



NOMBRE:	Amante del Arte, Málaga es para ti
OBJETIVO:	promocionar el destino Málaga ciudad poniendo en valor su oferta museístca y expositiva
SOPORTES:	acciones de comunicación en destino + prensa internacional
POBLACIÓN OBJETIVO:	potenciales visitantes
ÁMBITO DIFUSIÓN	internacional, nacional y local
PERIODO EJECUCIÓN	segundo trimestre del año
COSTE	51.461,30 €

PLAN DE MEDIOS		
SOPORTE*	CONCEPTO	IMPORTE CON IVA
GRUPO VOCENTO (SIE)	MEDIOS DE COMUNICACIÓN (INTERNACIONAL)	24.200,00 €
SUR +SDA	MEDIOS DE COMUNICACIÓN (LOCAL)	7.260,00 €
REVISTA ACOPO	MEDIOS DE COMUNICACIÓN (NACIONAL)	9.075,00 €
EL MUNDO	MEDIOS DE COMUNICACIÓN (NACIONAL)	3.025,00 €
ANUARIO FORO DE MARCAS	MEDIOS DE COMUNICACIÓN (NACIONAL)	3.509,00 €
ONDA CERO	MEDIOS DE COMUNICACIÓN (NACIONAL)	4.392,30 €

* Todos estos gastos se gestionan a través del Contrato de Central de Medios por lo que el importe se incrementa en un 3% más

TOTAL	51.461,30 €
COMISIÓN 3%	1.543,84 €
TOTAL	53.005,14 €

AMANTE DEL ARTE,

que siempre estás al acecho, esperando nuevas aperturas para expandir tu universo.

MÁLAGA ES PARA TI.

No te canses de respirar cultura y visita todos los museos que están al alcance de tu mano.

Museo Picasso Málaga

Museo de Málaga

Museo Casa Natal Picasso

CAC Málaga

Centro Cultural Fundación Unicaja

Museo del Patrimonio Municipal

Museo de Revuelto de Toro

Colección del Museo Ruso

Museum Jorge Rando

Museo del Automóvil y la Moda

Museo Carmen Thyssen

Museo del Vidrio y del Cristal de Málaga

OXO Museo del Videojuego Málaga

visita.málaga.eu

málaga

GOBIERNO DE MÁLAGA

Malaga. A city of culture, innovation and opportunity

Nestled between the Mediterranean coast and mountains, Malaga blends rich history with modern vibrancy, offering world-class tourism and an ecosystem primed for both visitors and investors alike.

Malaga, the capital of the Costa del Sol, has been named the most beautiful city in the world by TripAdvisor. The city's rich history, culture, and natural beauty make it a must-visit destination for anyone looking to experience the best of Southern Spain. From the ancient Roman ruins of Malaca to the modern architecture of the city center, Malaga has something for everyone. The city's vibrant nightlife, world-class museums, and stunning views of the Mediterranean Sea make it a truly unforgettable experience. Whether you're a history buff, a culture lover, or simply looking for a relaxing getaway, Malaga is the perfect place for you.

A premier destination for British tourists at WTM 2024

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ART LOVER,

always on the lookout for new openings to expand your universe.

MÁLAGA IS FOR YOU.

Embrace a world of culture - discover every museum in Málaga and let art & history surround you.

Málaga Picasso Museum

Picasso Birthplace Museum

Málaga Pompidou Centre

Russian Museum Collection

Carmen Thyssen Museum

Málaga Museum

Municipal Heritage Museum

Jorge Rando Museum

Málaga Glass & Crystal Museum

Unicaja Foundation Cultural Centre

Revuelto de Toro Museum

Automobile & Fashion Museum

OXO Málaga Videogames Museum

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