

# Presentation 2010

LUXURY CITY MAGAZINE in English & Castellano

# Le BARCELONA deluxe

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LUXURY CITY MAGAZINE in English & Castellano

# MADRID deluxe



**SPECIAL**  
MADRID CITY LUXURY  
PASARELA CIBELES

Penélope  
Cruz

Paul Gonzalo

# BARCELONA & MADRID deluxe

## INTRODUCTION

A driving force of **BARCELONA deluxe** & **MADRID deluxe** is to promote the economic and social development of Barcelona and Madrid, led by creativity, knowledge and over 2000 years of history.

It is the responsibility of the city's authorities, institutions and communication channels to promote the Barcelona and Madrid brand internationally, as well as to attract business, investment and tourism.

On this basis, **BARCELONA deluxe** & **MADRID deluxe** have much to offer:

- **A CULTURAL MIRROR FOR THE CITY**
- **AN INVITING AND TOPICAL SOURCE OF INFORMATION FOR OUR INTERNATIONAL READERSHIP**
- **AS THE TITLE SUGGESTS, THE MAGAZINE IS A PLATFORM FOR THE BARCELONA & MADRID BRAND,**



# BARCELONA & MADRID deluxe

## MARKET SEGMENT OF BARCELONA DELUXE

In order to promote these qualities, **BARCELONA deluxe** & **MADRID deluxe** have conducted an analysis of the market, focusing on the reader/consumer as well as the client/advertiser. The former is looking for something; the latter offers diverse products, high quality brands and services from across the city.

### THE READER

Our reader profile is that of an enterprising member of society, who makes the most of his free time and likes to do so with a wide knowledge of the possibilities available. Expansive and exploratory, independently-minded, appreciative of quality goods and services, our readers can be classified within the same economic social stratum; however their wide diversity of cultural origin means that distinct nuances in taste and interest are also present.

Fully aware of this, **BARCELONA deluxe** & **MADRID deluxe** maintains rigorous control over the magazine's content in order to avoid cultural divergence among our readers. Firstly, we make a distinction between the PROFESSIONAL READER, who lives in, or travels to, Barcelona for business reasons; secondly, the LEISURE READER, who travels to the city for pleasure, and finally the EXTERNAL READER, a non-resident consumer with a high interest in the city, whether that be for professional, leisure or personal reasons.



#### LEISURE READER

Age: 35 plus  
Style: urbanite  
Education: university  
Occupation: business/  
management  
Motive for reading: leisure/interest  
Culture: high  
Purchasing power: medium/high  
Women: 50%  
Men: 50%  
Nationality: EU, USA, Japan



#### PROFESSIONAL READER

Age: 30 plus  
Style: cosmopolitan  
Education: higher/university  
Occupation: entrepreneur/  
management  
Motive for reading: leisure/  
business  
Culture: medium/high  
Purchasing power: medium-high/  
high  
Women: 10%  
Men: 90%  
Nationality: international (mainly  
EU)



