



TENDENCIA[®]



®

Media Kit 2019

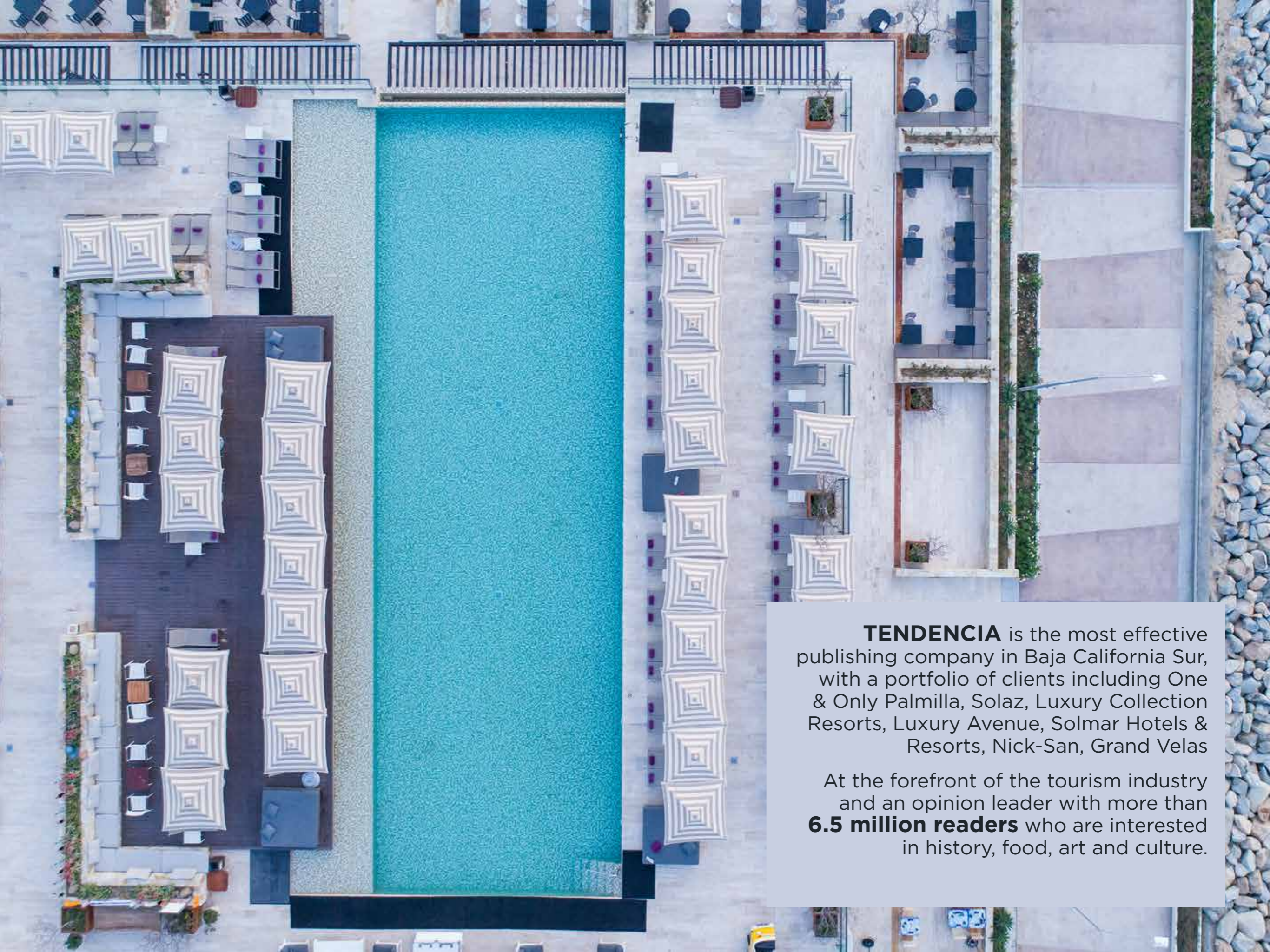


The power of a leading *brand*: *print + digital*

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 **6.5 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
- CDMX
- Guadalajara
- Guanajuato
- Hermosillo
- La Paz
- Loreto
- Los Cabos
- Monterrey
- Puebla
- Puerto Vallarta
- Querétaro
- Saltillo
- San Luis Potosí
- Tijuana
- Todos Santos

Advertising ratecard:



Print:

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

Prices in pesos plus tax per issue

Digital distribution:

Top 3 target segment:

**Business
Real State
Travel**

Guaranteed publication in
*portals, websites, blogs and
news agencies.*

Sent to more than **12 000**
**digital and traditional
communication vehicles:**

- AP
- Bloomberg
- Reuters
- EFE
- Forbes
- Condennast
- Vanity Fair
- Tribune
- NY Times
- USA Today
- FOX
- CNN
- NBC
- ABC
- MSNBC
- A&E

USA

- Texas
- California
- Oregon
- Washington
- Washington DC
- Colorado
- New York
- Georgia
- Michigan
- Illinois
- Ohio
- Minnesota
- Utah
- Kansas
- Missouri
- Arizona
- South Carolina
- Pensilvania
- Massachussets
- Florida
- Nevada

Canada

- British Columbia
- Alberta
- Saskatchewan
- Ontario
- Quebec
- Manitoba
- Yukon

Mexico

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

digital rates:

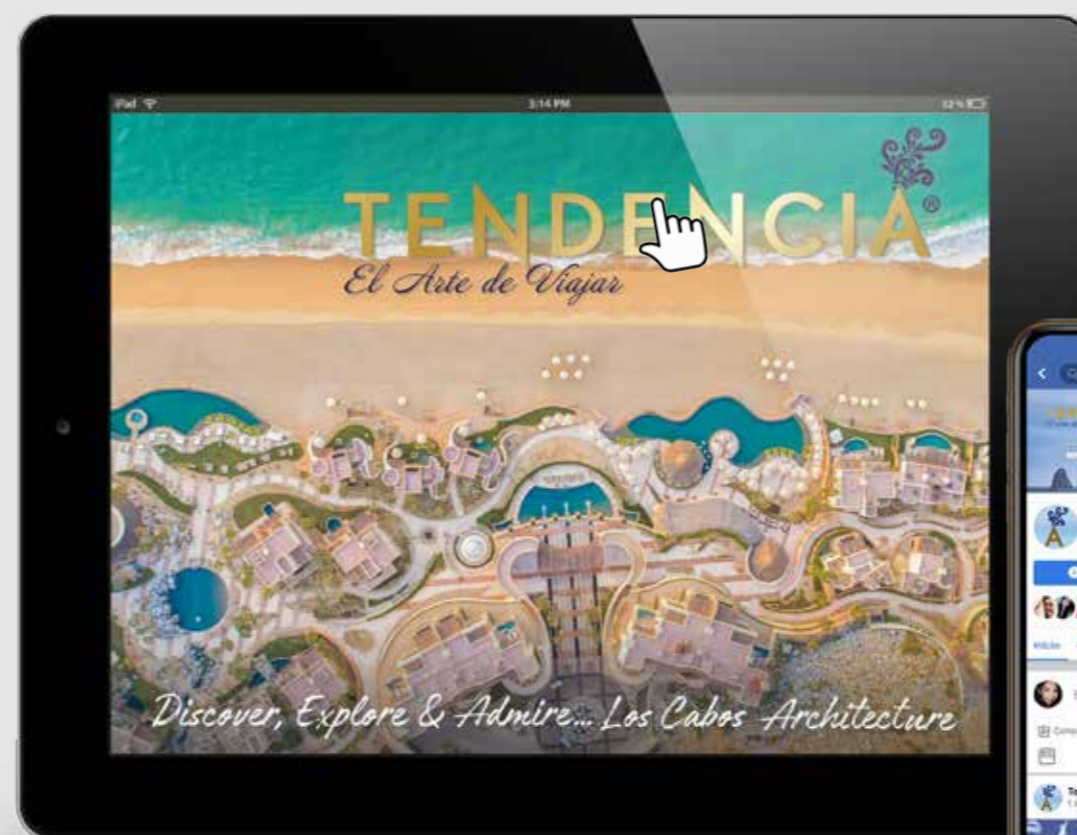
We connect with our readers through the most important social network platforms.

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 doble page
Content + Photos	\$24,200	\$13,310
Broadcasting RRSS	\$4,600	\$4,600
Newsletter	\$3,500	\$3,500

Prices in pesos plus taxes per edition



194,704
USERS



6'5M
REACH

RRSS | January - December 2018



Thank you

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