

De viajero a viajero

# magellan

MEDIA KIT 2020

## We are the travel magazine written by travelers

Real experiences full of inspiration and authenticity, beyond the travel guides.

Committed to the sector, we align our tourism proposals with the values that today's traveler seeks and that we want to promote, a sustainable tourism in time.



# STRENGTHS



## GLOBAL

We address a Spanish-speaking audience.



## INNOVATION

We are a 100% digital and multi-device media.



## QUALITY

Our value is the authenticity of our stories and our knowledge.



## INTERACTION

We are the perfect communication channel between the industry and real travelers.



## OPEN / FREE ??

All our contents are freely accessible including the subscription to our magazine.

# AUDIENCE

Men 53 %

Women 47 %

+ 55 years 16 %

45-54 years 29 %

35-44 years 25 %

25-34 years 23 %

18-24 years 7 %

\*Fuente: Google Analytics 2019



# SOURCE READERS / ORIGIN READERS ??



SPAIN

**55,86%**



LATIN AMERICA

**19,17%**



UNITED STATES

**16,19%**



EUROPE

**8,78%**

# DIGITAL 360

We use all digital resources to make our content accessible from anywhere and on any device.



# MAGAZINE

Our digital magazine is designed to reach an audience with previous travel experience, curious and demanding.

We bet for image (Full Screen HD) and texts of authentic travellers but with the filter of quality of the Magellan group.

The architecture and design of the magazine has been worked on by our own team to control absolutely every detail and ensure that the experience of reading it is totally satisfactory.

In addition to our website and our app, the magazine can be read on the Issuu and Press Reader platforms.



**20K**  
READERSHIP

# SITE

64.5%  
UNIQUE USERS

236.9K  
PAGE VIEWS



2.2K  
DAILY  
USERS

70K  
VISITORS



# APP

Magellan Magazine can be read through the app in a format optimized for iPad and iPhone, 100% digital.

It allows you to easily move between pages and interact with our advertisers' websites.



