

# 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](http://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, TikTok, 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](http://www.mondobarcamarket.com) reaches 320,000 users.



# 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

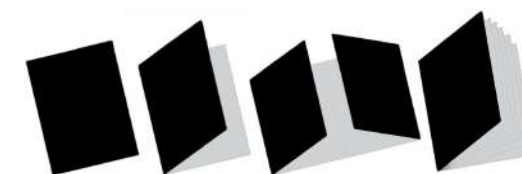
- **1 editorial article** per month, subject to agreement, focused on the company or product. In addition to publication in the magazine, the article will also appear on [www.mondobarcamarket.com](http://www.mondobarcamarket.com), the blog, and MONDO BARCA's social media channels.
- **10 classified ads** with photos for new or pre-owned boats, in addition to the adv space.
  - **Management** access on [www.mondobarcamarket.com](http://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](http://www.mondobarcamarket.com) and shared on social media.
  - **Banner** on [www.mondobarcamarket.com](http://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	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
<b>DOUBLE PAGE</b> 42 x 29,7 cm	€ 2.600,00	€ 1.700,00	€ 1.500,00	€ 1.300,00
<b>FULL PAGE</b> 21 x 29,7 cm	€ 1.700,00	€ 1.200,00	€ 980,00	€ 850,00
<b>HALF PAGE</b> 19 x 13 cm	€ 1.500,00	€ 920,00	€ 880,00	€ 750,00
<b>1/3 PAGE</b> 19 x 9 cm	€ 1.300,00	€ 820,00	€ 780,00	€ 650,00
<b>6 MODULES</b> 14,6 x 9 cm	€ 900,00	€ 550,00	€ 500,00	€ 450,00
<b>1/6 PAGE</b> 19 x 4,5 cm	€ 500,00	€ 430,00	€ 400,00	€ 350,00
<b>4 MODULES</b> 9,5 x 9 cm	€ 220,00	€ 200,00	€ 180,00	€ 150,00
<b>2 MODULES</b> 9,5 x 4,5 cm	€ 180,00	€ 150,00	€ 110,00	€ 80,00

Prices are per issue and exclude VAT.  
Graphic layout is always included in the price.