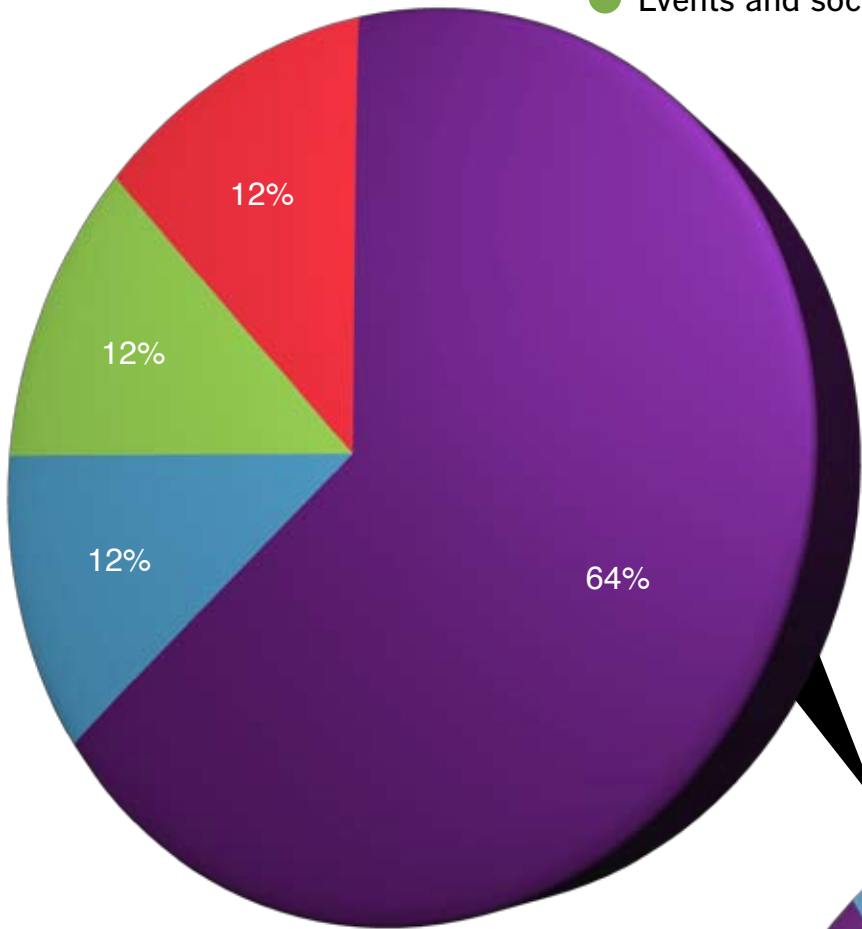
#### EXTERNAL READER

Age: 40 plus  
Style: cosmopolitan  
Education: university and/or higher  
Occupation: entrepreneur/  
management or marketing  
Motive for reading: leisure/business  
Culture: medium-high/high  
Purchasing power: medium-high/  
high  
Women: 20%  
Men: 80%  
Nationality: EU and USA

# BARCELONA & MADRID deluxe

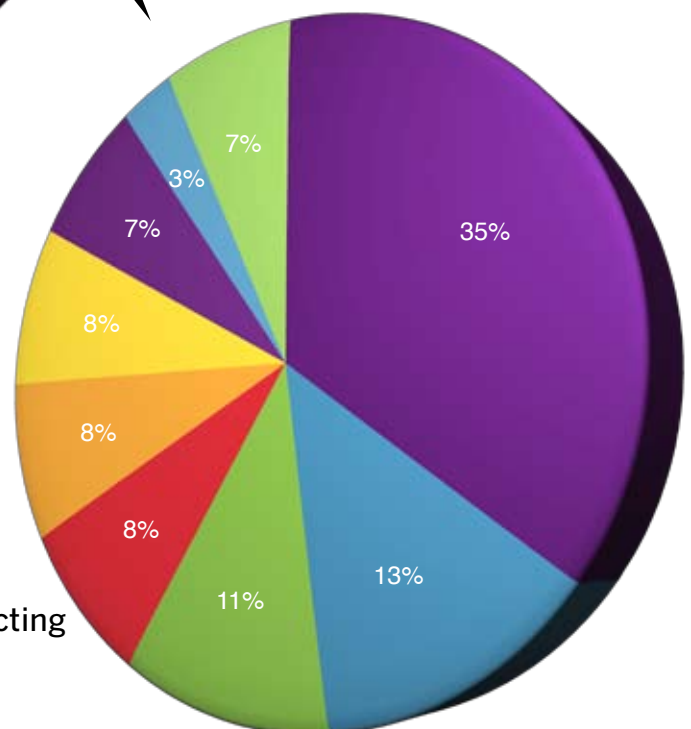
WE HAVE GIVEN MEDIA COVERAGE TO THE FOLLOWING MARKET SECTORS:

- Business promotion
- High profile individuals from the city
- Other
- Events and society



BUSINESS PROMOTION

- Local commerce
- Fashion
- Catering
- Tourism
- Design and architecture
- Motor and Nautical
- Technology
- Art exhibitions and collecting
- Other business areas



# BARCELONA & MADRID deluxe

## THE ADVERTISER

We believe it is important to define a policy on advertisers for a segmented market. Our advertiser either aims to position their product in the luxury sector, or they are already positioned in this sector and aim to remain so. The magazine's international distribution adds an extra level of interest, since we can bring the product of an advertiser who is often geographically limited to Barcelona & Madrid to a public with a future, periodic or sporadic relationship with the city. Within this profile we are able to distinguish different categories of advertiser:

### A). ADVERTISER ALREADY POSITIONED IN LUXURY SECTOR

Promotes their brand through campaigns managed by media agencies in order to maintain the positioning of the product, for example TOUS on a national level, and ESCADA on an international level.

### B). ADVERTISER AIMING TO POSITION PRODUCT IN LUXURY SECTOR

Looks for a new niche in the market for their product. As such, they require high media visibility and their product/service is high enough quality to justify such positioning.

### C). INSITUATIONAL AND EVENT PROMOTION

Our current distribution network represents a powerful tool for institutional promotion, with high levels of response and impact. Indeed, the magazine cover in itself carries inherent promotional value for the city.

