

Its necessary
Its convenient
Its informative
Its unique



GUÍA MAGAZINE DÍA Y NOCHE

D&N

DAY & NIGHT GUIDE MAGAZINE

www.guiamarbella.com · www.guiadiaynoche.com





The **MARBELLA DAY AND NIGHT GUIDE** (now **D&N**) was created in 1995 by the publishers **A.G. NUEVOS MEDIOS**, as a response to the demand from the tourism sector on the Costa del Sol who needed a free publication that would make available all the information on the world of leisure, events, culture and tourism taking place between Marbella and Sotogrande.

Now, after 16 years of uninterrupted publication, we are presenting the new **D&N**; an attractive, consolidated magazine, with an improved design, and very sought-after by its readers, adapted to the demands of the current advertising market.

In 2000 its counterpart made its entry on internet, under the same name, **www.guiamarbella.com** or **www.guiadiaynoche.com**, with a similar concept but more extensive content, obtaining spectacular figures for visits per year (around 100,000). At present, our immediate objective is to freshen and update the website, to make it more attractive, practical and interactive.

All of this is in order for our publication, **D&N**, both in print and on the web, to continue to be unique amongst all others and useful for the readers and the advertisers, reaching all sectors of the population (residents and holidaymakers) in our area.

Printed guide: D&N MAGAZINE GUIDE

- 16 years (1995 - 2011) of uninterrupted publication.
- Bilingual (English - Spanish).
- 10,000 free copies.
- More than 50,000 advertising impacts.
- Easy-to-handle format (240 x 170).
- Clear layout, differentiated according to section.
- Highly useful information: - Events, Golf, Restaurants, Shopping, Hotels, Maps...

Web-site: GUIAMARBELLA.COM / GUIADIAYNOCHE.COM

- 11 years on the web (2000-2011), with constant updating of content.
- Excellent positioning on various search-engines, with over 7,000 visits per month.
- Main links through Google by searching for: eating in Marbella, restaurants Marbella, events Marbella...
- Bilingual (English - Spanish).
- Useful, interactive, current, direct.

C/ Juan de la Cierva, nº5-1º Marbella
T. 952 82 83 88 · 952 86 30 31
exterior@massmedia.es
anuncios@massmedia.es

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The **D&N MAGAZINE GUIDE** is a free, two-monthly publication with a circulation of 10,000 copies, distributed from more than 300 points along the Costa del Sol, from Marbella to Sotogrande.

Some of the most important distribution points are:

- Hotels (4 and 5 star)
- Golf Clubs (distribution in Club-House and Bar-Restaurant)
- A large number of Restaurants, Pubs, etc...
- Official institutions (Town Halls, Tourist Offices...)
- Others (Jewellery Shops, Clinics, Gymnasiums, Real Estate Agencies, Shopping Centres...)



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	1 EDITION (2 MONTHS)	3 EDITIONS (6 MONTHS)	6 EDITIONS (1 YEAR)
DOUBLE PAGE	1.600€	1.400€	1.200€
1 PAGE	800€	700€	600€
1/2 PAGE	400€	350€	300€
1/3 PAGE	300€	275€	250€
INSIDE FRONT COVER (1 PAGE)	850€	750€	650€
BACK COVER	1.100€	1.000€	900€
MODULE	175€	150€	100€
STRIP	200€	175€	125€
PLAN	200€	150€	100€

There is a 20% supplement for specifying choice of page.
 Originals provided by the client. If D&N has to make an original, the cost is 120€

TECHNICAL DATA

FORMAT 170 x 240 mm.

PRINTING 115 gr coated paper inside, and 225 gr for laminated glossy covers.

BINDING Stapled.

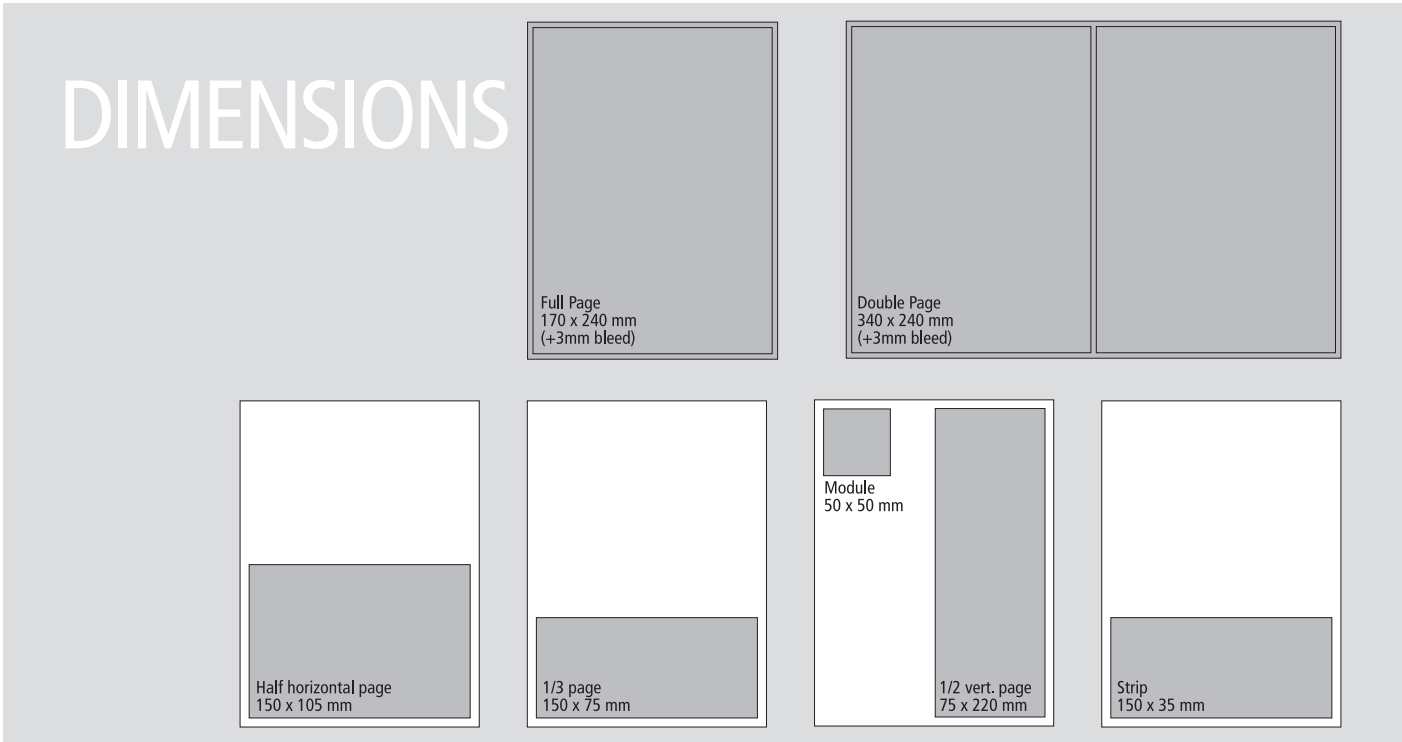
Artwork must be provided in the following formats: tiff, jpg, pdf or eps (fonts outlined) with 300 dpi, Freehand or InDesign with outlined fonts and photos included and accompanied by a print test.



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PAGE BLEED-OFF (FULL PAGE)	170 x 240 mm (+ 3mm bleed)
DOUBLE PAGE	340 x 240 mm (+ 3mm bleed)
1/2 HORIZONTAL PAGE	150 x 105 mm
1/2 VERTICAL PAGE	75 x 220 mm
1/3 PAGE	150 x 75 mm
STRIP AD	150 x 35 mm
MODULE	50 x 50 mm
MODULE ON PLAN	45 x 18 mm

* the dimensions indicated refer to width by height.



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