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

## 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.

# PARTNERSHIP

EVENTS,  
NATIONAL AND  
INTERNATIONAL  
BOAT SHOWS



8° TUNA CUP ANZIO



ASSOCIATIONS,  
MAGAZINES,  
COMPANIES, RADIO,  
AND MUCH MORE



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



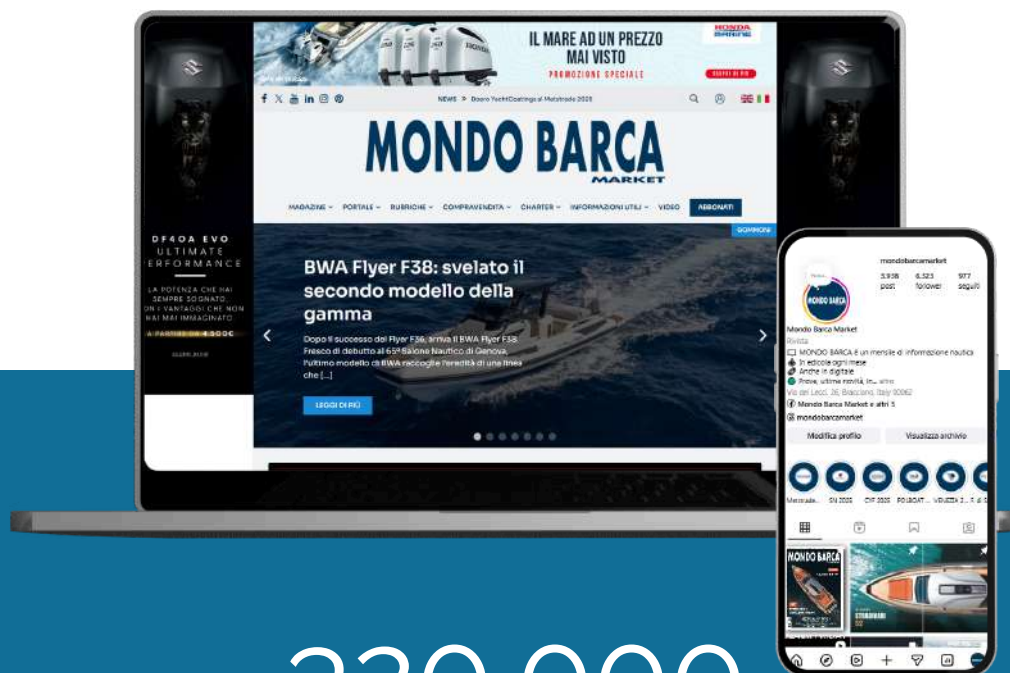
AGENDA DEL GIORNALISTA



## 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](http://www.mondobarcamarket.com)

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



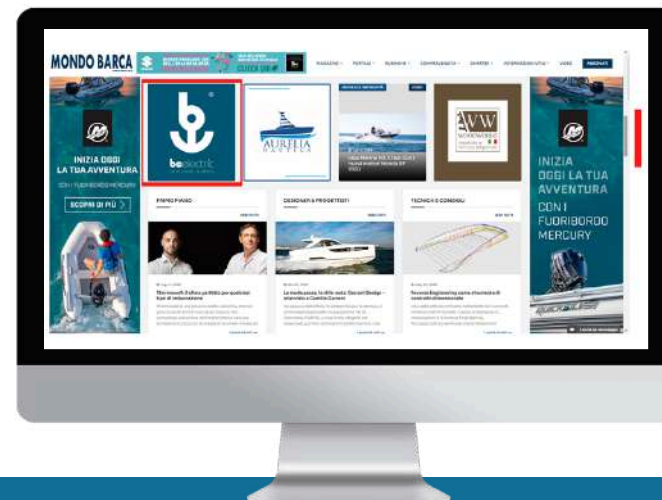
**PAGE SKIN** 1920 x 929 px - **MOBILE SKIN** 727 x 90 px  
 1 month: Euro 1,500.00 + VAT  
 3 months: Euro 900.00 + VAT per month



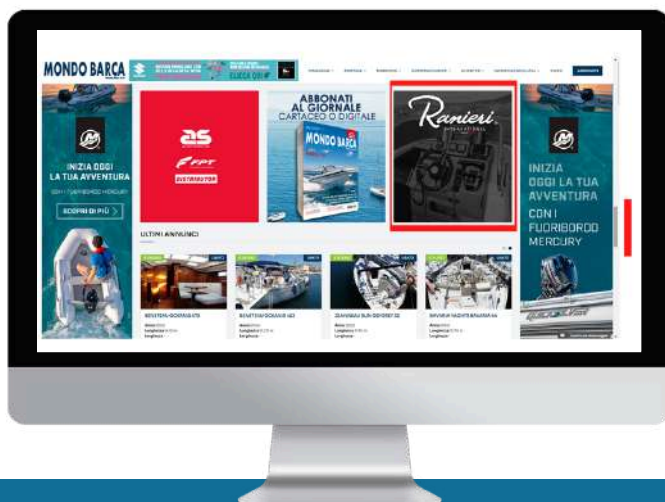
**TOP BANNER** 1290 x 160 px  
 1 month: Euro 2,000.00 + VAT  
 3 months: Euro 1,800.00 + VAT per month



