

MEDIA KIT

2019

DESTINO[®]
LOS CABOS

YOUR MEDIA PARTNER

DESTINO LOS CABOS

EVERYTHING YOU NEED TO KNOW ABOUT SOUTHERN BAJA

Our purpose is simple: We want the visitors of Los Cabos to have the best experience possible, while learning about the local culture. 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

- The Destino Group's social media audience includes over 15,000 followers and that number continues to grow every day.
- Destino invests into boosting and promoting key posts so they perform well on social media.

DEMOGRAPHIC

- 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.

DESTINO ONLINE

- Destino Magazine's resourceful information and interesting editorial is available online with great focus and investment in SEO and top Google ranking strategies.
- Advertising opportunities are available online, with premium placement options and business listings in the Destino Directory.
- Each new issue of Destino Magazine features active links that lead readers directly to your website.
- www.DestinoLosCabos.com is mobile compatible, making it easy to access information about your business from anywhere.

DISTRIBUTION

- We distribute 25,000 issues of Destino Magazine every month – 300,000 annually – in Cabo San Lucas, the Corridor, San Jose del Cabo, Pescadero/Cerritos/Todos Santos, the East Cape and Loreto.
- We have 100+ high-traffic rack locations across Southern Baja.
- Destino and Baja Home can be found in locations such as all Impala Cabo Transportation vehicles, real estate offices, hotel concierge desks, restaurants, bars, food markets, shopping malls, and many more.
- Our thorough distribution practices ensure that all locations remain stocked, and that the magazine is visible all month long.

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 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.

DESTINO LIVE FROM CABO

Destino utilizes social media's "Live" tools to promote and expose your business so our followers can experience Los Cabos from wherever they are.

“LOS CABOS’ BEST” SPOTLIGHTS

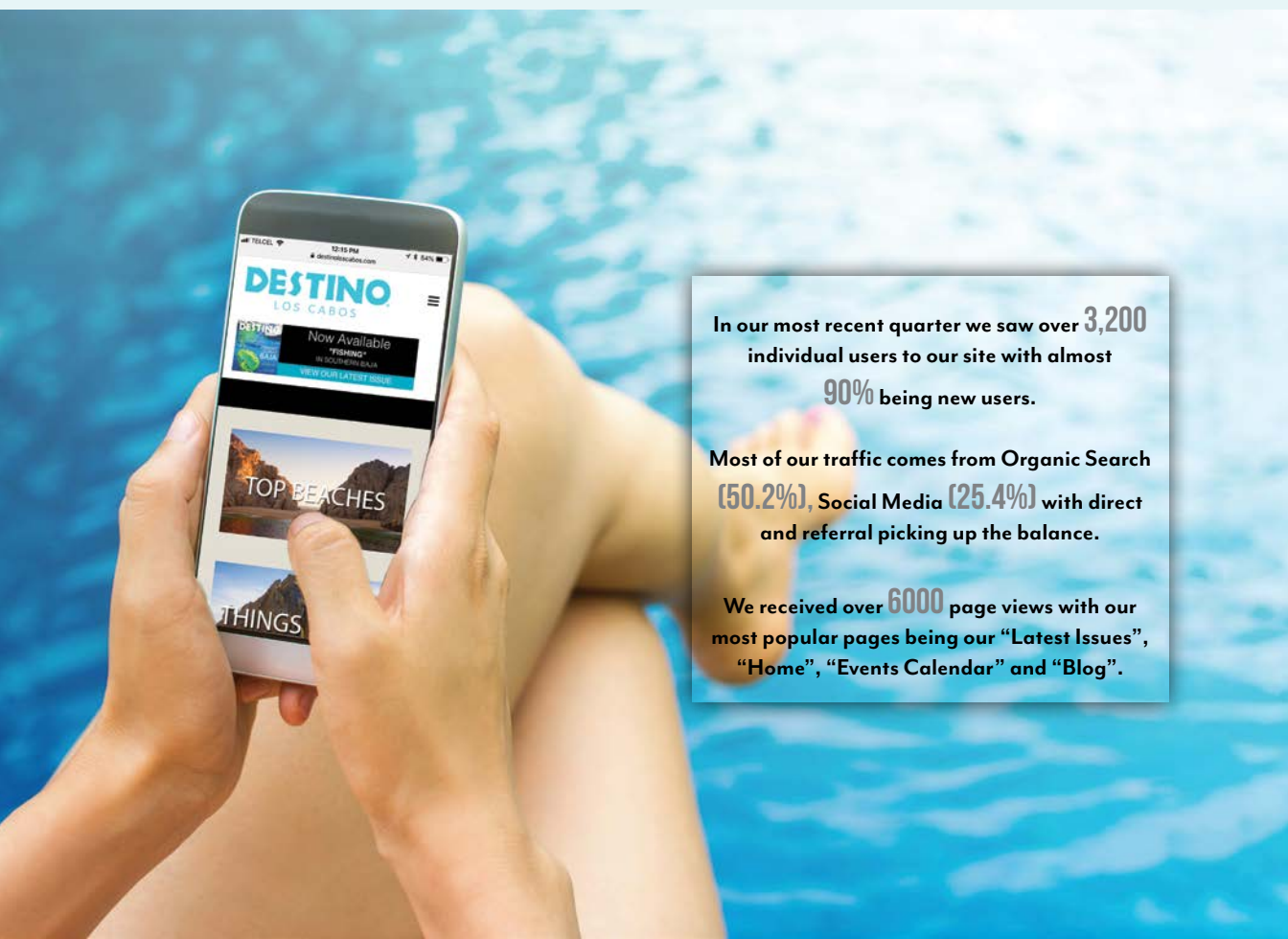
Stand out from the rest and let our readers know that you’re the best. Destino features a limited amount of businesses every month. Please inquire with your Account Executive to find out more about the Los Cabos’ Best editorial calendar. Same rates as regular advertising apply. Editorial and art to be provided by the client. Destino writing and graphic design services are available.

