

MONDO BARCA

MARKET

MEDIA KIT

PRINT AND DIGITAL

2026



THE MAGAZINE

MONDO BARCA, a long-established monthly magazine dedicated to nautical information, is available in **print and online** at www.mondobarcamarket.com.

Rich in content, the magazine offers readers **sea trials**, on-site reports from **international boat shows**, exclusive **interviews** with leading figures in the marine industry, **tutorials**, and regular columns on **fishing, diving, marine accessories, marinas, and lifestyle trends**.

For more than **27 years**, it has been a benchmark publication for boat **owners and industry professionals**. Attentive to the needs of its advertisers, **MONDO BARCA** is the right tool to reach an audience that values **quality and professionalism**.

Thanks to its widespread **distribution**, the magazine is available at **newsstands** throughout Italy and is mailed by **subscription** to all nautical industry professionals, readers in Italy and abroad, and clients with a closely aligned profile. **MONDO BARCA** is also present at all the most important **events** in the nautical sector. For these reasons, it is an effective and **indispensable** medium for conveying brand messages and **enhancing** corporate image prestige.

Since 2025, **MONDO BARCA** has been part of the jury of the **Best of Boats Award**, the prestigious international recognition dedicated to powerboats.



THE ENGLISH DIGITAL MAGAZINE

MONDO BARCA is also published in a **digital edition** fully translated into **English**.

This choice stems from the desire to meet the needs of numerous international subscribers and industry professionals who, for more than **27 years**, have followed the Italian boating market through the pages of **MONDO BARCA**.

Thanks to this new initiative, international readers can access the magazine easily and immediately via **QR code** that provides exclusive entry to the English-language edition.

With the translated digital version of **MONDO BARCA**, the goal is to ensure a consistent, high-quality reading experience.

Every reader, whether choosing the Italian or the English edition, will enjoy the **same layout**, the **same content**, and the **same level of graphic refinement**.

The magazine remains faithful to its **tradition** of in-depth reporting and carefully curated features, with elegant, easy-to-read design, regardless of the language selected.



THE NUMBERS

Over **27** years on newsstands

28,000

Over 28,000 contacts across social media platforms: Facebook, X, LinkedIn, Instagram, Threads, Pinterest, Blog, and the YouTube channel.

37,000

More than 37,000 registered readers who regularly receive newsletters.

30,000

30,000 copies per month at newsstands and by subscription in Italy and abroad, in addition to the digital subscription.

320,000

The website www.mondobarcamarket.com reaches 320,000 users.

PROVE E ULTIME NOVITÀ | IMBARCAZIONI PNEUMATICHE



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2026

Non scompaiono le versioni meccaniche da catalogo, in quanto apprezzate da molti, ma oggi viene offerta quest'alternativa che elimina le cosiddette "grattate" nell'inserimento marcia, e soprattutto trasmette i comandi in modo più rapido e preciso ai motori, cosa molto utile in manovra, ad esempio.

Disponendo del DBW, si sono a quel punto adottate anche alcune tecnologie finora prerogative dei modelli V8, ossia il Cruise Control, il Supporto Regolazione di Assetto e il Sistema d'inclinazione automatica. Il Cruise Control è facile da spiegare: è il sistema già ampiamente conosciuto sugli autoveicoli che consente di mantenere la stessa velocità con qualsiasi condizione di mare. Il Supporto Regolazione di Assetto invece è un "semplificatore" di pilotaggio: selezionando una delle tre impostazioni personalizzabili, si potrà ottenere, in modo automatico, il miglior assetto in base al regime di giri dei motori o alla velocità dello scafo.

