

# OCEAN BLUE<sup>®</sup>

W O R L D

*The Options Are Endless*



**MEDIA KIT 2025**

**MAGAZINE | EVENTS | EXPERIENCES |  
DIGITAL | PRODUCTION | SPONSORSHIPS**



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**O**cean Blue World is a global, luxury networking platform where discerning clients, internationally recognized luxury brands and advertisers experience 360-degree signature services directed for, and by, emerging luxury lifestyle markets.

Ocean Blue World's luxury lifestyle magazine covers a range of topics, from designer fashion to beauty trends, culture, luxury living, and private initiatives, focusing on an exuberant quality of life.

The award-winning print and digital publication is an ongoing celebration of unfolding history through the lens of style, and of the unrivaled barometer for real-time consumer desires.

# DEMOGRAPHICS

## TARGET AUDIENCE

Women 60% / Men 40% / Age 30+

## HOUSEHOLD INCOME

Median HHI \$250,000 U.S Dollars

## PROPERTY & REAL ESTATE

2+ homes

**Value of principal residence**  
**\$1.5 M U.S Dollars+**

## PASSIONS & HOBBIES

Average vacations per year - 5

Trips per year - 15

Flies First Class or Business

Travels outside their country annually

Spends \$3,000 U.S.D.+ on apparel monthly

\$5,000 U.S.D on leisure, entertainment and dining monthly

Owns a personal wine cellar

Attends auctions and gallery exhibits

Golf 24+ times annually

Spends \$20,000 U.S.D.+ on watches/jewelry annually



# THE MAGAZINE

**O**BW put a premium on captivating storytelling, and beautiful photography.

In print and online, OBW is an acute observer of the broader social landscape, documenting the pastimes and passions of leading figures, and casting an anthropological eye on the lives of the powerful and the influential.

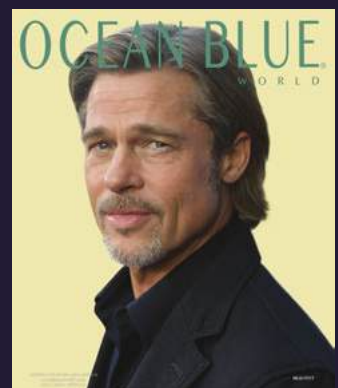
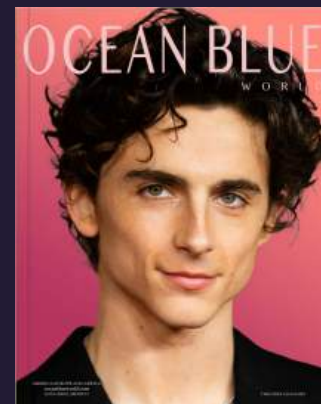
**40,000**  
PRINTED COPIES  
PER YEAR

**4**  
EDITIONS PER YEAR

## SECTIONS

Highly Influential  
On The Move By  
Invitation Only  
Cool Over 50  
One Of A Kind Up  
And Coming Hot  
Right Now Art &  
Design Music  
Architecture  
Fashion  
Must Have Fusion  
The Interview

Sports & Toys  
Behind The Scenes  
Going Global  
Luxury Travel Page  
100  
On Location  
The Suite Life  
Portfolio Gourmet  
Good Taste  
The Calendar  
Health & Beauty  
Make It Happen  
Last Minute



# THE MAGAZINE SPECS

## SCHEDULED PUBLICATIONS

39th Edition - End of March 2025

40h Edition - End of June 2025

41st Edition - End of September 2025

42nd Edition - End of December 2025

## EDITORIAL SPECS

• All text and contact information must be in English, including at least one of the following:

- Website (no www) Ex. oceanblueworld.com
- Telephone No. with international dial code
- Email
- Address (street, number, city, country)

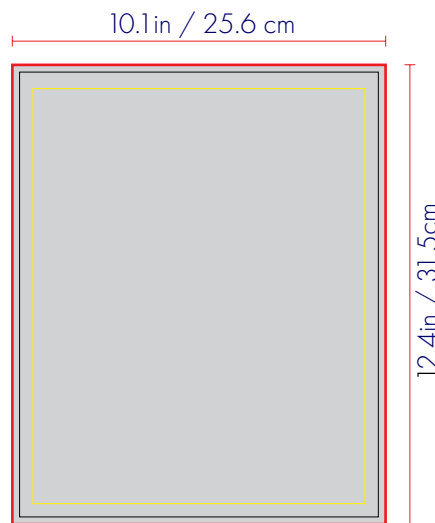
### Please send bleed size.

Final size and text protection area are for design consideration only.

FORMAT: PDF, TIF, JPG


HI RES: 300 dpis

IMAGE: CMYK



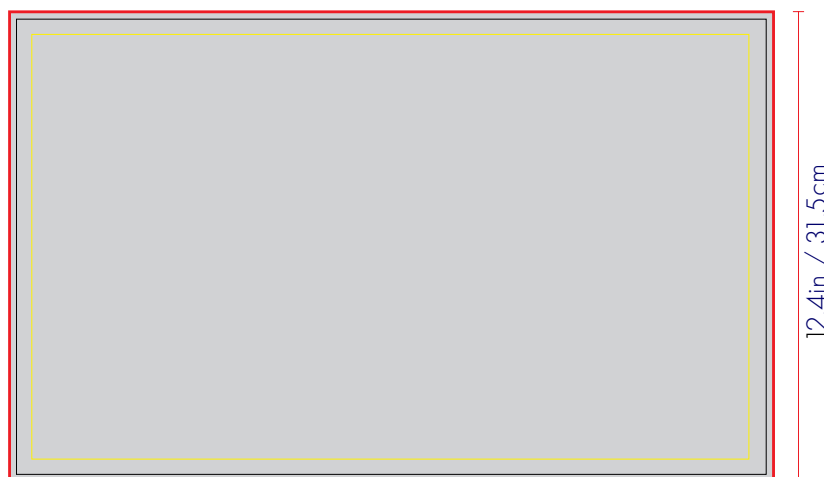
### SINGLE AD

 Bleed size  
10.1in x 12.4in / 25.6 x 31.5cm

 Final size  
9.7in x 12in / 24.6 x 30.5cm


Text protection area  
9.3in x 11.6in / 22.6 x 28.5cm

20.2in / 50.2 cm



### SPREAD AD

 Bleed size  
20.2in x 12.4in / 50.2 x 31.5cm

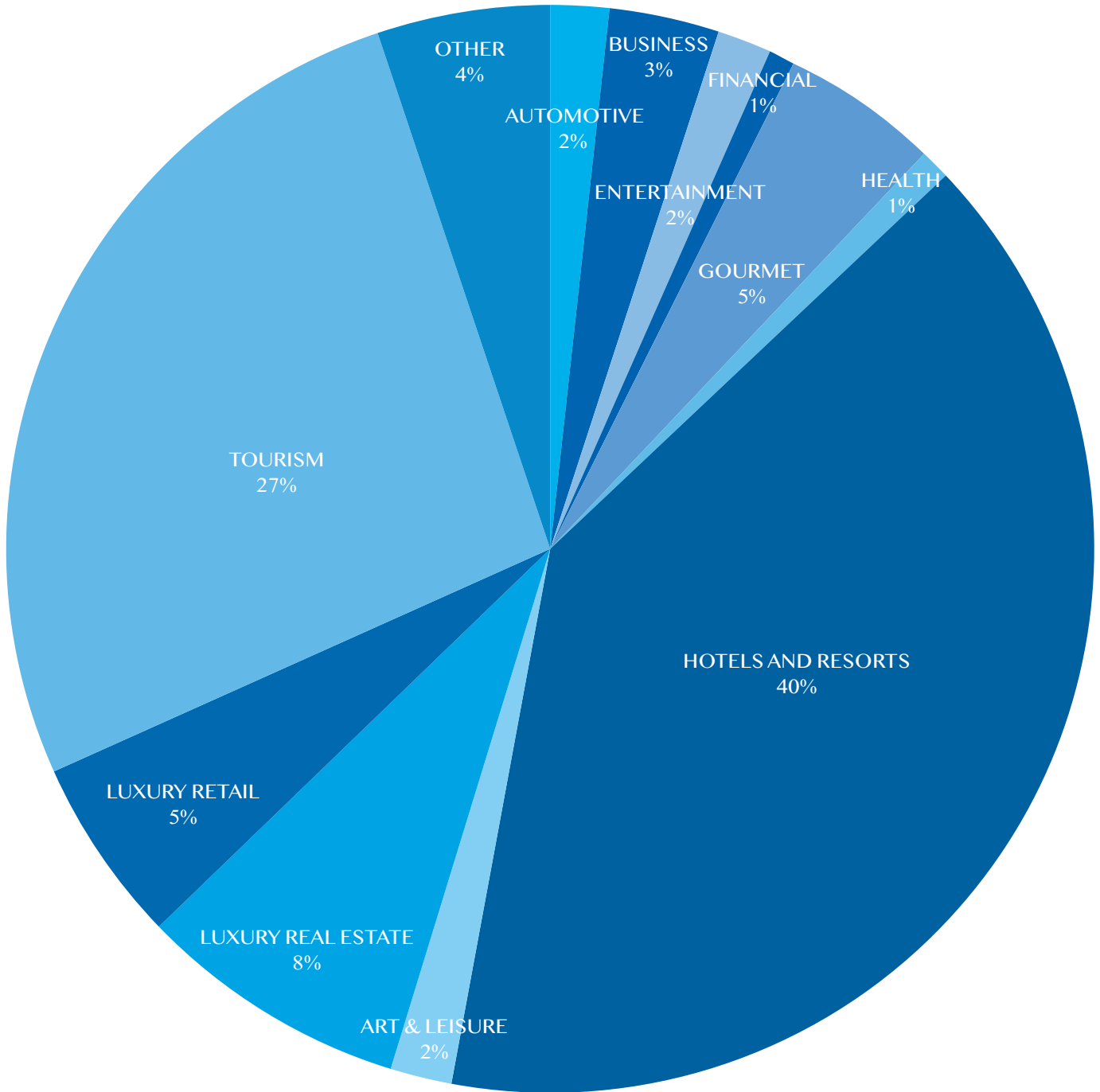
 Final size  
20in x 12in / 49.2 x 30.5cm