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 and graphic design services are available.

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 your marketing needs. To learn more, ask your Account Executive and we will create the perfect media plan designed especially for you.



In our most recent quarter we saw over **3,200** individual users to our site with almost **90%** being new users.

Most of our traffic comes from Organic Search (**50.2%**), Social Media (**25.4%**) with direct and referral picking up the balance.

We received over **6000** page views with our most popular pages being our “Latest Issues”, “Home”, “Events Calendar” and “Blog”.

be EVERYWHERE!

BEST DISTRIBUTION IN SOUTHERN BAJA

Todos Santos ~ Cerritos ~ Cabo San Lucas ~ Tourist Corridor ~ San José del Cabo ~ La Playita ~ East Cape ~ Loreto

WE PRINT 25,000 COPIES EACH MONTH

RACKS

CABO SAN LUCAS

Ace Hardware
American Medical Center
Back to the Rack
Baja Brewing Puerto Paraiso
Cabo Bakery
Cabo Café Plaza Cota
Cabo Coffee
Cabo Fitness
Cabo Flyboard
Cabo Pedregal Hotel
Cabo Mar Restaurant
Cabo Propiedades
Cabo Wabo
Café Infusion
Club Cascadas
El Patron - Villa del Arco
Fonatur Api Recepcion
Hertz Rental Cars
Hoboken Nails Salon
Hospitality VDA
Hotel Santa Fe
Mahi Sushi
Mar de Cortes Hotel
Palmita Market VDP
Paraiso Residences
Pemex 6579
Pemex Costco 7018
Penny Lane Cafe
Plaza Embarcadero Stone
Plaza Fisher
Plaza Mariachi
Plaza Mexicana
Pool area Villa del Palmar
Pool area Villa La Estancia
Puerto Paraiso Mall
Rancho San Lucas
REmexico Real Estate Plaza Bonita
Santa Carmela Market
Simply Divine
S.Frogs (Plaza Gali)
Starbucks Coffee
Villa del Arco Lobby
Villa del Arco Desert Spa
Villa del Palmar Lobby
Villa del Palmar Sport Bar
Villa del Palmar Travel Agency
Villa La Estancia Lobby
Villa Serena Restaurant
Walmart Entrance

Wild Canyon
Windermere Real Estate
SAN JOSE DEL CABO
Art Walk corner
Cabo Cribs
Cabo Santuario Art Walk
Centuri 21
Container Restaurant
Discovery Dolphins
Hertz Rental Car
Hotel Marina Playita
Hotel Posada Terranova
Koral Plaza - I.O. Domani
Mi Ensalada
Molly's Restaurant
Old Town Gallery
Plaza Las Fuentes
Puerto Los Cabos - La Playita
REmexico Real Estate SJ Art District
San Jose Centro Doblado-Hidalgo
The Shoppes at Palmilla
Tienda #17
Tropicana Inn
Wide Open
Zipper's
TODOS SANTOS
Art & Beer
Baja Market
Cerritos Surf Hotel
Galeria Gabo
Hotel California Emporio Store
Oasis Bar
Plaza BBVA
Restaurante Galline
Teatro Todos Santos
EAST CAPE
Hotel Palmas de Cortez
Hotel Buena Vista
Plaza Tropico de Cancer
LORETO
Ocean Golf & Villa Rentals
REmexico Real Estate
Villa del Palmar Loreto lobby
Villa del Palmar Loreto market

