



Ibiza Spotlight

2025 media kit



Over 45 years **promoting the Island**

Ibiza Spotlight is the most viewed and read website about Ibiza. Over the years we have built trust with our online visitors and local businesses through dedication to customer service and consistent delivery of valuable information about Ibiza.

Our Ibiza guide and calendar are the world's most accurate news source for holidaymakers to Ibiza.

Why advertise with **Ibiza Spotlight**?

What we deliver.

PARTNER WITH THE No. 1 IBIZA WEBSITE

- Over 45 years promoting the island in print and 25 years online
- Well-known and highly-trusted brand (with a devoted international following)
- User-friendly guide designed for fast browsing on mobile and desktop
- Quick response to your marketing requirements from our experienced team

INCREASE BRAND VISIBILITY

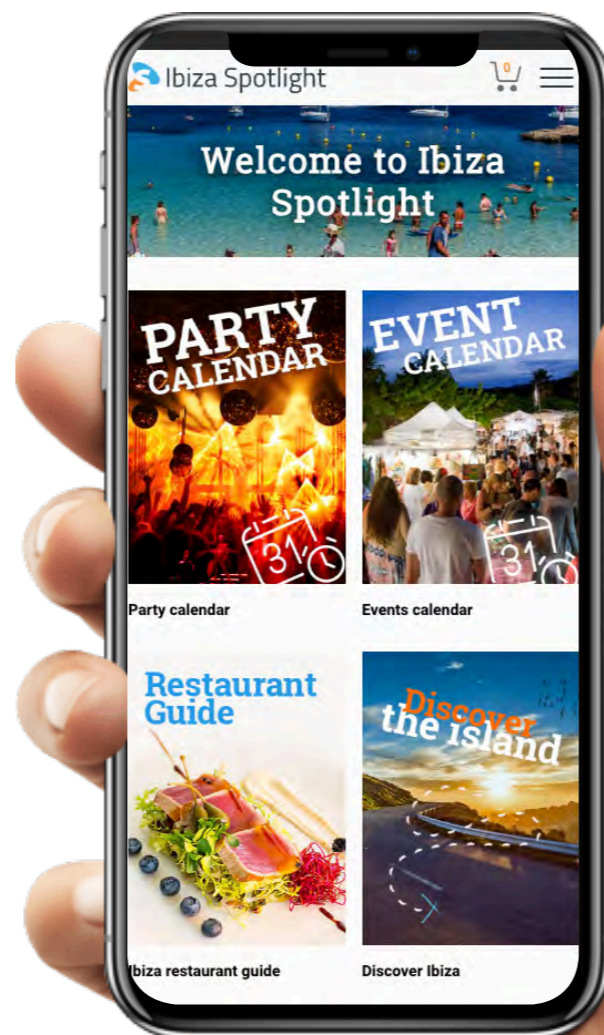
- Banner presence across our entire site
- Tap into our high-reach social media channels
- Recommendation in the high-traffic articles published in our online magazine
- Listing of your events on our daily updated event calendar

REACH MORE CUSTOMERS

- Targeted traffic to your website/social media from Ibiza's most visited platform
- Increase your internet ranking through our powerful SEO
- Reach a global audience: our guide is published in English, Spanish, German and Italian
- Our loyal users and followers trust in our recommendations and our impeccable post-sales service

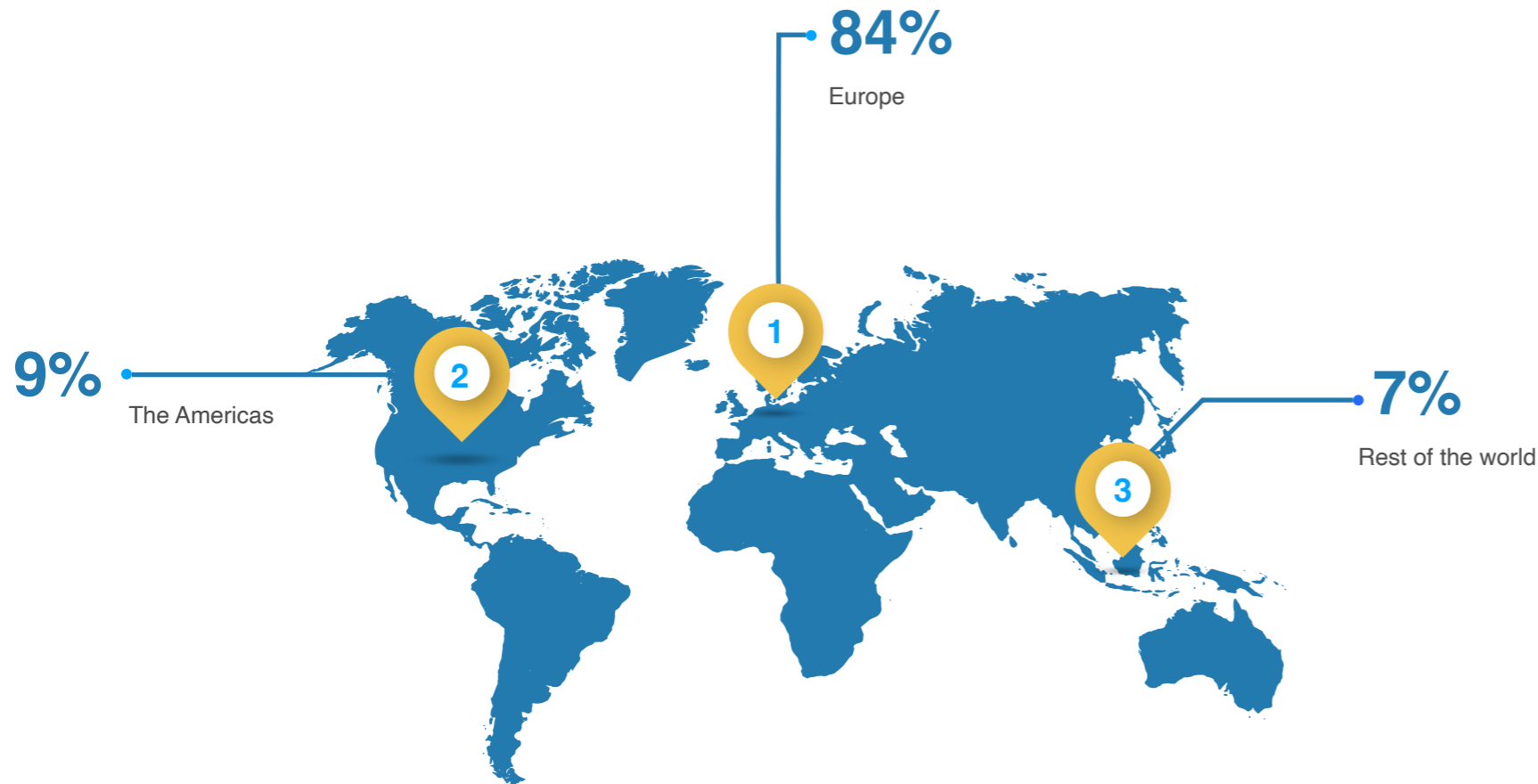
ALSO BENEFIT FROM

- Professional writers, video producers and photographers
- Professionally translated sales pages
- Texts optimised for search engine results in each geographical region
- Inclusion in our newsletter, and lots more



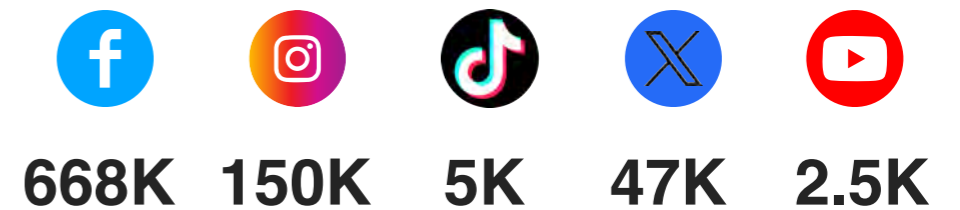
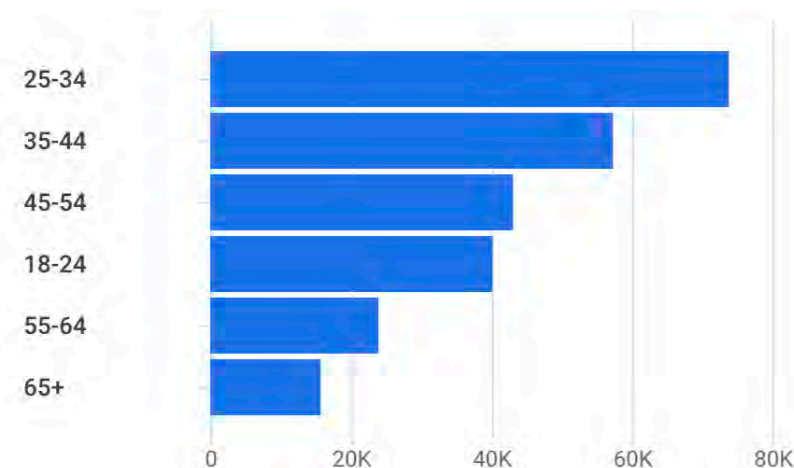
2023 Key Statistics

Some of the key reasons to be part of our recommendations.



- 8,5 million** annual sessions
- 850,000** social media followers
- 70,000** newsletter subscribers
- 2 minutes** avg. time on page
- 607,000** event calendar page views
- 815,000** magazine page views

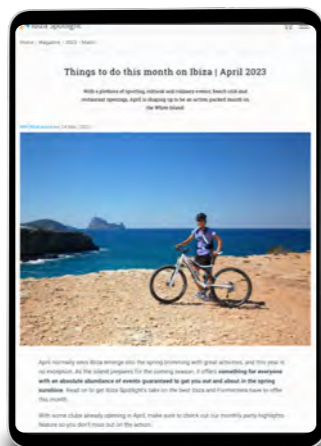
Users by age



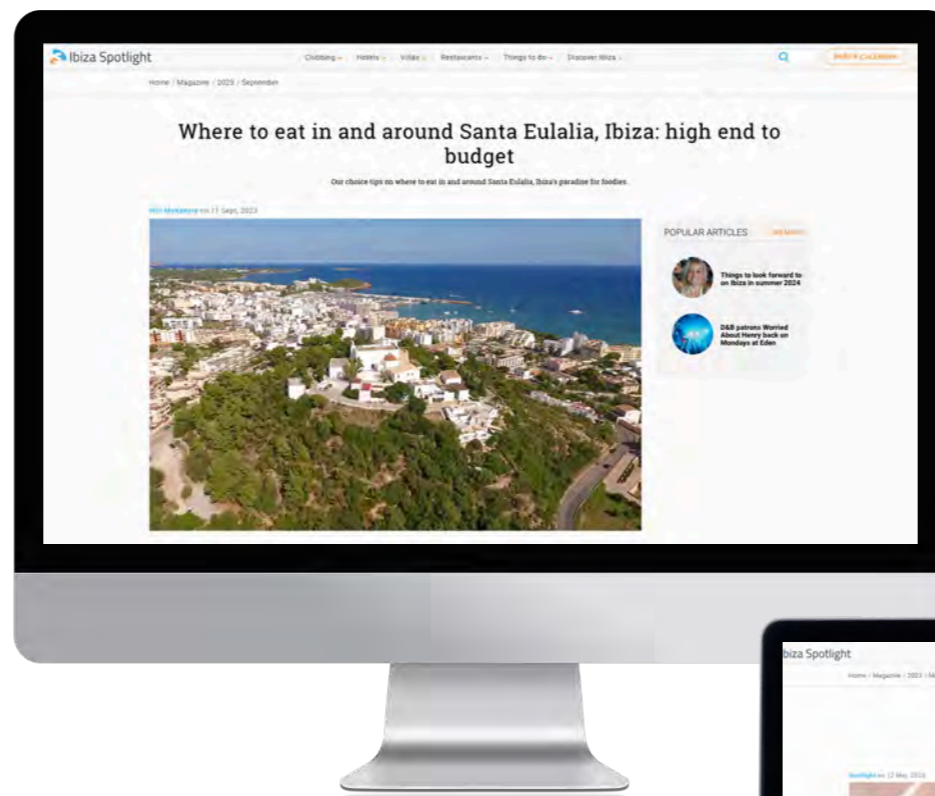
Related Content Articles

Targeted page views with valuable SEO links to your website.

Things to do this month...
9,000 pages views 2023

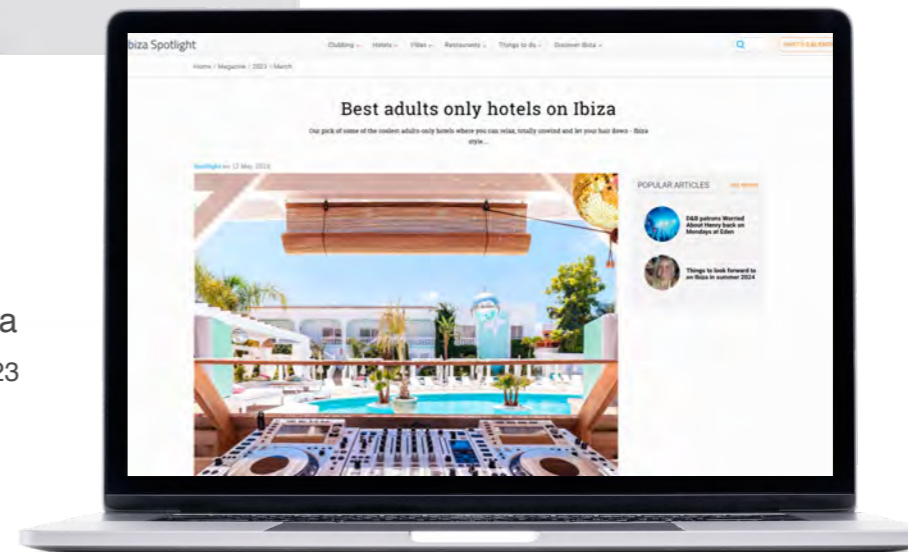


How to get the most out of Ibiza...
9,000 pages views 2023



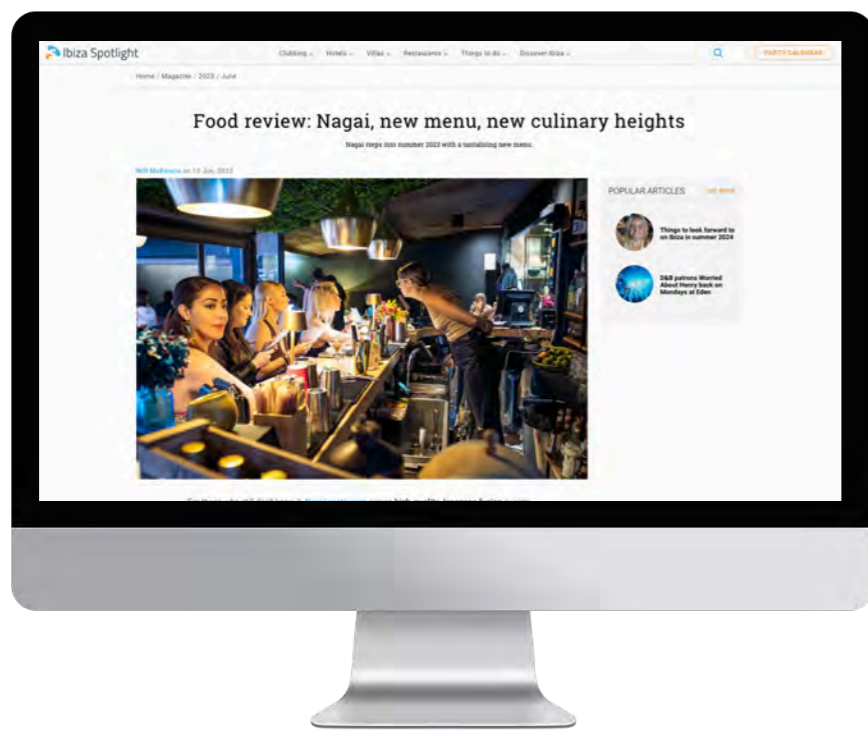
Where to eat in and around ...
12,500 page views 2023

Best adults-only hotels on Ibiza
6,300 page views 2023



Client-specific Articles

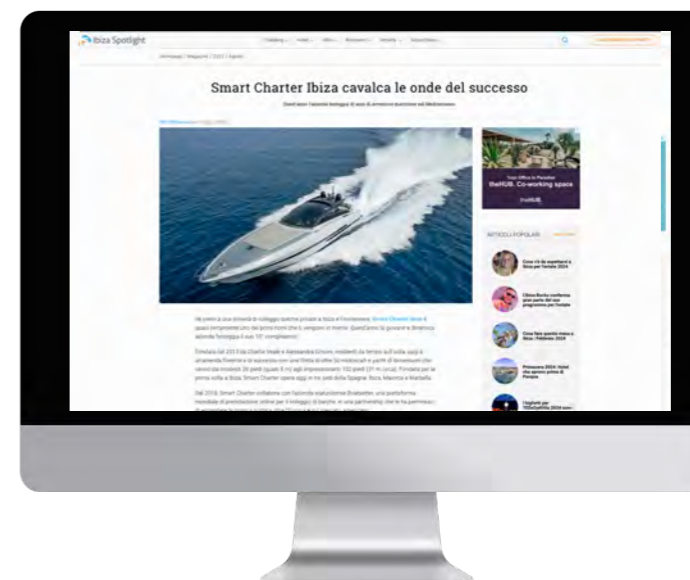
Full article in four languages and link to your website for direct bookings.



Our food reviews include a photoshoot of the experience at your restaurant.



Our professional team of writers and translators publish interesting content.



Ibiza Spotlight Social Media

Achieve high brand visibility through our multiple social media platforms.



668K



150K



5K



47K



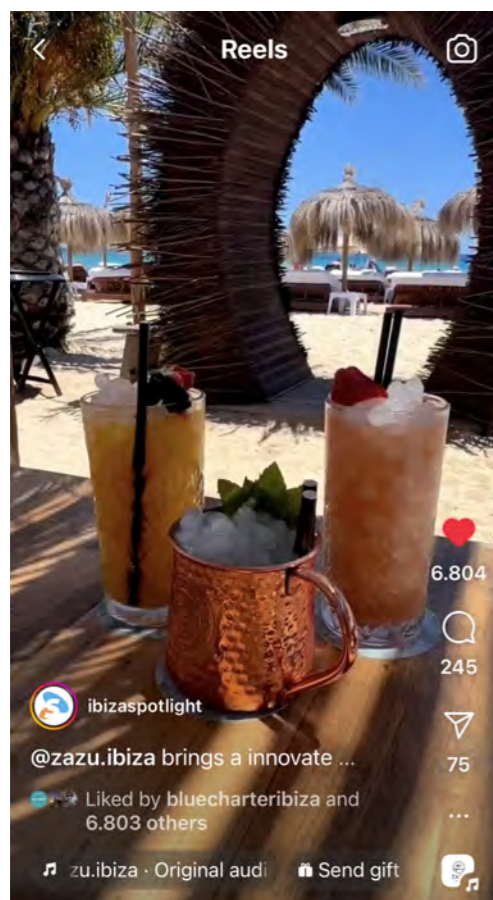
2.5K

We constantly share current and varied content, providing practical, useful and entertaining information about the island, recommending places of interest with visually attractive material.

We perform three types of actions in different formats (posts, reels, stories - highlights), depending on the platform.

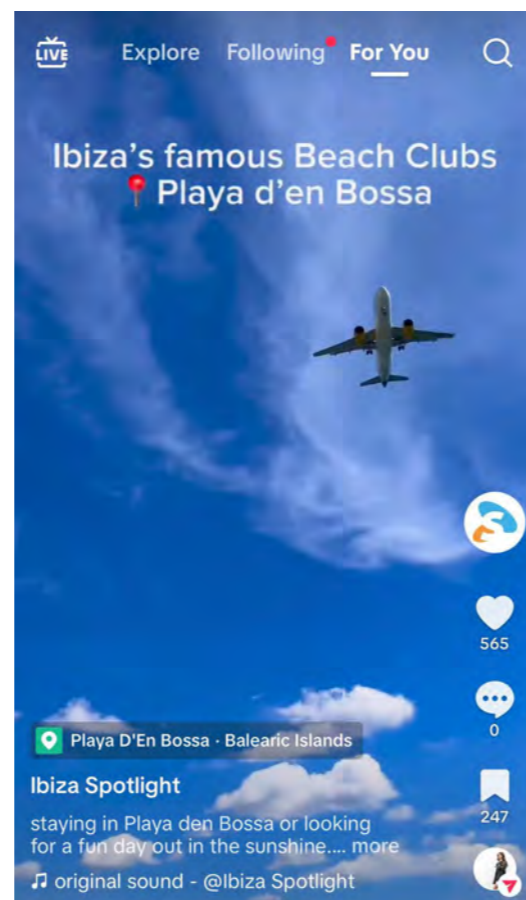
Specific action

Promoting your business



Related action

Promoting the best of Ibiza



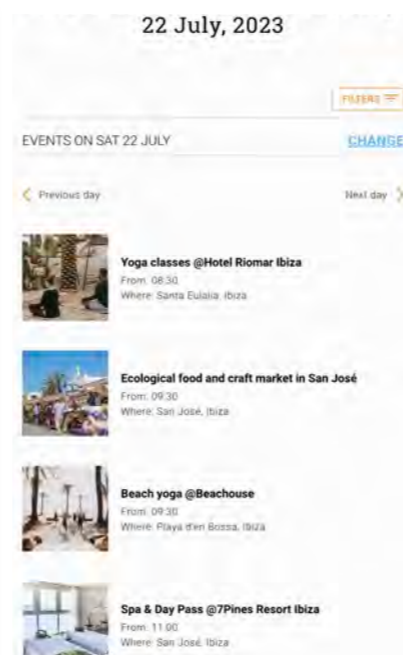
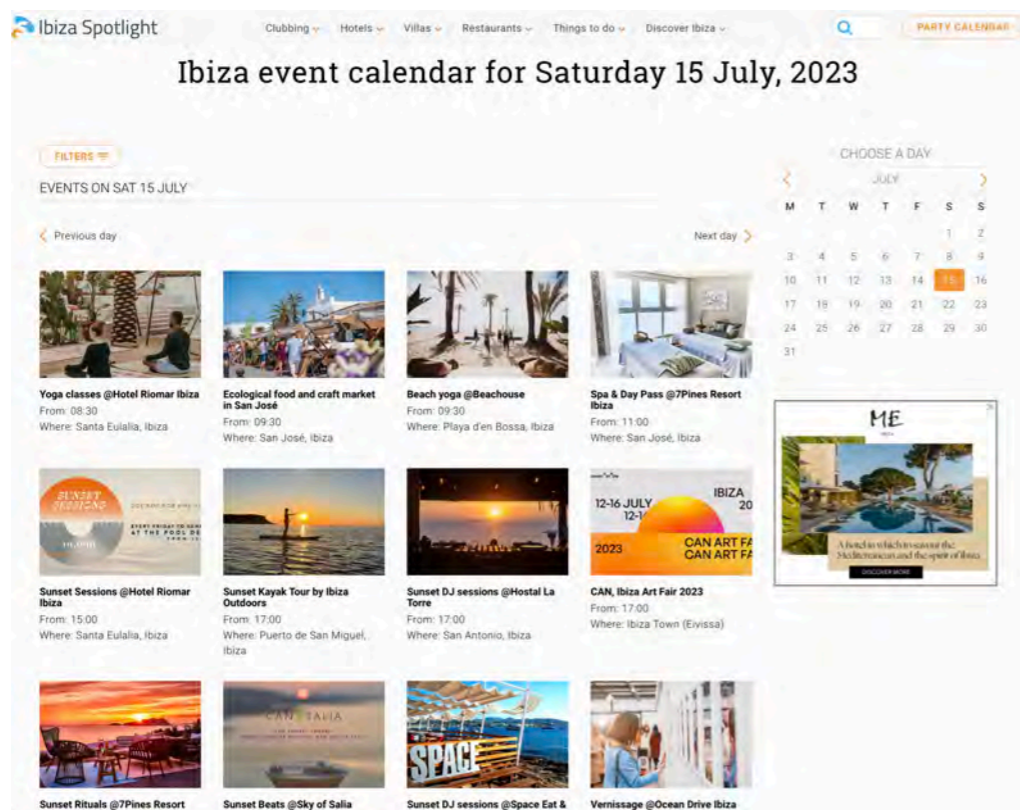
Event action

Promoting your event in situ

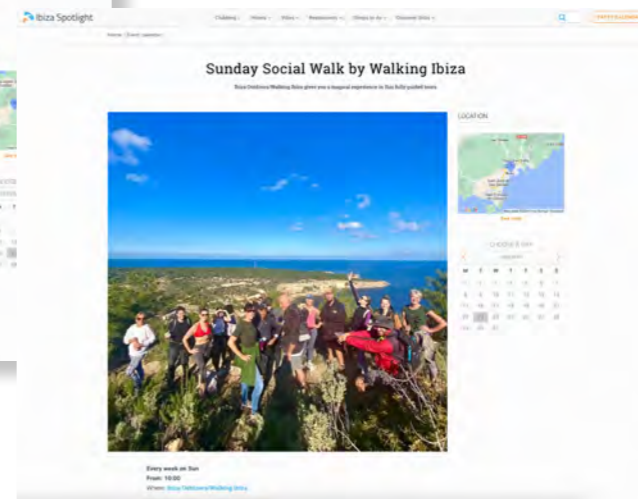
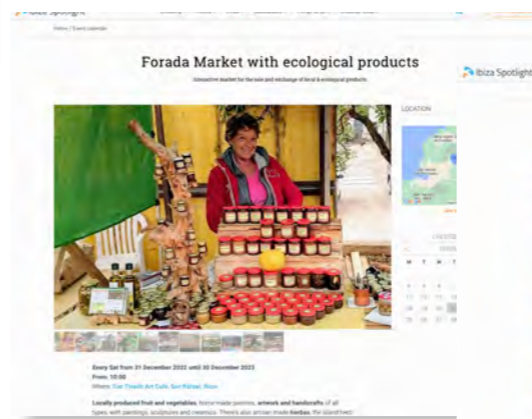


Ibiza Spotlight Event Calendar

Be part of Ibiza's most consulted and up-to-date calendar of events.



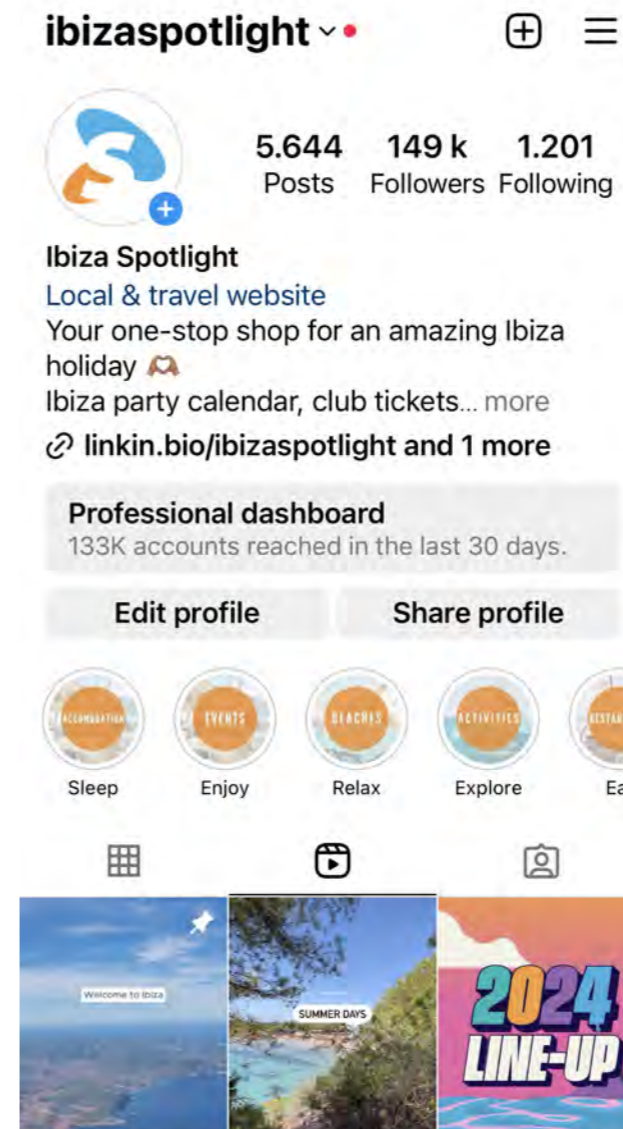
- Your event page in four languages with external link for users to book
- All your events are listed on your static page and our event calendar
- Upcoming events are listed in rotation on Ibiza Spotlight's homepage
- Extra promotion on our monthly 'Things to do this month article' and weekly events story on Instagram and FB



Push your event **live on Ibiza Spotlight**

Give your event extra visibility, with in-situ coverage.

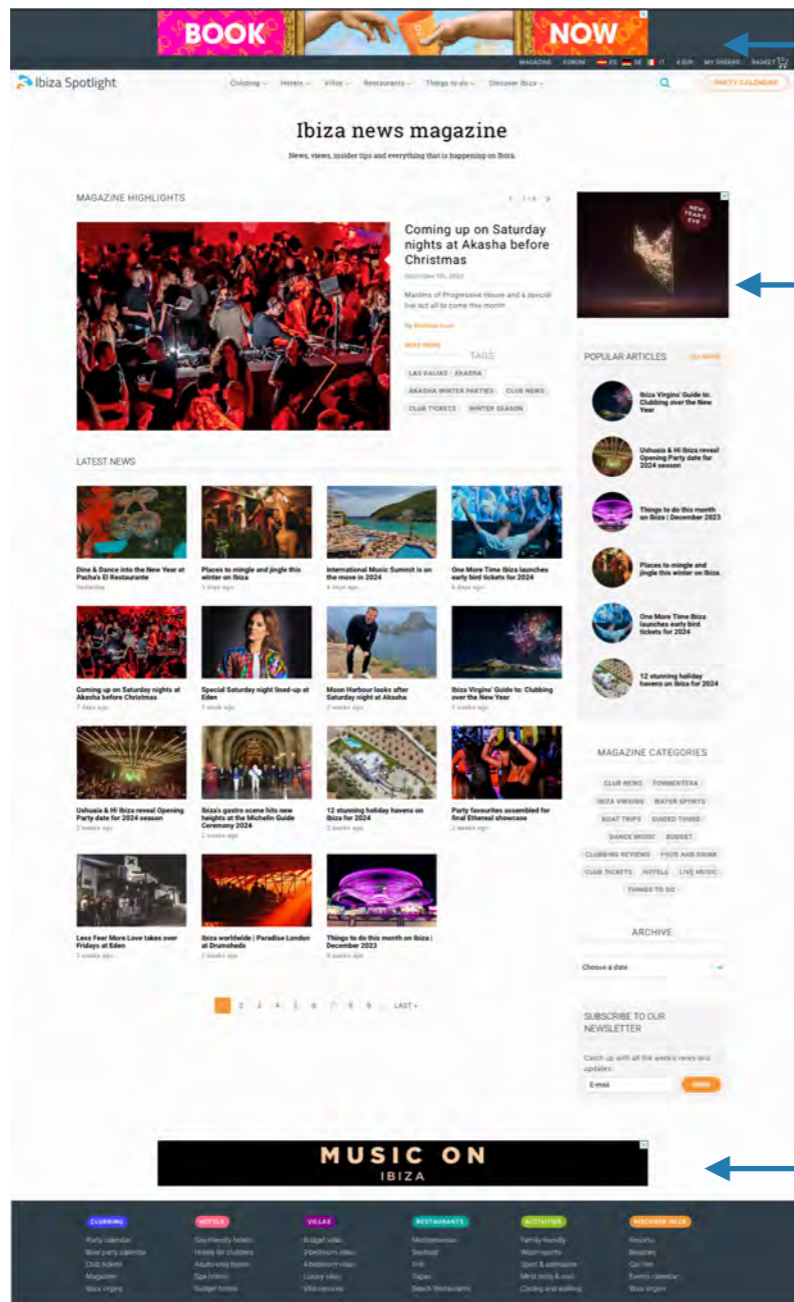
Story-telling with direct link to your event page or online reservation system and inclusion in our Instagram highlights.



Ibiza Spotlight Banners

Target Branding: Be seen by millions of holidaymakers.

Desktop version



Leaderboard

MPU

Bottom banner

Mobile version



Leaderboard

MPU

Bottom banner

Pricing Packages (Yearly)

What's included.

Static page on Ibiza Spotlight showcasing your business with contact and SEO links to your business and full photo gallery.

Your business is **listed on all relevant pages** in four languages: English, Spanish, German and Italian.

STANDARD
720€

Editorial content: recommendation in a related content article

PREMIUM
1,550€

Superior positioning above standard, on all listings

Editorial content: recommendation in 1 related content article

Extra external link: 1 (from editorial)

Newsletter inclusion: 1 inclusion (via event promotion, related content promotion or banner)

Event calendar inclusion: up to 3 recurring events, with external link to book (optional)

Social media action: 2 actions

GOLD
2,700€

Superior positioning above premium, on all listings

Editorial content: recommendation in 2 related content articles, 1 client specific news piece

Extra external link: 1 (from editorial)

Newsletter inclusion: 2 inclusions (via event promotion, related content promotion or banner)

Event calendar inclusion: up to 5 recurring events, with external link to book

Social media action: 4 actions

Video: promotion within related content video (social format)

Annual results report

Notes:

Your package can be completed with banner campaigns, extra events, editorials and social media actions. Please contact us for a bespoke marketing package.

Specific actions are exclusive promotions of your business.

Related actions are categorised promotions of Ibiza in which your business is highlighted and tagged. For example: 'The Best Rooftop Hotels', 'Beach Restaurants', 'Romantic Spots', etc.

Prices are per year and exclusive of 21% VAT.

Contact our **sales team**

Talk to us and we'll help you choose the most effective package to meet your business goals.

Since our digital launch 1999, our mantra has been **continuous improvement** and **innovation**. We are the number one guide to Ibiza because we constantly invest in making Ibiza Spotlight the **most comprehensive, up-to-date** and **accurate guide to the island**. We work as an extension of your team to help you achieve your business goals.



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