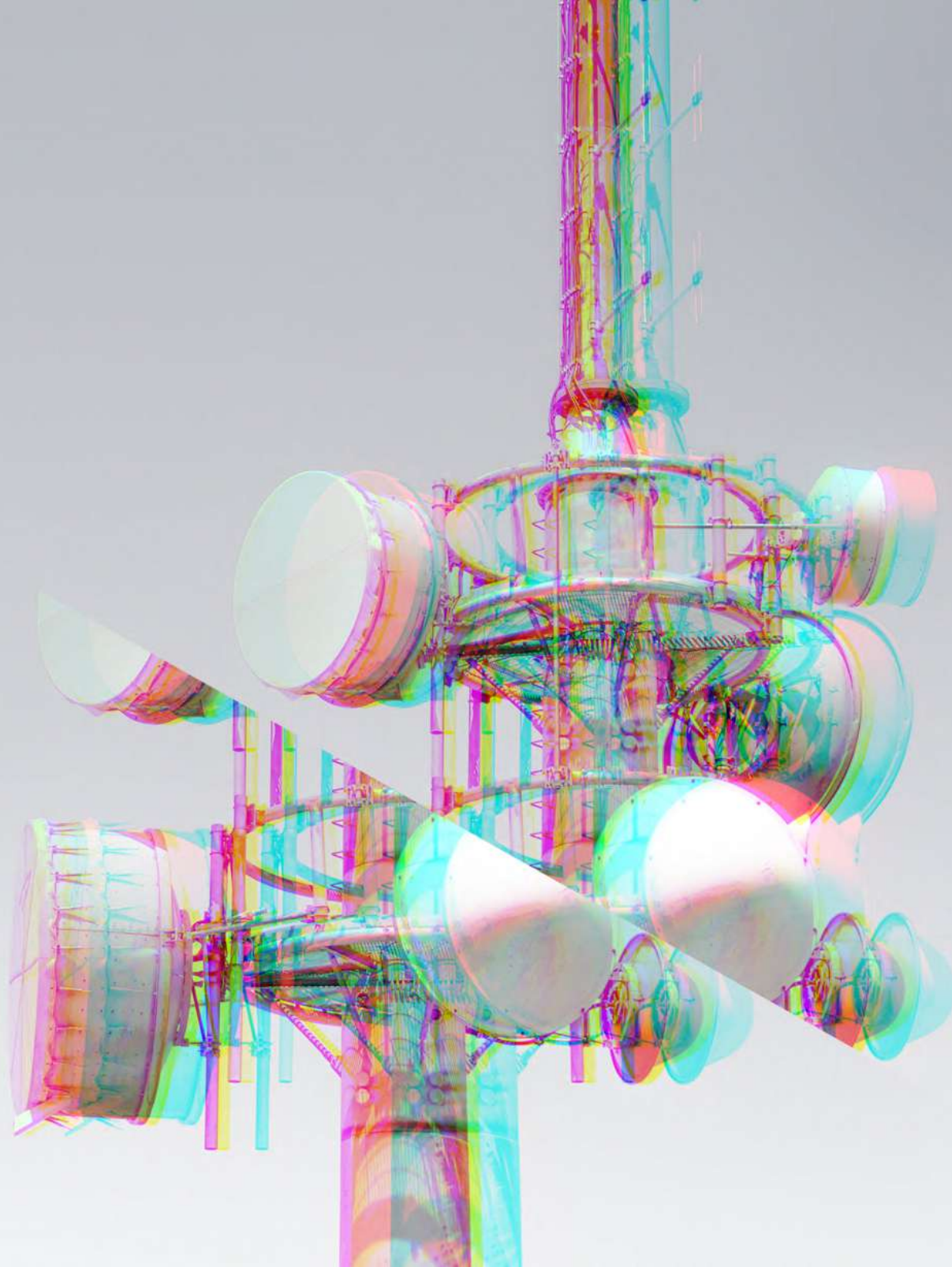




SONICA
PRODUCTS





ONE

INDEX

02 . Products

03 . Costs

04 . Overview

05 . Audience

06 . Clients / Brands

07 . Why Sonica?



OUTSIDE

No ads, no cuts.

A personalised, creative, non-invasive and engaging promotion for the listener.

Each campaign is tailored to customer needs.

THINK

THE

BOX



TWO

PRODUCTS

“The client/brand is presented in an **organic** way, through specific formats designed to **integrate** client’s communication into Sonica’s **musical programming**”

SONICA PRODUCTS

RADIO AUDIO/ VIDEO STREAMING

1. Radio Programs
2. Sonica Broadcast
 - A) Live Broadcast
 - B) Radio Magazine
 - C) Magazine + Broadcast
3. Video Streaming
4. Jingles & Shout Outs
5. Podcast Delivery
6. Sponsorship of Music Slot or Radio Slot

MUSIC PRODUCTS

7. Ibiza Sonica Showcase
8. Sonica Studios Events
9. Sonica Plus
10. Music Channels

DIGITAL PRODUCTS

11. Banners
12. News Online Magazine

PROMOTIONAL PACK

13. Special Event Promo Pack



RADIO PROGRAMS

Aimed at spaces, events, artist and brands

Personalised radio music program according to the needs and preferences of the client along with which the brand or product is presented in a subtle way, offering sufficient information of interest to the listener, **without advertising cuts or advertisements.**

The presenter and the DJs can be provided by Ibiza Sonica or by the client.

The program, lasting 1 hour, can be recorded or broadcast live from Sonica's studios.

We also have the **"Magazine Radio"** format. This option also happens in the studios but is more relaxed and spontaneous.

PROMOTION CAMPAIGN

RADIO SHOW

BEFORE THE PROGRAM

Social media networks' post announcing the radio program using official client-approved graphics /photos/videos

4 radio mentions per week

Launch of radio show:
News Sonica Magazine



AFTER PROGRAM

Upload the mix as a Podcast to Sonica's website and MixCloud



DURING THE RADIO SHOW

Publications from the commencement and throughout the duration of the program on social media networks

Possibility of video streaming by Facebook Live + Sonica Website + YouTube



EXTRA OPTIONS

Support the promotion with online advertising:

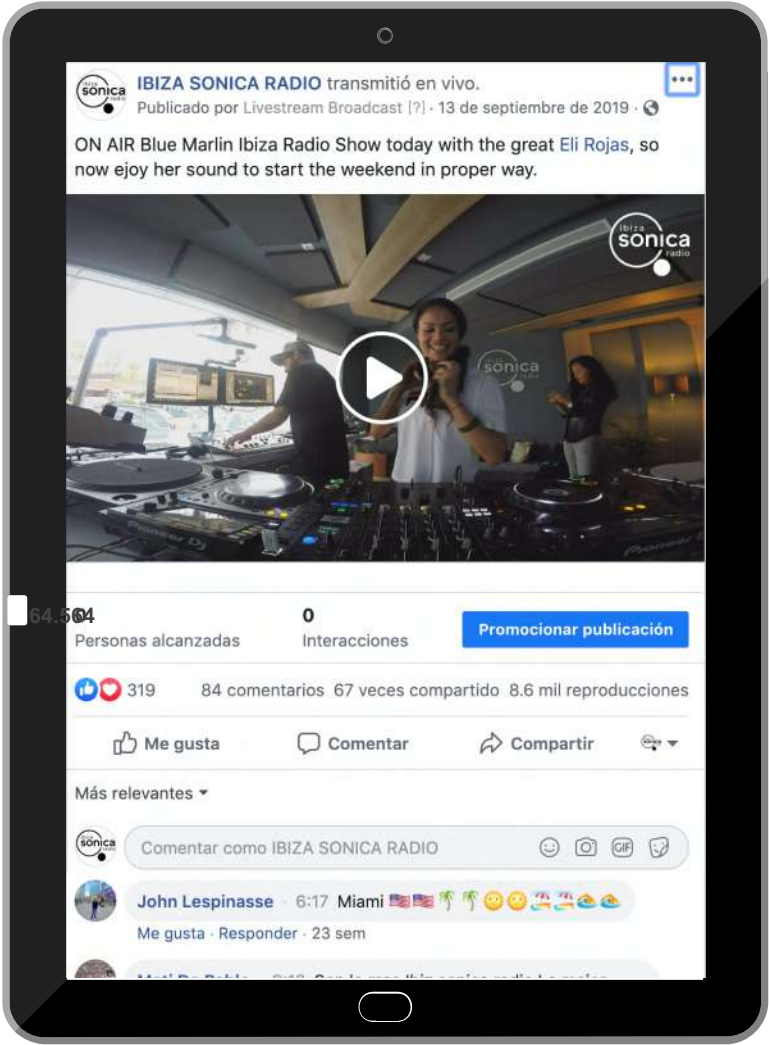
Banners / Online Magazine



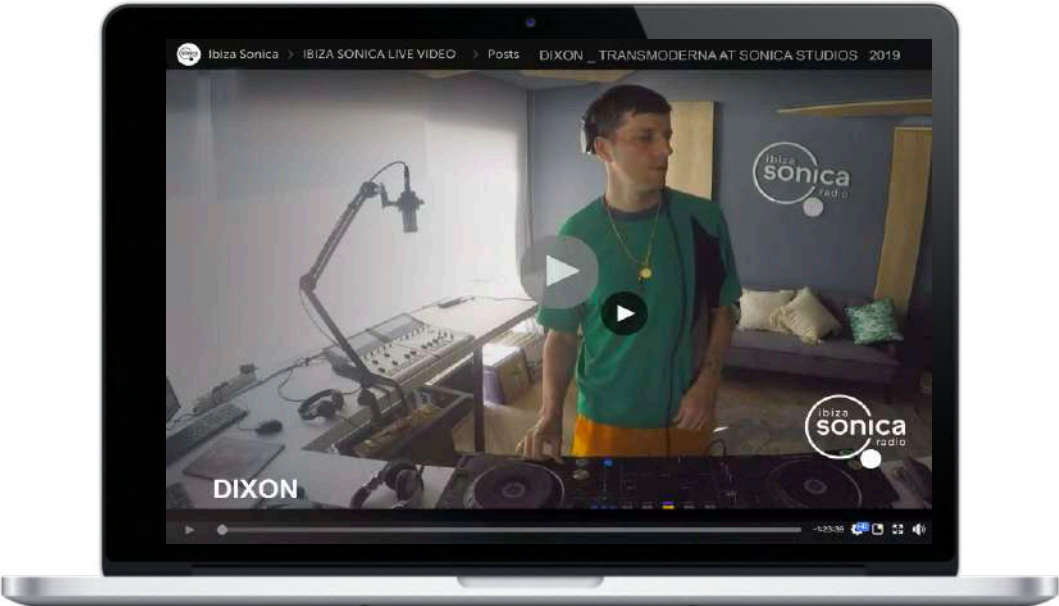
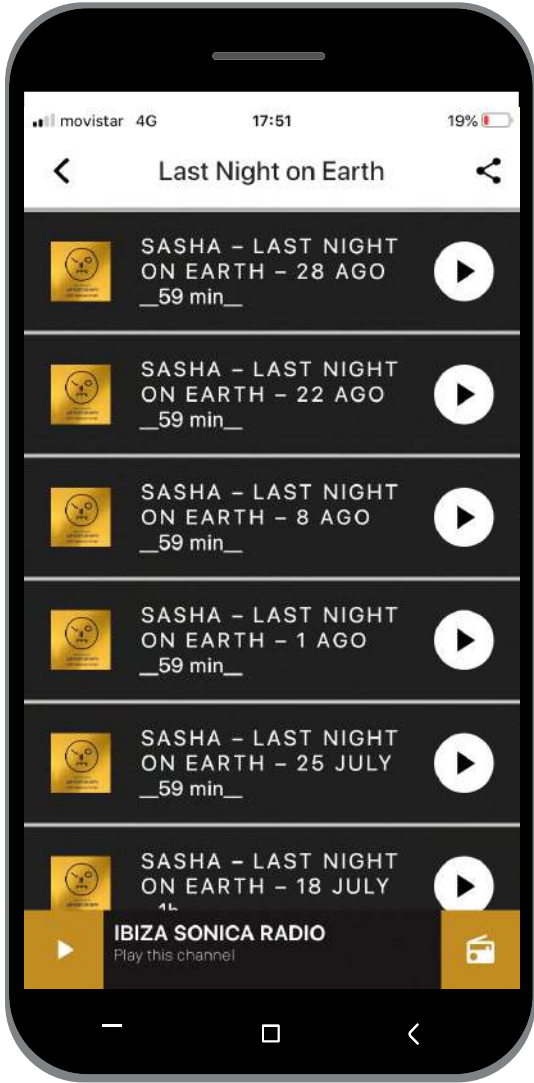
LUCA BACCHETTI RADIO SHOW [WATCH VIDEO]



**BLUE MARLIN RADIO SHOW
[WATCH VIDEO]**



**SASHA RADIO SHOW
[WATCH VIDEO]**



TRANSMODERNA / DIXON RADIO SHOW [WATCH VIDEO]

**LIVE RADIO SHOW
AT SONICA STUDIOS**

**RADIO SHOW ON DEMAND
SONICA APP**

RADIO SHOW - EXAMPLES





A) BROADCAST LIVE OR DEFERRED

3 hours of audio and video broadcast, including the presenter, from the DJ booth at the stage or radio set-up at the event.



[Listen to the intro](#)



B) RADIO MAGAZINE

3 hours of audio and video broadcast of a hangout meeting between the DJs of the event and a presenter from Ibiza Sonica Radio...



[Watch a mix of Radio Magazine](#)



C) LIVE BROADCAST + RADIO MAGAZINE

4 hours of a combination of live broadcast and Radio magazine.



SONICA BROADCAST

OPTION A) **LIVE OR DEFERRED**

Aimed at festivals, promoters, concerts, clubs, brands ...

LIVE BROADCAST: In real time. With descriptive presentations and ambient microphones to capture the atmosphere.

Audio broadcast with video streaming options through Facebook, the Ibiza Sonica website and YouTube.

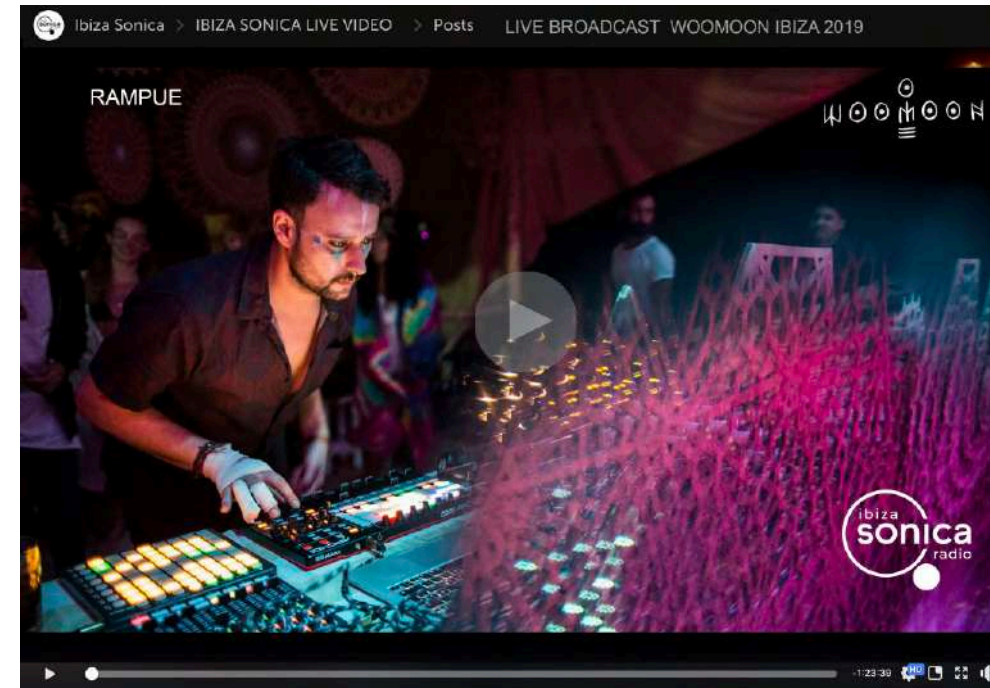
DEFERRED BROADCAST: Like a live show but broadcast after the event.

Sometimes the time of the event makes it unsuitable to broadcast live, or sometimes the client prefers the show to be broadcast at another time.

[WATCH VIDEO]



[WATCH VIDEO]



[LISTEN TO]

[WATCH VIDEO]

BROADCAST - LIVE OR DEFERRED



SONICA BROADCAST

OPTION B) RADIO MAGAZINE

This format is considered by some of our clients as one more attraction for their festival or events. The presenter and the DJ's hangout and **play music from a sofa** or share a more relaxed space at the event. Even the public are welcome!

Spontaneity and improvisation are the common thread, things happen in real time, we talk about the festival, the music and whatever's happening. Unrepeatable moments captured on radio and on camera.

With both **audio and video broadcasts**, it has proven to be a very attractive format for enjoying the event itself or from anywhere in the world through our platforms and networks. We transform the press area or your backstage into a quality content for broadcast.

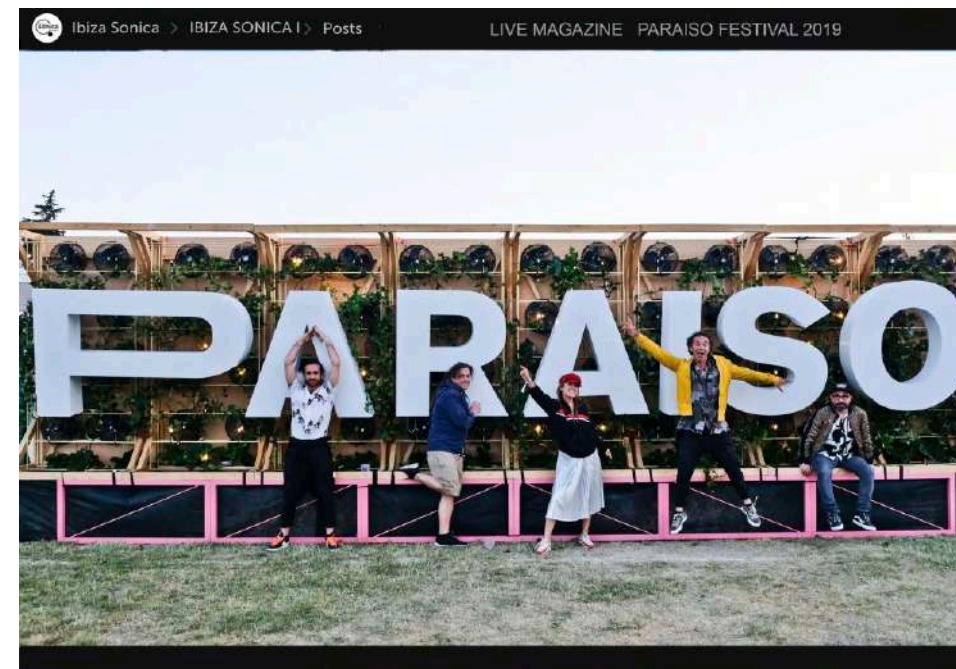
[WATCH VIDEO]



[WATCH VIDEO]



[WATCH VIDEO]



[WATCH VIDEO]

EXAMPLES - RADIO MAGAZINE



SONICA BROADCAST

OPTION C) MAGAZINE + BROADCAST

A totally complete event experience!

Why choose only one if you can have everything?

With just one click, we can broadcast the DJ sets in just audio or audio and video for more personal moments in a completely relaxed environment.

This combination is ideal for multi-day or multi-stage festivals. Large events where several important programs are happening simultaneously. The Magazine + Broadcast combination is an ideal pairing - bringing to your event the best possible coverage throughout.

* For further information on any of the three options request the live broadcast dossier

COMMUNICATION CAMPAIGN

SONICA BROADCAST

* FOR FURTHER INFORMATION REQUEST THE SONICA BROADCAST DOSSIER

PRE-CAMPAIGN BUILD UP

We promote your event before the date to encourage interest and attendance



FOLLOW ON

We re-live the event through DJ sets recorded during the event



CAMPAIGN DURING THE EVENT

We transmit the sensations and experience, connecting with the listeners so that they can relate to the content - thereby strengthening your brand

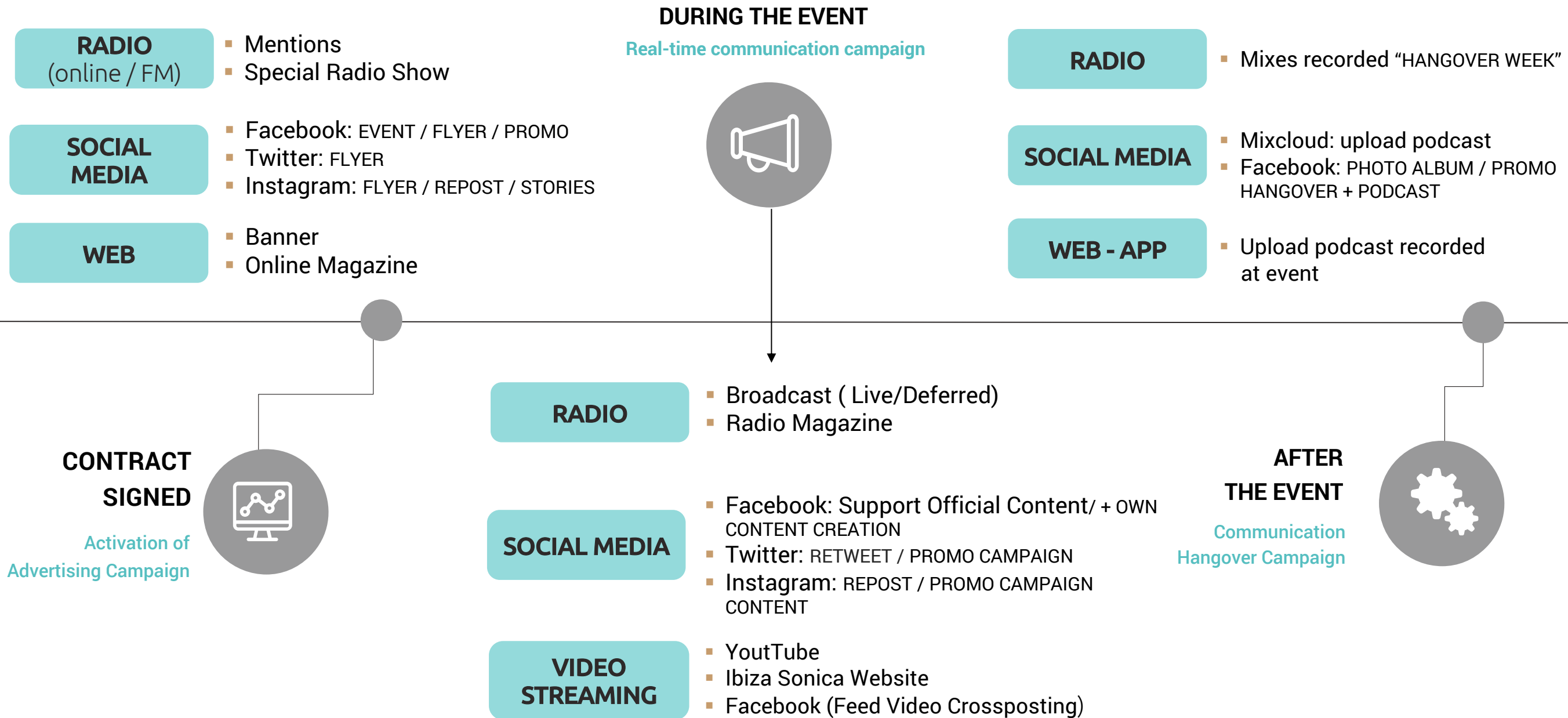


EXTRA OPTIONS

We support the promotion with online advertising



EVENT MEDIA EXPOSURE





VIDEO STREAMING

2 video streaming options

A) Creation and retransmission of video on ibizasonica.com, [Sonica's YouTube](#) and [Sonica's Facebook](#) page.