DROP-OFF LOCATIONS

CABO SAN LUCAS

Ace Rent a Car
Aerocalafia
Amerimed Hospital
Andromeda Divers

Bahia Hotel
Breathless Hotel
Cabo Bungalows
Cabo Cush Hotel
Cachet Beach Hotel
Cabo Vista Hotel
Cabo Yacht Centre
Captain Tony's
Casa Bella
City Express
Country Club
Desert Spa Villa del Palmar
El Ameal Hotel
Estancia Real Hotel
Hotel Santa Fe
Los Milagros Hotel
Marina Sol Condominiums
Siesta Suites
Tourist booth Pedregal
Villa Group OPC module
SAN JOSE DEL CABO
Airport Car Rentals: Thrifty,
Usave, Eurocar, National
Alegranza
Amerimed Hospital
Baja Properties
Best Western Airport
Cabo Fitness Plaza Pescador
Coral Baja
Cynthia's Restaurant
El Encanto Inn
Holiday Inn
Hotel Barcelo
Hotel El Ganzo
Hotel Grand Faro
Hotel Royal DeCameron
Hotel Terramar
Hotel Ziva Los Cabos
Hyatt Place
La Forcheta
Marisol Boutique Hotel
One&Only Palmilla
Posada Real Los Cabos
Raintree Vacation Club (Westin
Regina)
Royal Solaris
Saint Luke's Hospital
Tropicana Inn
Westin Grand Regina

CORRIDOR

Esperanza an Auberge Resort
Fiesta Americana Grand
Hacienda Encantada
Koral Plaza - Beach Blu
Los Patios
Misiones
Serena del Mar
Seven Crown
Sheraton Hacienda del Mar
Sunrock Hotel and Residences
Ventanas al Paraiso
Villas del Mar
Westin Resort & Spa
Zoerty Casa del Mar
TODOS SANTOS
Art & Beer
Café Esquina
Cerritos Surf Hotel
El Hotelito
Galeria de Todos Santos
Guaycura Boutique Hotel & Spa
Hierbabuena
Hotel Casa Tota
Rancho Pescadero
The Galline
Santa Fe Restaurant
Teatro Todos Santos
Todos Santos Inn
EAST CAPE
Hotel Palmas de Cortez
Hotel Buena Vista
LORETO
Hotel El Ganzo
Promotores Loreto
Villas del Palmar

HOTEL ROOMS

Club Regina
Estancia Real
Esperanza an Auberge Resort
Hilton Los Cabos
Hotel Santa Fe
Playa Grande
Seven Crown
Grand Solmar Resort
Marisol Boutique Hotel
Villa del Arco
Villa del Palmar
Villa la Estancia
Villas del Palmar Loreto
The Bungalows

EDITORIAL CALENDAR

JANUARY

Farm to Table in Los Cabos, Eco Adventures.

FEBRUARY

Golf in Los Cabos, Whale Migration.

MARCH

Spring Break for Everyone, Nightlife.

APRIL

Cabo Weddings, Honeymooning in Cabo.

MAY

Fishing, Yachting.

JUNE

Surf, Los Cabos Open of Surf.

JULY

Family Fun in Los Cabos, Southern Baja Road Trips.

AUGUST

Cool off! Scuba diving, Snorkeling, Water Activities.

SEPTEMBER

Traditional México.

OCTOBER

Culinary Cabo, EventFull October.

NOVEMBER

Cultural Cabo, Día de Los Muertos, The San José Art Walk.

DECEMBER

Active Cabo, The Spa Report, Wellness.

****Editorial calendar is subject to change.*

IN EVERY ISSUE:

LOS CABOS 101 - About Southern Baja, Activities, Important Information.

DISCOVER - Maps, Fishing Report, Baja's Wild Life.

OUT & ABOUT - Events, Social Cabo, Spanish Lesson, Destino Directory.

THE LOCAL CORNER - News, Deals for Locals, Local Community.

CULTURE - Giving Back, Baja Voices, Pueblo Mágico, San José Art District.

DEADLINES:

Ad space reservation deadline is on the 6th of the previous month.

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

Deadlines and schedules are subject to change.

MEDIA PACKAGES

Receive 10% off when paying up front.

Coupons must offer a discount or promotion.

Additional 10% applies to reserve a guaranteed position in the printed magazine.