L'ultimo dettaglio, infine, riguarda la protezione per il motore, ossia un sistema di blocco automatico dell'alzata del motore stesso quando si è in porto. Bastano due clic: rapidi sull'apposito pulsante se si alza quanto serve, senza rischio di rovinarsi per far sì che il motore concerno invece la parte dell'alimentazione, rimangono invariati il sistema d'iniezione elettronica PGM-FI e il VTEC[®], ossia il regolatore di alzata delle valvole al fine di ottenere le migliori prestazioni e le accelerazioni brucianti. L'abbinamento BLAST ed ECOmo è invece garante di coppia a bassi regimi (e quindi rapide partenze) e invece garantita da consumi filantropici entro un determinato range di giri, che vedremo successivamente.

E ora passiamo al GEO 328 che si caratterizza per una linea moderna e un layout interno all'insegna del confort.

È un 328 più tutto) per un'arve relax ripna. Una fis - con imbottitubolari e cusno i tre gavoil del verricello ek a poppa modulab quest'ultima dellsoluzione di ottimdivano a "U", ideakrelax.

Con l'abbattimento serie) al livello del gajunta di un cuscino tare e, volendo, l'ultertimento verso il motoschiamato del divano, se un secondo generoso se Tutte le cucinerie Elegaserie) sono a cellule chiusun unico scomparto chiusquest'area, quello a baglio



FEATURES



Frequency: Monthly

Newsstand release: 1st of the month

Cover price: € 5,00

Format: 210 × 297 mm

Paper: Gloss-coated interior 100 gsm; laminated cover 300 gsm

Printing: Rotogravure – Offset

Circulation: 30,000 copies

Distribution: Italian newsstands + subscriptions in Italy/abroad + digital

Language: Italian – digital edition in Italian and English

Trade show presence: boot Düsseldorf, Salone Nautico Internazionale di Roma, Nauticsud (Naples), Dubai International Boat Show, Salone Nautico Venezia, Cannes Yachting Festival, Salone Nautico Internazionale di Genova, Salone Nautico di Bologna, MetsTrade (Amsterdam).

Special editions: March (Marinas Special); May (Charter Special); August/September (Cannes and Genoa Boat Shows Special); October (2027 New Models Special).

READER PROFILE

- Individuals in the upper-middle income bracket;
- Age range between 30 and 65;
- Readers interested in purchasing or selling powerboats, sailboats, RIBs, and accessories;
- Boating enthusiasts, industry professionals, and boatbuilders.

COLUMNS



SEA TRIALS AND LATEST NEWS

Tests and in-depth reports supported by video, photos, and journalistic coverage



FOCUS

Features and interviews with companies and key figures in the industry



DESIGNERS AND NAVAL ARCHITECTS

Exclusive interviews with leading figures in the boating world



TRENDS AND LIFESTYLE

Each month, we explore wineries, hotels, and interior design

OTHER COLUMNS

Techniques and tips

News

Marinas

Fishing insights

Boat trips

The underwater world

Safety at sea

Chef on board

Lawyer on board

Designers and naval architects

Trends and Lifestyle

Automobiles

Ads

MULTIMEDIA FEATURES

Through a **QR code**, readers can further explore the article with a wide range of additional content, including **videos, images, links, or PDF files.**

ALL-INCLUSIVE OFFER

MAGAZINE, WEBSITE, AND SOCIAL MEDIA

FULL PAGE

Dimensions: 21 x 29.7 cm

PRICES

6 issues

Euro 980.00 per issue

12 issues

Euro 850.00 per issue

HALF PAGE

Dimensions: 19 x 13 cm

PRICES

6 issues

Euro 880.00 per issue

12 issues

Euro 750.00 per issue

1/3 PAGE

Dimensions: 19 x 9 cm

PRICES

6 issues

Euro 780.00 per issue

12 issues

Euro 650.00 per issue

All prices are per single issue and VAT excluded.