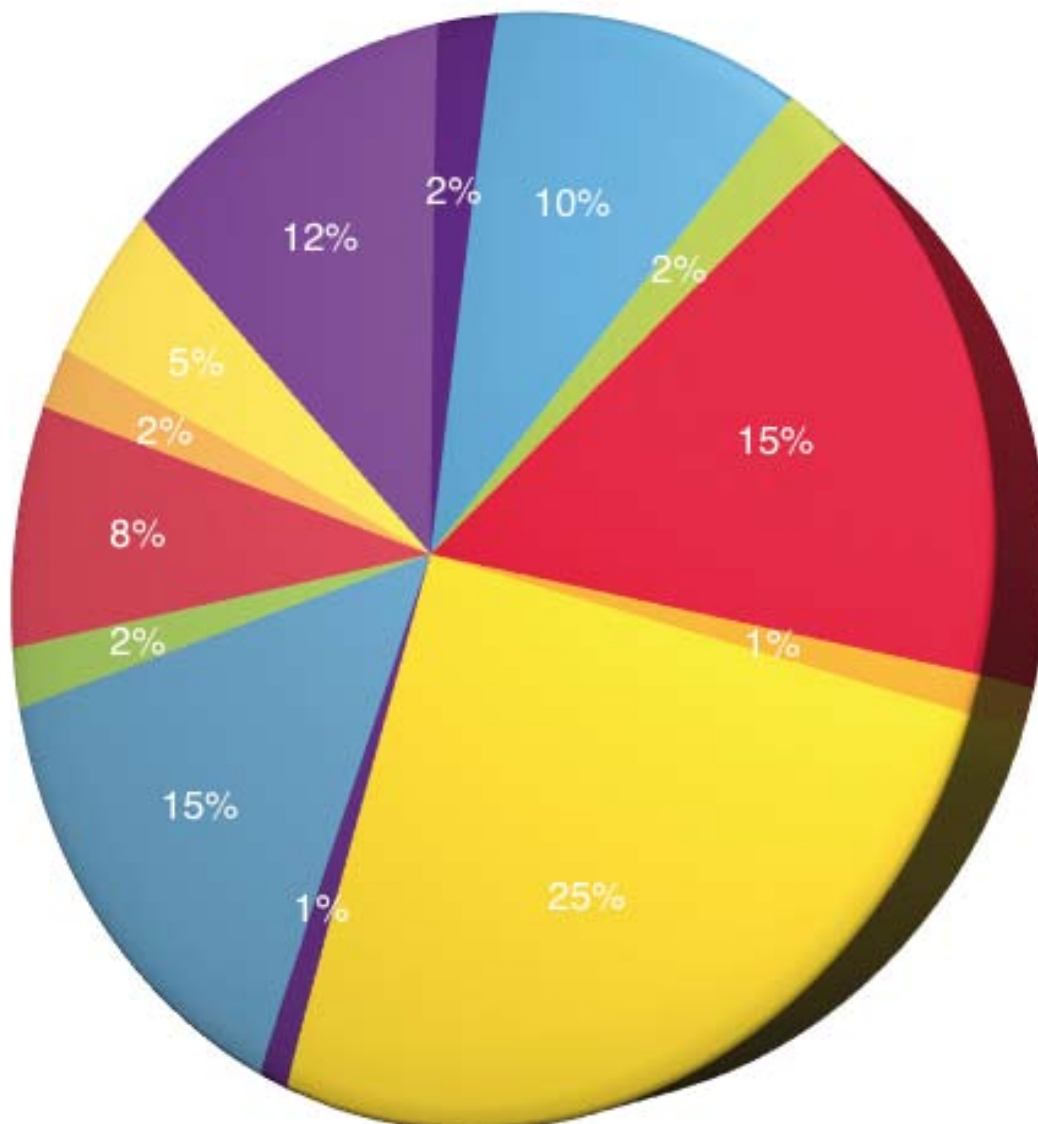


# BARCELONA & MADRID

deluxe

## LOCAL DISTRIBUTION - BARCELONA & MADRID

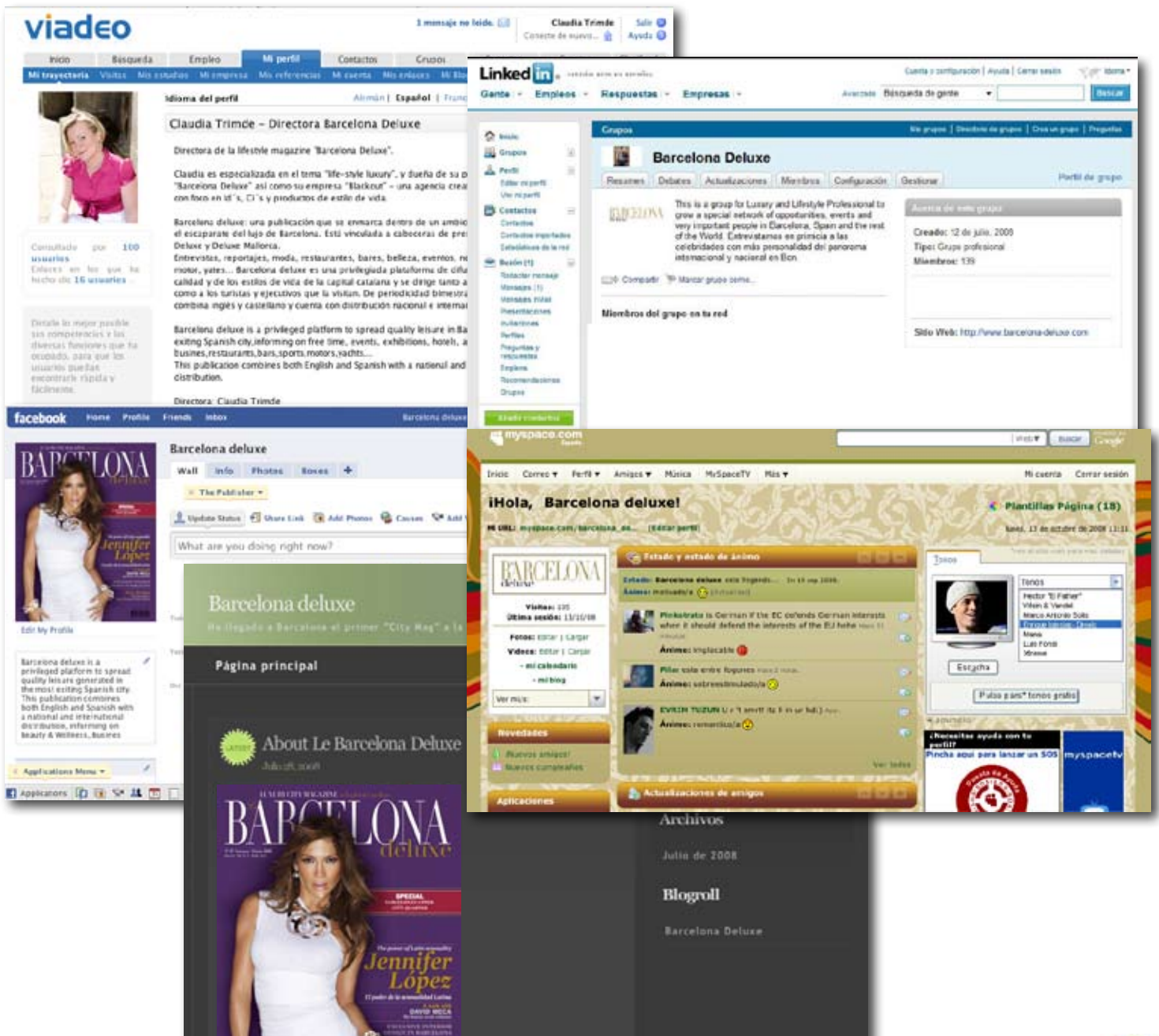
- Private Hospitals and Clinics
- Hotels
- Private Subscribers/Spain and Internationally
- Architecture Studios
- Beauty Salons / Spas
- Restaurants
- Airports
- Yachts
- Legal Offices
- Clubs/Associations
- Fairs/Exhibitions
- Newsstands & FNAC
- Private Sports Clubs



# BARCELONA & MADRID deluxe

## SOCIAL NETWORKING

In 2008 **BARCELONA deluxe & MADRID deluxe's** social networking activity grew considerably, making use of a variety of platforms - from the professional to the trendy. Below are some of the main online networking sites we use:



# BARCELONA & MADRID deluxe

## RESUMÉ BARCELONA DELUXE

**BARCELONA deluxe & MADRID deluxe** are a quarterly publication engaged in an ambitious project: to showcase the success and distinction of the city of Barcelona & Madrid. It is a bilingual magazine, printed in English and Spanish, which is distributed via exclusive channels and can be found onboard SINGAPORE AIRLINES, IBERIA, SPANAIR and TURKISH AIRLINES as well as in five-star hotels, VIP lounges, private clinics and limousines. We appeal to those who wish to discover Barcelona & Madrid through the eyes of high profile individuals, be they international or local. **BARCELONA deluxe & MADRID deluxe** are a prestigious platform for the dissemination of quality leisure products and services created in the city, and is aimed at some 300 000 middle and upper-class readers - tourists and locals, and above all visiting executives. In 2008 and 2009, we participated actively as media partner or principal sponsor in various major events in and around Barcelona & Madrid, of which the most prominent were:

