



TENDENCIA[®]



Media Kit 2019

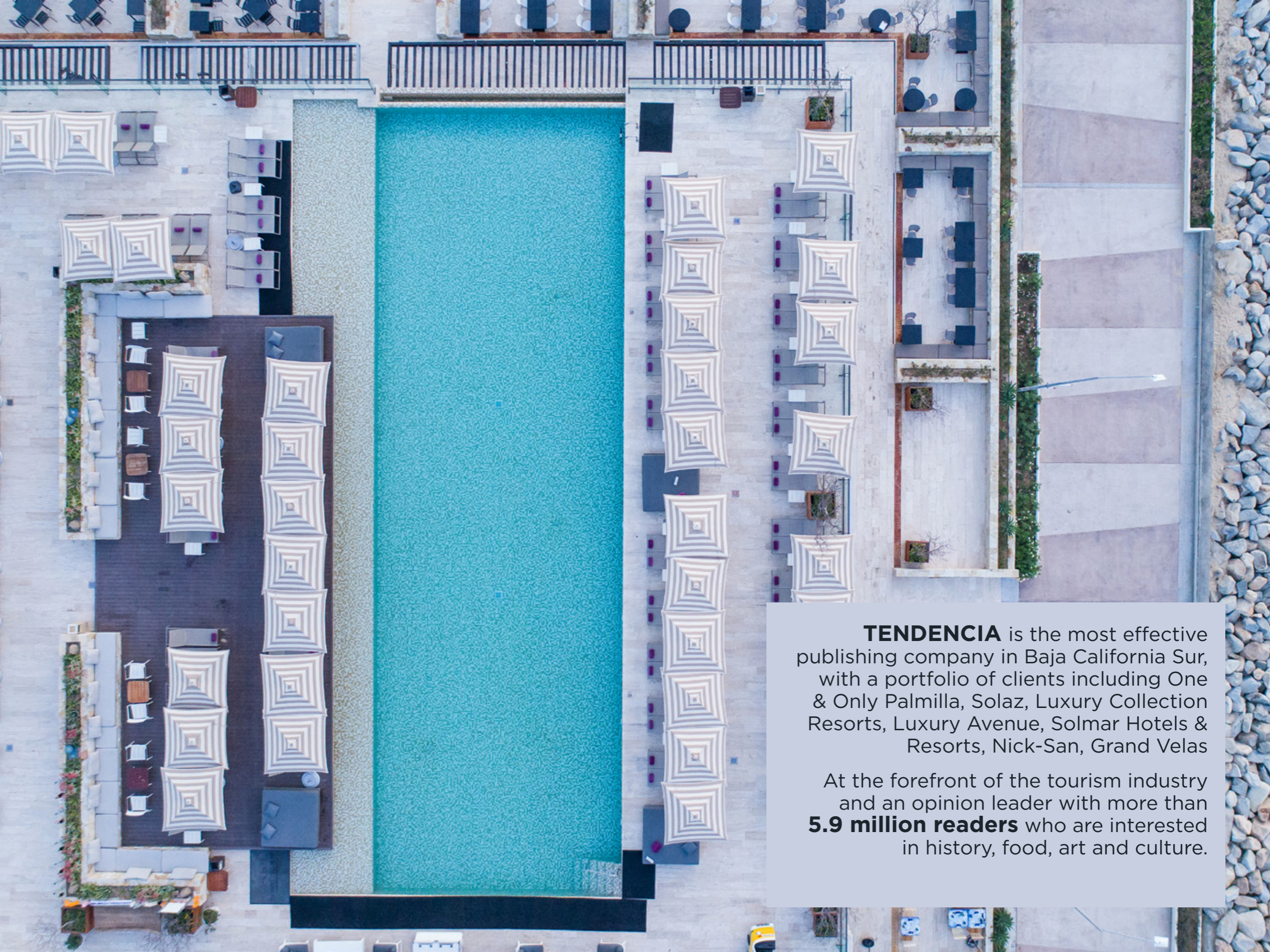


The power of a leading *brand*: *print + digital*

The content is a rich source of practical advice for readers interested in pursuing a lifestyle of luxury and enjoying unique experiences.

There's a wide range of information about *restaurants, hotels, art, and history*. Readers are also treated to expert recommendations that encourage adventures in nature and some of the peninsula's most interesting and exclusive locations.

TENDENCIA is the international benchmark for the most important destinations in Mexico. Our goal is to connect readers with products and brand experiences through original content that promotes the tourist destinations of **Baja California Sur**.



TENDENCIA is the most effective publishing company in Baja California Sur, with a portfolio of clients including One & Only Palmilla, Solaz, Luxury Collection Resorts, Luxury Avenue, Solmar Hotels & Resorts, Nick-San, Grand Velas

At the forefront of the tourism industry and an opinion leader with more than **5.9 million readers** who are interested in history, food, art and culture.



48% MEN

52% WOMEN

Readers profile:

Passionate travelers who enjoy diverse experiences and lead comfortable lives.

100% NSE ABC+



A world of possibilities

digital:

- social media
- video
- website
- digital magazine

communication:

- print magazine
- supplements
- Photography:

experiences

- events
- brands
- design
- story telling



An internacional *brand*:

38 editions
36 markets
9 years in business
6 editions per year

10,000 circulation
2,000 subscribers

70%
México

30% **USA & Canadá**

USA

- Arizona
- California
- North Carolina
- Colorado
- Florida
- Georgia
- Illinois
- Nevada
- New York
- Ohio
- Oregon
- Texas
- Washington

Canadá

- Montreal
- Toronto
- Vancouver

México

- Aguascalientes
- Cancún
- Guadalajara
- Guanajuato
- Hermosillo
- La Paz
- Loreto
- Los Cabos
- Monterrey
- Puebla
- Puerto Vallarta
- Querétaro
- Saltillo
- San Luis Potosí
- Tijuana
- Todos Santos
- Toluca
- Veracruz

Nueva York

Travel agencies

- AAA Western and Central NY
- Liberty Travel
- JC Decaux North America

Restaurants

- Le Bernardin
- Eleven Madison Park
- Per Se
- Daniel
- Blue Hill at Stone Barns
- Sam Bar
- Jean Georges
- NoMad
- Marea
- KO
- Gramercy Tavern
- Del Posto
- Gotham Bar and Grill
- Batard
- Babbo
- Café Boulud
- The Spotted Pig
- JUNGSIK
- Ichimura
- Atera
- Aquavit
- Blanca
- Gabriel Kreuther
- The Modern
- Chef's Table at Brooklyn Fare
- Masa

Hotels

- The Ritz-Carlton
- The Peninsula
- The Carlyle, A Rosewood Hotel



Galleries

- Gagosian Gallert
- MoMA Museum of Modern Art
- Metropolitan Museum Of Art
- Museo Solomon R. Guggenheim
- Whitney Museum Of American Art
- David Zwirner Gallery
- New Museum
- American Museum of Natural History
- The Cloisters

California

Virtuoso

- Fleetridge Travel
- Travelworld of Coronado
- Cadence Travel
- WLG Travel
- Cardoza-Bungey Travel
- Coastline Travel
- River Park Travel
- Bi-Coastal Travel
- World Travel Bureau Inc
- Yorba Linda Travel

Restaurants

- The French Laundry
- Manresa
- COI
- Gary Danko
- Saison
- Chez Panisse
- Animal
- Trois Mec
- NOBU

- Commis
- Atelier Crenn
- Providence
- Quince
- Benu
- The Restaurant at Meadowood

Hotels

- The Ritz-Carlton, Lake Tahoe
- Hotel Bel-Air.
- CordeValle, A Rosewood Resort
- Montage Beverly Hills
- Casa Palmero
- Auberger du Soleil
- The Lodge at Torrey Pines
- Bardessono
- Calistoga Ranch An Auberge Resorts
- The Grand Del Mar

Galleries

- Altamn Siegel
- Corden Potts
- Elins Eagles-Smith
- Fraenkel Gallery
- Gregory Lind Gallery
- K. Imperial Fine Art
- The McLoughlin Gallery
- Robert Koch
- Scott Nichols
- Nancy Toomey
- Anglim Gilbert
- Bass & Reiner
- Brian Gross Fine Art
- Catharine Clark
- Fused
- George Lawson

- Hosfelt Gallery
- The Jack Fischer
- Romer Young
- Casemore Kirkeby
- Eleanor Harwood Gallery

Illinois

Restaurants

- Alinea
- Girl and the Goat
- Everest
- Sixteen
- Acadia
- Grace

Travel Agencies

- Protravel International
- Paul Klein Travel
- MTB Offices Abroad
- Crystal Lake Travel Agency Inc.
- Lakeshore Travel Services
- Travelex International, Inc.
- KMoran Travel International
- Hobson Travel Ltd.
- Trade First

- Call One
- ProMéxico Chicago

Hotels

- Thompson Chicago
- Waldorf Astoria Chicago
- Four Seasons Hotel Chicago
- The Langham, Chicago

Los Cabos

Airports

Aeropuerto CSL

- Aeropuerto Internacional de Los Cabos SJD

Actividades

- SunRider Adventures
- Cabo Expeditions
- Cabo Adventures
- Wild Canyon
- Wild Cabo
- Dolphin Discovery
- Cabo Sky Tours
- Ecobajatours

Residencias

- Pedregal
- EL Dorado *Golf And Beach Club*
- Querencia Casa Club
- Casa Del Mar
- Villas Del Mar
- Rancho San Lucas
- Lifestyle Villas
- Ventanas Residencial
- Cabo Property Management
- Luna PM

Galerías

- Yandi Monardo Art Gallery
- Indira & Isidro
- Patricia Mendoza Art Gallery

Hoteles

- One&Only Palmilla
- Casa Dorada Los Cabos Resort & Spa
- Sheraton Grand Los Cabos Hacienda del Mar
- Grand Solmar
- Playa Grande
- The Resort at Pedregal
- ME Cabo
- The Cape, a Thompson Hotel
- Breathless Los Cabos
- Paradisus Los Cabos
- Hotel Bahía
- Barceló Grand Faro
- Casa Natalia
- Encanto Inn Hotel Spa & Suites
- Cabo Surf
- Cabo Inn

Prestadores de Servicios

- ComNor
- Cabo Inclusive
- Bela Candle Boutique
- ProEpta
- Terramar



Centros comerciales

- Luxury Avenue
- The Shoppes At Palmilla
- Plaza del Pescador
- Puerto Paraíso
- California Ranch Market

Hospitales

- Hospiten
- Blue Net
- Hospital H+
- Dental Health Spa

Oficinas Corporativas

- API Los Cabos
- Asociación de Desarrolladores
- Budget
- Bufete Troncoso
- CANACO
- CANIRAC
- Chevrolet
- Consejo Coordinador de Los Cabos
- Consul Baja
- Corporativo Solmar
- DMT
- FITURCA
- Fois Los Cabos
- Intercam CSL/SJD
- Monex
- Mowat
- Notaria 3
- Notaria 31

Restaurantes

- Club 96
- Casa San José 23400
- La Patrona
- La Lupita
- Baja Brewing
- La Pintada

Salones de belleza | Spas

- Senza
- Studio 24
- Spa Cielo
- Shampoo Beauty Salon
- Atelier

Concierge association

- Chileno Bay
- Esperanza
- Fiesta Americana Grand
- Grand Solmar Land's End
- Grand Solmar at Rancho San Lucas
- Hilton
- JW Marriot
- Las Ventanas al Paraiso
- Le Blanc
- Marquis
- One&Only Palmilla
- Playa Grande
- Sheraton
- Solmar
- The Cape
- The Resort at Pedregal
- Paradisus



La Paz

Aeropuerto:

- Aeropuerto Internacional Manuel Márquez de León
- Oficina de Ecobajatours
- Café Exquisito

Hoteles:

- Costa Baja Resort & Spa
- Hotel Catedral
- Grand Plaza
- Seven Crown Plaza Centro
- Seven Crown Plaza Malecón
- ONE
- Araiza Palmira
- Baja South
- Casa Jalisco
- City Express
- Hotel Marina
- La Concha Beach Resort
- Posada de las Flores

Restaurantes:

- Azul Marino
- Café Exquisito
- Dulce Romero
- El Capri
- El Trocadero
- Sorstis
- Nómada

Oficinas corporativas

- Notaria Lic. Carlos Arámbaro
- Automotriz del Toro
- Aeroméxico
- Marina Cortez
- Marina Costa Baja
- Anroga Sports
- Baja Mark
- Baja Pirates
- Baja desconocida-Unexplored
- BaCo
- Choya Tours
- Estetic Advance
- NutraHealth
- Pingos Marina
- SunRider
- Tu Casa decoración
- Viajes Perla
- COSCYT

Todos Santos

Hoteles

- Hotel California
- Hotel Guaycura
- Casa Tota



Advertising ratecard:



Print:

Bimonthly- Bilingual	1-3 X	4-6 X
Full page	\$38,333	\$31,944
Editorial (doble page)	\$65,166	\$54,305
Gatefold	\$57,499	\$47,916

Prices in pesos plus tax per issue

digital rates:

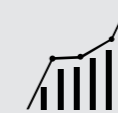
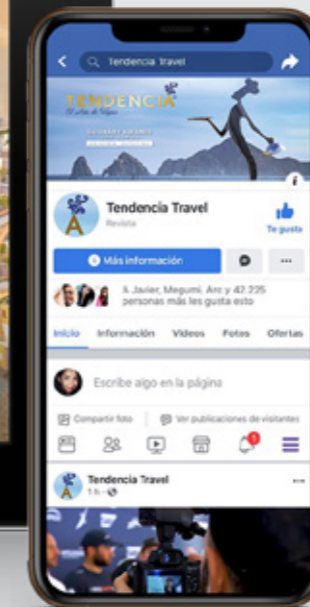
We connect with our readers through the most important social network platforms.

Different strategies have helped us optimize the awareness of our business partners through the digital version of the Tendencia magazine. Today, we are launching the digital version as a new product.

The many tools we offer support Tendencia's editorial content and provides an additional strategy that communicates the experiences this destination offers and tells the reader that choosing the brand of his or her choice is **just a click away.**

Bimonthly - Bilingual	Editorial	AD <i>doble page</i>
Content + Photos	\$24,200	\$13,310
Broadcasting RRSS	\$4,600	\$4,600
Newsletter	\$3,500	\$3,500

Prices in pesos plus taxes per edition



191,638
USERS



5'9M
PAGE VIEWS

RRSS | January - October 2018

Thank you

www.tendenciamagazine.com

karina.herrera@tendenciamagazine.com