



# MONDO BARCA

MARKET

## MEDIA KIT 2026

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MAGAZINE, WEBSITE AND DIGITAL ADV

# MONDO BARCA IN FIGURES

SOCIAL MEDIA

28.000

More than 28.000 connections on our social media channels



MAGAZINE

30.000

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



over  
27  
years of business

NEWSLETTER

37.000

Over 37.000 people subscribed to the newsletter



WEBSITE

320.000

The website [www.mondobarcamarket.it](http://www.mondobarcamarket.it) has over 320.000 active users





# THE MAGAZINE

**MONDO BARCA**, a long-established monthly magazine for nautical information, is available in print and online at [www.mondobarcamarket.it](http://www.mondobarcamarket.it) (also in English).

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**. For over 27 years, it has been the go-to publication for boaters and industry professionals.

Attuned to the needs of its advertisers, **MONDO BARCA** provides an ideal platform to reach an audience that values quality and professionalism.

Thanks to its extensive distribution, it is available at newsstands across Italy and delivered by subscription to industry operators, readers (both in Italy and abroad), and clients with aligned interests. **MONDO BARCA** is also present at all the major events in the nautical sector, making it an effective and indispensable channel to communicate your message and enhance your brand's prestige.

The advertising plans are tailored to meet the needs of the modern communication market, enabling you to reach every potential client through multiple channels, from the magazine to the website, and across all social media platforms.

Since January 2025, the digital version of **MONDO BARCA** has been fully translated into English and has joined the jury of the Best of Boats 2025 (BOB Award).







# 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

Newsstand release: 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: Italian newsstands + Italy/abroad subscription + digital subscription

Trade fairs: boot (Düsseldorf), Rome International Boat Show, Nauticsud (Naples), Dubai International Boat Show, Venice Boat Show, 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 2027)

## 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

## LANGUAGE

Italian. Digital edition: italian/english



# OUR PARTNERSHIP


















All Assonat members receive  
 10% discount on  
 MONDO BARCA's print  
 and digital services.

All the SVB's customers  
 receive a printed copy of  
 MONDO BARCA and an  
 email invitation to subscribe.






## THE MAGAZINE IS ALSO DISTRIBUTED

MEDIA KIT  
2026

at the most important Golf Clubs, Assonautiche, Yacht Clubs across the Mediterranean, as well in the most well know luxury hotels all over Italy, France, and Germany during the boat shows, in Michelin-starred restaurants, and prestigious wineries.

# 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





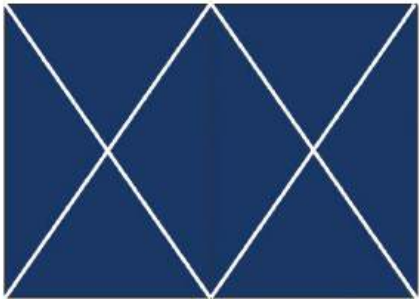


**MULTIMEDIA CONTENT**  
Scan the QR CODE  
and get access to additional contents,  
such as videos, images,  
links or PDF files.





# 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

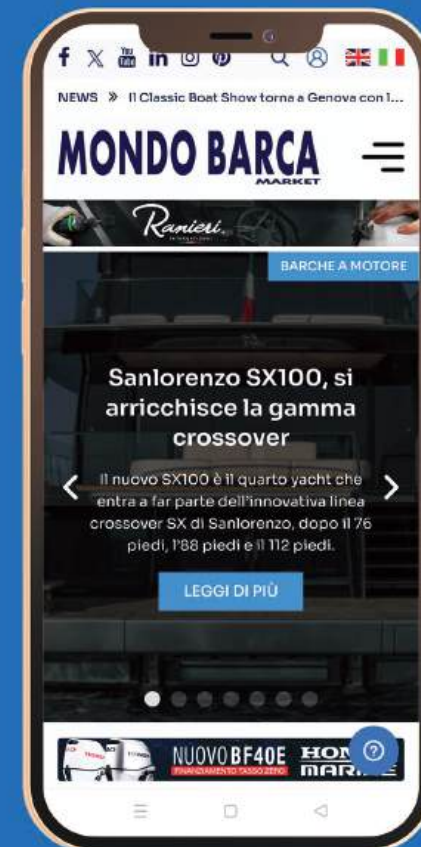
It is possible to attach single pages, brochures, different formats or insert a paperback according to customer requirements.

# MONDO BARCA

MARKET

## DIGITAL ADV

WWW.MONDOBARCAMARKET.IT  
AND SOCIAL MEDIA





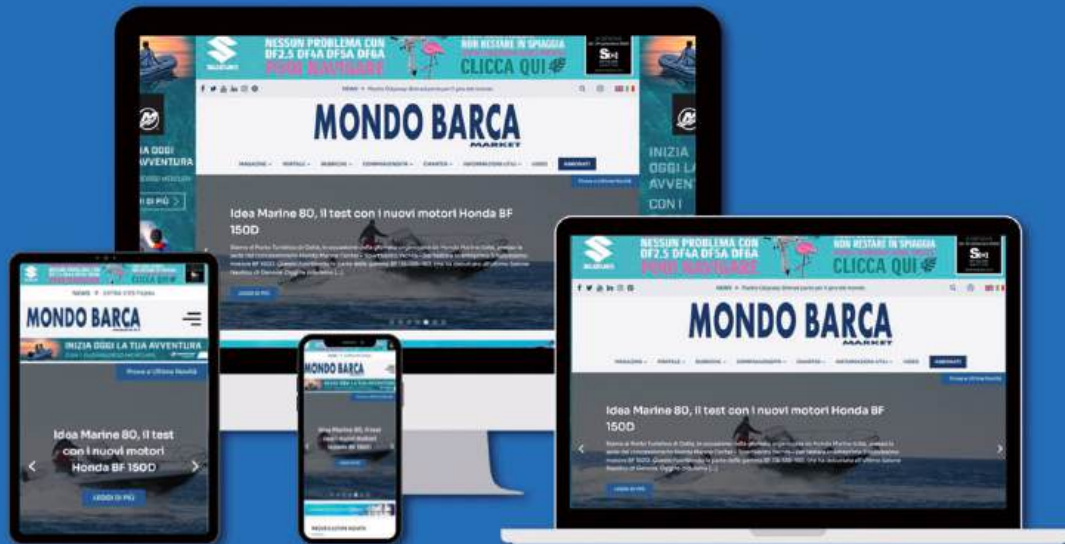
# WEBSITE AND SOCIAL

The website [www.mondobarcamarket.it](http://www.mondobarcamarket.it),  
now available in English at [www.mondobarcamarket.com](http://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**



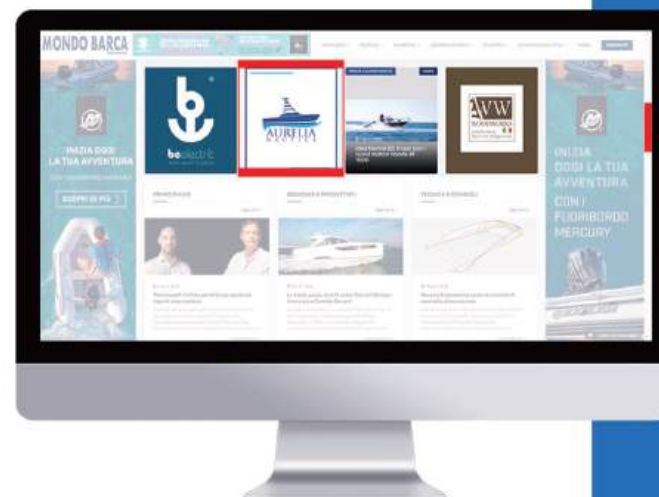
# BANNER

WWW.MONDOBARCAMARKET.IT



Skin page 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

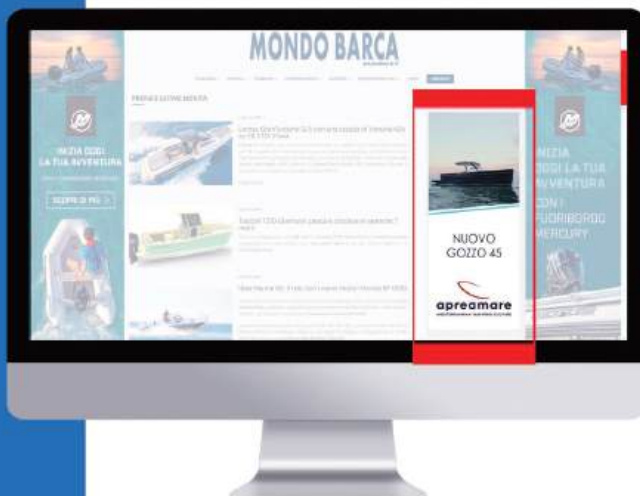
WWW.MONDOBARCAMARKET.IT



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.

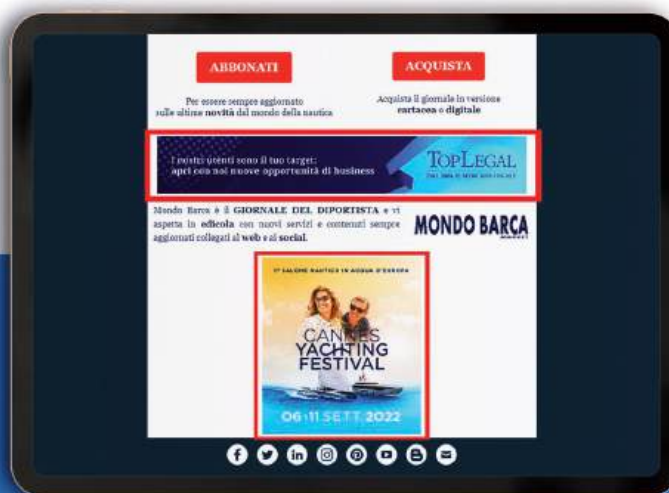
## NEWS

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](http://www.mondobarcamarket.it)





# CONTACTS

## EDIZIONI ANNESI

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00062 Bracciano (RM)

## OFFICE

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[www.mondobarcamarket.it](http://www.mondobarcamarket.it)  
[info@mondobarcamarket.it](mailto:info@mondobarcamarket.it)

## MARKETING OFFICE

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Our social media in a click:

