

MEDIA KIT

2020

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 20,000 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 200+ high-traffic rack locations and distribution points across Southern Baja.
- Destino and Baja Home can be found in locations such as all Impala Cabo Transportation vehicles, real estate offices, over 1,000 hotel rooms, 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 "Story and Live" tools to promote and expose your business so our followers can experience Los Cabos from wherever they are.

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 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 **4,000** individual users to our site with almost **83%** being new users.

Most of our traffic comes from Organic Search (**66%**), Social Media (**15%**) with direct and referral picking up the balance.

We received over **7000** page views with our most popular pages being our "Latest Issues", "Home", "Events Calendar" and "Blog".

A map of Baja California Sur is overlaid on a scenic background of a sunset over the ocean with rocky islands. The map is white with several locations marked with red dots. The background shows a vibrant sunset sky with shades of orange, pink, and purple, and dark, jagged rock formations in the sea. Birds are visible flying in the sky.

LORETO

BEST DISTRIBUTION IN SOUTHERN BAJA

BE EVERYWHERE

TODOS SANTOS
CERRITOS

EAST CAPE

25,000
COPIES EACH MONTH

SAN JOSÉ DEL CABO
TOURIST CORRIDOR
CABO SAN LUCAS

EDITORIAL CALENDAR

JANUARY

Eco Adventures.

FEBRUARY

Whale Season.

MARCH

Spring Break for Everyone.

APRIL

Weddings in Los Cabos.

MAY

Fishing, Yachting.

JUNE

Surf's Up!

JULY

Family Fun in Los Cabos.

AUGUST

Cool off! Scuba diving, Snorkeling, Water Activities.

SEPTEMBER

Southern Baja Road Trips.

OCTOBER

EventFull October.

NOVEMBER

Cultural Cabo, 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.

CULTURE - Giving Back, Spanish Lesson, Where the Locals Eat.

OUT & ABOUT - Culinary Cabo, Social Cabo, Events, Destino Directory.

THE LOCAL CORNER - Deals for Locals.

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

ALL PRICES ARE PER MONTH. Prices are in US dollars and do not include tax.

Receive 15% off when paying the total up front.

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

THE INK PACKAGE

Includes:

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

SIZE

Two page spread

Full page

Half page

Quarter page

1/8 Culinary Cabo*

SPECIAL PLACEMENT

Back cover

Inside covers

Gloss full page

**1/8 ads are restricted to the Culinary Cabo section*

THE CYBER PACKAGE

Includes:

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

**page sponsors receive a basic banner ad at no cost*

SIZE

Page Sponsor*

Blog sponsor

Premium banner ad

Basic banner ad

THE ALL-IN PACKAGE

Includes:

- Print ad
- Location on printed 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

WHAT ARE YOUR ADVERTISING NEEDS?

Let us find the ideal marketing plan for your business.

Contact us for pricing.

advertising@destinoloscabos.com

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

- **Social media post:** \$150
- **Digital spotlight** on social media and blog: \$250
- **Boosted social media post:** \$200
- **Email blast (limited monthly availability):** \$200
- **Web ad:** see pricing in The Cyber Package.
- **Local deal listing:** \$80
- **Print 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:** inquire for rates.
- **Photo shoot:** please inquire for pricing. **must be paid up front*
- **Video:** please inquire for pricing. **must be paid up front*

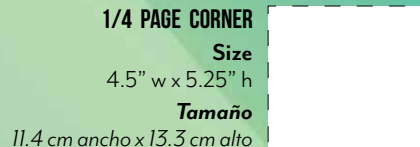
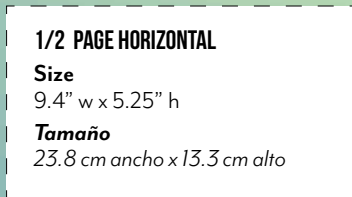
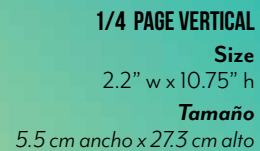
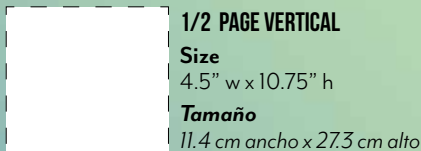
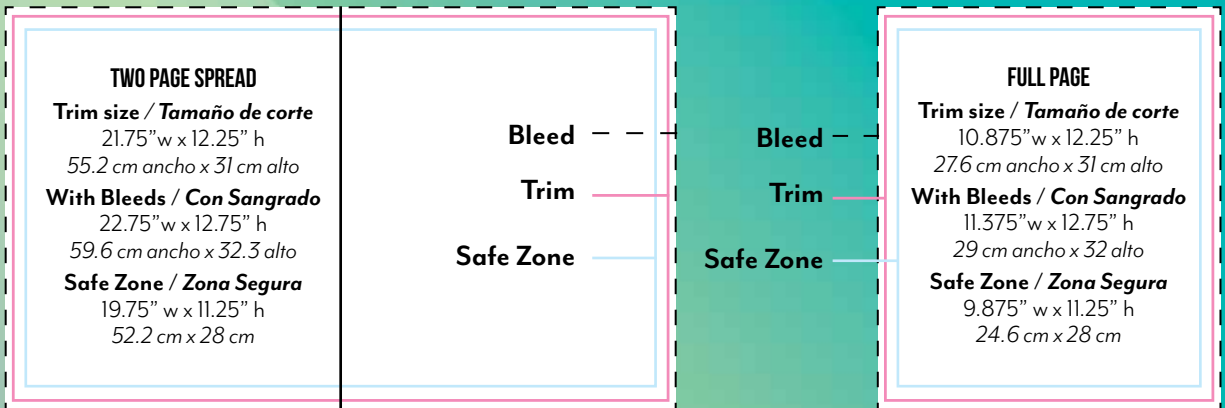
ARTWORK SPECIFICATIONS

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).



PREMIUM WEB BANNER

Size / Tamaño
700 pixels w x 150 pixels h



BASIC WEB BANNER

Size / Tamaño
280 pixels w x 150 pixels h



CULINARY CABO 1/8 PAGE

Size
4.5" w x 2.5" h

Tamaño
11.4 cm ancho x 6.3 cm alto



LOCAL DEAL LISTING

Size
2.25" w x 2" h

Tamaño
5.7 cm ancho x 5 cm alto

DESTINO
LOS CABOS

www.DestinoLosCabos.com

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