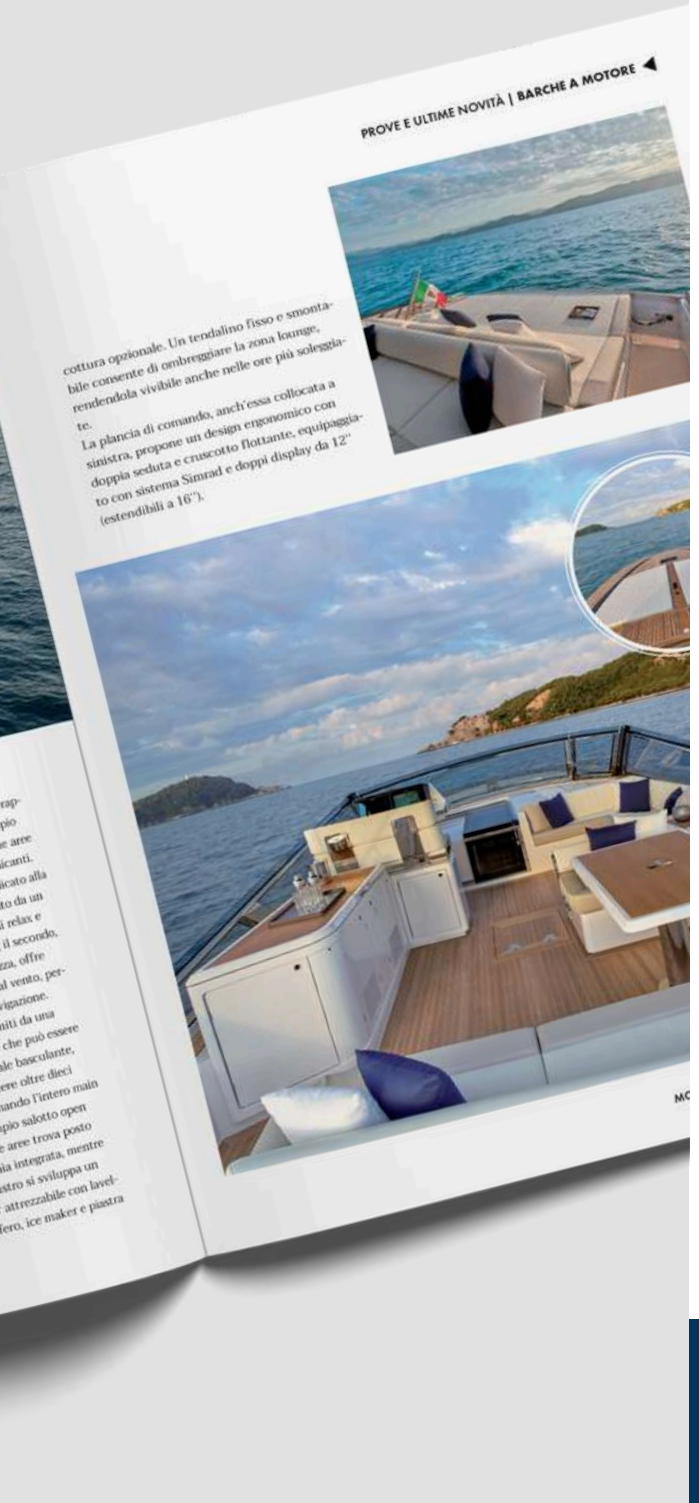
MONDO BARCA
MARKET

MEDIA KIT

PRINT AND DIGITAL

2027





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 **28 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.

MONDO BARCA is part of the jury of the **Best of Boats Award**, the prestigious international recognition dedicated to powerboats and ribs.

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 **28 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 **28** 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.

30,000

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

37,000

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

320,000

The website 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), Napoli Boat Show, Dubai International Boat Show, Salone Nautico Venezia, Cannes Yachting Festival, Salone Nautico Internazionale di Genova, MetsTrade (Amsterdam).

Special editions: March (Marinas Special); May (Charter Special); August/September (Cannes and Genoa Boat Shows Special); October (2028 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**.