Text protection area  
19in x 11in / 47.2 x 28.5cm

# OCEAN BLUE<sup>®</sup>

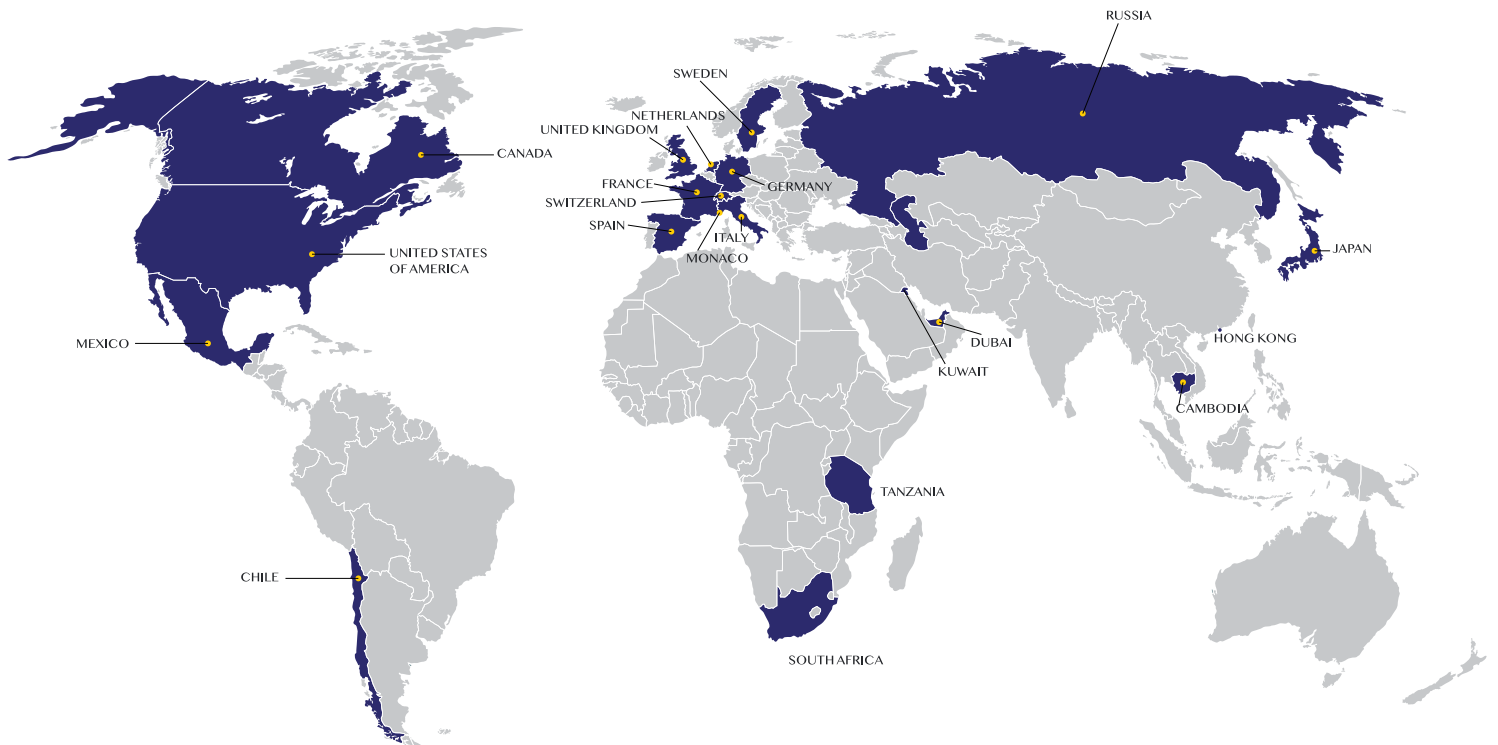
W O R L D

## DISTRIBUTION MARKETS





## GLOBAL REACH





# OCEAN BLUE<sup>®</sup>

W O R L D

## DIGITAL

### Embedded rich content 27,000 opt-in subscribers

Ocean Blue World provides partners and advertisers with opportunities for global reach and exposure across a variety of digital platforms.

#### **Banners**

Provide a flexible platform for marketing messages and an immersive ad experience for viewers, with options for imbedded rich content.

#### **Videos**

Branded video content provides dynamic integrated exposure for product profiling, product placement and advertiser/partner spotlights.

#### **Digital Editorial**

Featured website articles combine marketing messages delivered in an editorial style, where our partners and advertisers control the content.

#### **E-Newsletters**

Bring your brand to life with a dedicated or shared e-mail newsletter reaching a niche, luxury audience of over 27,000 opt-in subscribers. Ocean Blue World offers monthly e-newsletter options to reach our dedicated online followers.

#### **Social Media**

Create meaningful engagement with audiences via partner mentions and dedicated partner posts while establishing critical frameworks for relationship marketing and brand loyalty.

# DIGITAL SPECS



Price of one BANNER, Rotating A, B and C for one Magazine edition - **\$425 USD + VAT**

OCEAN BLUE CHANNEL

VUHL Automotive #ROCMexico 2019

VUHL AUTOMOTIVE #ROCMEXICO 2019

VUHL AUTOMOTIVE #ROCMEXICO 2019

AMA FOUNDATION OCEAN BALL

2019 LOS CABOS INTERNATIONAL FILM FESTIVAL

WHALE SHARK TOUR WITH SUNRIDER TOURS IN LOS CABOS, MX

AMBER LOUNGE ABU DHABI

WHALE WATCHING TOUR WITH SUN RIDER IN LOS CABOS, MEXICO

## VIDEOS

**Headline:** Max. 55 characters

**Description:** 10 - 40 words including call-to-action (URL)

**Video:** Original video (MOV/MP4) format.

Recommended Length: 30s - 2 minutes.

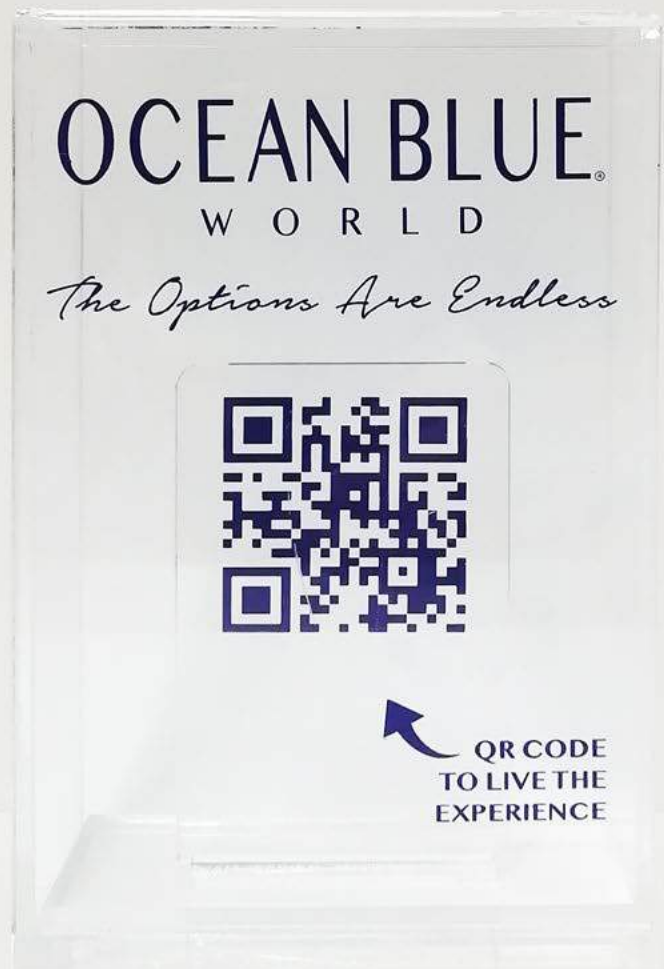
Longer is acceptable.

# DIGITAL DISPLAY QR CODE

SCAN THE QR CODE  
TO ALWAYS ACCESS OUR LAST EDITION

NO APP INSTALLATION NEEDED

+ IT HELPS TO BE A GREEN TECH COMPANY



# DIGITAL SPECS

## E-NEWSLETTERS

- 6-8 Color Images, Medium Res (144 px)
- A title up to 80 characters including spaces (please use lettercount.com as a reference)
- A max. 100 - 150 word count
- A URL link to your website or digital landing page

