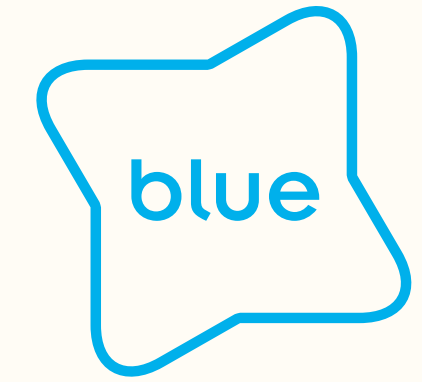




MEDIA KIT
2025

Opportunities & Solutions



1 Our brand

blue Mission
blue Presence
blue Spirit

2 Our travel

blue Trendsetter
Topics and Sections
blue Involvement

3 Partnerships

Creative Partnerships
Publicity and Promos
Digital Solutions
blue Moments

4 blue Stories

Brand
Strategy
Creativity

blue Mission

BY NUNO GUEDES VAZ PIRES

When we think of blue, we have a clear mission and a defined objective - to be part of people's lives. We want to make them miss every day, 'hook' them on a new way of seeing our country and the world, of participating in it, helping them to get more pleasure out of everyday life.

blue is a brand that offers destinations, travel, gastronomy, culture, design, trends, lifestyles, current affairs from the most varied spectrums. blue Travel was launched in 2003 and now with a history of more than 10 years on the newsstands, we are conscious that it has not been forgotten. blue is once again useful for the market and, essentially, it once again shares the spirit of the brand, cultivating a communi-

The true multi-platform for tourism and lifestyle content in our country. Portugal deserves it!

WATCH VIDEO



ty that shares so many interests, but which, these days, can't find the answers it's looking for in a single editorial project.

Through a printed magazine, a website updated daily, a weekly television and radio programme, a daily newsletter and events, blue Travel acts as a bridge between cultures around Portugal and the world.

It is an evolution of the blue brand, which will remain faithful to the long-established commitment to our readers and followers - to make their lives more enjoyable by maximizing their leisure time with those who are truly dear to them.

blue Presence

Thanks to their presentation, relevance and spirit, blue products are a powerful means of spreading a positive and aspirational message.

MAGAZINES

6 editions a year, plus two special editions.

NEWSPAPERS

Specials in Berliner format tailored to our activities at high quality events, such as Wine & Travel Week.

TELEVISION AND RADIO

The blue spirit is on radio and television every week.

PODCASTS

Opinions, interviews, personal reflections, sharing experiences, opening up to the world, travelling with words. blue experts and correspondents communicate in the first person.

DIGITAL

Online every day, the ideal guide to making the most of every moment of leisure, with practical and immediate suggestions to share and realise with family, friends or just the two of you.



blue has outstanding correspondents in various cities around the world, as well as many photographers, illustrators, journalists and correspondents from various fields.

VIDEOS AND DOCUMENTARIES

The most effective way of conveying messages, sharing moments and learning something new, or revisiting what you've missed.

EVENTS

From forums and conferences to major events, we bring people together. We produce and organise events in Portugal and in strategic markets for the tourism sector.

SOCIAL MEDIA

We generate awareness, broaden audiences and generate interaction amongst the blue community.

[Facebook](#) / [Twitter](#) / [Instagram](#) / [LinkedIn](#)

NEWSLETTERS

An extra way to highlight the good side of life by redirecting content to the different blue platforms.

SHOPS

Our shops are full of the publications we produce and the brands we admire. More than just a shop, we want to be a showcase for things done well in Portugal. The blue Store was born out of a desire to share with our community of readers and followers, with both physical and online shops.



