

# MEDIA KIT

2021

**DESTINO**<sup>®</sup>

LOS CABOS MAGAZINE

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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 by offering them the most up-to-date and relevant information that is useful while visiting Los Cabos and the Southern Baja region. Our carefully planned editorial to advertising ratio was developed to keep readers interested, while assuring the best possible exposure and placement of your ad.

BAJA 101 | BEACHES | MAPS | ACTIVITIES | EVENTS

**DESTINO**<sup>®</sup>  
LOS CABOS MAGAZINE

**DESTINO IS YOUR  
ONE-STOP-SHOP FOR  
ALL YOUR MARKETING  
NEEDS.**

**WE'LL CREATE THE  
PERFECT MEDIA PLAN  
DESIGNED ESPECIALLY  
FOR YOU.**

## PRINT

### EDITORIAL

- Every issue we create **fresh content** that is relevant to Los Cabos and it's local culture, and our **valuable information** such as Maps, Things to Do, Must See Beaches, Useful Information, and more, remains the same every month and is diligently updated with the ongoing growth of Los Cabos.

### DISTRIBUTION

- We distribute 5,000 issues of Destino Magazine every month 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 can be found in locations such as **transportation company 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.

## ONLINE

### DIGITAL DESTINO & QR CODES

- Destino Magazine's **Digital Issues** are specifically designed for smart device viewing and our ongoing QR code campaign supports the massive viewing of our digital issue.
- Our **QR codes** link directly to the Destino digital issue and they can be found on our magazine racks, in our print issue, in hundreds of hotel rooms, hotel lobbies, restaurants, coffee shops, real estate offices, and many other locations where the print magazine is already distributed.
- Your ad in the digital issue of Destino Los Cabos contains active links that **lead readers directly to your website.**

### SOCIAL MEDIA

- Destino Group's social media audience includes **30K+ followers**, and that number continues to grow every day.
- Destino invests in **boosting** and promoting key posts so they perform well on social media.
- 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.

### WEBSITE

- Destino Magazine's resourceful information and interesting editorial is available at **www.DestinoLosCabos.com** with great focus and investment in SEO and top Google ranking strategies.
- Different advertising opportunities are available, on our website, including **page sponsorships** and **business listings** in the Destino Directory.
- The site is mobile compatible, making it easy to access information about your business from anywhere.

### 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 locally and globally.**
- 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.

## 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.

## DESTINOLOSCABOS.COM

The best online guide to Los Cabos out there with multiple advertising opportunities throughout.



THE WIDE DISTRIBUTION  
OF OUR QR CODES  
MAKES YOUR DIGITAL AD  
AVAILABLE DIRECTLY ON  
MOBILE DEVICES, MAKING  
IT EASY FOR CUSTOMERS TO  
CONTACT YOUR BUSINESS



## SPOTLIGHTS

Destino features a limited number of spotlights every month. **Stand out from the rest by publishing one for your business.**

Same rates as regular advertising apply. Editorial and art to be provided by the client. Destino writing and graphic design services are available at an additional rate.

## ADVERTORIALS

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 at an additional rate.

## VIDEO & PHOTOGRAPHY

We offer co-branded **photography and videography packages** for your business to complement your marketing strategy.



# DISTRIBUTION THROUGHOUT SOUTHERN BAJA BE EVERYWHERE

VIEW OUR DISTRIBUTION LIST HERE:



LORETO

TODOS SANTOS  
PESCADERO  
CERRITOS

EAST CAPE

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, Culinary Cabo

### NOVEMBER

Cultural Cabo

### 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 Wildlife.
- CULTURE - Giving Back, Spanish Lesson.
- OUT & ABOUT - Culinary Cabo, Social Cabo, Events, Destino Directory.

### 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.**

## PRINT

### Includes:

- Ad in print magazine
- Ad in digital issue linking to your website
- Location on printed maps
- Listing in online Destino Directory
- Rotating email blast

### SIZES:

- Two page spread
- Full page
- Half page
- Quarter page

### SPECIAL PLACEMENT:

- Back cover
- Inside covers

## DIGITAL

### Includes:

- Ad in digital issue linking to your website
- Listing in online Destino Directory

### SIZES:

- Full page with video
- Full page
- Half page

## WHAT ARE YOUR ADVERTISING NEEDS?

Let us find the ideal marketing plan for your business.

Contact us for pricing.

[advertising@destinoloscabos.com](mailto:advertising@destinoloscabos.com)

## WEBSITE

### Includes:

- Web ad
- Listing in online Destino Directory
- One social media post per month

### OPTIONS:

- Page Sponsor
- Blog sponsor
- Premium banner ad
- Basic banner ad

## THE ALL-IN PACKAGE

### Includes:

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

## 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 above.
- **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. *\*must be paid up front*
- **Photo shoot:** please inquire for pricing. *\*must be paid up front*
- **Co-branded video:** please inquire for pricing. *\*must be paid up front*

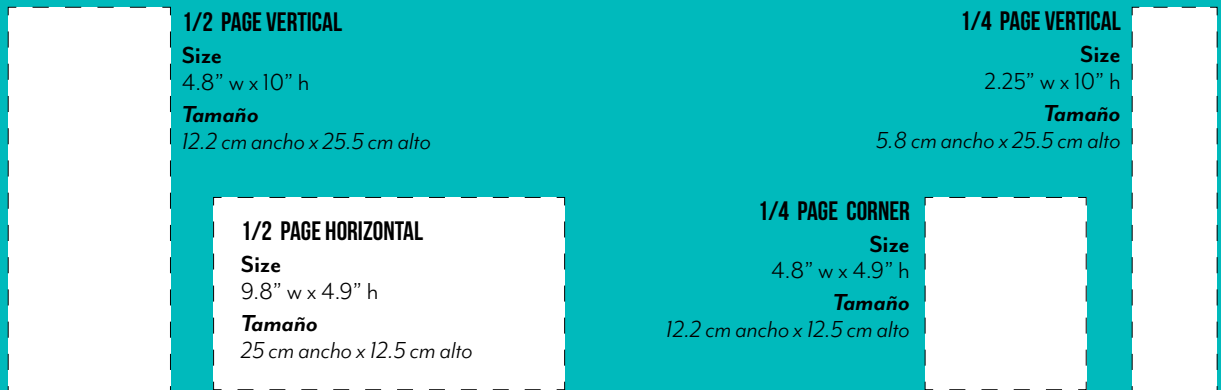
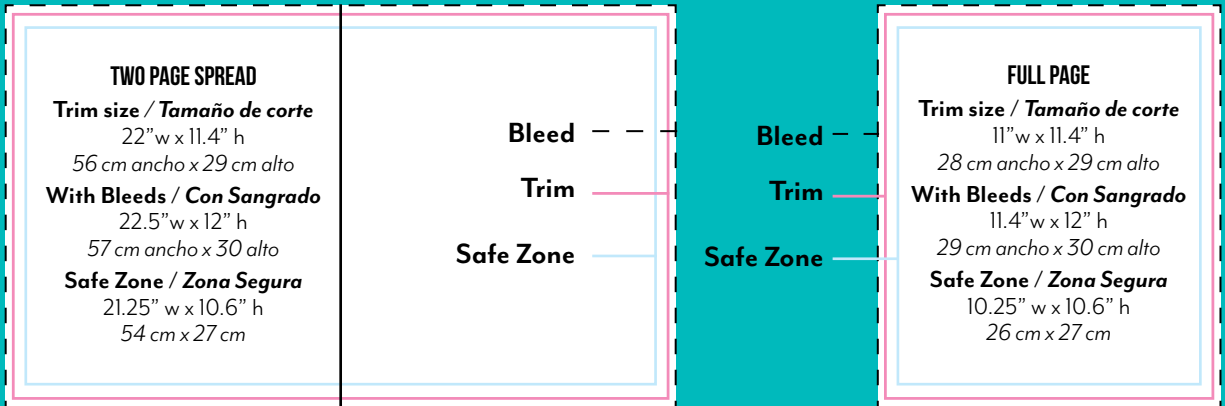
# ARTWORK SPECIFICATIONS

**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 1 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



# DESTINO<sup>®</sup>

LOS CABOS MAGAZINE

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

DESTINO GROUP S.A. DE C.V.  
624.105.9700 / 624.142.4949 • [advertise@destinoloscabos.com](mailto:advertise@destinoloscabos.com)