



MONDO BARCA

MARKET

MEDIA KIT 2025

MAGAZINE, WEBSITE AND DIGITAL ADV

MONDO BARCA IN FIGURES

SOCIAL MEDIA

28.000
More than 25.000 connections
on our social media channels



MAGAZINE

30.000
30.000 copies per month,
previous issues available for
free at fairs



over
25
years of business

NEWSLETTER

37.000
Over 37.000 people subscribed to
the newsletter



WEBSITE

320.000
The website
www.mondobarcamarket.it
has over 320.000 active users



THE MAGAZINE

MONDO BARCA is a monthly magazine for yachtsmen and marine business operators, available in **print** and **digital** edition.

The magazine offers exciting **sea trials**, on-site reportages from **International boat shows**, exclusive **interviews** with designers and market leaders, marine **tutorials**, fishing and diving columns. The publication also includes articles on nautical accessories, the best Mediterranean **marinas** and the latest **lifestyle** trends.

Its clean design, together with a large number of photographs, makes it easy and pleasant to read.

MONDO BARCA joins the most important **nautical events**. For this reason, it is an efficient solution for **publishing your messages** and **improving your brand image**.

The **advertising proposal** is in line with the growing communication needs of the modern world.

You will reach all potential customers through **MONDO BARCA'S** multiple communication channels: the **magazine**, **website** and **social media**.





ENGLISH DIGITAL EDITION

Starting from January 2025, MONDO BARCA is available in a **digital version** fully translated in **English**. This decision stems from the desire to meet the needs of numerous international subscribers and industry professionals who have been following the Italian nautical market through the pages of MONDO BARCA for 27 years.

Thanks to this new feature, our international readers will be able to access the magazine **easily and instantly** via **QR CODE**, which grants exclusive access to the English language version. With MONDO BARCA's translated digital edition, the goal is to ensure a **seamless high-quality reading experience**.

Regardless of whether they choose the Italian or English version, every reader will enjoy the same layout, content, and graphic design.

The magazine will remain **true to its tradition** of in-depth analyses and detailed features, with an **elegant and easy-to-read layout**, no matter the chosen language.



CHARACTERISTICS



Frequency: monthly – issue 1st of the month

Price: € 5,00

Size: 210x297 mm

Paper: internal glossy 100 g.; plastic cover 300 g.

Print: Roto – Offset

Circulation: 30.000 copies

Distribution: newsstands + subscriptions

Trade fairs: boot (Düsseldorf), Nauticsud (Naples), Venice International Boat Show, Seatec & Compotec (Carrara), Cannes Yachting Festival, Genoa International Boat Show, Bologna Boat Show, MetsTrade (Amsterdam)

Special Editions: March (Mediterranean Marinas); May (Charter); August/September (Nautical Events: Cannes Yachting Festival and Genoa Boat Show); October (News 2026)

READER PROFILE

- People wishing to buy or sell a motorboat, a sailboat, a dinghy or nautical accessories;
- shipyards, marine business operators, yacht owners, boaters, cruisers and all sea lovers
- Aged between 30 and 65 years old
- Middle-high income owners

COLUMNS

Boat tests on new boats with video and photo service

Technique and tip tutorials, expert advice, product testings and much more

Latest news and boat shows

Focus interviews with market leaders

Mediterranean Marinas | Fishing tips | The underwater world | Safety at sea | Lawyer on board | Chef on board

Architects, Designers and Engineers | Lifestyle trends | Car news | Classified advertisement





MULTIMEDIA CONTENT
Scan the QR CODE
and get access to additional contents,
such as videos, images,
links or PDF files.



ADVERTISING FORMATS



Two-page spread
42 x 29,7 cm



Full page
21 x 29,7 cm



Half page
19 x 13 cm



One Third
page 19 x 9 cm



One Sixth page
19 x 4,4 cm



6 modules
14,5 x 9 cm



4 modules
9,5 x 9 cm



2 modules
9,5 x 4,5 cm



FLYER

BROCHURE

DOUBLE
GATE-FOLD
BROCHURE

CATALOG

COVER POSITION AND SPECIAL UNITS

Cover, inside front cover, back cover, inside back cover, advertorial, right-hand position, position among the first 20 pages.

INSERT

It is possible to attach single pages, brochures, different formats or insert a paperback according to customer requirements.

MONDO BARCA

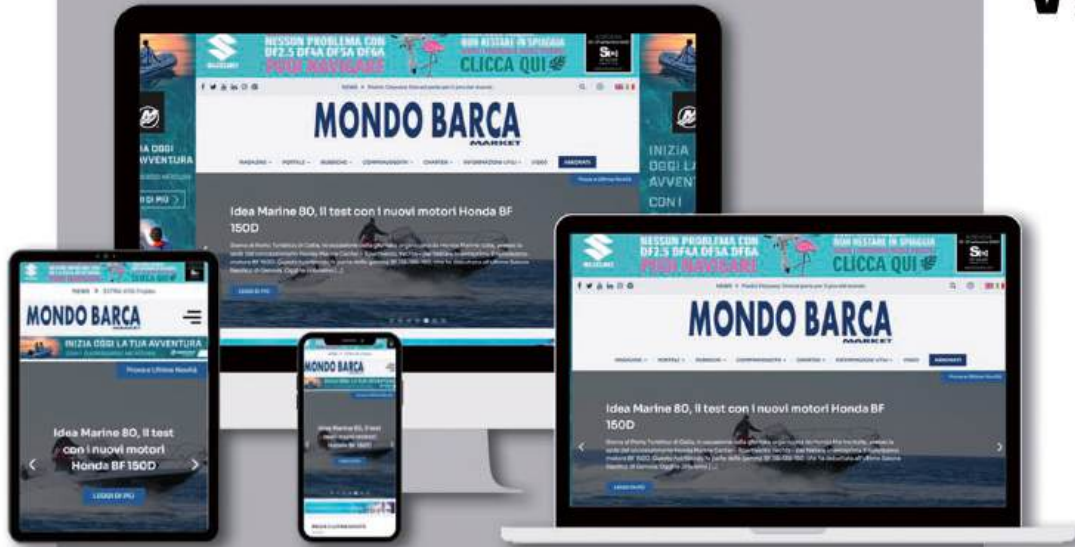
MARKET

DIGITAL ADV

WWW.MONDOBARCAMARKET.IT
AND SOCIAL MEDIA



WEBSITE AND SOCIAL



The website www.mondobarcamarket.it, now available in English at www.mondobarcamarket.com, was originally created to support the magazine MONDO BARCA and gained by the years its own identity, always keeping pace with the evolution of digital communication.

The website highlights the columns of the magazine, covering the latest news from the nautical world together with sea trials, nautical accessories, fishing tips, Mediterranean marinas and the newest trends and lifestyle. The news is also posted on the social media channels of MONDO BARCA: Facebook, Instagram, Threads, X, LinkedIn, YouTube, Pinterest and Blogger.

Keep up to date with the news and advertisements by following the official hashtag: #MondoBarcaMarket

WWW.MONDOBARCAMARKET.IT
WWW.MONDOBARCAMARKET.COM

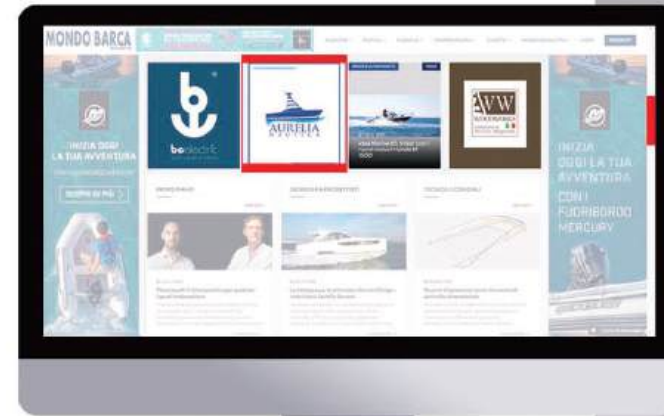


BANNER

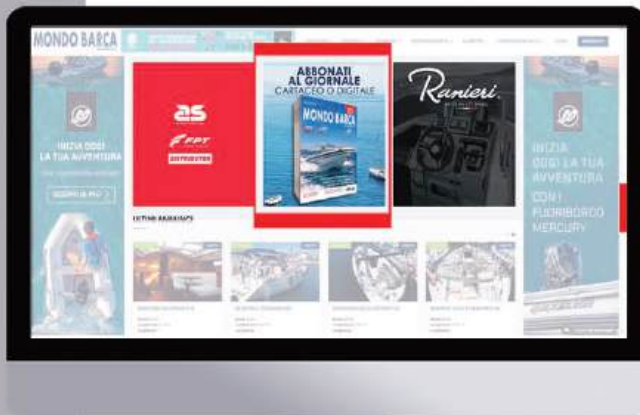
WWW.MONDOBARCAMARKET.IT



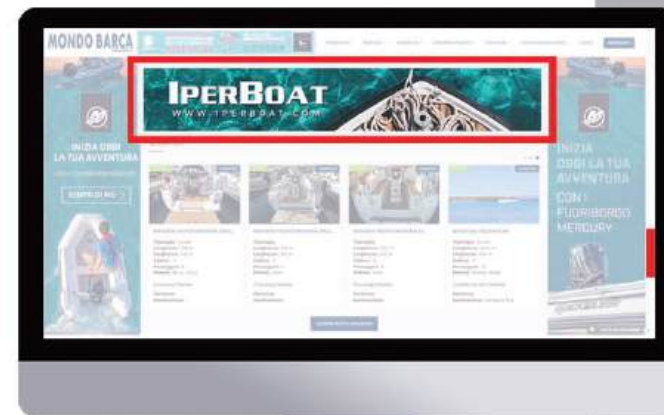
Skin 1920 x 929 px
Banner 1290 x 160 px



Banner / Video / News - 282 x 314 px



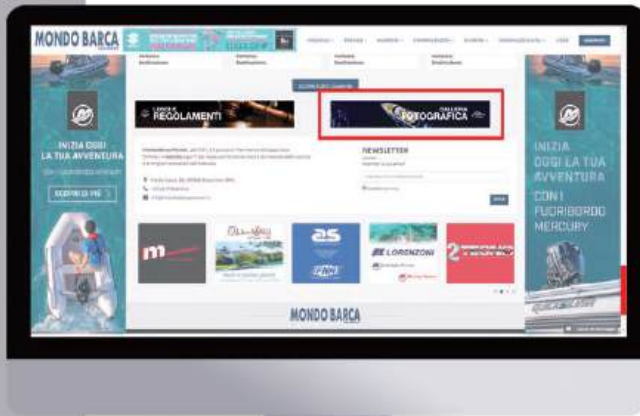
Banner 400 x 446 px



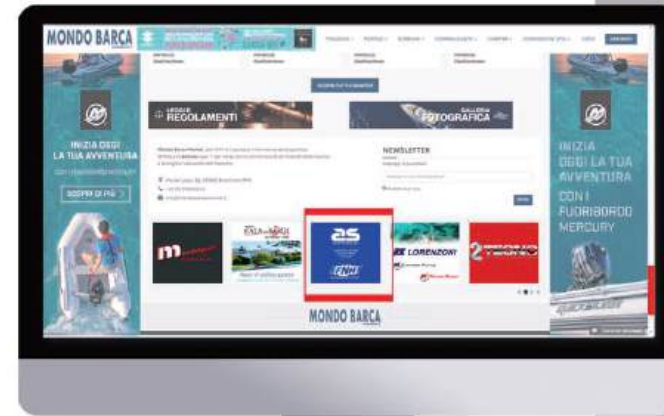
Banner 1290 x 202 px

BANNER

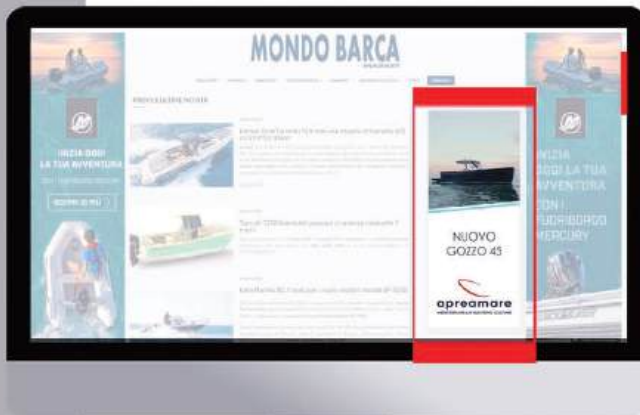
WWW.MONDOBARCAMARKET.IT



Banner 570 x 90 px



Rotating banner 214 x 204 px
visible on all pages of the website



Banner 282 x 636 px



Banner 282 x 314 px

SERVICES

EMAIL MARKETING

Promote your business through email marketing: **MONDO BARCA** will send your message to over **37.000 people**, who subscribed to the newsletter of the magazine.

The content of the email is also published on the website and shared on the blog and social media channels (Facebook, X, LinkedIn, Pinterest, Instagram and Threads), which have over 28.000 followers.

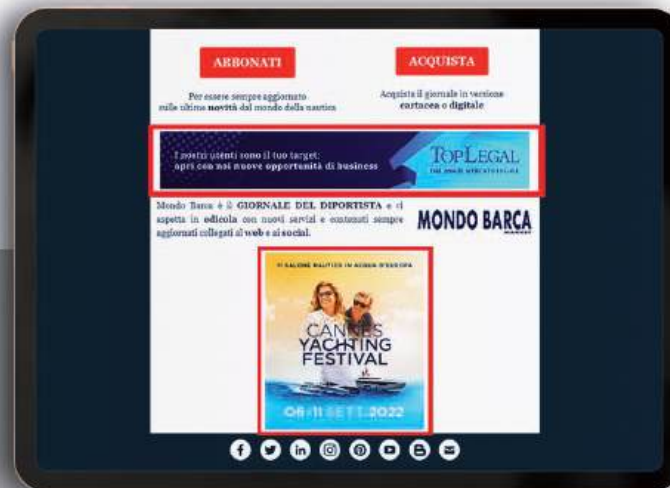
NEWS

Spread your news: the latest news from your business will be published on **www.mondobarcamarket.com** and shared on the social media channels.

BANNER NEWSLETTER

Your banner will be included in the monthly newsletter sent to **over 37.000 people**.

The banner can come in **different shapes and formats**.



SOME EXAMPLES

Rectangle banner
570 x 90 px

Square banner
245 x 273 px

SERVICES



CLASSIFIED ADV

- Ads visible on the home page.
- Unlimited ads management.

CHARTER ADV

- Ads visible on the home page.
- Ads management UNLIMITED where to enter your fleet.

INSTAGRAM AND FACEBOOK STORIES

The story can consist of a photo or video with a link to your website.

It is published on Instagram, shared on the MONDO BARCA Facebook page and is visible by MONDO BARCA's followers on both social networks. The story may also contain the link direct to your site and your Instagram profile.

Once the story is published, you can repost it in your stories.

YOUTUBE

Video on YouTube channel and www.mondobarcamarket.it



CONTACTS

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Our social media in a click:



