

THERAPIES

Magazine

MEDIA KIT 2023

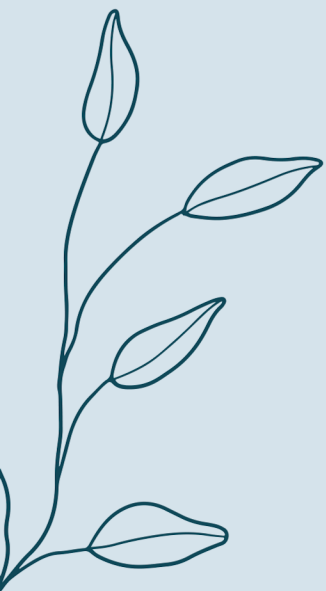
Solutions for Life



Welcome

Therapies Magazine is the number one English-language publication, focusing on health, therapy, and wellness, distributed free of cost on the Costa del Sol.

With a customer-centric approach, Therapies Magazine aims to provide the best advice and information from practicing professionals. Our topics cover a diverse range of topics, including love and relationships, self-growth, culture, new medical discoveries, and everyday life tips in Spain.





Vision

Therapies Magazine's success is attributed to its strong editorial credentials and its inspiring, approachable, uplifting, and joyful style, coupled with an international dimension.

Since its birth in 2019, Therapies Magazine has become a credible source, covering a wide range of topics related to health, therapy, and wellness on the Costa del Sol.

At the heart of our publication is our community. We have a very attentive and loyal reading audience that prioritizes the well-being of their bodies. It represents a tight-knit community that connects directly with locals on the Costa del Sol and Gibraltar. This is how we have become a relevant and trusted voice in the industry, committed to meeting the needs and interests of our community.

Catherine Ndong, Editor





Editorial Pillars

THERAPY

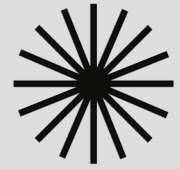
Therapies Magazine is a magazine focusing on health. Its authors, recognized professionals, in each of their fields are dedicated to addressing real issues using a simple and easy-to-understand way for everybody.

COMMUNITY

Therapies Magazine aims to reach and bring together the entire English-speaking community living on the Costa del Sol and Gibraltar. The magazine has built a strong and faithful community of readers sharing advice, tips, and activities connecting them to local life.

SELF-CARE

Self-care and self-growth are the core topics of Therapies Magazine. Our goal is to inspire individuals to take action to maintain and improve their health and well-being.



JOIN THE THERAPIES MAGAZINE
COMMUNITY TO HAVE ACCESS TO

RELIABLE &

High-Quality

INFORMATION DEDICATED TO ALL THE EXPATS
OF THE COSTA DEL SOL & GIBRALTAR



Content

THERAPIES MAGAZINE HAS 32 CATEGORIES WITHIN 3 THEMES:



Self - Love - Relationships - Family - Parents, Education - Health & Medicine - Science, and Nature.



Everyday Life Abroad - To Discover - Counsels, and Advice.



Art & Culture - Entertainment - Miscellaneous.



Our authors

To provide the best to our community, Therapies Magazine built a team made of well-known and recognized professionals locally and internationally in each of their fields.

From psychoanalysts, psychologists, psychotherapists, personal trainers, or massage therapists to neuropsychologists, certified coaches, or religious leaders; our professionals' objective is to help our readers become the best of themselves by understanding and taking care of their minds, bodies, and surroundings.





Our audience

Our readers are mindful of themselves and their surroundings, they are willing to learn and grow to become the best version of themselves.

Therapies readers possess the necessary skills to juggle the roles they wish to play as individuals in our society while maintaining a healthy lifestyle and taking time for themselves.

They are conscious individuals who enjoy life, including socializing, sharing, discovering, and spending time with friends and family.

Therapies Magazine has built a strong and mindful community that continues to grow every day.

OVER 15,000 READERS



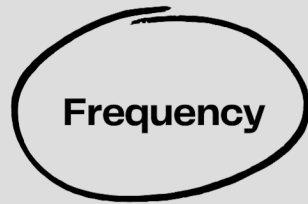
Our readers



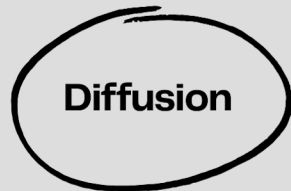
WOMEN	56%
MEN	44%
MEDIAN AGE	Age 18-34: 21% Age 25-34: 25% Age 35-55: 37% Above 55: 17%
MEDIAN HHI	HHI €75,000+: 27% HHI €100,000+: 39%
HOUSE OWNERS	83%
MARRIED / ENGAGED / PARTNERED	80%
MULTICULTURAL	57%
HAVE CHILDREN	67%
ATTENDED COLLEGE	54%



Print



Every 2 months



5,000 copies



Costa del Sol & Gibraltar

As proud members of the Costa del Sol & Gibraltar communities, we care about supporting our local businesses and protecting the environment. That's why we have partnered with local companies to print our magazine, reducing unemployment in this region but also minimizing our carbon footprint.



Distribution

We distribute and deliver 5,000 free copies of our magazine in the Costa del Sol and Gibraltar ourselves.

Therapies Magazine can be found in all the best clinics, medical centers, health centers, malls, hair salons, spas, beauty clinics, resorts, golf clubs, and sports clubs across the Costa del Sol and Gibraltar.

We do regular refills to ensure the magazine's presence in all venues throughout the publication of the ongoing edition.

5 000 FREE COPIES



Partnership



WHY SHOULD YOU BECOME ONE OF OUR DISTRIBUTION POINTS ?

INCREASE TRAFFIC

Our readers will have the opportunity to come to your place to check the products and services offered by the distribution point. This leads to more traffic and new potential customers.

BEING AN ATTRACTION POINT

With over 15,000 faithful readers within the entire Costa del Sol and Gibraltar, our magazine has a strong local presence. Connecting with the magazine will directly attract and connect you with this highly targeted audience and maximize your reach.

RELEVANCE & CREDIBILITY

The magazine has a reputation for providing reliable and high-quality information by professionals. By associating with us, companies increase their credibility and trustworthiness among potential customers.

EASY DISTRIBUTION

Our magazine is delivered directly to the distribution point. This means that you can offer your customers valuable content without any additional work or expense.

SUPPORT A GOOD CAUSE

This is a great way for companies to show their commitment and values.



THE THERAPY

PE - WELLNESS - EVENTS - CULTURE - TRAVEL - MENTAL

Publication Calendar



ISSUE	PAPER PUBLICATION	ONLINE PUBLICATION
Oct-Nov-Dec 2023	07/10/2023	10/10/2023
November 2023 Special Issue	25/11/2023	02/12/2023
Jan-Feb-March 2024	06/01/2024	10/01/2024
Apr-May-June 2024	06/04/2024	10/04/2024
June 2024 Special-issue	25/06/2023	02/07/2024
July-Aug-Sept 2024	06/07/2024	10/07/2024
Oct-Nov-Dec 2024	05/10/2024	10/10/2024
November 2024 Special Issue	23/11/2024	30/11/2024

***The printed copy is usually distributed the week before the release of the online version of the magazine so it can be handed to customers the following Monday.**



Price List

COVER ADS

Cover 2	1850€*
Cover 3	1350€*
Cover 4	1850€*

PAGE

Double page	800€*
1 page	450€*
1/2 page	250€*
1/3 page	150€*
1/4 page	100€*

SPONSORED CONTENT

Single page	500€*
Double page	1000€*

*Prices are before IVA



Contacts for ads:

Catherine - Tel: +34 634 48 20 22 hello@therapiesmagazine.com



Format



For full-page formats as well as for outer-edge advertisements, please provide a 5 mm overhang on the layout: – rotating overhang for double-page spread and single page – bottom and sides overhang for landscape 1/2 page and 1/3 page – top, exterior side, and bottom overhang for vertical 1/4 page * The double-page elements must be delivered as 2 separate HD PDFs. When it comes to the double opening, please allow 4mm of gaskets on each page (left and right).

TECHNICAL SPECIFICATIONS

FILES PRODUCTION

Format: the magazine format is 220 x 288 mm.

Specification: The 5mm overhang requested for full pages (or ad with outside edge) refers to the mockup block size level and not to the ad file format level.

The crop marks will be generated during the production of the certified PDF. Precision: no color range in the overhang.

IMAGES

Resolution: 300 dpi CMYK profile COATED FOGRA 39L or equivalent. We do not accept RGB images.

Maximum ink rate 300% with the FOGRA 39 L profile according to the ISO 12647-2 standard.

FILES: STANDARDS AND CERTIFICATION

Certified PDF: PDF / X-1a: 2001 (with transparency flattening).

Other supported PDF versions: 1.3, 1.4, 1.5, and 1.6 (always with transparency flattening).

Color space: CMYK.

No Pantone color or spot color, except with a specific agreement from the publisher and prior testing.

To optimize the impression of your advertisement, a color proof is recommended.

Profile of events / cromalins: foGRA 39 L.

Otherwise, the publisher cannot be held liable.

SENDING FILES

By CD-Rom (Mac formatting), WeTransfer or equivalent.

We do not touch client PDFs.

Color proof IMPERATIVE for new advertisements (we decline all responsibility in the event of nonreceipt).

In case of non-compliance of the file with the technical specifications, Therapies cannot be held responsible after printing.

CONTACT

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www.therapiesmagazine.com