INCLUDED IN THE PRICE – 3 OF THE FOLLOWING SERVICES

- **1 editorial article** per month, subject to agreement, focused on the company or product.
In addition to publication in the magazine, the article will also appear on www.mondobarcamarket.com, the blog, and MONDO BARCA's social media channels.
- **10 classified ads** with photos for new or pre-owned boats, in addition to the adv space.
 - **Management** access on www.mondobarcamarket.com allowing the insertion of an UNLIMITED number of listings, both new and pre-owned.
- **One news** item published on www.mondobarcamarket.com and shared on social media.
 - **Banner** on www.mondobarcamarket.com for the duration of the contract.
 - **Banner** placement in the newsletter sent to over 37,000 users (one mailing).
 - **Adv space with link** included in the online magazine preview.
- **Video** published on the MONDO BARCA YouTube channel, featured on the homepage for one week and shared on social media.

ADVERTISING FORMATS

AVAILABLE FORMATS AND PRICES FOR SINGLE ISSUES

DOUBLE PAGE Dimensions: 42 x 29.7 cm	PRICE EURO 2,600.00 + VAT
FULL PAGE Dimensions: 21 x 29.7 cm	PRICE EURO 1,700.00 + VAT
HALF PAGE Dimensions: 19 x 13 cm	PRICE EURO 1,500.00 + VAT
1/3 PAGE Dimensions: 19 x 9 cm	PRICE EURO 1,300.00 + VAT
6 MODULES Dimensions: 14.6 x 9 cm	PRICE EURO 900.00 + VAT

VOLUME DISCOUNTS

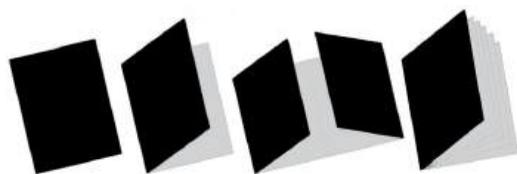
3 pages: 30%
6 pages: 42%
12 pages: 50%

PREMIUM POSITIONS

Cover, inside front cover, advertorial, inside back cover, outside back cover, right-hand page placement, placement within the first 20 pages.

INSERTS

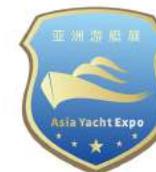
Each month, it is possible to include or bind materials to the magazine, including: single pages, quarters, octavo sheets with window fold, gadgets, or other formats.



AVAILABLE MATERIALS: Flyers, brochures, octavo sheets with window fold, and catalogs.

PARTNERSHIP

EVENTS,
NATIONAL AND
INTERNATIONAL
BOAT SHOWS



Tutti i soci Assonat hanno lo sconto del 10% sui servizi cartacei e digitali di MONDO BARCA



Tutti i clienti SVB ricevono una copia cartacea di MONDO BARCA e una mail per l'abbonamento