THE INK PACKAGE

Includes:

- Print ad
- Location on printed and online maps
- Listing in print and online Destino Directory
- Ad in digital issue linking to your website

THE CYBER PACKAGE

Includes:

- Web ad
- Listing in online Destino Directory
- One social media post per month
- Rotating email blast to subscribers

THE ALL-IN PACKAGE

Receive 15% off when signing up for the All-In package with a one-year contract.

Includes:

- Print ad
- Location on printed and online maps
- Listing in print and online Destino Directory
- Ad in digital issue linking to your website
- Basic web ad (upgrade available)
- One social media post per month
- Rotating email blast to subscribers

A LA CARTE *(A La Carte items sold exclusively as add-ons to advertising packages)*

- **Social media post.**
- **Digital spotlight** on social media and blog.
- **Boosted social media post.**
- **Email blast (limited monthly availability).**
- **Web ad:** see pricing in The Cyber Package
- **Local deals listing.**
- **Los Cabos' Best spotlight:** print ad prices apply. Writing services available @\$0.30/word.
- **Events:** \$1.00 per word. Non-profit events have no cost.
- **Graphic design services** available, inquire for rates.
- **Photo shoot:** please inquire for pricing. **must be paid up front*
- **Video:** please inquire for pricing. **must be paid up front*

WHAT ARE YOUR ADVERTISING NEEDS?

Let us find the ideal
marketing plan for your
business.

Contact us for pricing.

advertising@destinoloscabos.com

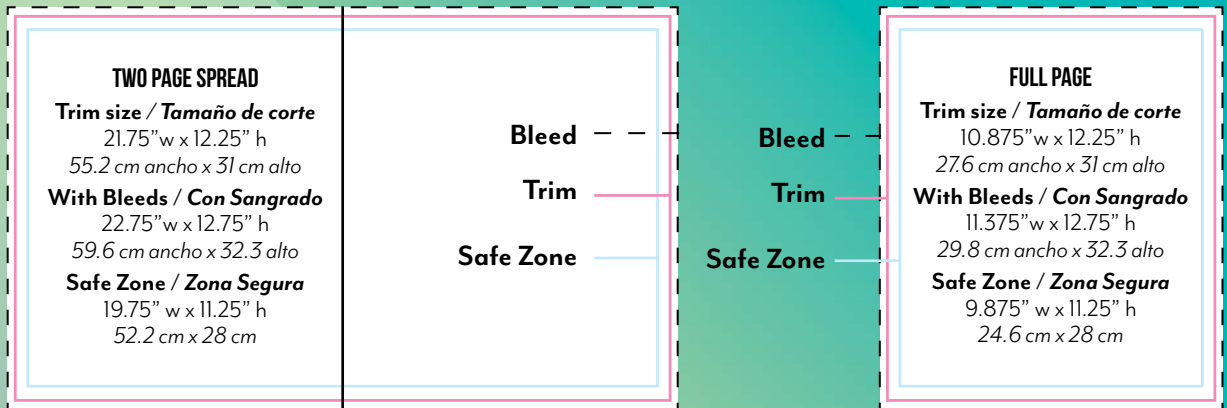
ARTWORK SPECIFICATIONS

FILE FORMAT - 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.

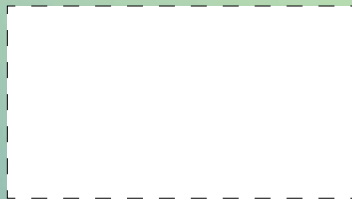
FULL PAGE ADS - Bleeds should be set to 0.25" (0.5 cm). Place all text and important elements inside the safe zone (0.5" or 3 cm from the edge of the page).



1/2 PAGE VERTICAL

Size
4.5" w x 10.75" h

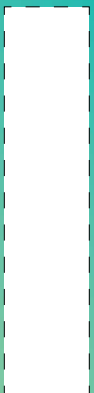
Tamaño
11.43 cm ancho x 27.3 cm alto



1/2 PAGE HORIZONTAL

Size
9.4" w x 5.25" h

Tamaño
23.8 cm ancho x 13.3 cm alto



1/4 PAGE

Size
2" w x 10.75" h

Tamaño
5 cm ancho x 27.3 cm alto



LOCAL DEAL LISTING

Size
2.25" w x 2" h

Tamaño
5.7 cm ancho x 5 cm alto



PREMIUM WEB BANNER

Size / *Tamaño*
800 pixels w x 190 pixels h



BASIC WEB BANNER

Size / *Tamaño*
330 pixels w x 150 pixels h

DESTINO
LOS CABOS

www.DestinoLosCabos.com

DESTINO GROUP S.A. DE C.V.
624.105.9700 / 624.142.4949 • advertise@destinoloscabos.com