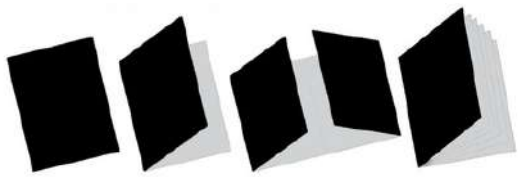




ADVERTISING FORMATS

AVAILABLE FORMATS AND PRICES FOR SINGLE ISSUES

DOUBLE PAGE Dimensions: 42 x 29.7 cm
FULL PAGE Dimensions: 21 x 29.7 cm
HALF PAGE Dimensions: 19 x 13 cm
⅓ PAGE Dimensions: 19 x 9 cm
6 MODULES Dimensions: 14.6 x 9 cm



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

ASSOCIATIONS, MAGAZINES, COMPANIES, RADIO, AND MUCH MORE

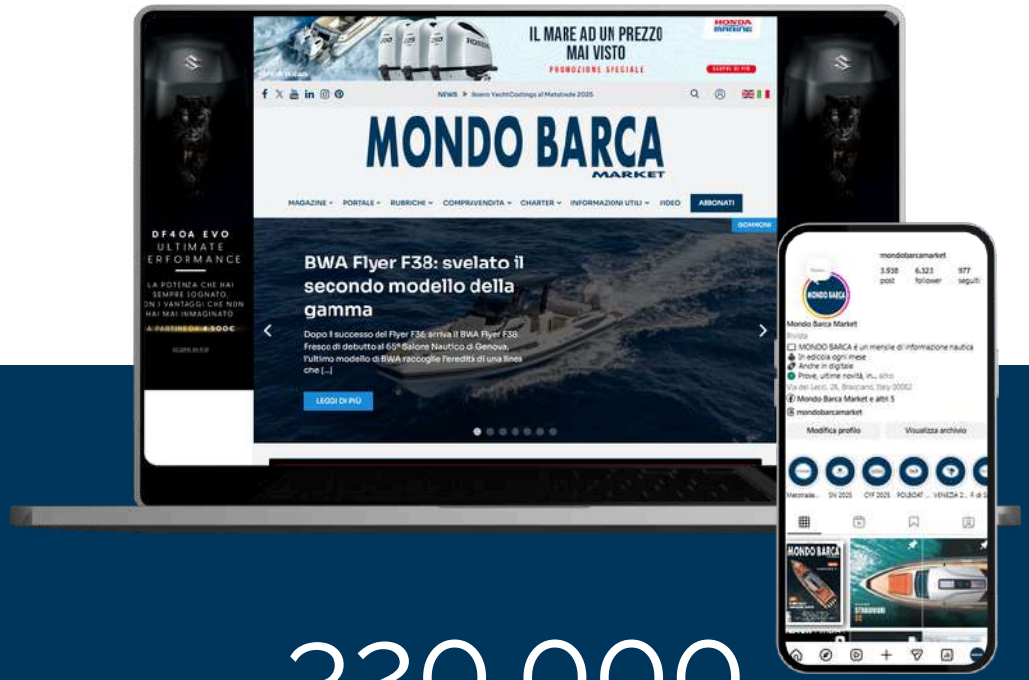
Tutti i soci Assonat hanno lo sconto del 10% sui servizi cartacei e digitali di MONDO BARCA

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

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:

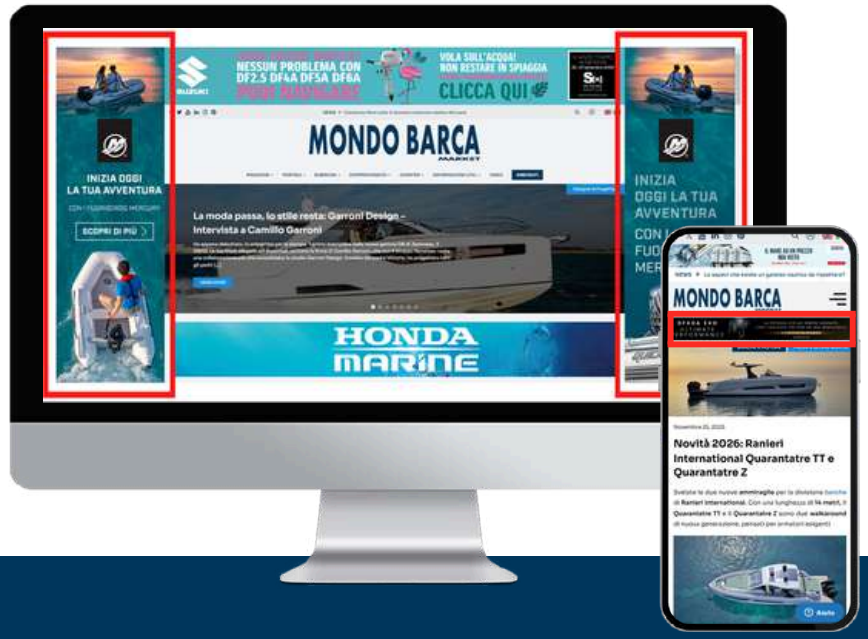
Facebook
Instagram
Threads, X, LinkedIn
Pinterest, YouTube, Blogger

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



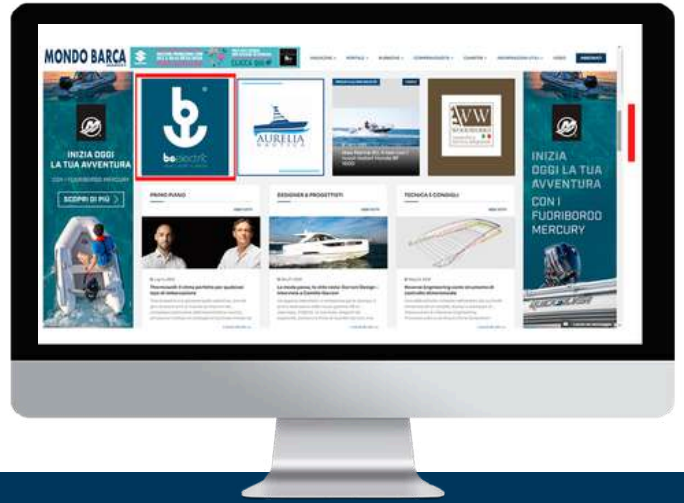
PAGE SKIN 1920 x 929 px - **MOBILE SKIN** 727 x 90 px



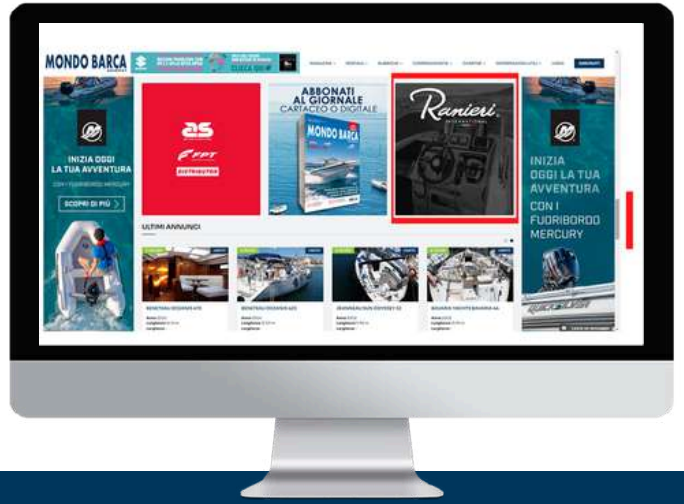
TOP BANNER 1290 x 160 px



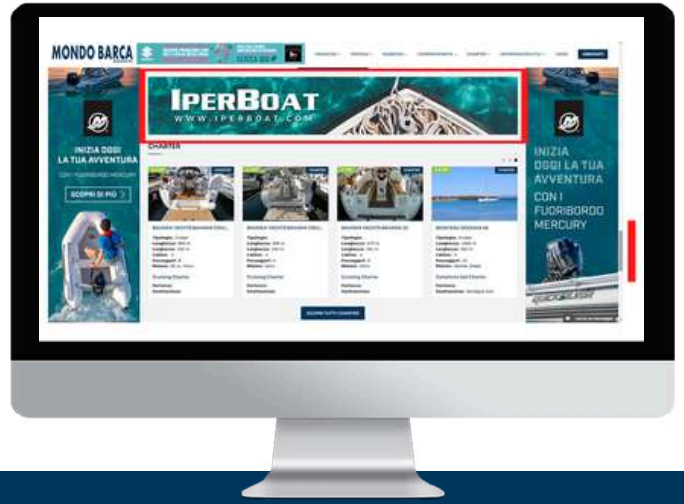
HOMEPAGE BANNER 1290 x 160 px



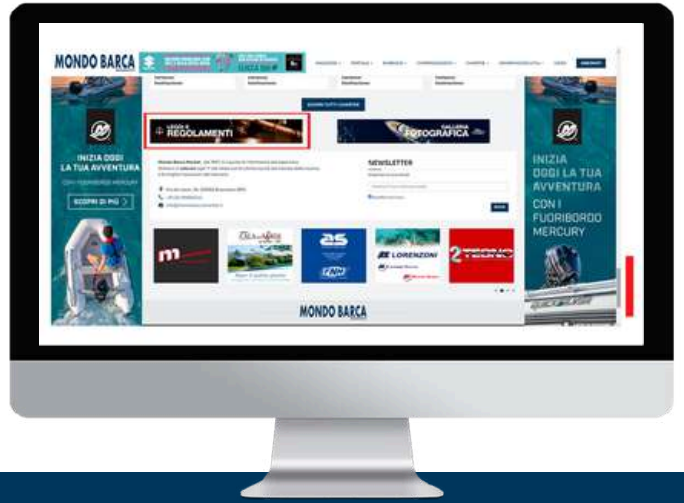
HOMEPAGE BANNER 282 x 314 px



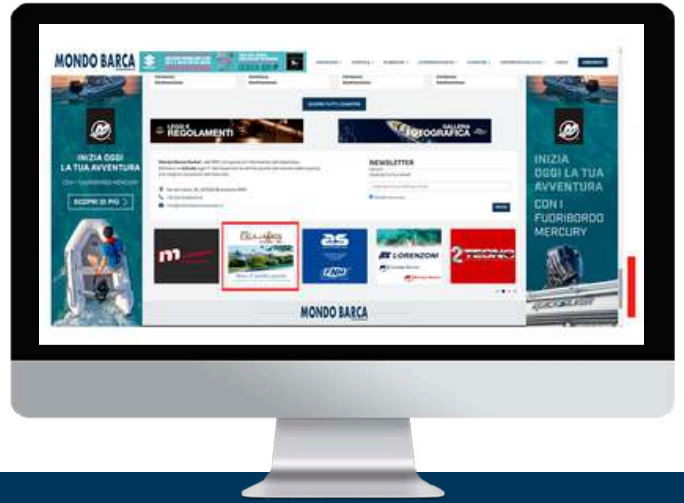
HOMEPAGE BANNER 400 x 446 px



HOMEPAGE BANNER 1290 x 202 px



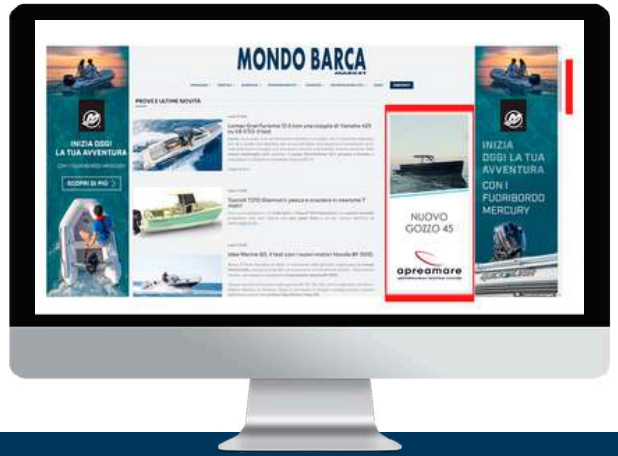
HOMEPAGE BANNER 570 x 90 px



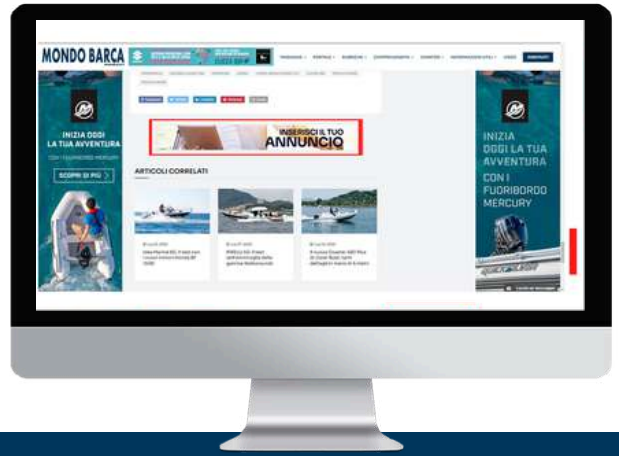
ROTATING BANNER (visible on all pages) 214 x 204 px



BANNER NEWS 600 x 669 px



BANNER NEWS 282 x 636 px



BANNER NEWS 727 x 90 px



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.

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.
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



DIGITAL SERVICES

CLASSIFIED ADS
- Unlimited ad management package.

CHARTER SECTION ADS
- Unlimited ad management package to showcase your fleet.

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.

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, either on the homepage or in the video section.



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



CONTRIBUTORS

Simone Biondi, Franco Annesi, Marco Ballerio, Giuseppe Coccia, Manuel Carillo,
Greta Ferrari, Massimo Fabio, Daniele Motta,
Luciano Pau, Gianfranco Pascucci, Alba Banchi e Aurelio Annesi



CONTACTS

EDIZIONI ANNESI
Via dei Lecci, 26
00062 Bracciano (RM) – Italy

EDITORIAL OFFICE
Tel. +39 06 99806045
www.mondobarcamarket.it
info@mondobarcamarket.it

ADVERTISING AND MARKETING
Tel. +39 06 99806045
Mob. +39 349 4068646
WhatsApp +39 06 99806045
info@mondobarcamarket.it

All our social media in one click: