

**DESTINO**  
Los Cabos FREE

**SURF**  
A 6-STAR SPLASH  
LOS CABOS OPEN OF SURF

JUNE 2014  
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Los Cabos

**CULINARY CABO**  
inside:  
**SAMMY HAGAR**  
and his love for food

OCTOBER 2015  
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**#CABOSTRONG**

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the **TRAVEL ISSUE**

**MARIA MENOUNOS LOVES BAJA**

Destination: Baja Sur  
A TV series dedicated to Baja

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**TODOS SANTOS**  
MUSIC FESTIVAL

inside:  
**INTERVIEW WITH PETER BUCK**  
of R.E.M.

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**A LEGENDARY NEW YEARS EVE IN CABO WITH DON FELDER**

INCLUDES:  
Exclusive Interview with the former Eagles guitarist and Grammy Award winner.

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**family FUN**  
in Los Cabos

JULY 2015  
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**Be COOL**  
in the summer heat

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# DESTINO<sup>®</sup>

## LOS CABOS

**HOTEL ROOM DISTRIBUTION**  
FREQUENCY PRICING DISCOUNTS  
**EXTENSIVE TOURIST INFORMATION**  
INTERESTING LOCAL EDITORIAL  
**SPECIAL SUMMER MONTH PRICING**  
**PRINTED MONTHLY - IDEAL FOR MARKETING  
CAMPAIGNS AND TIME SENSITIVE EVENTS**

No matter your destination in Los Cabos, within the pages of Destino Magazine you will find an open door to quality editorial about this beautiful region of Southern Baja, as well as relevant tourist information, maps, activities, culinary discoveries, entertainment, real estate, healthy living, local culture, art, sports, and more. Destino is the only magazine to partner with.

Our purpose is simple: We want the visitors to Los Cabos to have the best experience possible, while learning about the local culture. We take pride in our high quality standards and in publishing editorial that's so entertaining that our readers keep coming back, month after month. Our carefully planned editorial to advertising ratio was developed to keep readers interested, while assuring the best possible exposure and placement of your ad.

## SOCIAL MEDIA

All advertising packages include on-going promotional exposure through Destino Magazine's social media audience which includes thousands of followers. As part of our internal marketing strategy, Destino invests into boosting and promoting key posts so they perform well on social media. As an advertiser, you can expect to see your ad run twice per month on the Destino Facebook @DestinoLosCabos.

## DEMOGRAPHIC

As a reputable publication, we have made it our responsibility to provide accurate and pertinent information to the tourists of Los Cabos, and the majority of the content in Destino Magazine is directed to that specific market. With tourism on the climb in Los Cabos, visitors are appearing from farther reaches around the world, and Destino continues to grow and adapt with our readers. While we proudly accommodate the tourists of Los Cabos, our local following continues to grow as well. New monthly subscriptions for our online publication prove to be an even mix of locals, Americans, and Canadians.

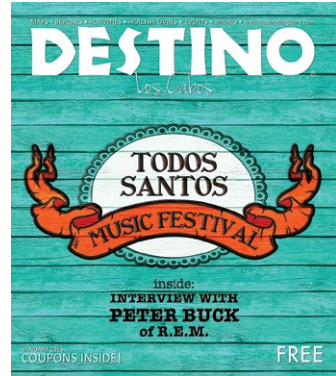
## DESTINO EMAIL SUBSCRIBERS

As part of our continued efforts to support our advertisers beyond the printed ads in our magazine, we offer an email campaign that enables your ad to reach Cabo regulars in and outside of town. Each new monthly issue of Destino Magazine is emailed out to our database of double-opted-in subscribers, which continues to grow. Our subscribers can also expect to hear from us about other news and events, too. This resource is also available to our advertisers to announce exciting news, promotions, specials, and more.

## DESTINO ONLINE

Destino Magazine's resourceful information and interesting editorial is available online. Our website was designed and constructed by a leading, US based web development and advertising firm with great focus and investment in SEO and top Google ranking strategies. Advertising opportunities are available online, with premium placement options as well as a business listings and activity booking pages. Each new issue of Destino Magazine features active links that lead readers directly to your website. [www.DestinoLosCabos.com](http://www.DestinoLosCabos.com) is mobile compatible, so tourists can easily access information about your business from their device.

## Eye Catching Covers...



“ Working with a limited advertising budget in 2013, it was important to choose wisely for our print media goals. After researching the local options, we chose Destino Magazine. Our focus was to attract the Los Cabos vacationer and Destino Magazine appealed to us because of their distribution numbers and locations. Due to the professional staff at Destino, **our ad resulted in sales** covering both the cost of the ad campaign and all related expenses. We could not have been happier and will continue to place our confidence and advertising dollars with Destino Magazine. ”

- Joanne Berkowitz, Real Estate Sales Grand Regina Los Cabos



...Quality Editorial and Relevant Tourist Information

# WHAT ARE YOUR ADVERTISING NEEDS?

Let us help you find the ideal marketing plan for your business.

## Print Advertising Rates

\*\*\*ALL PRICES ARE PER MONTH. Prices are in US dollars and do not include tax. Additional 15% on all space rates for guaranteed position. Subject to availability. Coupons must offer a discount or promotion.

SIZE	3 MONTHS	20% discount	40% discount
		6 MONTHS	12 MONTHS
Two page spread	\$1,600	\$1,280	\$960
Full page	\$880	\$704	\$528
1/2 page	\$530	\$424	\$318
1/4 page	\$320	\$256	\$192
Coupons	\$130	\$110	\$90
<b>SPECIAL PLACEMENT</b>			
Back Cover	\$1,600	\$1,280	\$840
Inside Covers	\$1,300	\$1,040	\$780

## Online Advertising

SIZE	6 MONTHS	12 MONTHS
Premium Home Page Banner 700 x 120 ppi	\$300	\$180
Standard Banner 330 x 190 ppi	\$200	\$120

## ADVERTORIAL OPTIONS

**Do you have a story to tell?** Purchase a space to publish an article about your business. Regular advertising rates apply depending on the size of the space that is reserved. Editorial and art to be provided by the client. Destino writing services are available at a rate of \$0.25 per word.

## VIDEO AND PHOTOGRAPHY SERVICES

**Destino Group is your media partner.** We offer photography and videography packages for your business to complement your marketing strategy. Destino Media Group is your one-stop-shop for all of your marketing needs. To learn more ask your Account Executive and we will create the perfect media plan designed especially for you.

## DESTINO SPOTLIGHTS

**Stand out from the rest.** Destino features a limited amount of businesses every month. By advertising your business in this section you will surely stand out. Same rates as regular advertising apply.

# Editorial Calendar

## JANUARY

Farm to Table in Los Cabos, Eco Adventures.

## FEBRUARY

Golf in Los Cabos, Whale Migration.

## MARCH

Spring Break for Everyone, Nightlife, Gala de Danza.

## APRIL

Cabo Weddings, Honeymooning in Cabo.

## MAY

Fishing, Yachting.

## JUNE

Surf, Los Cabos Open of Surf.

## JULY

Family Fun in Los Cabos, South Baja Road Trips.

## AUGUST

Cool off! Scuba diving, Snorkeling, Water Activities.

## SEPTEMBER

Viva México.

## OCTOBER

Culinary Cabo, Live Music.

## NOVEMBER

Día de Los Muertos, Baja Film Festival, The San José Art Walk.

## DECEMBER

Spas and Wellness.

## IN EVERY ISSUE:

**LOS CABOS 101** - Maps, Activities, Top Beaches, Important Information.

**DISCOVER** - Fishing Report, Baja's wild life, Expat Chronicles, Wildlife.

**OUT & ABOUT** - Events, Social Cabo, Los Cabos Markets, Spanish Lesson.

**ART & CULTURE** - Giving back, Baja Voices, San Jose Art District.

## DEADLINES:

**Ad space** reservation deadline is on the **8th of the previous month.**

**Artwork** submission deadline is on the **12th of the previous month.**

*Deadlines and schedules are subject to change.*

Editorial calendar is subject to change

# ARTWORK SPECIFICATIONS

## ARTWORK FILES

Press quality PDF with embedded fonts or high quality JPG.

## RESOLUTION

Please submit all files with resolution set at 300 dpi. Any images taken for the internet will not work for print.

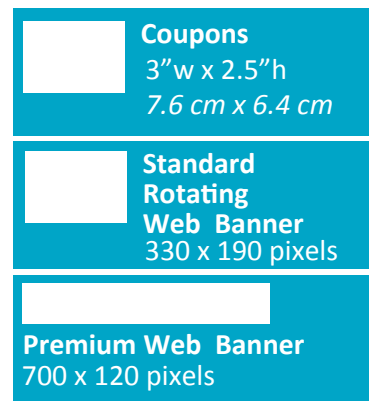
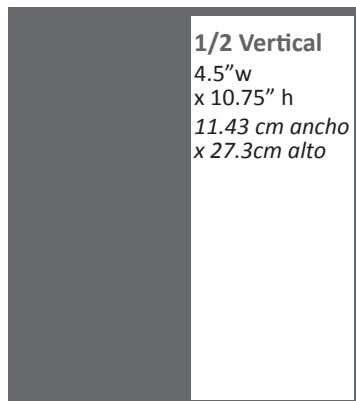
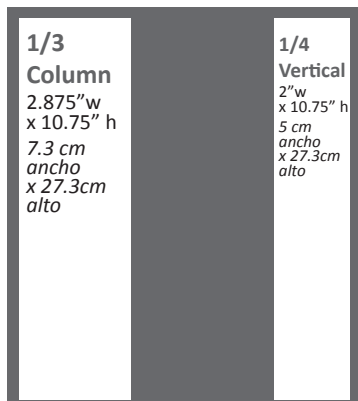
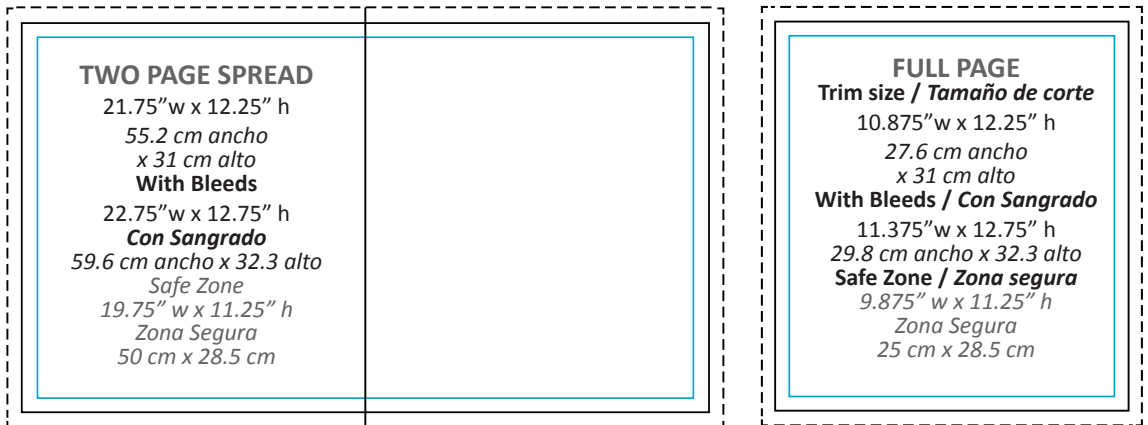
## COLOR

Please save files in CMYK color mode and convert all spot colors (Pantone) to CMYK.

Files in RGB are at risk of printing inadequately and is the client's responsibility.

## FULL PAGE ADS

Bleeds should be set to 0.25" (0.5 cm). Place all text and important elements inside the safe zone (0.5" or 1 cm from the edge of the page).



# DESTINO<sup>®</sup>

LOS CABOS



[www.DestinoLosCabos.com](http://www.DestinoLosCabos.com)

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