7.2K  
DOWNLOADS

RATING 5\*  
of our subscribers

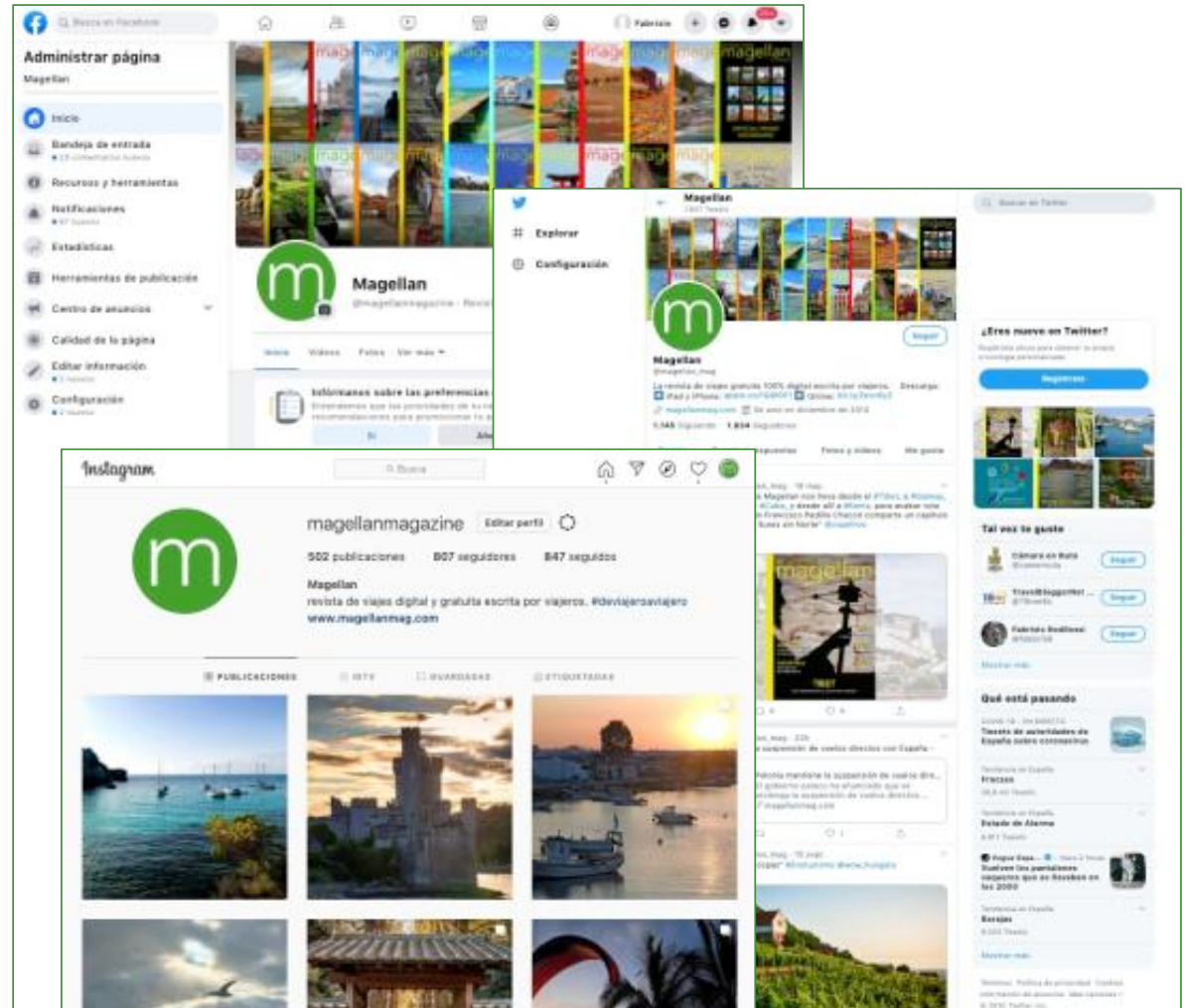
\*Source: Apple Store 2019

# SOCIAL MEDIA

7.198  
facebook

1.842  
twitter

816  
instagram



# BRAND PARTNERSHIP

We focus on our sector, we do not want to distract the reader with proposals that are not related to travel.

We value the role that both companies and institutions play in improving the traveler's experience and we become an excellent platform to reach the individual buyer.

We know the motivation that drives our readers, their behaviors and based on it we build our content and advertising strategy.



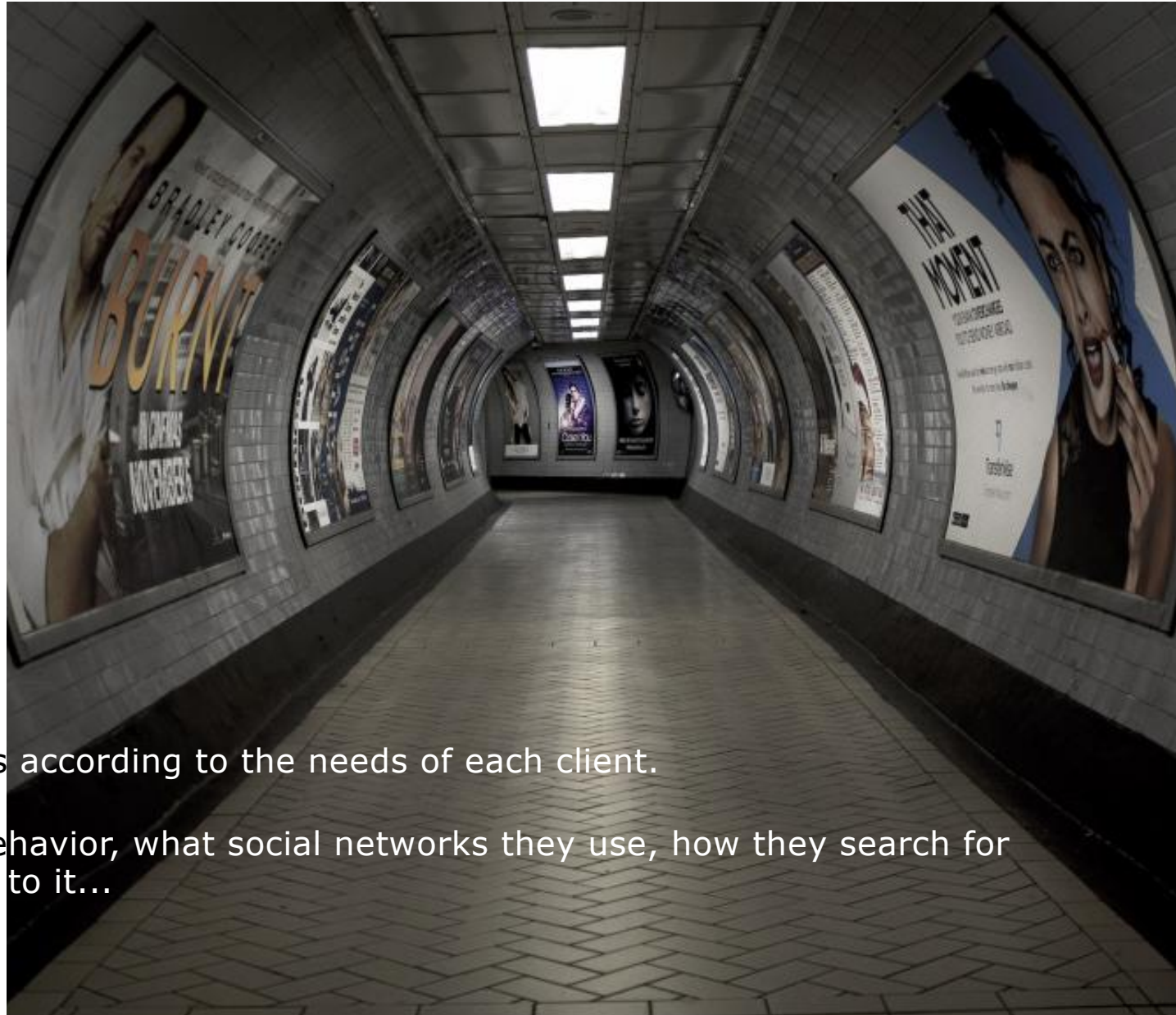
# ADVERTISING

In any digital platform:

- 1 Magazine
- 2 Site
- 3 Tablet
- 4 Mobile
- 5 Social media
- 6 Content sponsorship

Traditional and innovative formats according to the needs of each client.

We know our readers and their behavior, what social networks they use, how they search for information, how often they refer to it...



# BRANDED CONTENT

We specialize in strategy, content and digital. We help brands achieve their positioning, reputation and influence objectives through our branded content.

Our writing, design and programming departments work on the brand positioning that our client needs.

We establish annual, one-time or single-history agreements.

We increase our prescriptive power through the recommendation of our seal.

We can design the content in the languages required by the client.



La estación de Vall de Núria se encuentra en la comarca del Ripollès (término municipal de Queralbs), a 2.000 m de altitud, y es tan singular que sólo es accesible con el Tren del Cremallera desde Ribes de Freser o bien desde Queralbs. A través del viaje en cremallera se puede disfrutar de la belleza, la espectacularidad del paisaje y del conjunto del santuario en una experiencia única donde hay todo tipo de actividades.

La estación tiene previsto dar el pistoletazo de salida a la temporada de verano el viernes 19 de junio, adoptando todas las medidas sanitarias para el visitante y el personal de la estación. Durante la temporada de verano ofrece propuestas de ocio, divertidas y enmarcadas en plena naturaleza.

## Novedades

★ El nuevo servicio de Audio-guía:





**THANK YOU**

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