MAGAZINE

CIRCULATION
25.000

FREQUENCY
Bi-monthly

COVER PRICE
€5



blue Spirit

The pleasure
of doing,
the passion to share.
**This is being
blue.**

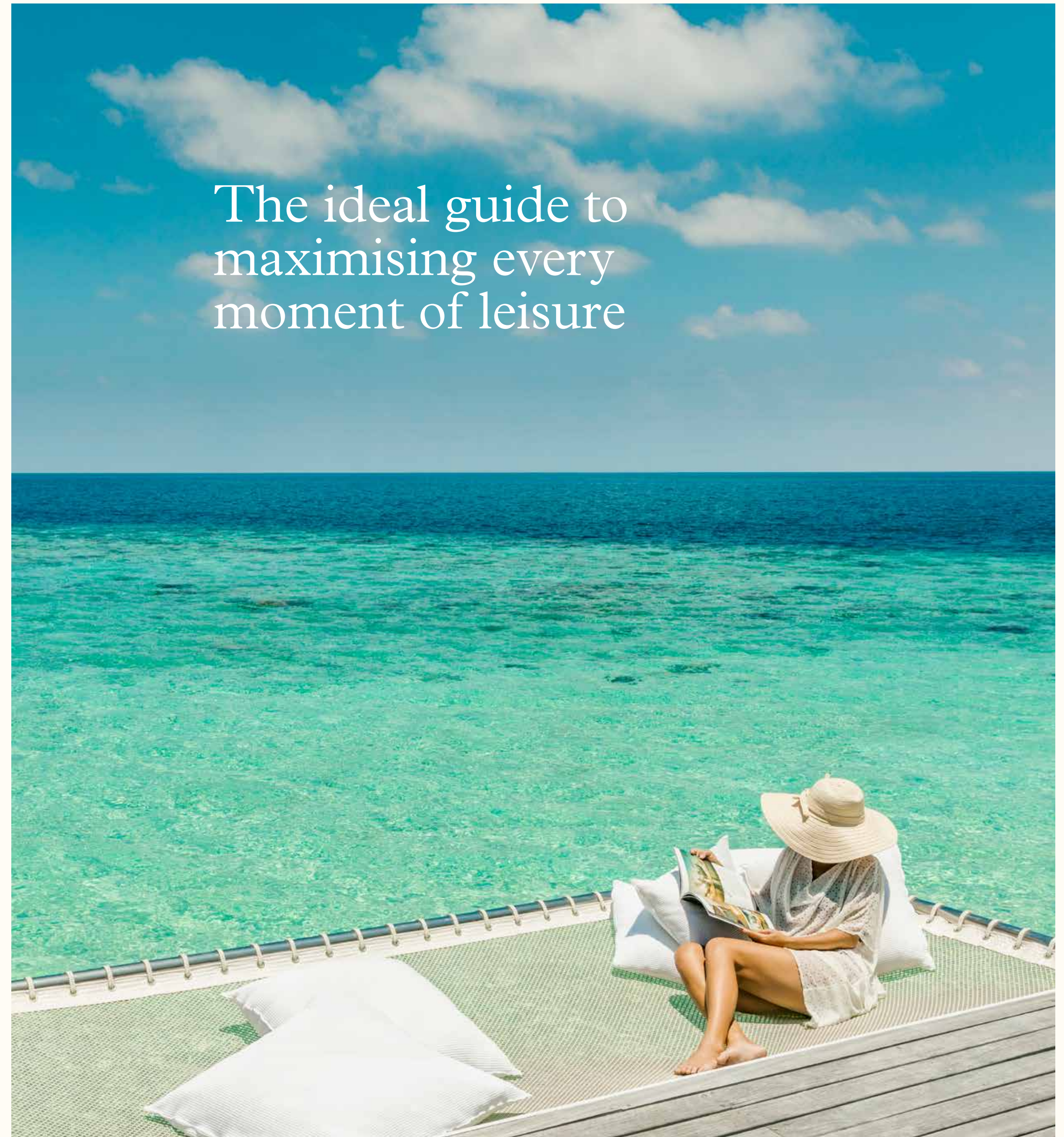
WORLD VIEW

Since its launch, blue has proudly championed quality journalism, big ideas and a global perspective. Our access to leaders in tourism, business, culture, design, gastronomy, media and fashion provides insights into how the world works and where it's heading. Our curiosity is directed towards those whose influence is changing countries, cities, towns, neighbourhoods and lives for the better.



BRAND VALUES

Our distinctive voice is shaped by a unique perspective on Portugal and the world; a voice that is sought after by an influential, global audience.



blue Trendsetter

We don't want to produce magazines you read once and throw away. We want to produce iconic collectors' magazines, of the highest quality.



PREMIUM PRINTING

blue Travel operates a strict 'no free copies' policy and a premium subscription model. On average, each issue is read by two people - and they follow blue's recommendations.

WHERE CAN YOU FIND US?

Distributed in newsagents, specialist shops, selected hotels and airports. blue Travel magazine is available in the most important and creative areas of Portugal's main cities.

OUR READER PROFILE

blue Travel has become a source of reference and inspiration for an influential audience, with high purchasing power and aware of the importance of design. They are investors, analysts, consultants, mayors, diplomats, designers, CEOs and entrepreneurs from the most varied fields.



A DEMANDING AUDIENCE

Our readers look to us for an international perspective on all aspects of life, from clothing and cars to leisure habits and travelling. Our readers have the means and the decision-making power to act on our suggestions and advice: a quarter own businesses and half hold senior positions. With an average age of 46 (two thirds are between 35 and 55), 93 per cent have university degrees.

INVOLVEMENT

Our reader base is high-value and extremely engaged - a significant proportion have been with us since our launch in 2003. Our access to leaders in tourism, business, culture, design, gastronomy, media and fashion provides insights into how the world works and where it's heading.

PRINT

TOPICS
2024 / 2025

TASTE

A celebration of how food and drink bring people together, telling the story of a culture and destination, and inspiring us to get to know tables around the world.

HEALTH AND WELL-BEING

How travelling has the power to impact our physical, mental and spiritual health through innovative spa concepts, wilderness experiences, fitness/sports activities, stargazing, forest bathing, silent retreats, surfing, skiing, endurance challenges, detox and the spirituality of the rural world.



FREEDOM

An exploration of the ways in which today's travellers are skirting the boundaries of a traditional trip, whether by travelling alone, living life on the road, embarking on pilgrimages, embracing temporary experiences, visiting previously unexplored or feared destinations, or taking on a new identity.

EARTH

Highlighting the planet's natural wealth, from the seabed to the mountaintops, with an emphasis on sustainable and thoughtful travel experiences, and exploring stunning landscapes, wildlife, eco-hotels, natural foods and beauty, among others.

Other blue
topics to explore

- DESIGN
- ADVENTURE
- SLOW TRAVEL
- ART
- THE GOOD LIFE
- SOUL
- MYTHS AND LEG-
ENDS
- CELEBRATION
- SUSTAINABILITY
- ARCHITECTURE

PRINT

SECTIONS

The certainty of living each destination intensely.



BLUE LIVING

Practical leisure suggestions for Portugal.

Guide

The best places to stay, eat, shop, drink and have fun.

Our brands

The quality, originality and diversity of Portuguese brands.

At home with

In this section, we invite personalities to show us their homes in the city, by the beach or in the countryside and share their leisure time, passions and local recommendations.

A hotel story

A detailed exploration of a hotel that includes information about the brand's founder and concept and notable design features.

Shopping and other experiences

Suggestions for shops, workshops, crafts and alternative activities.

Health and well-being

Health is directly linked to happiness, which in turn is directly related to lifestyle. In this section we analyse quality of life, relationships, diet, habits, conduct and our perspective on the world and how we fit into it.

BLUE COOKING

Gathering friends and family around the table.

Chefs and Cooks

From production to the plate, our correspondents bring the gastronomic world to life, meeting extraordinary people along the way.

Gastronomicroute

Whether it's exploring the history and culture of a cuisine or highlighting the best places to dine, markets to explore and dishes to try.

In the kitchen

This follows the seasons, is never too complicated and offers mouth-watering recipes. Highlights the most beautiful, original kitchen utensils, those with a story worth telling and those that are new.

BLUE WINE

**The best tips
on wine, spirits
and wine tour-
ism.**

Wine tourism

Wine tourism is here to stay. Especially in Portugal, one of the countries with the greatest diversity of grape varieties in the world and a paradise for those who want to learn about the origin of wines in unique wineries. Tastings, vineyard experiences, wine bars, wine museums... in our country as well as in Spain, France, Italy, Switzerland, the USA and many other countries, visiting vineyards and wineries has become a fun and original way of discovering the countryside.

BLUE DESIGN

**Portrait of
the world
of design.**

Designer or Architect

An interview with a designer or architect about their philosophy and a mini-guide to their home town.

Trend radar

From everyday objects to major architectural projects, design is everywhere, in innovative, beautiful and bold proposals.

BLUE TRAVEL

**The certainty
of living each
destination
intensely.**

What to pack

A lifestyle photo session with the best clothes and accessories that match the theme of the edition and the time of year.

100 ml

A photo shoot with cosmetic products to take on the plane.

Hand luggage

Creative experts share their selection of iconic travel products.

Life in my suitcase

Personal photographs from a travel influencer.

On the road

A car and a selection of what to read and listen to while travelling in each season.

The right purchases

The season's favourite purchases.

Wake up here

A review section that highlights an hotel in detail and presents three other hotel options in a sidebar.

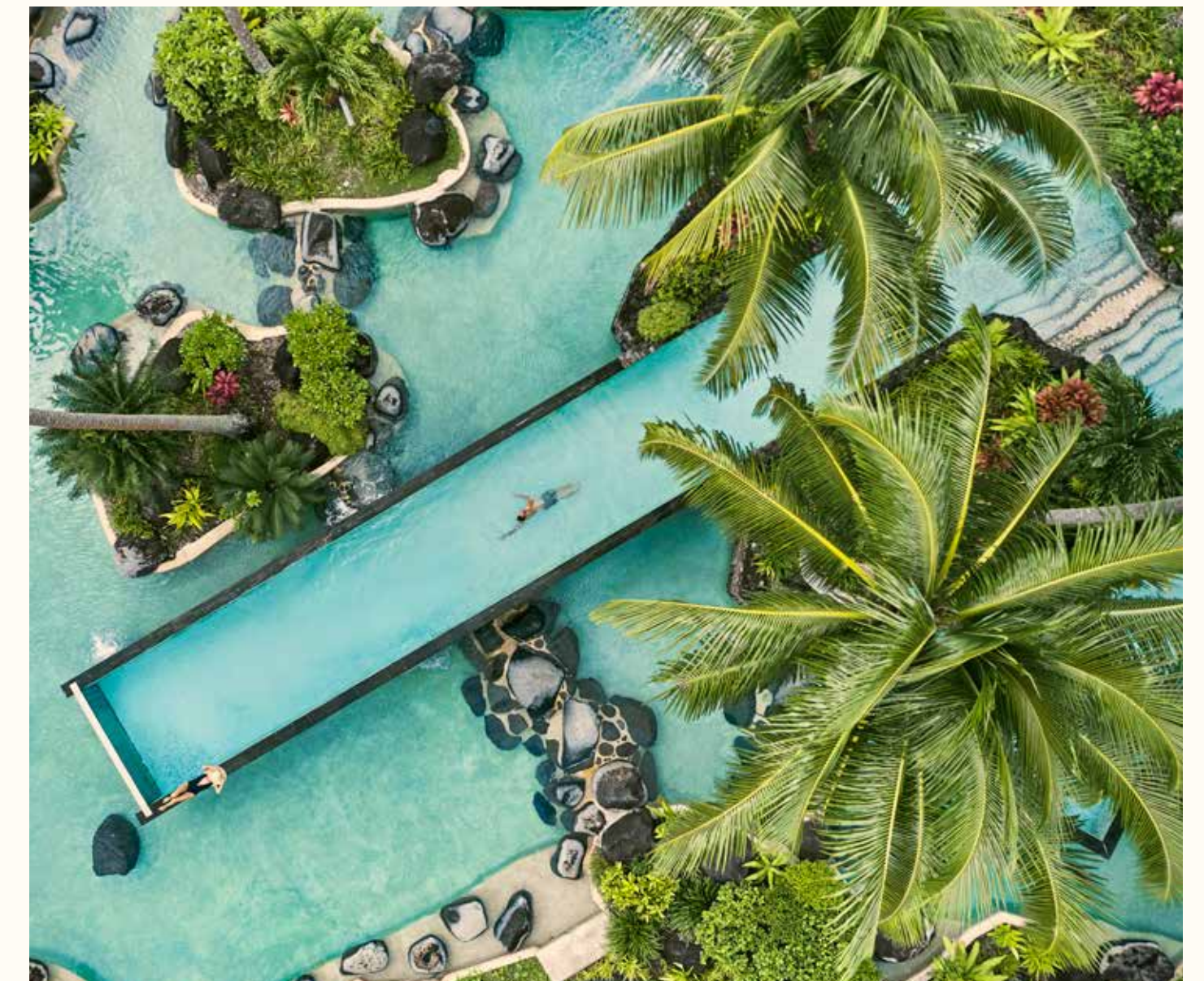
Photographer's diary

A stunning series captured by a photographer on his travels.

Destination inspiration

A visual profile of an unknown or emerging destination.

The return of blue Travel
doesn't neglect Living, Cooking,
Wine or Design.



blue Involvement

Every day, a moment of great complicity with our readers and followers.

ONLINE, TV and RADIO

Travel

Our destination guides endorsed by well-informed journalists and locals from all over the world.

Living

A getaway at home: a survey of the best Portuguese destinations for those who want to enjoy a getaway that's different from the usual, with suggestions for surprising accommodation, secret restaurants, shops, workshops, handicrafts and alternative routes.