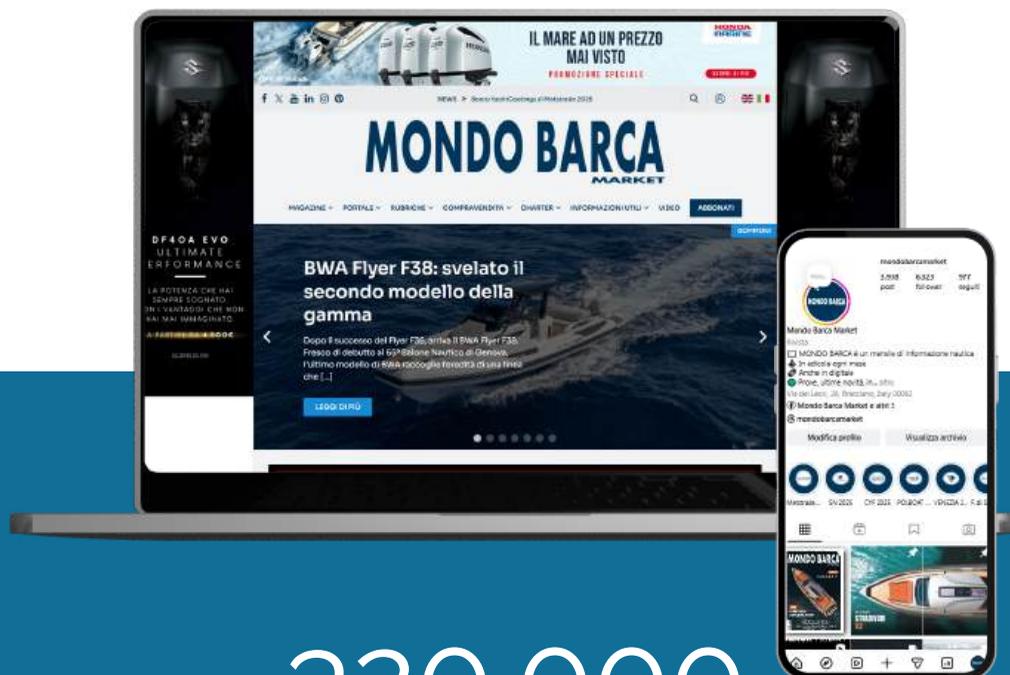
ASSOCIATIONS,
MAGAZINES,
COMPANIES, RADIO,
AND MUCH MORE



The magazine is also distributed

at the main Golf Clubs, Assonautiche, and Yacht Clubs across the Mediterranean, as well as in the top luxury hotels in Italy, France, and Germany, ahead of trade shows, and in Michelin-starred restaurants and wineries.

WEBSITE AND SOCIAL MEDIA



320.000

annual users on the website

www.mondobarcamarket.com was created to support the magazine **MONDO BARCA** and over the years has developed its own identity, while keeping pace with the evolution of digital communication. The website, like the magazine, is divided into an informational section and a section dedicated to buying and selling both new and pre-owned boats. Each column is updated with the latest news from the boating sector, which is then shared across all **MONDO BARCA** social media channels:

Facebook
Instagram
Threads, X, LinkedIn
Pinterest, YouTube, Blogger

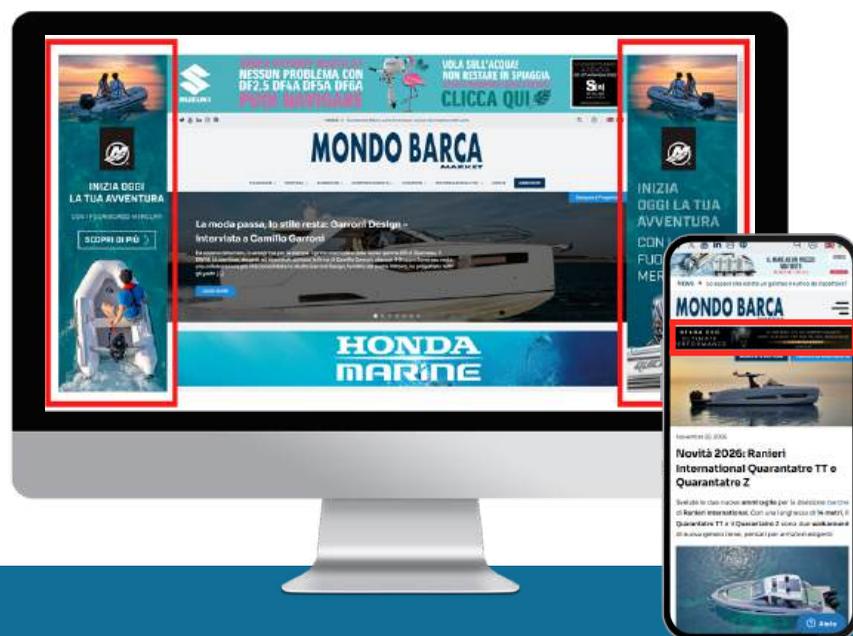
To follow the news and stay updated, you can use the official hashtag:
#MondoBarcaMarket

WWW.MONDOBARCAMARKET.COM

WEBSITE BANNERS

Various banner formats are available on www.mondobarcamarket.com.

The listed prices refer to standard durations, but shorter or longer periods can be arranged according to specific needs.