Option of crossposting from Ibiza Sonica's to customer's fan page (Optional collaborators)

B) Inclusion of the client's own video feed on Ibiza Sonica platforms (Facebook live crossposting format)



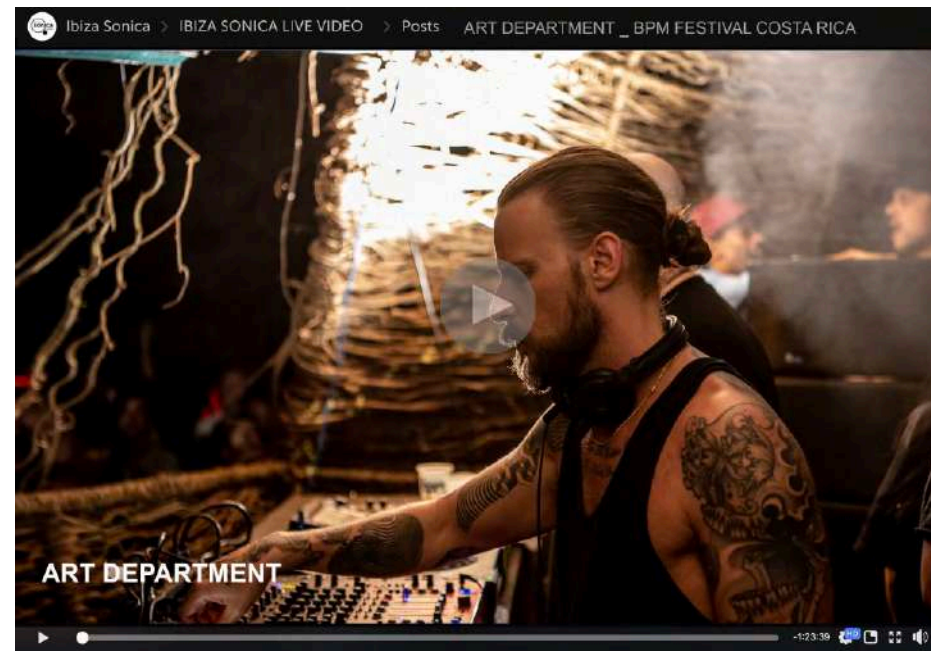
[WATCH VIDEO]



[WATCH VIDEO]



Live Video By YouTube [WATCH VIDEO]



Facebook Video Client Crosspost feed [WATCH VIDEO]

VIDEO STREAMING - EXAMPLES

MENTIONS AND JINGLES

Ibiza Sonica's pioneering approach to their advertising format is characterised by the naturalness of communication. This is what we call mentions.

The presenter, during the radio program, **tells the information in a spontaneous manner** without the feeling of doing overt advertising and so conveying the information in an attractive way for the listener / viewer. Unlike traditional advertisements, our adverts are scheduled to be announced without interrupting the music. This way we eliminate the frustration that listeners / viewers often feel when adverts interrupt the music.

Adverts are delivered in English / Spanish depending on the radio program and the announcer.

Jingles are best described as audio pieces edited with music, effects and voice-overs created to suit the client's needs. They are used to separate segments and radio shows within the Sonica broadcast. Our Jingles are creative audio creations that serve to reinforce the message that our clients want to communicate.

The frequency of mentions and jingles is adaptable to the promotional needs of our clients and in the most impactful way e.g. this could be an agreed number of mentions or jingles all in one day or staggered over a longer period of time.

- [Listen to ANTS AT USHUAÏA jingle](#)
- [Listen to ADE FESTIVAL jingle](#)
- [Listen to BPM FESTIVAL jingle](#)
- [Listen to BLESS HOTEL jingle](#)
- [Listen to BLUE MARLIN IBIZA jingle](#)
- [Listen to SONICA CLUB RADIO CHANNEL jingle](#)
- [Listen to W HOTEL jingle](#)
- [Listen to WOOMOON IBIZA jingle](#)

- [Listen to ANTS \(Spanish\) mention](#)
- [Listen to ANTS \(English\) mention](#)
- [Listen to ADE FESTIVAL mention](#)
- [Listen to ANIMO LIVE BROADCAST 1 mention](#)
- [Listen to ANIMO LIVE BROADCAST 2 mention](#)
- [Listen to BLESS HOTEL IBIZA mention](#)
- [Listen to CARL COX AT MIRAGE mention](#)
- [Listen to WMC MIAMI mention](#)
- [Listen to WMC MIAMI \(Spanish\) mention](#)

PODCAST DELIVERY

We always keep the content alive and current through our Podcasts. We know that on-demand music is as important today as the live experience.

Aimed at DJs, promoters and record labels

Content on demand:

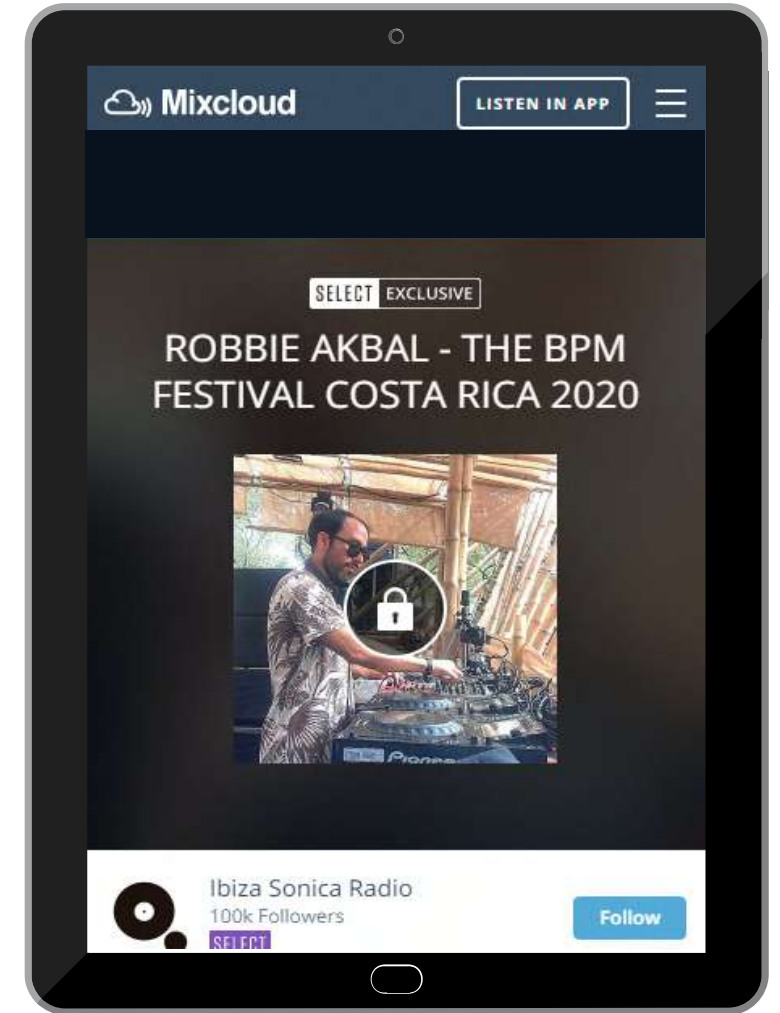
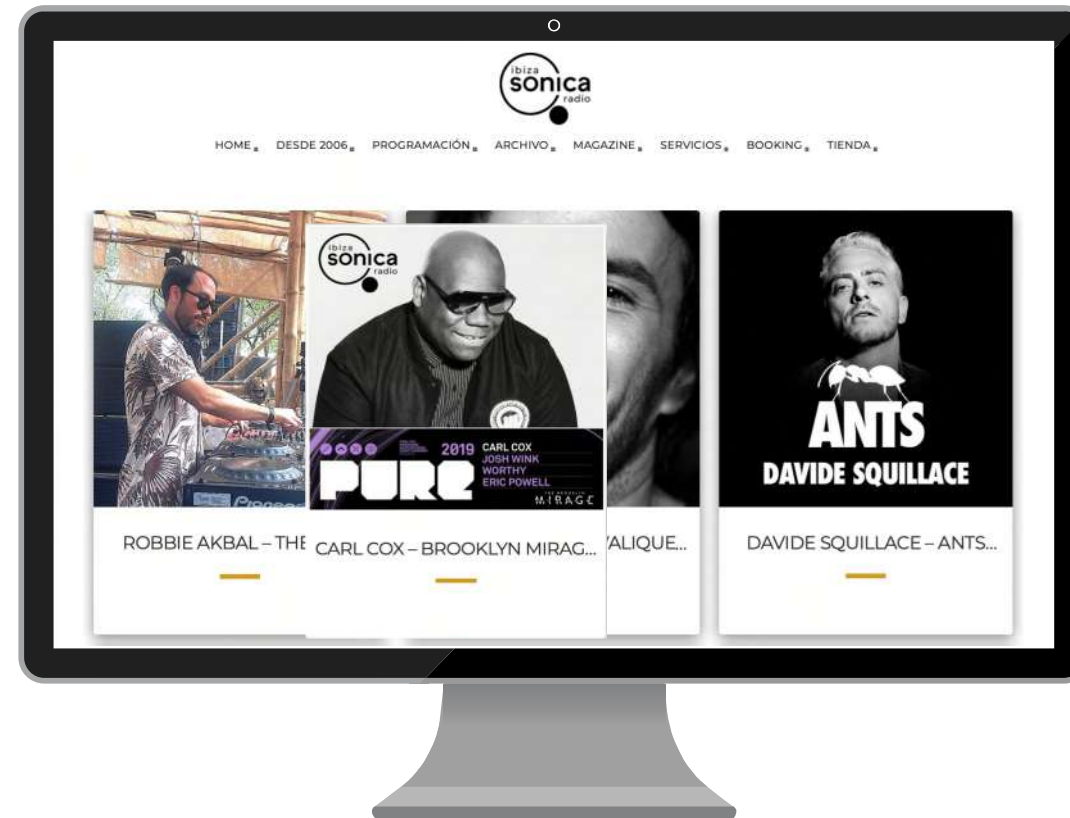
- Podcast Pack: 4 episodes per month
- Upload every podcast to Ibizasonica.com, Sonica's App and Sonica's Mixcloud
- Included is the promotion of the Podcasts on Ibiza Sonica's Facebook from web / app

EXAMPLES PODCAST DELIVERY



APP SONICA PODCAST

[LISTEN TO] SONICA'S WEB PODCAST



[LISTEN TO] MIXCLOUD'S
PODCAST



SPONSORSHIP OF MUSIC SLOTS OR PROGRAMS

Our radio show and slot sponsorship format offers our clients a place to associate their brand with a particular **musical style and its loyal audience**.

We have presenters who are considered the gold standard on the Island of Ibiza as well authoritative voices with **years of experience** in the dance music and club industry. They are the voice of the message of the brands and products that sponsor our slots and shows.

Our radio programs have different musical styles to suit your brand.

Advantages:

1. Create a brand image through a musical identity.
2. Segmentation of faithful audience.
3. Space to include the brand message in a mentions format.

PROMOTION CAMPAIGN

SPONSORING SLOT RADIO SHOW

* FOR FURTHER INFORMATION REQUEST THE SONICA SPONSORING DOSSIER

DURING THE PROGRAM

Intro and Outro of the sponsored program

Mentions of the brand during the sponsored program

Jingles of the brand during the program

Post on the Ibiza Sonica's social networks announcing the sponsored program and / or Facebook Live

Customisable artwork



PROMOTION RADIO

5 weekly mentions made by various presenters. This is done outside of the sponsored slot with the view to strengthen communication



EXTRA PROMOTION

Banner 429 x 260

News in the Ibiza Sonica Online Magazine with a link to the client's website



IBIZA SONICA SHOWCASE

We are the content. The musical selectors and familiar faces of Ibiza Sonica Radio in your club, bar, restaurant, hotel or space.

- Adaptable to the size and style of the space.
- Sessions with 2 or 3 of Ibiza Sonica's resident DJs to choose from.
- Including live radio and promotional campaign via radio and social networks.
- With the possibility of hiring international artists as headliners.



ibizaSonica radio presenta LIVE BROADCAST



PLANET/BE

ELI ROJAS - IGOR MARIJUAN
SECRETARIO - XAVIER FUX

bpm COSTA RICA 

FREE ADMISSION
FRI JAN 17 2020
9PM - CLOSE
EL GARITO
TAMARINDO

Festival Club NL An initiative of Burna 



burn RESIDENCY PRESENT

ibizaSonica 92.4 FM cultura de radio

» SHOWCASE

CLUB NL @AMSTERDAM

SHALL OGIN RALPH LAWSON
NACHO MARCO IGOR MARIJUAN
BAS WHITE JAVI ROW

MORE TO BE ANNOUNCED

SATURDAY 17TH OCTOBER 2015 | 23:00 - 05:00 CET LIVE BROADCAST

 NIEUWEZUIDS VOORBURG WAL 169, 1012 RK AMSTERDAM 

SOMA  **LIFE** 

December 9

IBIZA SONICA RADIO SHOWCASE
LIVE BROADCAST FROM MORJIM BEACH, GOA

**VALENTIN HUEDO
ERNESTO ALTES
SASHANTI**

MORJIM BEACH,
OPPOSITE SUNSET



LIVING ROOM
BEACH RESORT
MORJIM-GOIA
BY SEASONS HOTELS



BOHO BAR BELGRADE **SATURDAY 15. SEPTEMBER**

IBIZA SONICA SHOWCASE .18h

MANDIĆ /BELGRADE LILU /BELGRADE
ERNESTO ALTES /IBIZA
VALENTIN HUEDO /IBIZA

IBIZA SONICA LIVE BROADCAST: #Tunein www.ibizasonica.com

Pioneer DJ radio

ibizaSonica .com

» SHOWCASE

RODRIGUEZ JR. -LIVE- KIKI
IGOR MARIJUAN GRAHAM SAHARA
VALENTIN HUEDO XAVIER FUX
AFRO JUNKIES

 **SAT JAN 14 2017 | 10pm - 6am**
CALLE 12 ENTRE 5 AV Y 10 AV
12TH STREET BETWEEN 5TH & 10TH AVE
PLAYA DEL CARMEN, MEXICO 

Festival Club NL 



10. **ibizaSonica**

WED 19TH OCT 2016 23:00 - 4:00 CET
10 Years Showcase

**BEHROUZ
CHAIM
IGOR MARIJUAN
BAS WHITE**



NIEUWEZUIDS VOORBURG WAL 169, 1012 RK AMSTERDAM

IBIZA SONICA – SHOWCASE EXAMPLES

SONICA EVENTS

Located on one of the busiest streets of Ibiza, are the recently opened Ibiza Sonica and Metrica studios.

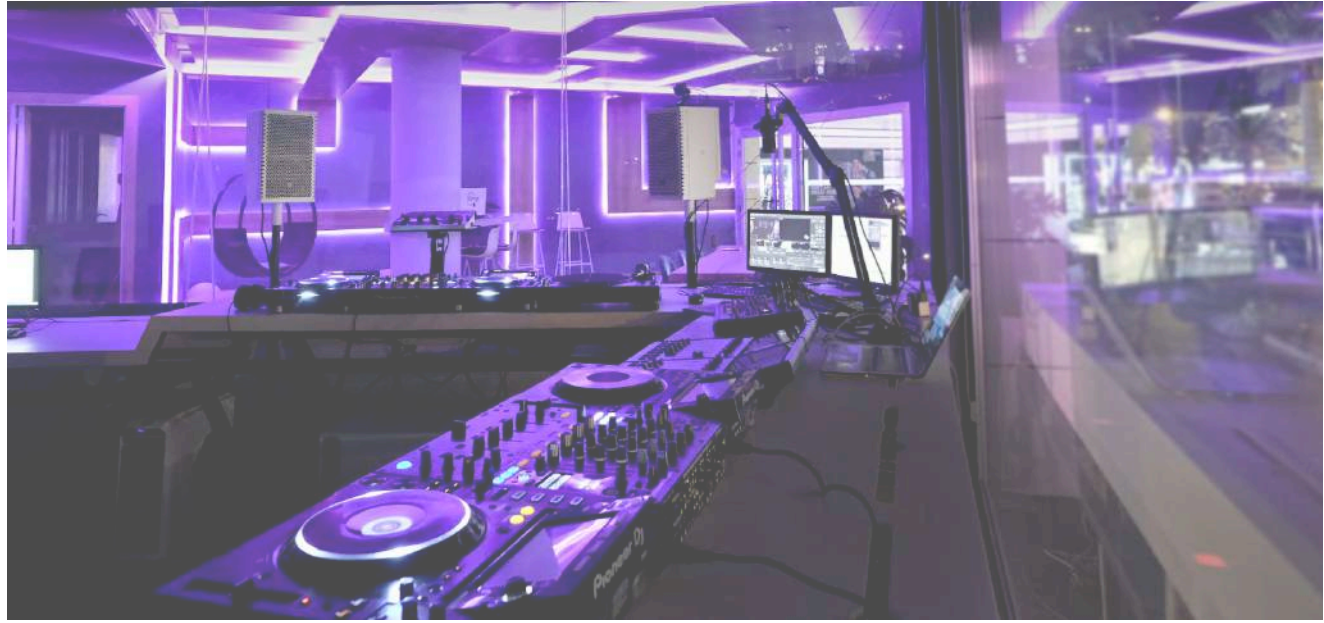
A multispace located at the entrance of the Garbi Hotel, making it the perfect place to promote your brand off-line, with online support.

PROMOTION EVENTS AND PRE-PARTIES:

Product promotion events or pre-parties with DJ's, animation, ticket sales, merchandise distribution and guestlists.

The ideal touch point between the brand and the target audience.





IBIZA SONICA - RADIO STUDIOS

MUSIC CHANNELS

We offer corporate musical identity solutions.

Ibiza Sonica as a multiplatform has a variety of music channels of various styles. A music channel is a digital point of music broadcast that can be tuned through various online listening platforms including radios, applications and web pages.

We provide conceptual advice, design, complete management of corporate music channels, customised for brands, restaurants, hotels, clubs, music festivals, communities, chain stores or websites.

In three different formats:

- **Creation of a new radio channel.** From zero to perfect for clients that generate musical content.
- **Re-branding of one of Ibiza Sonica's channels** with an already accumulated audience. There are several channels to choose from. As it suits your brand. We have success stories.
- **Sponsoring an existing channel.** With various formats through mentions, design of the channel or sections within the channel.

* FOR FURTHER INFORMATION REQUEST THE SONICA CHANNELS DOSSIER

Creation of a new music channel

[LISTEN TO] [BLUE MARLIN IBIZA RADIO](#)



[LISTEN TO] [PIONEER DJ RADIO FROM 2011 to 2020](#)



[LISTEN TO] [RADIO VENAO RADIO](#)



Rebranding music channel

[LISTEN TO] [BLESS YOUR SOUND](#)



Sponsoring radio channel

[LISTEN TO] [SONICALM CHANNEL](#)



[LISTEN TO] [SONICA FUTURA CHANNEL](#)



[LISTEN TO] [WHERE IS THE AFTER PARTY](#)



[LISTEN TO] [SONICA CLUB CHANNEL](#)





SONICA PLUS

Aimed at brands, promoters and electronic music clubs (outside of Ibiza and Formentera)

"We can create the perfect event adapted to the musical style of your club"

Sonica plus is the union of partnerships between brands, promoters and clubs with Ibiza Sonica Radio. A project with common values shaped by experience and the extensive knowledge of the criteria in bringing together brands and event spaces.

Together creating a complete entertainment experience and integrated management of media diffusion for all parties involved.

* FOR FURTHER INFORMATION REQUEST THE SONICA PLUS DOSSIER



BANNERS + ONLINE MAGAZINE

Through [bespoke advertising solutions](#) Ibiza Sonica can help clubs, labels and promoters reach the largest global audience of electronic music enthusiasts, party-goers and taste-makers.

Ibiza Sonica has developed an [ad-solution that allows you to target](#) your advertisements exclusively to these users, offering high-visibility to an influential audience.

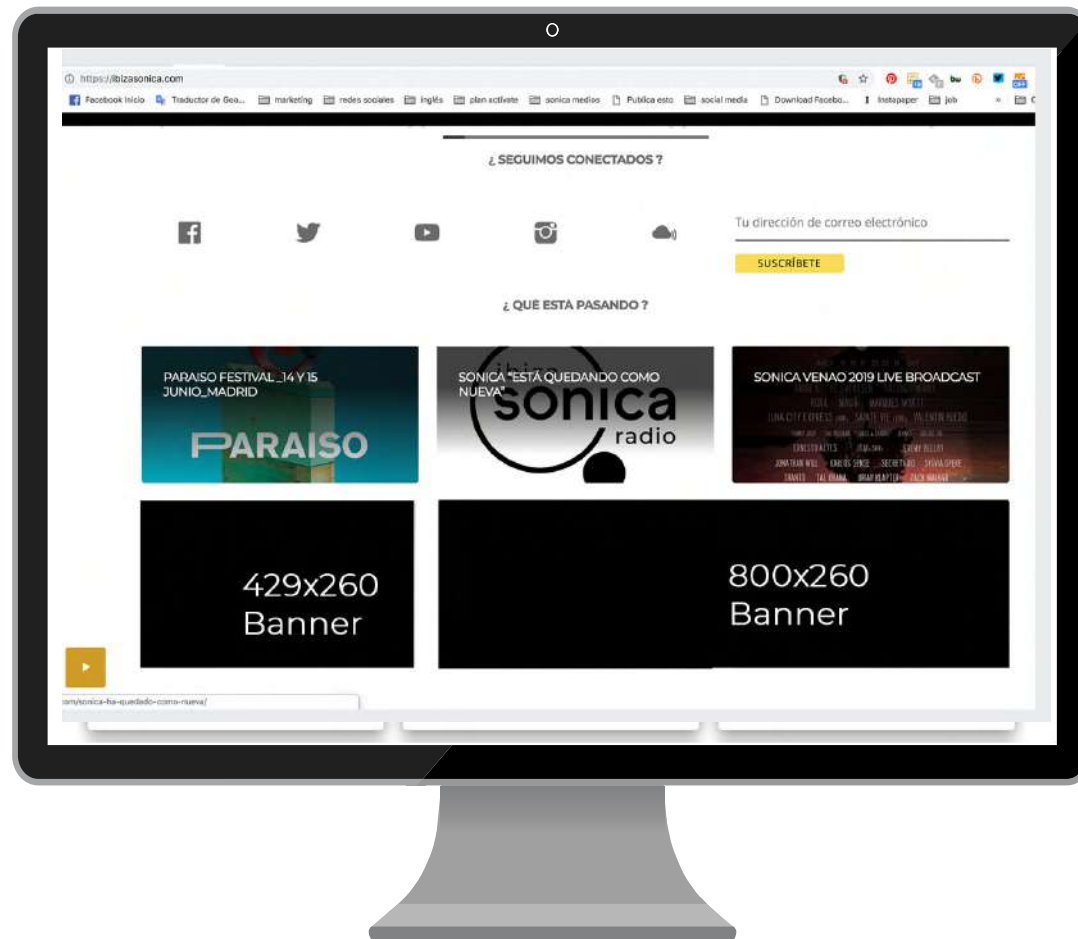
With over [80.000 monthly session](#) on Ibiza Sonica's web site we have created bespoke targeting solutions to allow you to reach our audience.

EXAMPLES BANNERS + NEWS MAGAZINE ON LINE

A) 429 X 260

B) 800 X 260.

UTM links and statistics. Direct link to ticket sales



Sonica On Line Magazine
[LINK]

App Mobile –
On Line Magazine

EVENT PROMO PACK

The pack includes:

MENTIONS + JINGEL: Promotion of the event by live announcement, presented as information of interest. Bespoke Jingles during the Ibiza Sonica programming

BANNER + MAGAZINE ONLINE: UTM banner link to ticket sales or web + event article

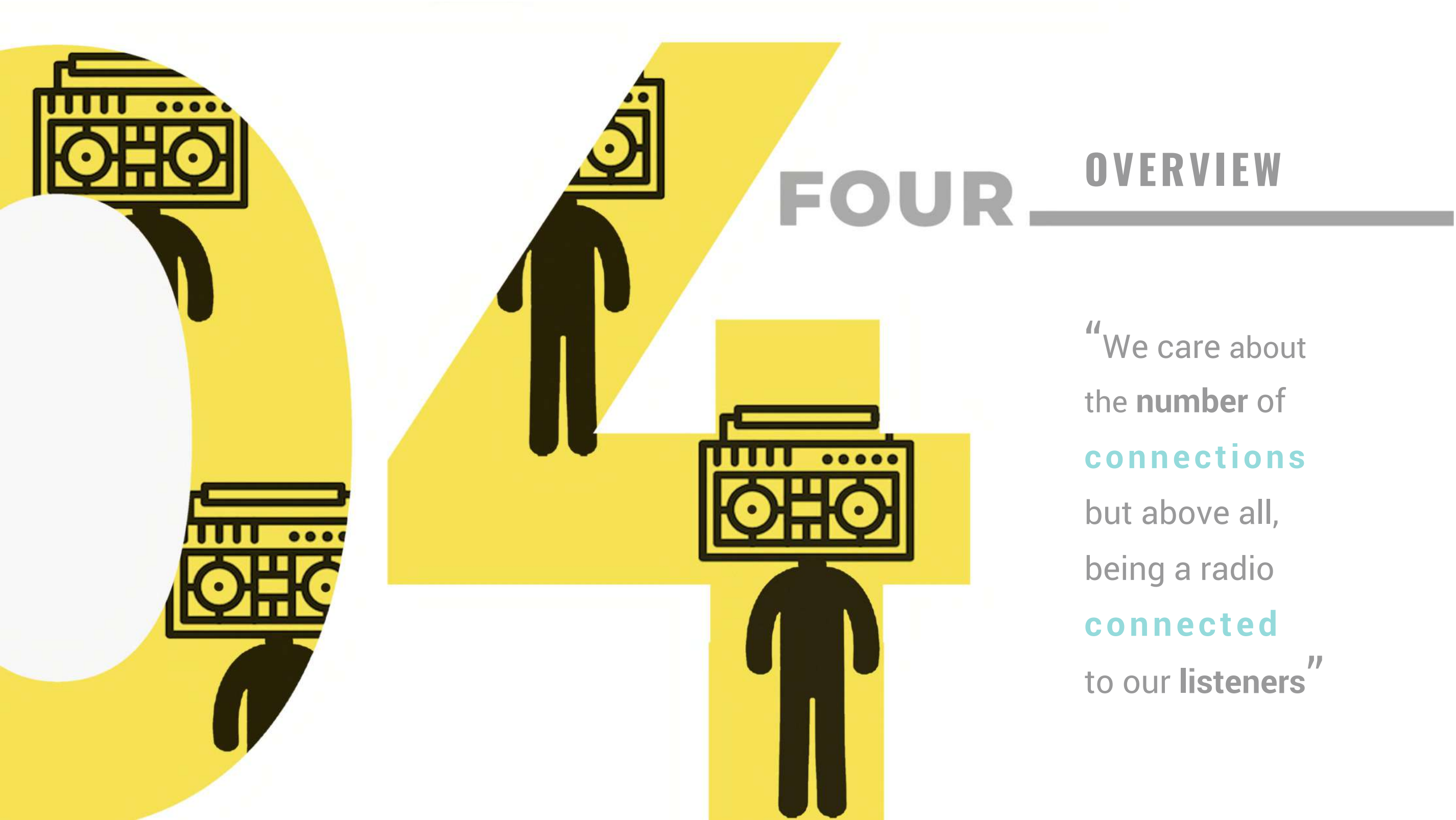


THREE COSTS

“Each product is adapted to **the needs of the clients**, so the price is calculated individually. we will give you the **suitable product** at the **best price**”

	PRODUCT	SPECIFICATIONS	RATE
RADIO & AUDIO STREAMING	LIVE RADIO SHOW (1h)	Without Ibiza Sonica presenter	400 €
		With Ibiza Sonica presenter	475 €
	PRE-RECORDED RADIO SHOW (1h)	Without production	300 €
		With production	400 €
	PODCAST	Broadcasting and promo	200 €
	SONICA BROADCAST	Live Broadcast / Deferred (3h)	1.900 €
		Radio Magazine (3h)	
		Broadcast + Magazine (4h)	
	JINGLES	Associated with purchase of other products	20 €
	SHOUT OUTS		35 €
	SPONSORSHIP OF MUSIC OR RADIO SLOT	Consult the Sponsorship dossier	From 2.050 €/month
RADIO & VIDEO STREAMING	VIDEO STREAMING	Associated to a hiring of Sonica Broadcast products	300 €
		Not associated to a hiring of Sonica Broadcast products (1h)	400 €

	PRODUCT	SPECIFICATIONS	RATE
MUSIC PRODUCTS	IBIZA SONICA SHOWCASE	Consult the Ibiza Sonica Showcase dossier	From 3.200 €
	SONICA STUDIOS EVENTS	Events promotion or Pre-Parties	900 € /2 hours
	SONICA PLUS	Consult the Sonica Plus dossier	Under quote
	MUSIC CHANNELS	Creation of a new one	From 8.410 € set up + 5.210 €/month
		Re-branding	From 25.000 € + 1.900 € /month
		Sponsoring	Budget request
DIGITAL PRODUCTS	BANNER	429*260	400 €/mes
		800*260	600 €/mes
	NEWS ONLINE MAGAZINE	With Social Media Promotion	50 €
PACK	SPECIAL EVENT PROMO PACK	Without Sonica Broadcast products hiring	1.120 €



FOUR OVERVIEW

“We care about the **number** of **connections** but above all, being a radio **connected** to our **listeners**”

Ibiza Sonica Radio is an independent radio station founded in **2006 as an alternative to commercial radio.**

Its mission and vision is to bring a part of the incredible musical landscape of Ibiza to the world and viceversa.

In 2012 Sonica received the "Best International Radio" award at the International Radio Festival.

A careful musical program and live **broadcasts around the world** from the main festivals and clubs with the most representative DJs of the electronic scene have placed it as one of the main electronic music radio stations that, without abandoning its essence operates on an international level, contributing not only as a radio but also as a content portal with a reach of more than **40 million across all our online platforms**

SINCE 2006

**" Being an
independent**

radio station, with a
reach of more than

40 MILLION

across all our **online
platforms "**

STATS 2019/20

Tunein
Shoutcast
Apple iTunes Internet Radio
Microsoft Internet Radio
Deezer
Steema
Audials
Radio Garden
Radio Volna
Online Radio Box
Streamfinder
Radio.net,
vTuner
Onlineradiosearch.com
E misora.org.es
Live Online Radio
Online Radio Streaming
Radio.com
Radio-directory.me
Radio Forest
Phonostar
DAR.fm
Onrad.io
Blindrado
Streamingthenet
DeliCast
Screamer Radio
Radioguide
nRadio
Logfm
and many others

70 +
COUNTRIES

30 +
ON LINE
PLATAFORMS

8
ON LINE
RADIO RANNELS

18 + MILLION
ANNUAL CONNECTIONS (AUDIO)

2'5 MILLION
MONTHLY STREAMING
SESSIONS (AUDIO)

82.519
MONTHLY SESSIONS
WEB SITE

www.ibizasonica.com

3 MILLION
MONTHLY
VIDEO REACH



27,899
MONTHLY VIEWS



92.689



343.159



90.300



49.800

A large, stylized number '5' in a light blue color. The number is filled with a pattern of dark blue microphone icons. The word 'FIVE' is written in a bold, dark blue, sans-serif font across the top of the number's vertical stroke.

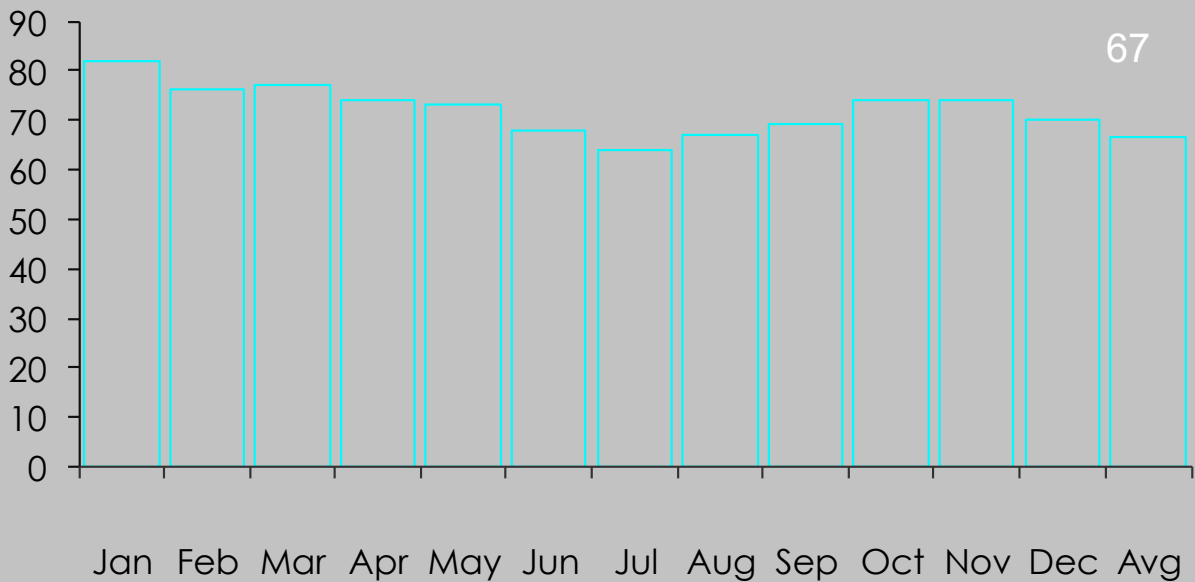
FIVE

AUDIENCE

“There is a word
that **defines**
Sonica’s audience.
It’s **loyal**”

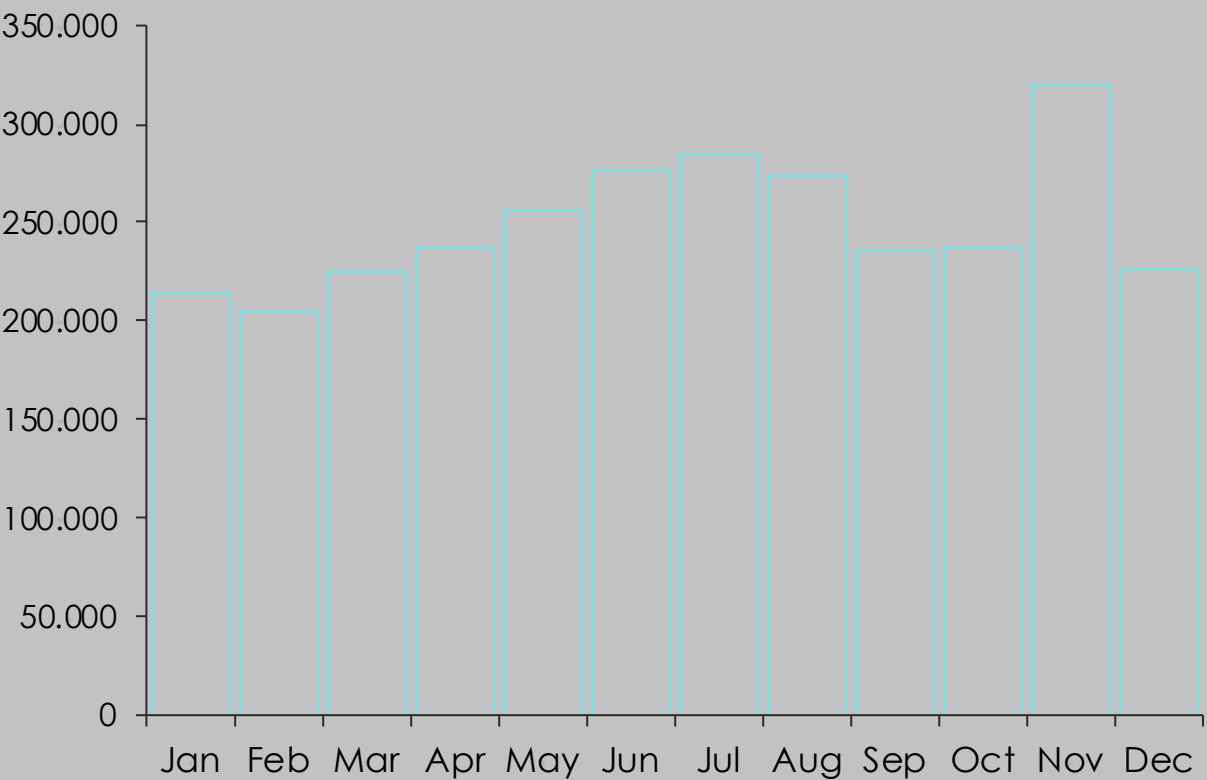
AVERAGE LISTENING TIME

67 MINUTES/ LISTENER























UNIQUE USERS

2,7 + MILION / YEAR



IBIZA SONICA
WORLDWILDE

TOP 20 - COUNTRIES 2019		
	Germany	17,5 %
	Spain	12,3 %
	United Kingdom	9,0 %
	Russian Federation	6,7 %
	Italy	5,3 %
	France	5,1 %
	United States	4,4 %
	Netherlands	3,6 %
	Switzerland	3,3 %
	Romania	2,7 %
	Argentina	2,3 %
	Mexico	1,9 %
	Austria	1,9 %
	Ukraine	1,7 %
	Belgium	1,5 %
	Colombia	1,5 %
	Brazil	1,1 %
	Poland	1,1 %
	Canada	1,0 %
	Hungary	0,9 %



Audience Profiling

AUDIENCE



32% **68%**
Female Male

Audience Split

Influencers



Creative thinkers



Community-driven



Tech-savvy



Well-travelled



Engaged, influential, and well-connected

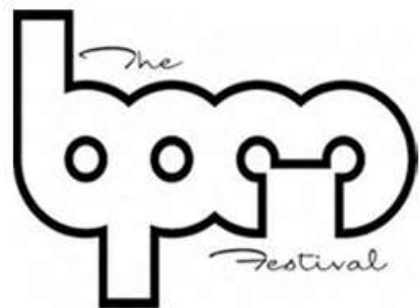


SIX

BRANDS

“Who do we work
with? and...

They are repeat
clients”





SEVEN

WHY SONICA?

" Because our
audience are
your potential
clients "

1. Because our audience are your potential clients. This is why we're talking to you.
2. We provide total exposure of your brand, event, product, idea or adventure through our network of online and offline media platforms, reaching 7+ million connections per month.
3. Our publicity platform is organic, not invasive: we transmit sensations.
4. We operate as a portal, sharing each client's content in the most suitable format and medium.
5. We can transform your idea, project, event or product into great content.
6. We can position your brand in the mind of the consumer, the right consumer for you.
7. Creative communication. Our differential value is more quality than quantity.
8. In an ever changing and evolving market, we are always adapting to new trends in audio-visual products and their users.
9. Our 13 years of experience has earned us the trust of our audience as taste-makers and opinion-formers, being a source of inspiration for them



Does anyone have any questions?

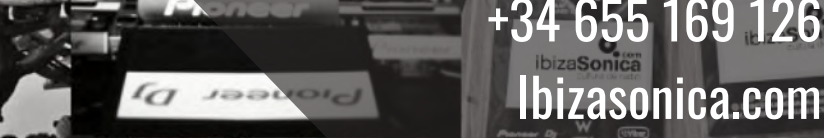
sandra@ibizasonica.com

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IbizaSonica.com