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



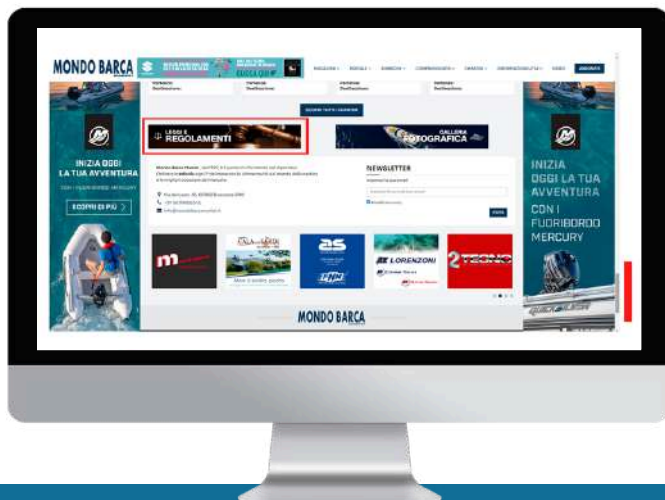
**HOMEPAGE BANNER** 282 x 314 px  
 1 month: Euro 800.00 + VAT  
 3 months: Euro 680.00 + VAT per month



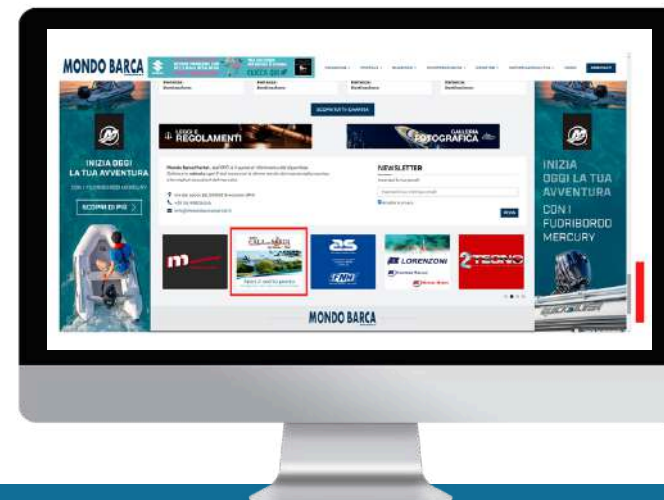
**HOMEPAGE BANNER** 400 x 446 px  
 1 month: Euro 600.00 + VAT  
 3 months: Euro 480.00 + VAT per month



**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



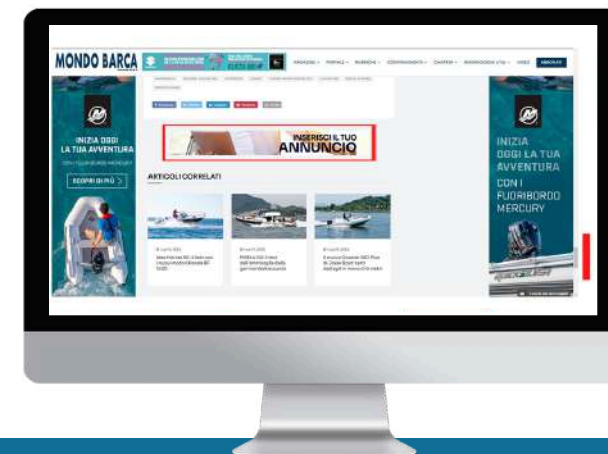
**ROTATING BANNER (visible on all pages)** 214 x 204 px  
 1 month: Euro 250.00 + VAT  
 3 months: Euro 200.00 + VAT per month



**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

Upon request, the news item can also be featured in the magazine's newsletter or on LinkedIn.

## 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

- Unlimited ad management package.
  - Euro 400.00 + VAT per year

## CHARTER SECTION ADS

- Unlimited ad management package to showcase your fleet.
  - Euro 150.00 + VAT per year

## INSTAGRAM & FACEBOOK STORIES / REELS

The story can consist of a photo or a video with a link to your website. Reels are the most effective format to showcase products, experiences, and services in the nautical sector, and must be provided by the client.

- Euro 180.00 + VAT per story
- Euro 350.00 + VAT per reel

## VIDEO PRODUCTION / CONTENT EDITING

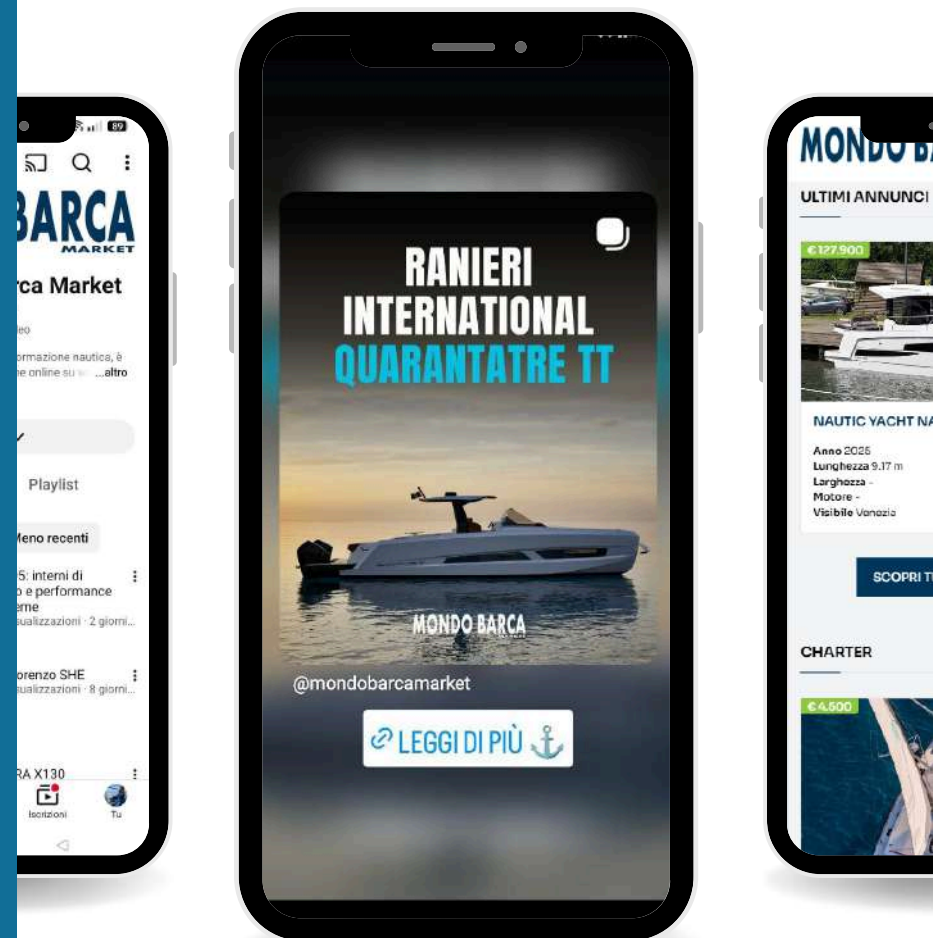
Production of professional videos dedicated to sea trials, boats, nautical accessories, and interviews. Editing of client-provided content for the creation of videos/reels.

## YOUTUBE

Your videos published on the YouTube channel and featured on [www.mondobarcamarket.com](http://www.mondobarcamarket.com), either on the homepage or in the video section.

- Euro 150.00 + VAT per week

*All services can be customized according to your needs.*



# EDITORIAL TEAM

PUBLISHER AND FOUNDER

**Vincenzo Annesi**



EDITOR-IN-CHIEF

**Elisa Annesi**



EDITOR

**Chiara Riveruzzi**



EDITOR

**Flavia Flamini**



EDITOR

**Ambra Pompei**



MARKETING MANAGER

**Laura De Santis**



MARKETING MANAGER

**Chiara Allegretti**



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All our social media in one click:

