Promotion across our Channels
Year-round promotion on Posts & Stories



À La *Carte*

Flexible, individual opportunities designed to place your brand on the In Mallorca platforms that matter most to you.

Our À La Carte options allow brands to select individual opportunities across print, website, video and social media, creating a presence tailored to specific objectives, timings and budgets. From premium magazine advertising and digital editorial to cinematic film and social content, each option carries the same considered approach, high production values and premium positioning that define In Mallorca.

Print *Options*



Slow Food, *Strong Roots*

Interview with Maria Solivellas of Ca Na Toneta Restaurant

Words by Mar Piris

Tucked away in the peaceful village of Caimari, in the heart of Mallorca's Serra de Tramuntana mountains, lies Ca na Toneta—a culinary sanctuary that is as much about identity and heritage as it is about food. At its helm is Maria Solivellas, a pioneer of Slow Food and sustainable gastronomy, whose work has become a heartfelt homage to the land, traditions, and flavours of Mallorca. In this intimate interview, Maria invites us into her world, where cooking is storytelling, sustainability is second nature, and each ingredient carries the soul of the island.

What mysteries lie hidden in Ca na Toneta, that charming little village house located in the wonderful town of Caimari, in the heart of the Serra de Tramuntana mountains, where everything seems to have sprung from the roots that sustain you as an ambassador of 100% Mallorcan Slow Food gastronomy?
Well, more than a mystery, at Ca na Toneta what we try to preserve is a truth, a reality. I believe that what is truly found in our house is a deep, honest work to understand who we are, where we come from, and where we are going. And we do so from where we are: a small house in a small village, at the foot of the Serra de Tramuntana mountains. From that place, we explain, in a simple and coherent way, exactly that: who we are, where we come from, and where we want to go.

Versteckt im friedlichen Dorf Caimari, im Herzen der Serra de Tramuntana, liegt das Ca na Toneta – ein kulinarisches Refugium, in dem Identität, Tradition und Nachhaltigkeit genauso wichtig sind wie das Essen selbst. An der Spitze steht Maria Solivellas, eine der bedeutendsten Verfechterinnen der Slow-Food-Bewegung auf Mallorca. Ihre Küche ist mehr als Genuss – sie ist ein tief verwurzeltes Bekenntnis zur Insel, zu ihren Menschen und ihrer Geschichte. In diesem sehr persönlichen Gespräch gewährt uns Maria Einblicke in ihre Philosophie, ihre Arbeit und ihre Vision für die Zukunft.

Welche Geheimnisse verbergen sich in Ca na Toneta, diesem charmanten Dorfhaus in Caimari, wo alles aus tiefen Wurzeln zu entspringen scheint – Wurzeln, die Sie als Botschafterin der 100% mallorquinischen Slow-Food-Gastronomie mit sich tragen?
Nun, wir versuchen weniger, ein Geheimnis zu bewahren, als vielmehr eine Wahrheit offenzulegen. Im Ca na Toneta geht es darum, ehrlich zu verstehen, wer wir sind, woher wir kommen – und wohin wir wollen. Und das tun wir von genau hier aus: einem kleinen Haus in einem kleinen Dorf am Fuße der Serra de Tramuntana. Von diesem Ort aus erzählen wir – auf einfache, ehrliche Weise – unsere Geschichte. Es geht darum, die Essenz dieses Landes zu zeigen, ohne Schnörkel, ohne Masken.

En el corazón del tranquilo pueblo de Caimari, en plena Serra de Tramuntana, se alza Ca na Toneta: un santuario gastronómico donde la identidad, el patrimonio y la cocina se entrelazan con alma propia. Al frente está María Solivellas, pionera del movimiento slow food en Mallorca y firme defensora de una gastronomía sostenible y con raíces. Su labor es, ante todo, un homenaje sentido a la tierra, las tradiciones y los sabores más auténticos de la isla. En esta entrevista íntima, María nos abre las puertas de su universo: un lugar donde cocinar es narrar historias, la sostenibilidad se vive con naturalidad y cada ingrediente encierra la esencia misma de Mallorca.

¿Qué misterios se esconden en Ca na Toneta, esa encantadora casita de pueblo ubicada en el maravilloso pueblecito de Caimari, en plena Serra de Tramuntana, donde todo parece haber brotado desde las raíces que te sostienen como embajadora de la gastronomía Slow Food 100% mallorquina?
Bueno, más que un misterio, en Ca na Toneta lo que intentamos preservar es una verdad, una realidad. Creo que lo que realmente se encuentra en nuestra casa es un trabajo profundo, honesto, por entender quiénes somos, de dónde venimos y hacia dónde vamos. Y lo hacemos desde lo que somos: una pequeña casa en un pequeño pueblo, a los pies de la Serra de Tramuntana. Desde ese lugar explicamos, de forma sencilla y coherente, eso mismo: quiénes somos, de dónde venimos y hacia dónde queremos ir.

Print *Options*

ALL PRICES ARE EXCLUDING IVA

Editorial	1 Edition
4 PAGES	2.500€
6 PAGES	3.250€
8+ PAGES	P.O.A€

Adverts	1 Edition
BACK COVER	2.495€
INSIDE FRONT COVER	1.995€
PREMIUM PAGES	1.725€
DOUBLE PAGES	1.895€
FULL PAGE	1.225€
HALF PAGE	695€
QUARTER PAGE	375€

Company *Page*

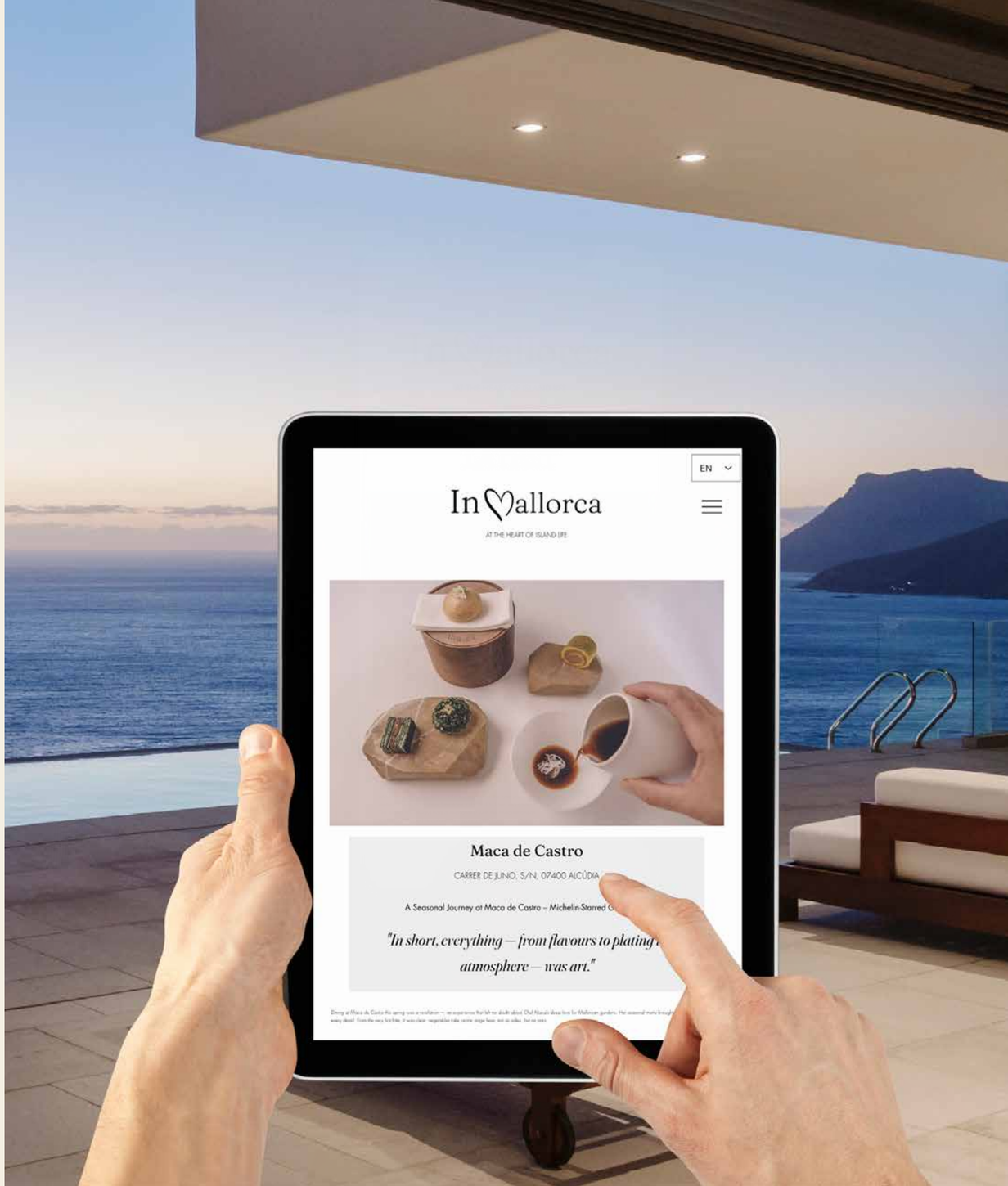
WWW.INMALLORCAMAGAZINE.COM

A premium, professionally written profile designed to enhance your brand's visibility, build trust and turn discovery into direct enquiries - fully optimised for search and AI discovery.

- In English & Spanish
- With links to your website & social media
- Image Gallery, Address & Map Location
- "Book Now" button to drive immediate action
- Direct enquiry form sent straight to your inbox
- Space for testimonials & FAQs to build trust
- SEO-friendly links to help your site rank higher on Google
- SEO & GEO optimisation so customers can easily find you

995€ Excluding IVA

FOR 12 MONTHS



Premium *Feature*

WWW.INMALLORCAMAGAZINE.COM

Premium bilingual storytelling, professionally crafted by our journalists and positioned for prominent exposure, lasting visibility and continued discovery across search and AI

- Links to your company website and social media
- In English & Spanish
- Featured on Section Landing Page - i.e Food & Drink, Explore, etc.
- Featured on Homepage for at least one month
- SEO-friendly links to help your site rank higher on Google
- SEO & GEO optimisation so customers can easily find you

595€ Excluding IVA



Cinematic *4k Video*

An immersive 4K film combining an in-depth interview with cinematic venue or product footage, professionally crafted to tell your brand story and reach audiences internationally and locally on YouTube, social media and leading podcast platforms.

- High-quality video in stunning 4K
- An in-depth 30+ minute interview about your business
- Venue Footage or Product Footage Interwoven
- Featured on Youtube, Instagram, Facebook and our website
- Downloadable as a Podcast from Apple Podcasts & Spotify
- Closed Caption translations in EN, ES & DE

1075€ Excluding IVA



Video *Reels*

Three cinematic 4K short-form films designed for social discovery, showcasing your brand, venue and products through beautifully crafted visual storytelling across Instagram, Facebook and YouTube Shorts.

- 3 premium short-form video reels
- Cinematic 4K filming and professional production
- Up to three minutes per film, created to optimise digital and social engagement
- Bespoke venue, product and lifestyle footage
- Published across Instagram, Facebook and YouTube Shorts

595€ Excluding IVA





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