

BASQUE LUXURY

magazine

MEDIA KIT 2024



BASQUE LUXURY MAGAZINE

MEDIA KIT

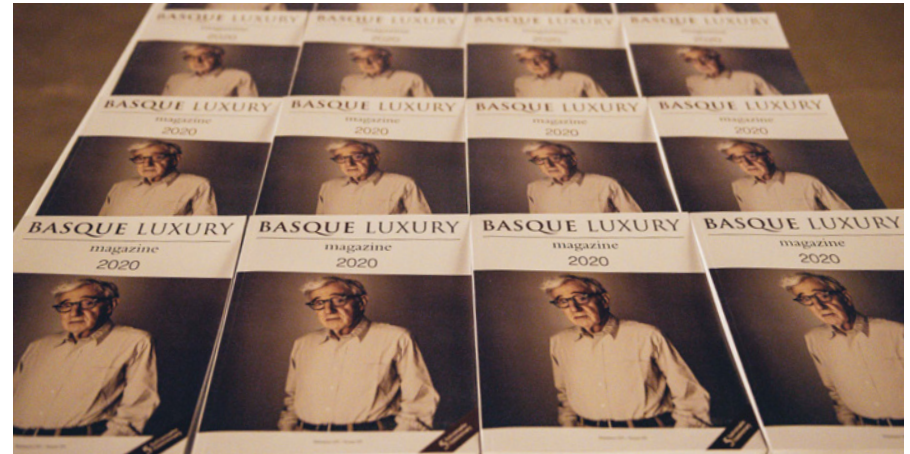
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ABOUT BASQUE LUXURY MAGAZINE

Technical information:

- Publication frequency: annual.
- Month of publication: January.
- Languages: English and Spanish.
- Topic: luxury sector.
- Format: print, digital and online.
- Retail price of the printed version: 20€.
- Retail price of the digital version: free.
- Access to online edition: free.
- Number of printed copies: limited edition of 4,000 copies.
- Number of pages: 240.



The printed version is a luxury edition:

- A4 size.
- 300 gsm Creator Linen paper cover (45 white color) with gold/bronze/silver printing.
- 150 gsm Creator Volumen paper for the interior, four-color process + Pantone gold/bronze/silver.
- Rustic thread-sewn binding.
- BASQUE LUXURY MAGAZINE is only printed out in printing houses which follow the environmental protection regulation.



ABOUT BASQUE LUXURY MAGAZINE

Structure of the online magazine:

- In every issue:

Fashion: fashion brands, jeweler's, boutiques.

Activities: social action, trips, guides, tours, festivals.

The destination: cities, rural escapes.

Business: new business models, interior design, craftwork, real estate, transport, architecture, events.

Art & Culture: artists, writers, galleries, museums, festivals.

Gourmet: bars, restaurants, wineries, shops.

The interview: celebrities with an extraordinary background (models, actors, sportsmen, writers, illustrators, institution representatives and company managers).

Check in: Hotels and holiday villas.

Beauty, Health & Sport: spas, clinics, sports centers, activities.

International Luxury: International companies, distinguished characters and destinations.



ABOUT BASQUE LUXURY MAGAZINE

Structure of the online magazine:

- Collaborating firms: celebrities with an extraordinary background.



Juan Mari Arzak
CHEF OF ARZAK RESTAURANT

Elena Arzak
CHEF OF ARZAK RESTAURANT



Ariane de Rothschild
PRESIDENT OF EDMOND
DE ROTHSCHILD GROUP

Pedro Subijana
CHEF OF AKELARRE RESTAURANT



Miguel Zugaza
DIRECTOR OF THE
BILBAO FINE ARTS MUSEUM



Martín Berasategui
CHEF OF THE RESTAURANT
MARTÍN BERASATEGUI



José Luis Rebordinos
DIRECTOR OF SAN SEBASTIÁN
INTERNATIONAL FILM FESTIVAL



Maximilian Riedel
CEO AND PRESIDENT
OF RIEDEL



Béatrice D'Orléans
HONORARY PRESIDENT OF THE
SPANISH LUXURY ASSOCIATION

Aitor Ocio
BUSINESSMAN AND
EX-SOCCER PLAYER



Miren Arzalluz
DIRECTOR OF
PARIS FASHION MUSEUM



Francis Paniego
CHEF OF THE RESTAURANT
EL PORTAL DE ECHAURREN



ABOUT BASQUE LUXURY MAGAZINE

Structure of the online magazine:

- Exclusive interviews.



Edurne Pasaban

BUSINESSWOMAN AND MOUNTAINEER



Cynthia Nixon

ACTRESS



Jon Kortajarena

MODEL



Frédéric Beigbeder

WRITER



Juan Ignacio Vidarte

DIRECTOR OF
GUGGENHEIM BILBAO
MUSEUM



Jordi Labanda

ILLUSTRATOR



Luis Chillida

PRESIDENT OF THE
EDUARDO CHILLIDA
AND PILAR BELZUNCE
FOUNDATION

ABOUT BASQUE LUXURY MAGAZINE

Structure of the online magazine:

- Special sections:

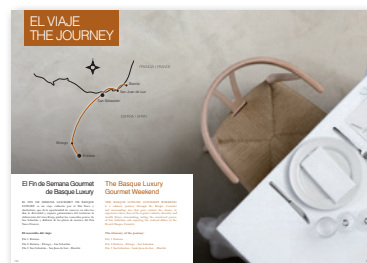
2016

The Journey: Basque Country,
exclusive destination.



2017

The Journey: Basque Country,
gourmet destination.



2018

Weddings: Basque Country,
destination to get married.



2019

Artisanal Products:
Basque Country's Artisans.



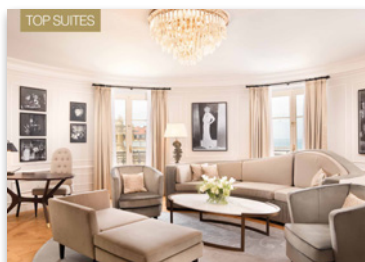
2020

International Luxury:
Switzerland.



2021

Top Suites: The best Suites of
the Basque Country.



2022

Gourmet Hotels.



2023

Basque Design.



2024

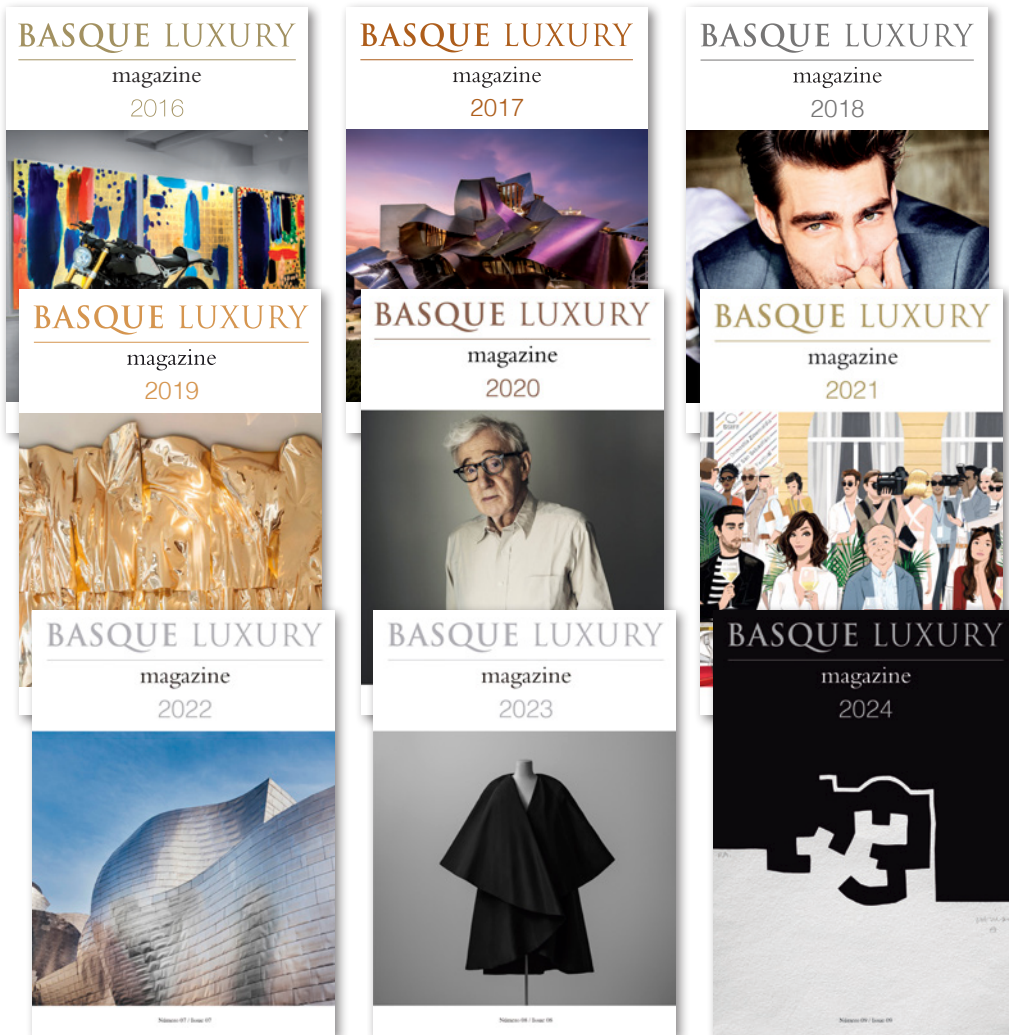
Room with a view.



ABOUT BASQUE LUXURY MAGAZINE

Structure of the online magazine:

- Covers:



- Limited editions:



AUDIENCE

Total audience:

968.000 readers

Audience profile:

Class: upper class and wealthy class.

Interests: luxury, travel, sports, gastronomy, cars, fashion, jewelry, technology.

Main nationalities:

- 1 Spain
- 2 USA
- 3 United Kingdom
- 4 France
- 5 Germany
- 6 Mexico
- 7 Ireland
- 8 Netherlands
- 9 Sweden
- 10 Brazil

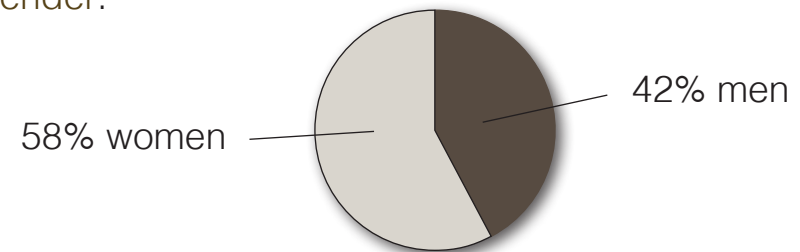


Cynthia Nixon

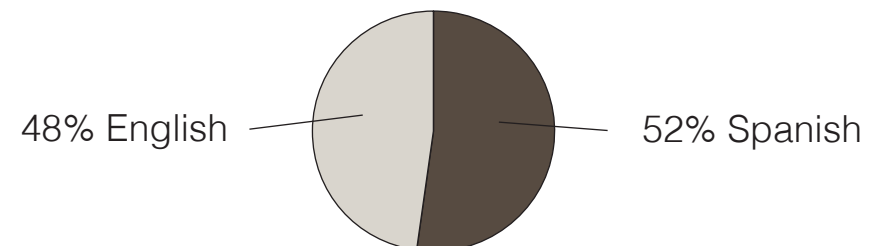


Jon Kortajarena

Gender:



Reading language:



PRINTED EDITION



PRINTED EDITION

Points of distribution and sale:

BASQUE LUXURY MAGAZINE is sold in European bookshops and it is distributed to the rest of the world via two online selling platforms. It is also distributed for free in premium transport companies, holiday homes, in luxury hotel rooms of southern France and northern Spain as well as in restaurants, jewelry shops, boutiques, clinics and museums.

- Online sale of the magazine:

WEB	DISTRIBUTION
elkar.eus	Worldwide
basqueluxury.com	Worldwide

- Points of sale of the magazine:

COUNTRY	TOWN	BOOKSTORE
Austria	Vienna	Ferment
Switzerland	Zurich	Monocle Shop and Café
Greece	Athens	Nomad
France	Bayonne	Elkar
Spain	Bilbao	Relay Bilbao Airport
Spain	Bilbao	Guggenheim Museum
Spain	Bilbao	Elkar (Iparragirre Street)
Spain	Bilbao	Elkar (Licenciado Poza Street)
Spain	Bilbao	Elkar (Zamudioko Ataria)
Spain	Getxo	Elkar
Spain	Basauri	Elkar
Spain	Barakaldo	Elkar
Spain	Vitoria-Gasteiz	Elkar (San Prudencio Street)
Spain	Vitoria-Gasteiz	Elkar (Apraiztarak Street)
Spain	San Sebastian	Basque Luxury Studio
Spain	San Sebastian	Elkar (Fermín Calbetón Street)
Spain	San Sebastian	Elkar (Bergara Street)
Spain	Arrasate	Elkar
Spain	Bergara	Elkar
Spain	Hernani	Elkar
Spain	Tolosa	Elkar
Spain	Irun	Elkar
Spain	Pamplona	Elkar (Leire Street)
Spain	Pamplona	Elkar (Comedias Street)



PRINTED EDITION

Hotels and holiday villas where the magazine is distributed:

- Number of rooms in which the magazine is available: 1.708.



4. Gran Hotel La Perla



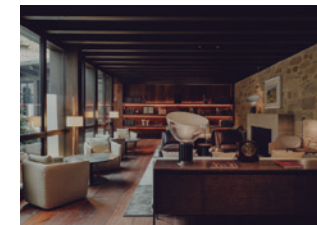
5. Cabañas Deluxe
Basajaun Basoa



6. Palacio de Yrisarri



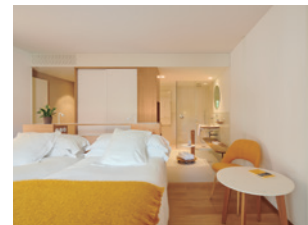
7. Heredad Beragu Hotel



8. Santa María Briones



9. Palacio Tondón



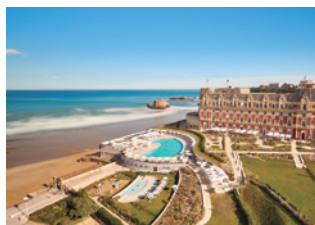
10. Echaurren



11. Hotel Marqués de Riscal



12. Palacio de Samaniego



1. Hôtel du Palais



2. Grand Hôtel Thalasso & Spa
Saint-Jean-de-Luz



3. Auberge Ostapé



13. La Venta de Ostatu



14. Hotel Viura



15. La Casa Cosme Palacio

PRINTED EDITION

Hotels and holiday villas where the magazine is distributed:



16. Palacio Arriluce



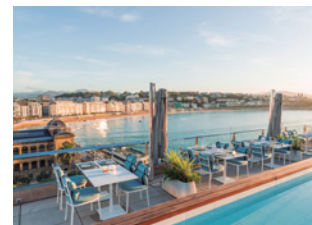
17. Gran Hotel Domine



18. Radisson Collection Hotel
Gran Vía Bilbao



28. Villa Favorita



29. Lasala Plaza Hotel



30. Hotel de Londres
y de Inglaterra



19. Hotel Tayko Bilbao



20. Hotel Nafarroa



21. Castillo de Arteaga



31. Hotel Villa Soro



32. Hotel Arbaso



33. Hotel Arrizul Congress



22. Palacio Urgoiti



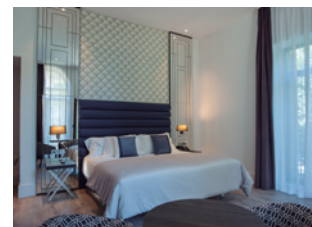
23. Las Casas de Ea Astei



24. Etxelaia



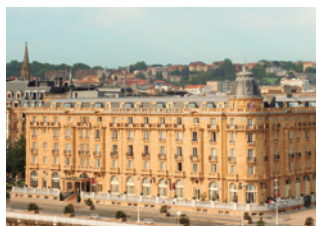
34. Arima Hotel



35. Abba San Sebastián



36. San Sebastián Housing



25. Hotel María Cristina



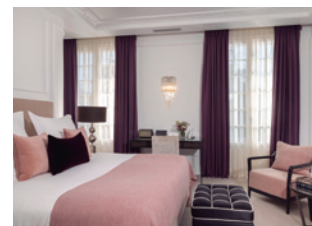
26. Hotel Akelaré



27. Nobu Hotel San Sebastián



37. Hotel Iturregi



38. Villa Magalean Hotel & Spa



39. Basalore

PRINTED EDITION

Points of distribution:

- Transport companies and VIP rooms where the magazine is distributed:

COUNTRY	TRANSPORT COMPANY	TYPE	NUMBER OF VEHICLES	NUMBER OF SEATS
Spain	Basque Luxury Private Jet	Air	1	8
Spain	Basque Luxury Helicopter	Air	1	4
Spain	Basque Luxury Travel Service	Road	9	42
Spain	Spirit Experiences	Maritime	1	6
Spain	Kai Yachting	Maritime	3	21
Spain	VIP room of Bilbao's airport	Air	-	-



DIGITAL VERSION



DIGITAL VERSION

Reading points:

- BASQUE LUXURY MAGAZINE is available to be read and downloaded for free at basqueluxury.com.
- The digital edition of BASQUE LUXURY MAGAZINE is available on different platforms for the guests of over 5,500 hotels in 120 countries, including properties of prestigious chains, such as The Ritz Carlton, Park Hyatt, Kempinski, Four Seasons, Mandarin Oriental, Hilton, Intercontinental, Le Meridien, Bulgari Hotels & Resorts, Rosewood or The Chedi.



DIGITAL VERSION

Reading points:

- The digital version of BASQUE LUXURY MAGAZINE is available for the passengers of following airlines and rail companies:

NAME OF THE COMPANY	COUNTRY OF ORIGIN	TYPE OF COMPANY
Aerolíneas Argentinas	Argentina	Airline
Etihad Airways	United Arab Emirates	Airline
Fly Dubai	United Arab Emirates	Airline
Fiji Airways	Fiji	Airline
Aer Lingus	Ireland	Airline
ITA Airways	Italy	Airline
Turkish Airlines	Turkey	Airline
Vietnam Airlines	Vietnam	Airline
Austrian	Austria	Airline
Lufthansa	Germany	Airline
Swiss	Switzerland	Airline
Air Mauritius	Mauritius	Airline
Air Astana	Kazakhstan	Airline
Royal Brunei Airlines	Brunei	Airline
Cathay Pacific	Hong Kong	Airline
Iberia	Spain	Airline
World2Fly	Spain	Airline
Air Canada	Canada	Airline
Jet Blue	USA	Airline
Qantas	Australia	Airline
Qatar Airways	Qatar	Airline
British Airways	UK	Airline
Eurostar	UK	Rail Company
Renfe	Spain	Rail Company
SBB	Switzerland	Rail Company
VIA Rail Canada	Canada	Rail Company

- The digital version of BASQUE LUXURY MAGAZINE is available for the passengers who transit or fly from following airports:

COUNTRY	CITY	AIRPORT
Ireland	Dublin	Dublin Airport
France	Paris	Aéroports de Paris
Germany	Frankfurt	Frankfurt am Main
Austria	Vienna	Vienna International
Philippines	Manila	Ninoy Aquino
USA	Philadelphia	Philadelphia
USA	Nueva York	John F. Kennedy
USA	Los Angeles	LAX
USA	Houston	George Bush
USA	Dallas	DFW
USA	Chicago	O'Hare
USA	Charlotte	Charlotte Douglas
United Kingdom	Manchester	Manchester
United Kingdom	London	Stansted
Switzerland	Zurich	Zurich
Switzerland	Geneva	Genève
Italy	Bologna	Bologna
Italy	Venice	Venice Airport
Malta	La Valeta	Malta International

- The digital edition of BASQUE LUXURY MAGAZINE is available for users and clients of 15,000 companies and institutions (cruise ships, libraries, universities...) of 120 countries.

ONLINE EDITION



ONLINE EDITION

Content:

- In addition to printed edition articles, the online edition of BAQUE LUXURY MAGAZINE includes exclusive contents.
- Daily updated contents.
- Exclusive partner firms:

Kevin Lütolf
MODEL



Silvia Ortega
EXPERT IN LUXURY



Onkar Ghate
SENIOR FELLOW AND CHIEF
PHILOSOPHY OFFICER AT
AYN RAND INSTITUTE



Jose Ramón Anda
ARTIST

Lucía Lacarra
BALLET DANCER



Usoa Zumeta
MANAGER OF ZUMETA ARTE ESTUDIOA



ONLINE EDITION

Content:

- Exclusive interviews:



Steve Varsano
FOUNDER OF THE JET BUSINESS



Miren Arzalluz
DIRECTOR OF PARIS FASHION MUSEUM



Koldo García
CEO OF BAKARTS NFT ART PROJECTS



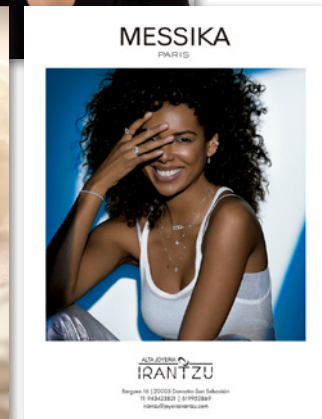
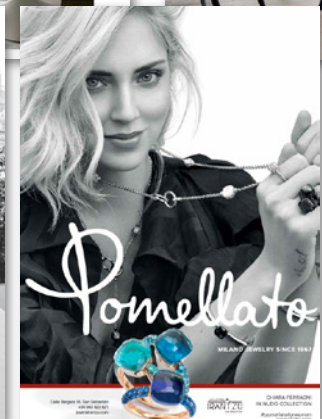
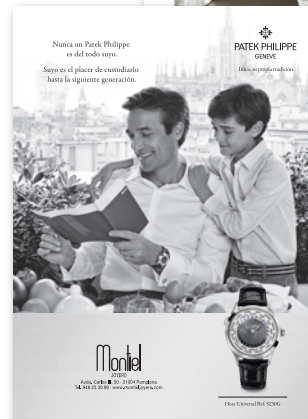
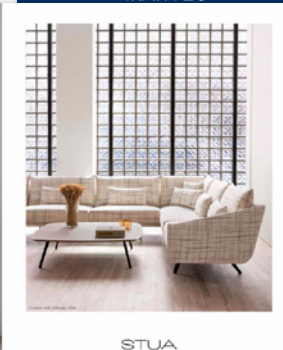
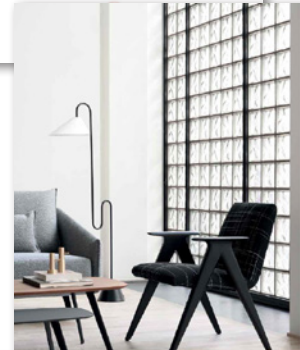
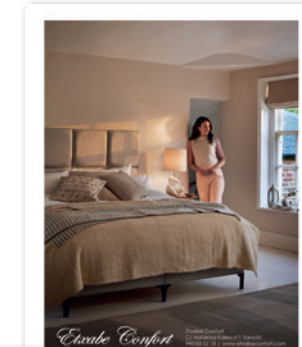
François Pinault
FOUNDER OF KERING



Dr. Keith Lockitch
VICE PRESIDENT OF EDUCATION AND SENIOR FELLOW
AT THE AYN RAND INSTITUTE

ADVERTISERS

BASQUE LUXURY MAGAZINE only advertises distinguished brands.

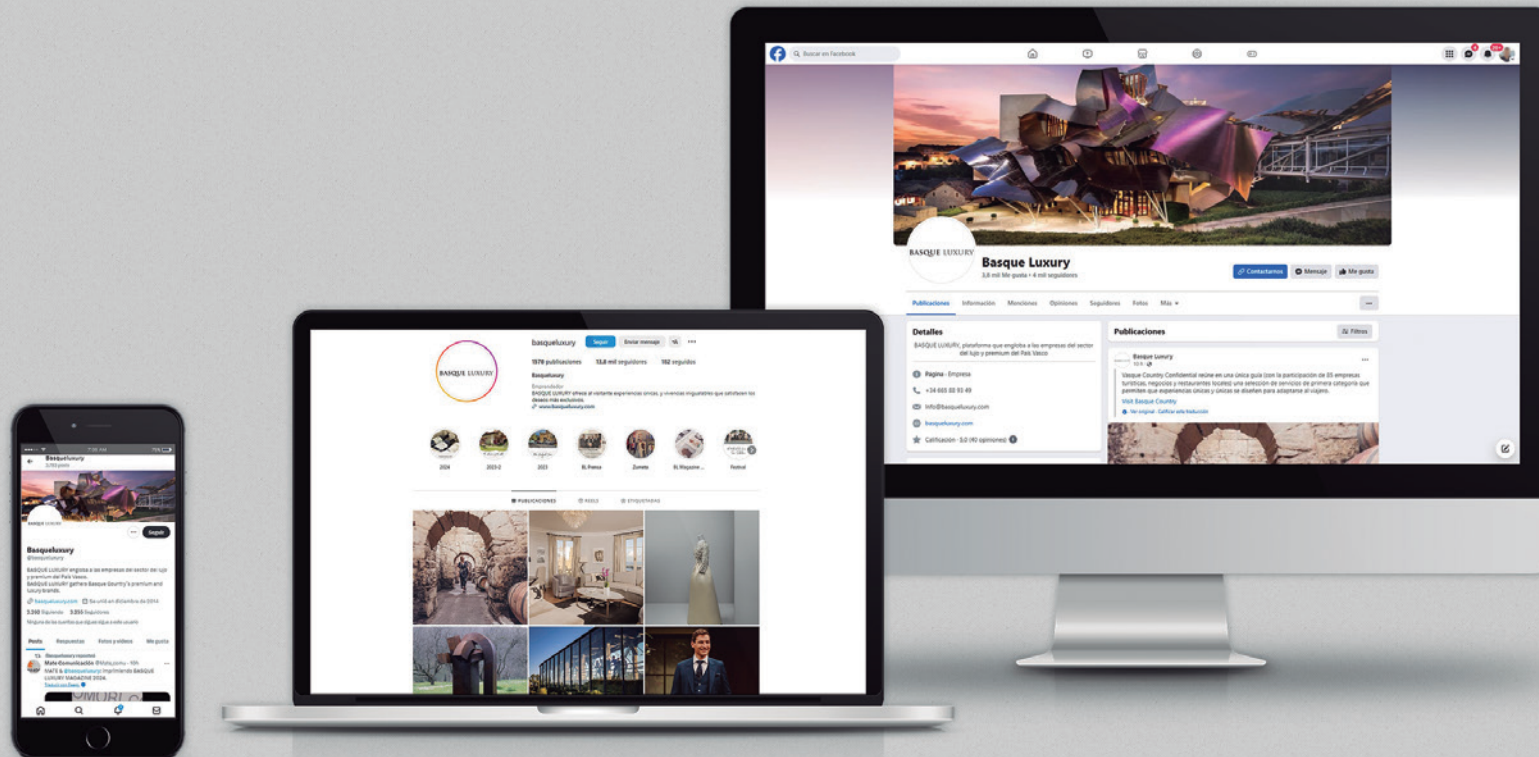


SOCIAL MEDIA

BASQUE LUXURY is active in the following social networks:

- Periodic dissemination of articles, reports and interviews.

SOCIAL NETWORK	NUMBER OF FOLLOWERS
Facebook	4,000
X	3,200
Instagram	13,800
TOTAL	21,000



EVENTS

BASQUE LUXURY organizes presentations, solidarity actions, exhibitions and takes part in gastronomical, artistic and cultural events in Spain and France.



COMMUNITY

BASQUE LUXURY has a community of associates with high purchasing power who own a VIP loyalty card that offers advantages in exclusive companies of the Basque Country and surroundings. These VIP firms receive a monthly newsletter with novelties, a summary with the most important news, presents and invitations to events.



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