

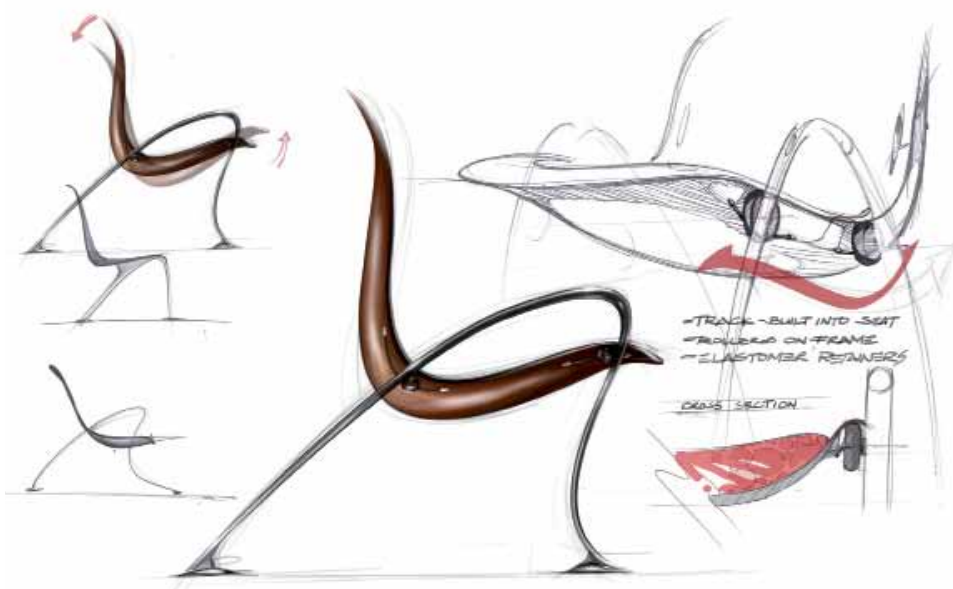
MALLORCA & COSTA DEL SOL

HOME

Couture

DESIGN. INTERIORS. TRENDS. ART. DECOR. LIFESTYLE.

Media Pack 2012



The Magazine

The only dedicated interior design magazine for Mallorca and the Costa del Sol

- The up-market regional magazine totally dedicated to the home
- Authoritative, industry led editorial
- Stunning home interiors
- The latest trends and ideas in international design
- Expert advice on all aspects of re-designing your home
- 20,000 copies distributed to over 800 select venues



Key facts & figures

Frequency:	6 editions per year
Circulation:	20,000 copies p/e
Distribution:	Mallorca, Costa del Sol
Target market:	ABC1 adults aged 35+
M/F ratio:	30/70%

Available through 800 key venues including on sale at newsagents (cover price €4.50), and free distribution through the Architectural Assoc. of Palma, leading interior design outlets and select 5 spas, hotels and golf & yacht clubs. Home Couture is also hand delivered to private residences in exclusive residential areas of Mallorca and the Costa del Sol and available on board two exclusive private jet airline companies.

The Online Store

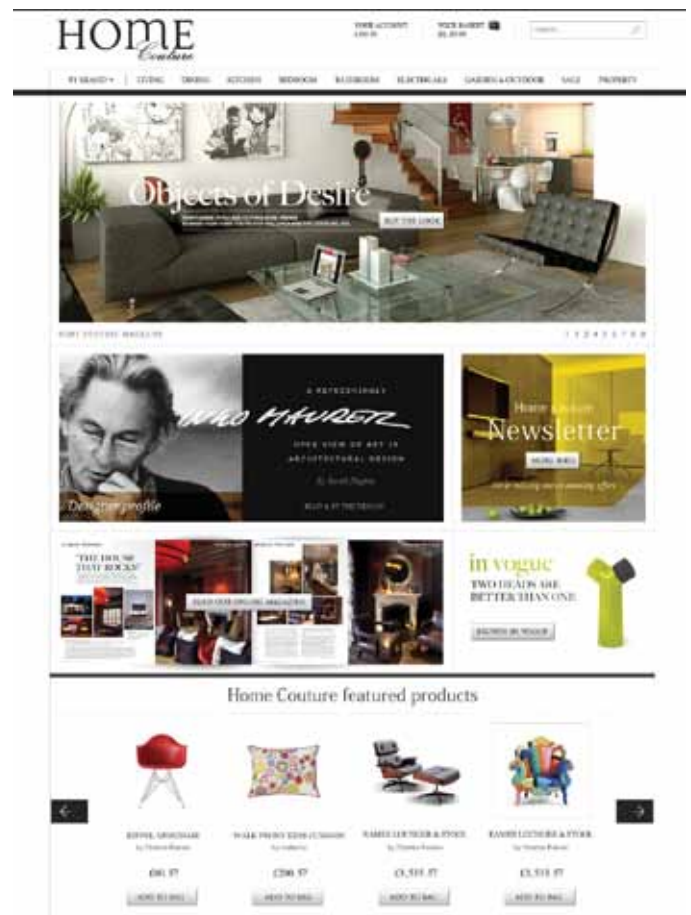
www.homecouturestore.com

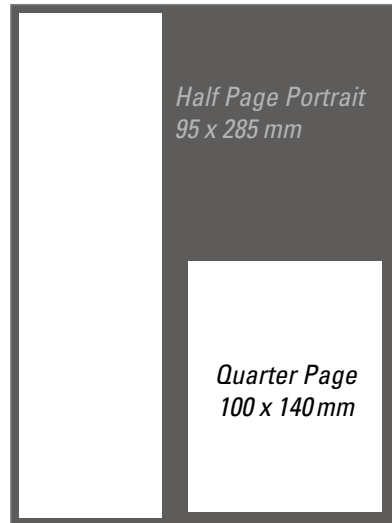
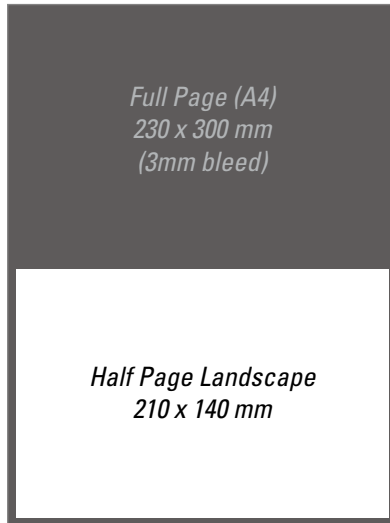
This new digital platform will open your showroom to an international audience

You choose the products you would like to sell ... we do the rest:

- upload products to the online store
- process the transaction
- organize the shipment
- we take care of the promotional side of things

To open your new virtual showroom, please contact us today!





Advertise in Home Couture Magazine

Full page 230mm x 300mm 3mm bleed

Half page portrait 95mm x 285mm

Half page landscape 210mm x 140mm

Quarter page 100mm x 140mm

Artwork deadline

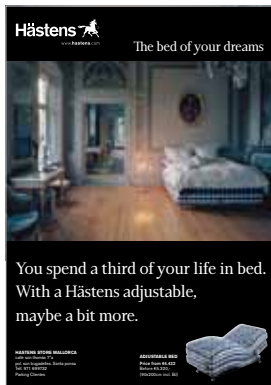
Deadline for artwork is 10 days before print of publication.

Design specifications Print

To ensure good reproduction of your artwork in Home Couture, please ensure that you meet the following requirements:

One file or page per advert at real size TIFF, PDF format; or Freehand, QuarkXpress, InDesign and EPS are also acceptable.

Each image should be in CMYK and have a minimum resolution of 300dpi at its real size. Include all photographs, logos and fonts to be used in the advert. Cancellations must be received 30 days before the date of publication.



Print Rates

All prices are per issue and are exclusive of IVA. Inserts are priced on application. Design cost included. Photography cost is dependent upon the project.

1st Double Page Spread:	€4,000
Double Page Spread:	€3,400
Contents page:	€2,000
Standard page:	€1,800
1/2 Page:	€950
1/4 Page:	€520

**VILLA
&VIDA**
REAL ESTATE & LUXURY LIVING

The unique blending of Home Couture and Villa y Vida, the exclusive property title, allows many new advertising opportunities.

Online Store Rates

Web Package	Price €	Campaign Length	No. Of Featured Products online p/a	No. of Featured products in Print p/a	Monthly Blog Posts	Monthly Facebook Product Posts	Style File in magazine	Style File on website
Silver	1,000	12 months	up to 10 products	3	x	-	-	-
Gold	1,500	12 months	up to 20 products	5	x	x	-	x
Platinum	2,500	12 months	up to 50 products	10	x	x	x	x

* Indicates a commission of between 10-20% will be taken on the sale of each product

Design specifications Online

Per product:

3 images on white background:

- Front (300 dpi and 72 dpi)
- Back (72 dpi)
- Side (72 dpi) or Detail (72 dpi)
- 1 Lifestyle Shot (optional)

If product is available in different colours, please make sure to provide us with the 5 aforementioned images in alternative coloursets.

Home Couture.... Distribution **Mallorca**

The team behind Home Couture understand the value of an efficient distribution strategy. With this in mind, our distribution points are carefully selected and regularly replenished. This ensures it's available in all the places it should be so our clients receive the best possible response to their advertising.

- + Home Couture is available all over the island from **Blau Press newsagents**, department stores and special interest magazine shops at a cover price of €4.50.
- + Home Couture is also exclusively distributed to every registered **technical architect** in Mallorca (1107)
- + Home Couture is also **hand** delivered to exclusive residences in Son Vida, Costa d'en Blanes and Andratx
- + Home Couture is also exclusively available onboard with 2 private jet companies:
MALLORCA AIR www.mallorcaair.es, **WINDROSE AIR** www.windroseair.de

Home Couture is available from the following outlets:

CAFES & RESTAURANTS

Available at ALL 'Cappuccino' cafes in Mallorca
Mood Beach, Costa d'en Blanes,
Puro Beach Club, Palma
Simply Fosh

INTERIOR DESIGN OUTLETS

Puerto Andratx:
Midnight Blue
Cocina y Vida
Intermöbel
Veri 5, Aromas
Calvia:
Transformations, Calvia Village
Home EU
Cristaleria Calvia, Paguera
Lares, Bendinat,
Daniel Steen, Palmanova,
Interior House, Costa d'en Blanes
Campos:
Ambientes, Interiorismo
Designhaus Mallorca
Meridiano Mallorca S.L.
Pedro Lira
Felanix:
Cuisinale
Cuinart
Inca:
Das Depot
Ideainca
Espaicuina
EDFAN, Sintec
Casa Nativa
Llucmajor:
Casa Holanda
Bellfoc
Palma:
Ducha Fresca
B Connected

Roche Burbois
Loewe/Digital cinema
Miele
Bulthaup Nicolau
Spazio Varenna, Poliform
Art Aqua
Duxiana
Domus Artis
Bang & Olufsen
Midge Dalton
Tapizerias Juncosa
Gandia Blasco
D'Oliver
Artamtam
Icazar Oportunidad S.A.
Holger Stewen
Sounds & Visions
Maxim Comfort, Bed's
Sie Matic
Studio Mirna
Puyalto muebles de oficina
Saiton Armarios
Kera Gres
Socias y Rosello
Maximilian Parquet
Calizas Mallorca
Floreta de Mallorca
Santa Maria:
19 d'Arti Altres
Santa Ponca:
Knox Design,
Teraza Balear
Hästens
Santanyi:
Alou Barcelo
Galeria Sailer
Incompar/Mimar Balear
Empire Art
Soller:
Can Cabot

LUXURY HOTELS & SPA'S

Andratx:
Hotel Montport
Villa Italia
Camp de Mar:
Dorint Hotel
El Toro:
Port Adriano Hotel
Llucmajor:
Marriott Son Antem
Son Julia
Hilton Sa Torre
Paguera:
Villamil Hotel
Palma:
Hotel Tres (In Rooms)
Santa Clara (In Rooms)
Palacio Sa Galesa (In Rooms)
Puro (In Rooms)
Convent de la Mission
Palmanova:
Mardavall St Regis
Santanyi:
S'Hotelet de Santanyi (In Rooms)
Santa Maria:
Reads Hotel
Son Vida:
Arabella Sheraton
Son Castillo
Soller:
Grand Hotel Soller
Pollenca:
Son Brull
Valldemossa/Deia:
Valldemossa Hotel
La Residencia
(In Rooms)

GOLF & COUNTRY CLUBS

Andratx:
Andratx Golf Club
Bendinat:
Bendinat Golf Course
Sporting Tennis, Puerto Portals
Manacor:
Son Gual Golf Course
Santa Ponsa:
Santa Ponsa Country Club
Santanyi:
Vall D'Or Golf Club
Son Vida:
Son Quint Golf Course
Son Muntaner Golf Course
Son Vida Golf Course

ESTATE AGENCIES

Palma:
Marcel Remus
MJC & Associates
Engel & Völkers
Minkner & Partner
Santanyi:
Inmobiliaria Lucie Hauri
Jerome Ledin
MC Fincaservice
Son Vida:
Mallorca Gold
Real Estate



Home Couture.... Distribution Costa del Sol

The team behind Home Couture understand the value of an efficient distribution strategy. With this in mind, our distribution points are carefully selected and regularly replenished. This ensures it's available in all the places it should be so our clients receive the best possible response to their advertising.

- + Home Couture is available all across the Costa del Sol from newsagents, department stores and special interest magazine shops at a cover price of €4.50.
- + Home Couture is also exclusively distributed to every registered **architect** in Malaga (996)
- + Home Couture is also exclusively available onboard with 2 private jet companies:
MALLORCA AIR www.mallorcaair.es, **WINDROSE AIR** www.windroseair.de

Home Couture is available from the following outlets:

MARBELLA

Aylesford
Chillout Beds
Clive Christian
Design Concept
Diana Morales
Divatto
G. Vega Ceramica
Gilmar
Green Life
Incosol
Joyce Marbella
Messeg Design
Pegasus Properties
Pias Chimeneas
Quay Property Group
Ristorante Regina
Reluz Properties
Robertos
Swiss Made Homes
The Beach House
Wasa Property SA
Bono's Beach
El Oceano
Los Flamings
Kristina Szekely
Guey
La Duquesa
Miraflores
The Fireplace Shop
Velas de la Ballena
Villa Tiberio
Aloha Golf
Bang & Olufson
Bora Bora
Buddha Beach
Don Carlos
Gran Hotel Guadalpin Banus
Gran Melia Marbella

Cappuccino Gran Melia Marbella
Las Brisas
Loani Home
Los Monteros
Los Naranjos
Marriot Marbella Beach
Puente Romano
Rio Real
Alno, Beds
Nikki Beach
Ocean Club
Roche Bobois
Bulthaup
Gaston y Daniela
Pedro Peña
Porcelanosa
Kettal
Siematic
Cape Reed
Houses of Art
Engel & Völkers
Stone Gallery
Flamant
Marbella Carpets
Frette
Fine & Country
Marbella Club Café
RWK Kitchens
Tra & Stern
Terra Sana
Maison Afrique du Sud
Alzambra Residences
Richard Lewis Interiors
Carlos Lamas
Laura Ashley
NH Alanda Hotel
Mobile & Diseño
Gunki & Trentino

MALAGA

Tapicerias Grau decor
Vincci Posado de Patio
Kartell
Byblos Andaluz
Ibermasion
La Silla Roja
Parador
Sushi des Artistes

BENAHAVÍS

VA Property
La Zagaleta
Los Arqueros

ESTEPONA

Tikitanto
Atalaya Park Golf Course
Atalaya Park Golf Hotel
Crowne Plaza
Kempinski
Laguna Village

FUENGIROLA

Ana Moreno
Paula Monaghan interiors
Muebles Benitez
Bo Concept
Decorhaus

MIJAS

Glass Curtains
La Cala Resort
Disenos y tejados
Serrano
White Design Company
Cocinas Plus

Pergola Design
Vergola Spain
Royal Pianos

NUEVA ANDALUCÍA

Quality Homes
Nordica Rentals
La Sala

SOTOGRADE

Cortijo Las flores
Sotogarden
Real Sotograde
La Reserva de Sotograde
San Roque

SAN PEDRO DE ALCANTARA

Amc Projects
Susana Developments
U Design
Ambience
Mikku
Domosat
Häcker
Arenay Home
Love Design
Aquapool
Smart Systems
Zapping



HOME *Couture*

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WWW.HOMECOUTUREMAGAZINE.COM
WWW.HOMECOUTURESTORE.COM