

bbmag

CULTURAL EXCHANGE

MEDIA PACK 2022







BBMAG – CULTURAL EXCHANGE

BBMag is the only London-based bilingual (English/Portuguese and English/Spanish) publication dedicated to the promotion of international lifestyle, travel & tourism and culture.

BBMag is distributed to UK based readers at no cost, ensuring that the reach and impact of our sponsors and advertising partners are maximised amongst this very specific audience. Our distribution is mostly made up of governments and entities, industry organisations, bars and restaurants, art centres, schools, cinemas, theatres, shows, festivals, event venues and more. BBMAG Digital reaches over 800.000 people per month via our social media campaigns.

WHO IS BOSSA?

Bossa is an international marketing agency that specialises in the promotion of unique travel and cultural experiences, with a passion, creativity, and flair that represents our Latin roots. We create business opportunities through the extensive experience of our highly qualified team with innovative and creative strategies and campaigns. All of this guarantees our customers a prominent place in competitive markets.

TRAVEL AND TOURISM IS OUR FORTE!

We have over 20 years of experience and knowledge in the travel and tourism industry in the British, European, South American and Brazilian markets. With a highly qualified team with proven experience in this sector working in several national and regional tourist offices, Bossa provides its clients with extensive know-how and professionalism.

Bossa has an experienced sales team to drive marketing efforts to include promotions, product placements and distribution. We are experts in developing innovative, targeted and successful and travel trade and consumer marketing campaigns that ensure our clients stand out in the crowded marketplace. From traditional marketing and advertising channels, digital marketing to social media, Bossa can tailor all its campaigns to all clients' individual and specific needs.

BUT, AFTER ALL, WHAT DOES IT MEAN TO BE “BOSSA”?

Bossa is a style! To do things with instinctual flair and natural talent. To mix craft with inclination. It is to get things done with passion, dedication, creativity and innovation. That's how we work, we are Bossa!





WHY ADVERTISE IN BBMAG

It's the ideal way to promote your travel destination, business and services to a very niche audience made up of 40% Portuguese-speaking and Spanish-speaking communities living and working in the UK and 60% of British and international audiences based in the United Kingdom, Europe and Latin America.

THE ADVANTAGES OF ADVERTISING IN BBMAG

We offer attractive rates so that you can plan your budget to have consistent and strong visibility. We're flexible with regards to positioning and layout. When advertising with us, we will also include it in our Classified section in the magazine, for no extra charge, and even give it a website banner. Your advert will receive high priority on BBMag Business Directory, with a profile describing your services and company as one of our partners, as well as include your business in our promotional campaigns on social media platforms. We can guarantee that your advert will get the maximum exposure possible during the campaign period.

WE ARE SPECIALISTS IN TRAVEL AND LIFESTYLE

You need to be sure that your business or product will be directed towards exactly the right people. Whether your branch of activity is tourist destinations, airlines, eating-out or professional services, you can count on the expertise of our commercial team to reach your target audience.

BBMAG PRINT EDITION

We print special editions throughout the year with 20,000 copies reaching over 60,000 readers per edition and distributed for free at strategic locations in London and surrounding area including government organisation, cafes, bars, restaurants, shops, art and exhibition centres, travel agencies and theatres guaranteeing maximum exposure for our advertisers.

BBMAG DIGITAL

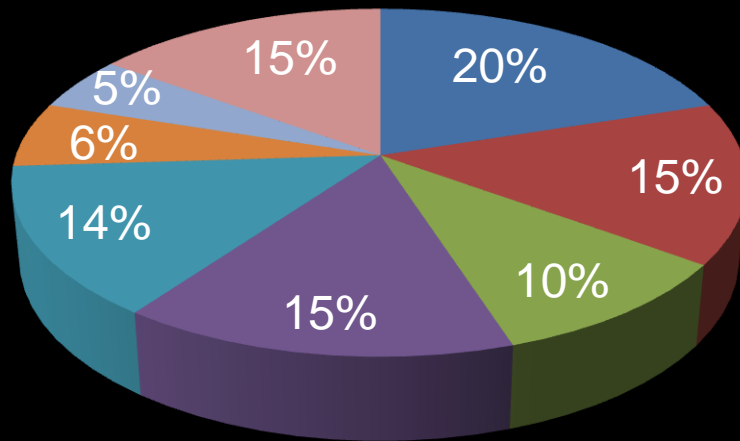
With a website 100% interactive linked to all the biggest social media platforms, updated regularly with information about what's going on in the United Kingdom and in the world. The site is offered in English, Portuguese and Spanish.

BBMAG BUSINESS DIRECTORY

On BBMAG Digital you will also find our spanking BBMag Business Directory, which has already established itself as the reference when it comes to listings of service and product suppliers in London. Your advert could be here too!

Readership & Circulation Profile

- **Age Profile:** 85% aged 25-54
- **Gender Split:** Male 48% Female 52%
- **Demographic Profile:** 49% AB (73% ABC)
- **Average Household Income:** 49% £80k plus
- **Readership:** 60% British & 40% Portuguese-speaking or Spanish-Speaking communities living and working in the United Kingdom



Data Source: VBRATA UK – Visit Brazil Travel Association (www.vbrata.org.uk), March 2019

20,000 copies printed, with an average of three readers per magazine delivers a total audience of over 60,000

DISTRIBUTION POINTS:

- 20% Cafés, bars and restaurants
- 15% Supermarkets and food stores
- 10% Theatre and independent Cinemas
- 15% Travel agencies and tour operators
- 14% Lounge bars and nightclubs
- 6% Governments organisations and institutions
- 5% Festivals and live entertainment shows
- 15% Others including:
 - Education establishments
 - Arts and cultural organisations
 - Arts and exhibition centres
 - Charities
 - Money transfer
 - Shopping centres
 - Accountants, lawyers, financial services
 - Local community centres in multicultural areas
 - Selected shops and retail outlets
 - Libraries
 - Bookstores
 - Hotels
 - Hairdressing and beauty salons

If you would like to be one of our distribution points please email bbmag@bbmag.co.uk and we will drop copies to your business free of charge.

BBMAG ADVERTISERS AND CLIENTS



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