PAGE SKIN 1920 x 929 px - **MOBILE SKIN** 727 x 90 px
 1 month: Euro 1,500.00 + VAT
 3 months: Euro 900.00 + VAT per month



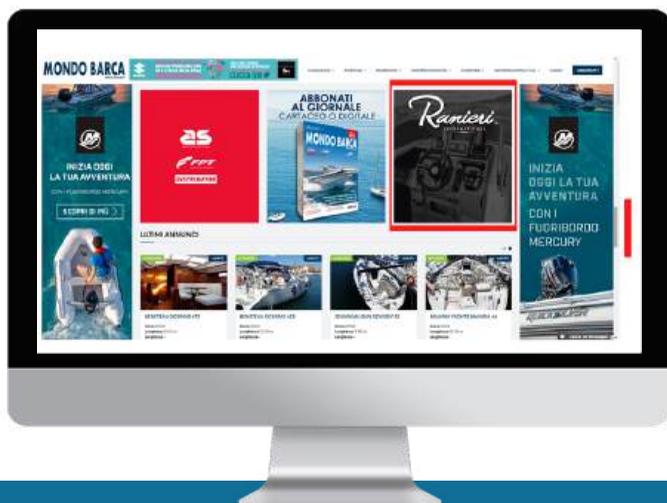
TOP BANNER 1290 x 160 px
 1 month: Euro 2,000.00 + VAT
 3 months: Euro 1,800.00 + VAT per month



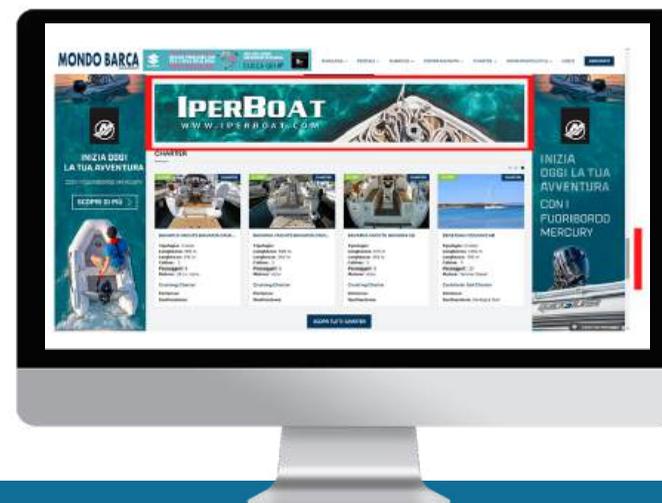
HOMEPAGE BANNER 1290 x 160 px
 1 month: Euro 1,000.00 + VAT
 3 months: Euro 700.00 + VAT per month



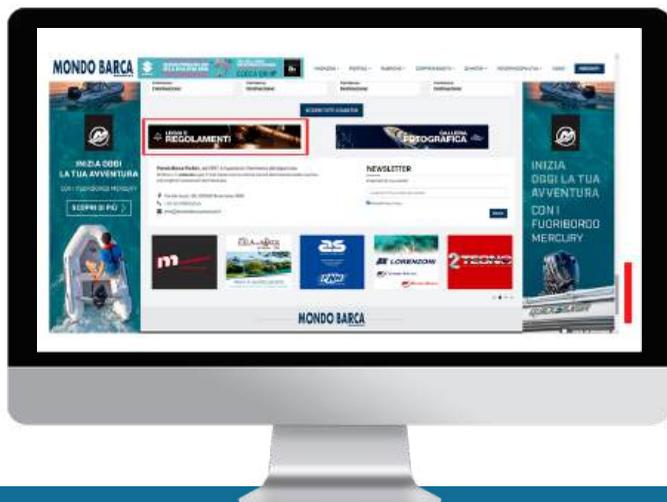
HOMEPAGE BANNER 282 x 314 px
 1 month: Euro 800.00 + VAT
 3 months: Euro 680.00 + VAT per month