Cooking

A true foodie is also a *bon vivant* who appreciates food as a lifestyle. We keep you informed about everything that's going on in the world of gastronomy: culinary news, trends, new products, drinks, restaurants, cookbooks, podcasts, personalities, influencers, etc.

Design

The latest trends, know what to see and what to take with you wherever you go.

Route

Create a personalised itinerary for your next trip - with hotels, restaurants, bars, shops and activities - using our interactive trip planner.



DIGITAL

Hand luggage

A monthly summary of the travel items we're carrying.

Wake up here

Succinct, good-humoured reviews of hotels that are pushing the boundaries of the industry and those that simply want to make you stay in bed.

Inspiration

A look at the trendiest travel destinations - before everyone gets there.

Stories

Inspiring stories. This is sofa travelling at its best.

People

From design greats to pioneering explorers and innovative creatives, we interview the people who are helping to shape the modern world - and get their exclusive travel tips.

Photo diaries

The journeys of emerging and established photographers from all corners of the world.

Featured lists

Selections highlighting the present, the future and the best in travel, from hotels to cultural and wellness events.

Competitions and pastimes

Enter to win a variety of prizes, from a luxury getaway to a set of cosmetics.

blue Store

Buy the blue Travel magazine along with other products from partner brands.



PODCASTS
Useful And
Entertaining

Travelling the world

The adventures of travellers in interviews conducted by blue Travel magazine journalists.

Discovering Portugal

blue's recommendations for those who like to live life. 100% Portuguese, dedicated to the best national creativity, with suggestions for shops, workshops, food, design and much more.

Jet lag

The most surprising stories from other time zones.

Food and drink explorers

Cooking tips and flavour journeys, shared by blue explorers. Every week a practical cooking tip, a recipe, wines and cocktails to discover, a gourmet destination suggestion or a reading inspiration.

blue partnerships

Advertising with blue is like entering the world of lifestyle.

We want to partner with brands that share our ambition: leadership in lifestyle. That share our values: independence, truth, responsibility and innovation. That want to contribute to a more informed, fairer society and that seek well-being.

CREATIVE PARTNERSHIPS

Our partners benefit from our experience in producing content in line with our editorial and visual tone. We offer creative solutions that are developed in-house by the same editors, photographers, illustrators, audio and video producers who are at the heart of our editorial team.



Deep impact

From premium print and impactful layout to original videos, documentaries, podcasts and sponsored events, our customised solutions invite our partners into the world of the blue spirit. Our website offers a dynamic route for our partners to interact with our audience through digital hubs and print partnership extensions.

Original content

Take advantage of blue's voice to speak directly to our audience in an environment they trust.

In good company

blue collaborates with reference brands and leading companies.

Narrative experience

Whether amplifying a key message through a dynamic advertising campaign or delving into a personalised book project, blue's print partnerships offer clients a unique perspective on their brand. We draw on our expertise in content to convey key messages in engaging narratives.

A multi-platform with a highly qualified audience that loves travelling and living life.

PARTNERSHIPS
AND ADVERTISING

Tailor-made to meet the specific needs of each client: a collaboration with blue Travel magazine is an innovative way of communicating a unique message to an engaged audience. Under the direction of the creative and editorial team, blue offers a number of interactive multimedia solutions including, but not limited to, advertorials, videos, contract publications and events.



blue Promos (Branded content, product placement and custom publishing)

By innovating with promos, blue has managed to get hundreds of clients to see themselves in this project and many brands have felt the need to associate their communication with the blue spirit, reaching thousands of people in a differentiated and qualified way.

We give brands a voice. We tell stories. We create experiences. We make a difference through the content we produce in the most diverse formats, which we ensure reach readers and followers with high impact and involvement.



PRINT SPECIFICATIONS

COVER
300 grs

INTERIOR
80 grs

FORMAT
200x265 mm

PRINT
Offset 4 colours

FREQUENCY
bi-monthly

DISTRIBUTION
national

FINAL CONSIDERATIONS

Issue date
25th of the month before the cover date.

Booking deadline
5th of the month before the cover date.

Space reservations
must be confirmed by the respective advertising order, by email, before the closing date of the publication.

blue's Travel magazine
reserves the right to reject advertising that does not fit in with its thematic orientation.

The location of adverts
will be placed by blue Travel in accordance with internationally established parameters, always in the best interests of the advertiser.

Ad format
200x265 mm with a 3 mm cut margin, in high-resolution PDF format (300 dpis) in four-colour (cmyk).



DIGITAL SOLUTIONS

blue works closely with clients to find the most effective way to promote their brand through a variety of digital initiatives. Whether through a simple but effective banner advert or a multimedia activation, we ensure that our clients get the maximum return from their campaign.

Sponsored content

Sponsored content, such as features or adverts, can range from a traditional article about a brand to broader collaborations, such as sponsoring a website category.

Social media

Facebook and Instagram adverts are available online with blue Travel to promote your sponsored content.

Newsletters

blue's unique approach to digital includes sponsorship and original brand storytelling in all our newsletters. These opportunities ensure a targeted environment to access and communicate with a focused premium audience.

DISPLAY SPECIFICATIONS

HOMEPAGE

Billboard
920x250 px

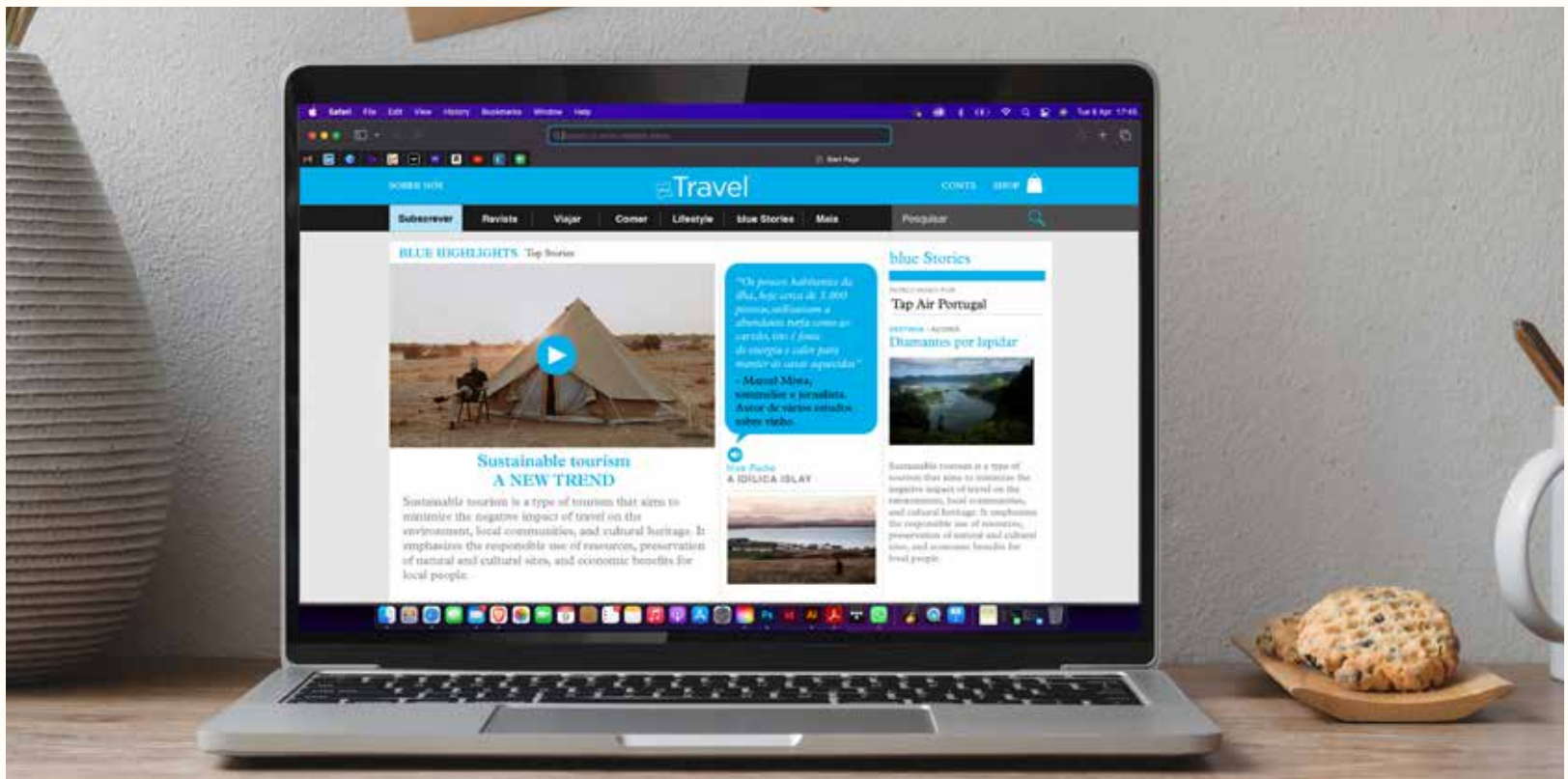
Leaderboard
728x90 px

Half Page
300x600 px

MREC
300x250 px

BANNERS — INSERTION

- HOMEPAGE
- TRAVEL SECTION
- GASTRONOMY SECTION
- BLUE STORIES
- IN-ARTICLE



BLUE MOMENTS

Television, Radio and Podcasts

blue relies on a vast team of expert presenters and guests to offer the best in travel, gastronomy, design, trends, culture, lifestyle and much more to thousands of viewers and listeners every month. From sponsorship of flagship programmes to customised programmes, the opportunities for partners to amplify their messages are limitless.



Events

We believe in the power of direct contact and the clink of glasses. Sharing a drink is our favourite form of social interaction. We love connecting our influential and diverse audience with our business partners at events around the world.

blue has over a decade of experience in producing premium events. Whether it's a large forum or an intimate roundtable, our experience is driven by the values that define our content and the desire to bring interesting people together in iconic settings.

Awards

The moment to highlight the excellence of the work of the protagonists of tourism and gastronomy in Portugal: travel agencies, hotels and accommodation, operators, travel advisors, chefs and restaurants. The grand awards gala in Portugal.





Advertising

blue's products, aimed at people with good taste, purchasing power, selection and, above all, spirit, are already a benchmark in the leisure publications market.

Their presentation, their relevance and the spirit they represent suggest that the brands associated with them, in addition to the power of their own message, can enjoy this feeling of well-being.



BLUE PRESENCE (Product placement)

‘blue Presence’ is a format that, when combined with ‘blue Space’ or ‘blue Promo’, proves to be very valuable in consolidating the positioning of advertisers. By associating it with the positive values of the blue brand and blue Travel environments, it is possible to further enhance the emotional relationship between consumers and the brands in question.

NOTE:
Please note that the inclusion of this format will always be subject to the approval of the editorial board of blue Travel magazine.

PRINT

blue Space | €4,250

The way to get closer to those who are blue...

The gateway to the blue world is here.

By not differentiating between the price of a single page and the price of a double page, we allow everyone who wants to be part of the blue community unlimited communication opportunities. We want contact with our readers to be as qualified and engaging as possible.

SINGLE PAGE	DOUBLE PAGE	DOUBLE HALF PAGE
€4,250	€4,250	€4,250
-----	-----	-----
TRIM 200 x 265 mm	TRIM 200 x 265 mm	TRIM 200 x 265 mm
TYPE AREA 167x230 mm	TYPE AREA 167x230 mm	TYPE AREA 167x230 mm

SPECIAL POSITIONS

BACK COVER €6,990	DOUBLE PAGES	LOOSE INSERTS
INSIDE COVER €5,600	FIRST €5,700	2 PAGES €0.15
INSIDE BACK COVER €5,100	SECOND €5,500	4 PAGES €0.20
HALF PAGE €2,800	THIRD €5,200	6 PAGES €0.25
	ODD PAGES	8 PAGES €0.30
	FIRST €5,700	ADVERTORIALS & SPECIAL PROJECTS
	SECOND €5,500	Price on request
	THIRD €5,200	

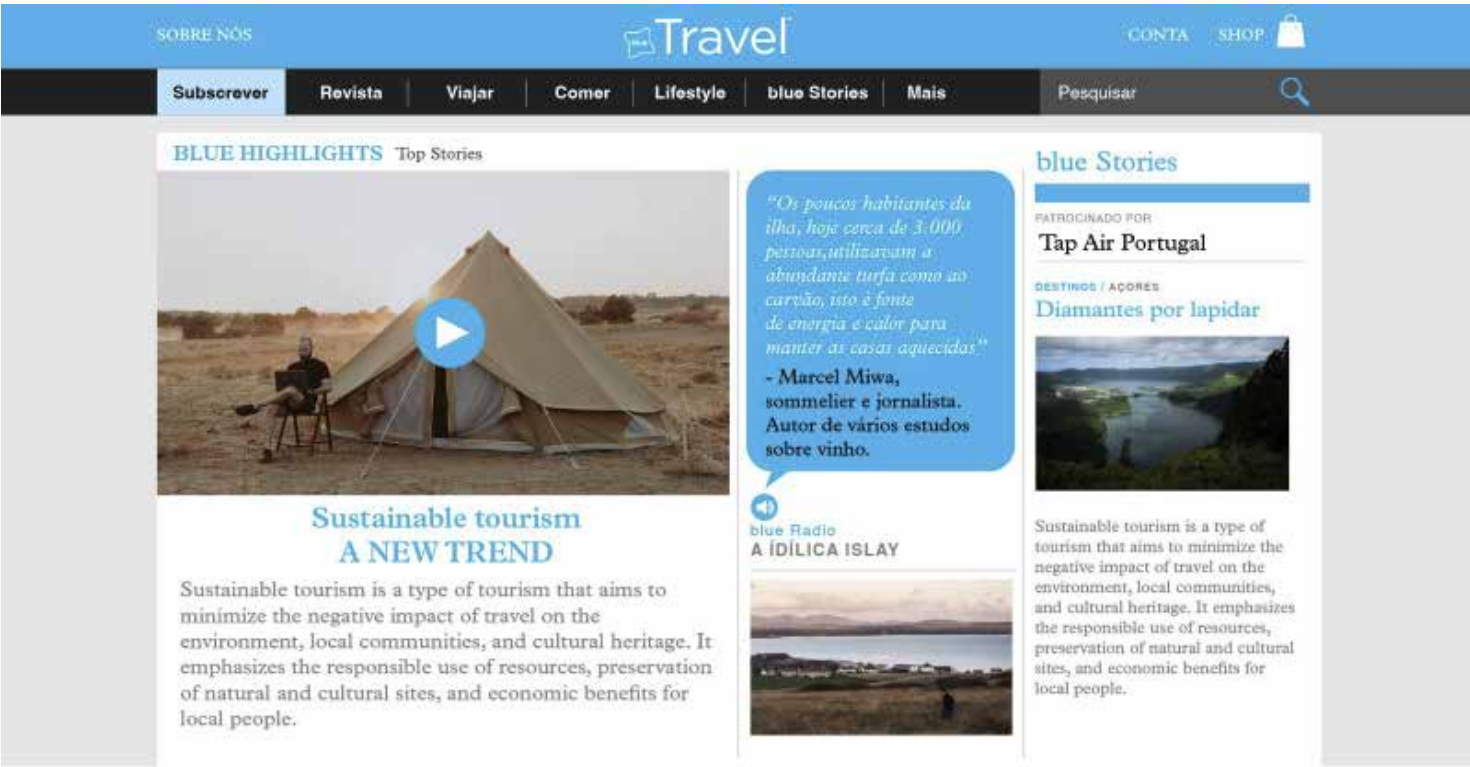
WE ARE MULTIPLATFORM

Every day, the blue spirit is on digital. Weekly, on radio and television. With the latest trends, stories, suggestions and little secrets that only make sense when shared.

Moments of great complicity with our readers and followers.

- revistabluetravel.com
- social media
- newsletters
- podcasts
- documentaries
- interviews

... but we know when to switch off, without imposing ourselves every minute.



DIGITAL

STANDARD FORMATS

FORMAT	DIMENSIONS	SPECIFICATIONS	CPM
MREC	300 x 250 px	Example*	€140
HALF PAGE	300 x 600 px	Example*	€150
BILLBOARD	920 x 250 px	Example*	€140

VIDEO FORMATS

FORMAT	DIMENSIONS	SPECIFICATIONS	CPM
VIDEO INCONTENT	300 x 600 px	Example*	€120

NEWSLETTER FORMATS

FORMAT	DIMENSIONS	SPECIFICATIONS	CPM
BANNER NEWSLETTER	900 x 300 px	Example*	on request

AUDIO FORMATS

FORMAT	DIMENSIONS	SPECIFICATIONS	CPM
AUDIO	-	Example*	€140

*available soon

NOTE: VAT is added to the figures shown.
Prices may change depending on the size of the campaign and the formats used.

TELEVISION AND RADIO

Formats, specifications and prices on request.

blue Stories

One before and one after

In a world of infinite options, nothing is more powerful than connection and commitment. That's why we've created a studio/atelier dedicated to curating tailor-made content. A full-service studio made up of passionate travellers, creators and journalists with an innovative approach, where we take care of every detail and propose creative solutions. Our studio offers a unique brand identity and experience that connects with the audience of our editorial titles.

Every brand has a story to tell. We help turn that story into a lifestyle.

BRAND . CREATIVITY . STRATEGY

CRAFTED IN PORTUGAL





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info@revistabluetravel.com
[@bluetravelpt](https://www.instagram.com/bluetravelpt)



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