## SOCIAL MEDIA



**@OceanBlueMagazine / 35K targeted followers**

**Caption:** 20-45 words recommended.

**Logo & Images:** Company logo file and 3-4 Color photos (min.1080 x1080 px)

**Video:** Vertical video format (min.1080 x1920 px). Max. 30 seconds

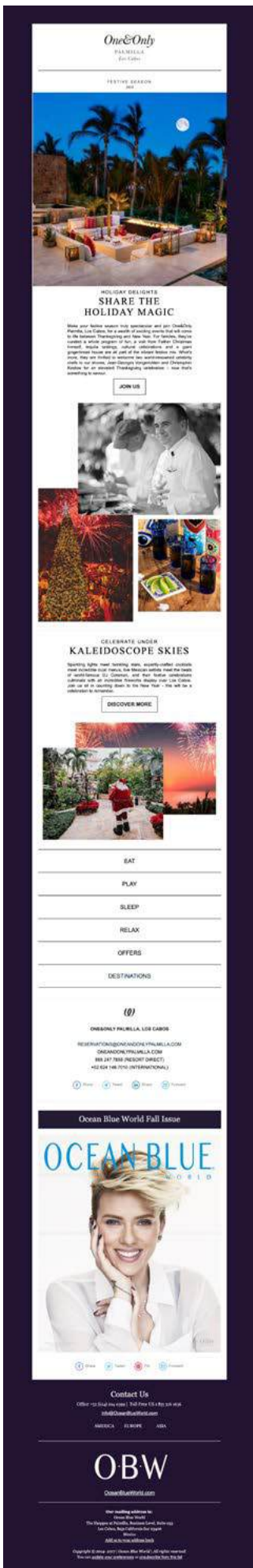


**@OceanBlueWorld / 31K targeted followers**

**Caption:** A max.10 - 40 words, and requested keywords & hashtags  
**Logo & Images:** Company logo file and 3-4 Color photos (min.1080 x1080 px)

**Event Image/Flyer:** 80% of the image should not have text on it, only 20% copy.

**Video:** Vertical video format (min.1080 x1920 px). Max. 30 seconds





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W O R L D

## PRODUCTIONS

*Don't Miss the Moment*

 Ocean Blue World Productions.

Ocean Blue World offers clients and partners expert media production services including videography, photography, state-of-the-art drone techniques, and professional-grade interview capabilities. Producing fresh, innovative, and engaging content, OBW Productions is committed to building valuable partnerships at a local, national, and international level, whilst delivering the best media services. Available for a variety of one-of-a-kind occasions, including brand and hotel launches, sporting and charity events, industry conferences, film festivals, and tailored #OceanBlueEvents, #OceanBlueExperiences, and more.

## EVENTS & SPONSORSHIPS

Partners are invited to be a part of OBW global events in key markets, designed to attract a high net worth clientele.

Ocean Blue World exclusively showcases luxury brands and sponsored events by providing an outstanding platform for product placement and sampling.

Services include videos, VIP hosting and gifting opportunities as well as pre, and post-event promotions.

Promoting brands to emerging international audiences and raising brand profiles in existing markets is OBW's mission.



# TAILOR-MADE PACKAGES

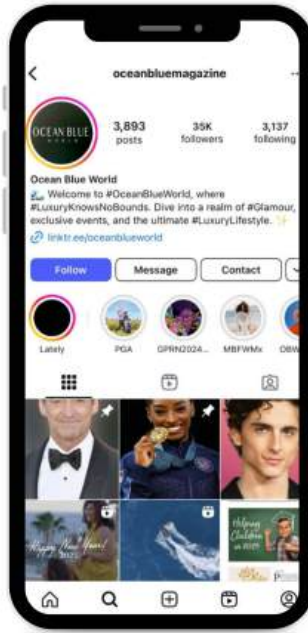


**O**cean Blue World's true meaning

of "luxury" is guiding partners into a world of emerging trends and premier lifestyle opportunities.

OBW exposes its clients to luxury branding by creating tailor-made packages, personalized to specific requirements.

As a global, luxury networking platform, OBW consistently seeks unparalleled marketing excellence for innovative, 360-degree media productions.



# YOUR Magazine

YOUR PLATFORM,  
YOUR WAY

OCEAN BLUE  
WORLD  
*The Options Are Endless*

Luxury  
LIFESTYLE  
AWARDS

OCEAN BLUE MAGAZINE  
**WINNER 2024**  
BEST LUXURY  
LIFESTYLE MAGAZINE  
MEXICO

OceanBlueWorld.com  
Instagram Facebook YouTube X YouTube

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NEVER MISS AN ISSUE.

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DOWNLOAD YOUR FAVORITES AND READ ON THE GO 

## CELEBRATING LIFESTYLE EXCELLENCE

### CONTACT

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