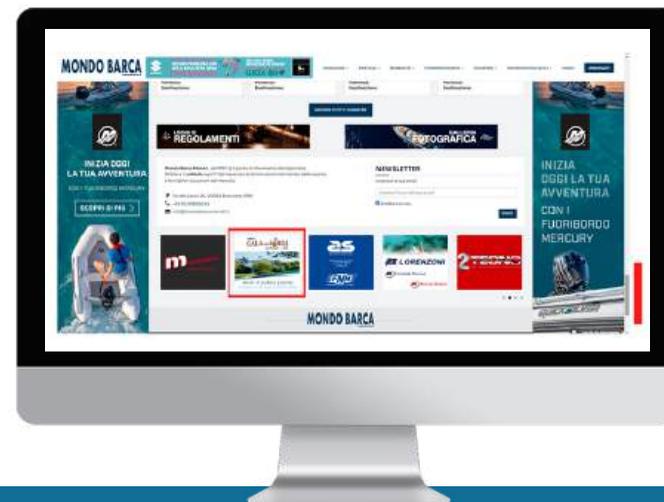
HOMEPAGE BANNER 400 x 446 px
 1 month: Euro 600.00 + VAT
 3 months: Euro 480.00 + VAT per month



HOMEPAGE BANNER 1290 x 202 px
 1 month: Euro 250.00 + VAT
 3 months: Euro 180.00 + VAT per month



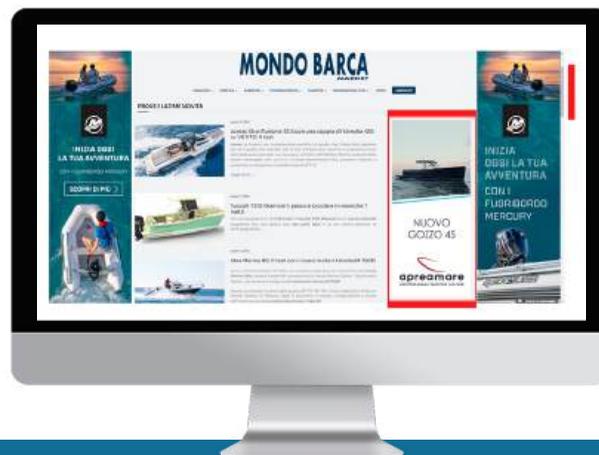
HOMEPAGE BANNER 570 x 90 px
 1 month: Euro 200.00 + VAT
 3 months: Euro 130.00 + VAT per month



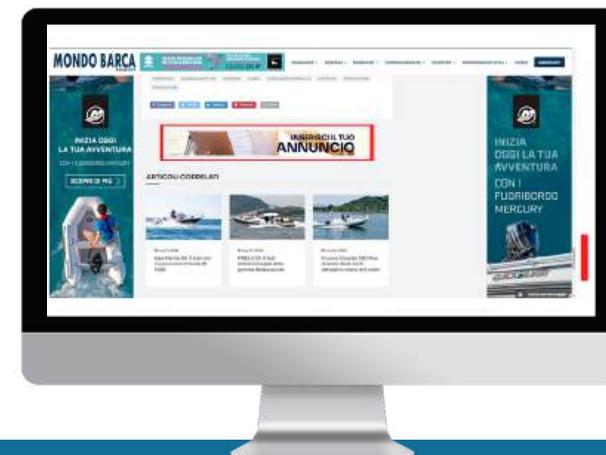
ROTATING BANNER (visible on all pages) 214 x 204 px
 1 month: Euro 250.00 + VAT
 3 months: Euro 200.00 + VAT per month



BANNER NEWS 600 x 669 px
 1 month: Euro 500.00 + VAT
 3 months: Euro 400.00 + VAT per month



BANNER NEWS 282 x 636 px
 1 month: Euro 600.00 + VAT
 3 months: Euro 500.00 + VAT per month



BANNER NEWS 727 x 90 px
 1 month: Euro 300.00 + VAT
 3 months: Euro 250.00 + VAT per month

DIGITAL SERVICES

DEM

Possibility to send mailing lists to over **37,000 users** interested in buying or selling boats, inflatables, accessories, berths, and other nautical and luxury sector services. Email addresses are stored via the website and through the ad submission forms in **MONDO BARCA** magazine. The content of the DEM is also published as a news item on **www.mondobarcamarket.com**, on the blog, and across social media.

- 1 mailing: Euro 800.00 + VAT

NEWS

News items are published on **www.mondobarcamarket.com** and may concern your activity or consist of a press release rewritten by the editorial team. They are also shared on the **MONDO BARCA** blog and social media channels.

- 1 news item: Euro 700.00 + VAT

NEWSLETTER BANNERS

Banner placements of various formats are available within the newsletter, which is sent to approximately **37,000 private contacts** and nautical/luxury sector professionals, inviting them to purchase the magazine at newsstands.

BANNER EXAMPLE

600 x 270 px

1 mailing: Euro 600.00 + VAT

12 mailings: Euro 450.00 + VAT per mailing



DIGITAL SERVICES

CLASSIFIED ADS

- Ads visible on the homepage.
- Package includes UNLIMITED ad management.

CHARTER SECTION ADS

- Ads visible on the homepage.
- Package includes UNLIMITED ad management to showcase your fleet.

INSTAGRAM AND FACEBOOK STORIES

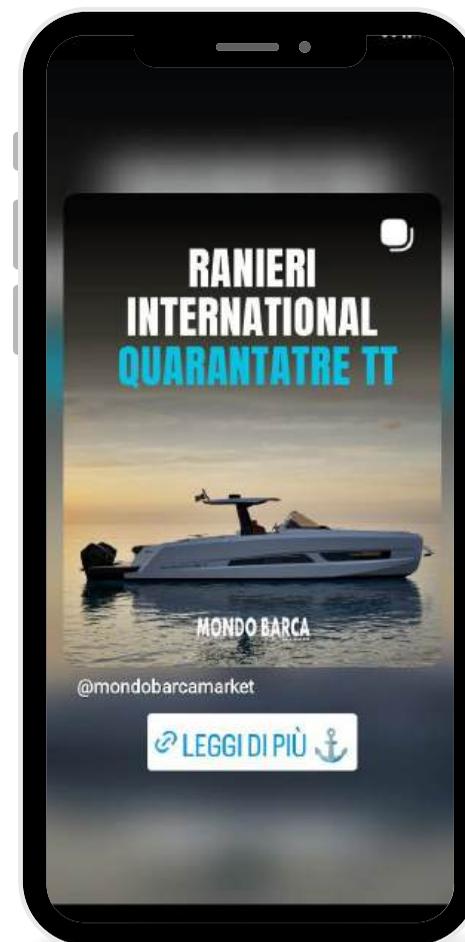
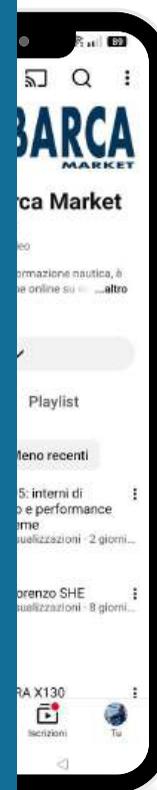
Stories can consist of a photo or video with a link to your website. They are published on Instagram, reshared on MONDO BARCA's Facebook stories, and visible to followers on both platforms. Stories will also include a mention/tag of your Instagram profile, if applicable.

VIDEO PRODUCTION

Creation of professional videos dedicated to sea trials, boats, marine accessories, and interviews.

YOUTUBE

Your videos published on the YouTube channel and featured on www.mondobarcamarket.com, either on the homepage or in the video section.



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All our social media in one click:

