

[AUDIENCE](#)

[CALENDAR](#)

[PRODUCT](#)

**TRAVEL+**  
**LEISURE**  
MÉXICO

[RATES](#)

[EVENTS](#)

[CONTACT](#)

**TRAVEL+**  
**LEISURE**  
MÉXICO

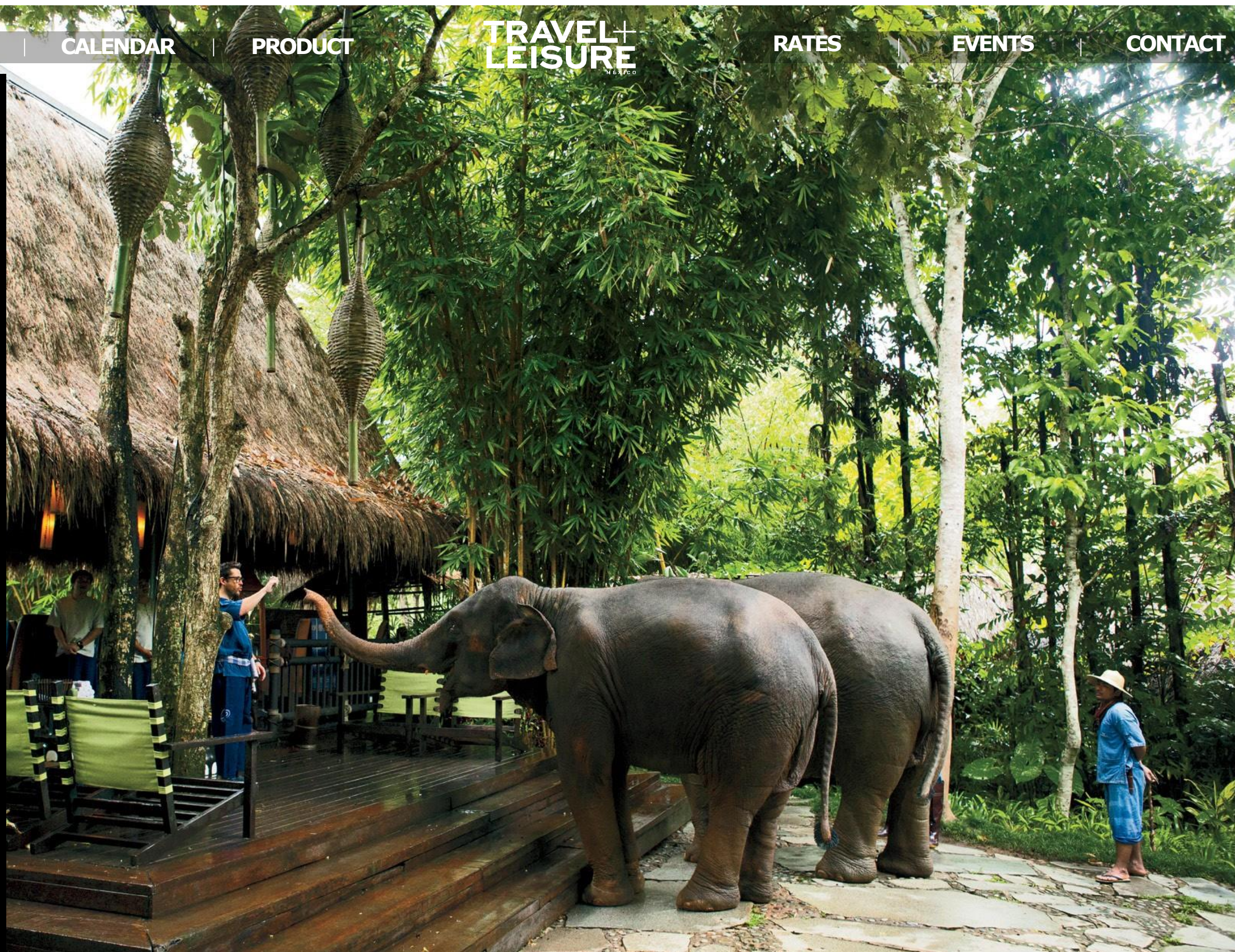


[AUDIENCE](#)[CALENDAR](#)[PRODUCT](#)[TRAVEL+  
LEISURE](#)  
MEXICO[RATES](#)[EVENTS](#)[CONTACT](#)

# UNLOCK YOUR WORLD

Travel + Leisure Mexico is the ideal travel companion: its stories inspire you to travel and help you choose your perfect destination. It knows what to bring in your suitcase and what places to visit when you arrive; knows the exciting places but also understands that some trips are for relaxing (and it tells you how to find both); It brings you to live unique experiences and helps you create -and share- personal memories.

Travel + Leisure Mexico knows that the world belongs to all; Its mission is to open the doors so that everyone can discover theirs



# 46

**YEARS OF  
INSPIRATION**

# 6

**GLOBAL  
EDITIONS**

USA  
México  
China  
Turkey  
India  
Asia



## OUR DIGITAL AUDIENCE:

29  
TO  
55  
YEARS37%<sup>H</sup>  
63%<sup>M</sup>  
NSE ABC+

- The readers of Travel + Leisure Mexico are men and women for whom the daily environment includes airports, airplanes and hotels. They do, at least, six international trips per year. They travel for business, as a couple and with the whole family.

- They are practical when packing and are aware of the tools that facilitate their travels (gadgets, apps, accessories, bank cards ...).

- They fly with many airlines and have opinions on all of them; they travel in executive classes and are subscribed to more than one loyalty program. They know the airports of the big cities and they know where to look for a coffee or a beer every time they are back.

- In addition to travel, their curiosity is reflected in their taste for being informed and aware of trends. They like award-winning restaurants, but "they eat everything"; They have visited vineyards and their trips include museums and local markets.

- They know both watchmaking houses and automotive brands, as well as hotel chains: they have their favorites, but they like to know about all of them.

- They have already visited the great cities of the world: therefore, they always look for new places and experiences that nobody else has tried. In their group of friends, they give the travel advice.

## OUR PRINT AUDIENCE

35  
TO  
55  
YEARS53%<sup>H</sup>  
47%<sup>M</sup>  
NSE AB

## READER PROFILE

- LOVER OF TRAVEL, 94% TRAVELED BUSINESS OR PLEASURE 3 TIMES IN THE LAST 12 MONTHS.
- 65% OF READERS HAVE MINIMUM MONTHLY INCOME OF \$80,000.
- 92% GO SHOPPING ON THEIR VACATIONS.
- 70% ARE UPDATED ON FINANCIAL ISSUES AND INVESTMENT.
- 83% BUY LUXURY ITEMS AT LEAST 2 TIMES A MONTH.



AUDIENCE

CALENDAR

PRODUCT

TRAVEL+  
LEISURE  
MEXICO

RATES

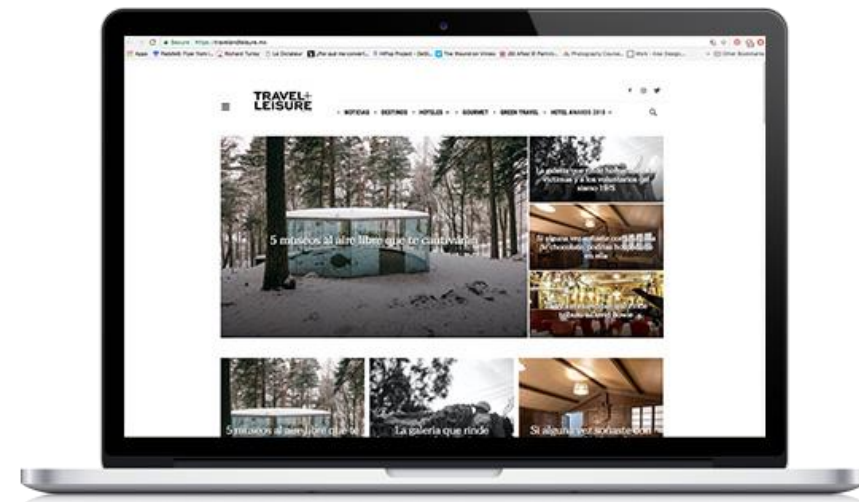
EVENTS

CONTACT

# PLATAFORMAS (AUDIENCE DATA)

\*UNIQUE USERS PER MONTH

SOURCE: GOOGLE ANALYTICS



**SITE  
(UU)  
+300K**



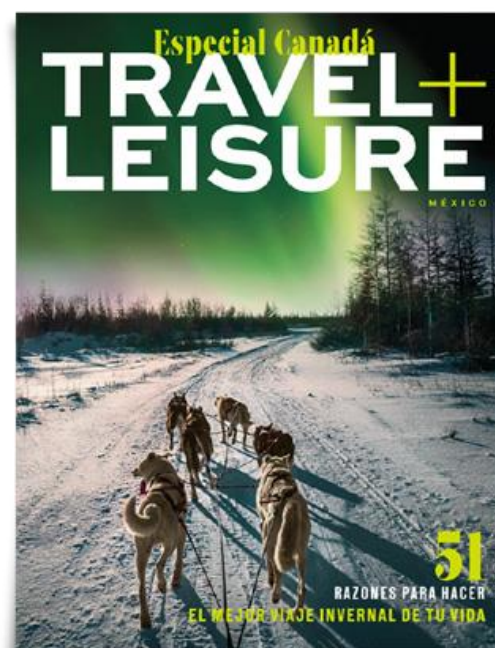
**FB  
+73K**



**TW  
+18K**



**IG  
+18K**



**PRINT RUN: 58, 200  
PASS ALONG: 4  
AUDIENCE: 232,800**

**CONTROLLED SUBSCRIPTIONS:  
(AMERICAN EXPRESS PLATINUM  
CARDHOLDERS )  
38,000 MONTHLY - NATIONAL**



AUDIENCE

CALENDAR

PRODUCT

TRAVEL+  
LEISURE  
MEXICO

RATES

EVENTS

CONTACT

DECEMBER/  
JANUARY



travel trends 2019



Calendar of bridges with  
recommended  
destinations mx

JULY

monodestino upgrade:  
digital travelers



The new United States



Calendar of bridges with  
recommended  
destinations mx

FEBRUARY

adventure bucket list



bucket list



Where you have  
to travel in 2019

AUGUST

world wine web



Calendar of bridges with  
recommended  
destinations mx

MARCH

the guide: wellness



green travel + wellness



Hacks, apps,  
gadgets

SEPTEMBER

green travel



green travel



Calendar of bridges with  
recommended  
destinations mx

APRIL

The New NYC Adventure



adventure



Calendar of bridges with  
recommended destinations  
mx

OCTOBER

destination cars



roadtrips



Calendar of bridges with  
recommended  
destinations mx

MAY

hotel awards



hotel awards



Calendar of bridges with  
recommended destinations  
mx

NOVEMBER

gourmet awards



Gourmet awards + gift guide



Calendar of bridges with  
recommended  
destinations mx

JUNE

planes alt. us



perfect trips for every life moment



Calendar of bridges with  
recommended destinations  
mx

DECEMBER/  
JANUARY

Destination of the year



Destination of the year



Calendar of bridges with  
recommended  
destinations mx

PRINT  
EDITORIAL  
CALENDAR

DIGITAL  
EDITORIAL  
CALENDAR

PRINT  
EDITORIAL  
CALENDAR

DIGITAL  
EDITORIAL  
CALENDAR





AUDIENCE

CALENDAR

PRODUCT

TRAVEL+  
LEISURE  
MEXICO

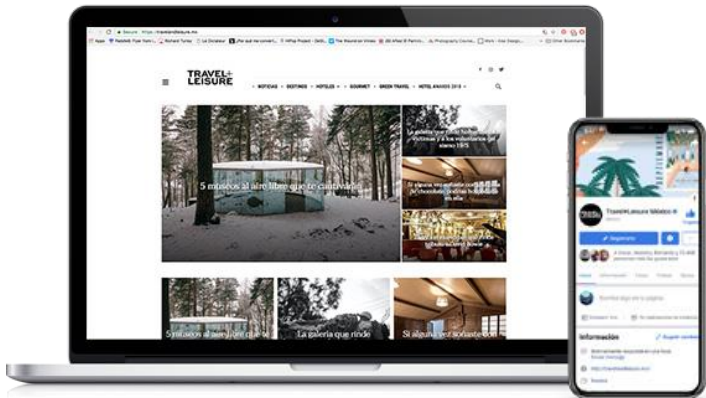
RATES

EVENTS

CONTACT

# OUR PRODUCTS

## DIGITAL



STANDARD DISPLAY, RICHMEDIA AND  
PREMIUM RICHMEDIA

VIDEO

SOCIAL MEDIA

BRANDED CONTENT

NEWSLETTER

## PRINT



TRADITIONAL PAGES

INSERTS

CREATIVES

BRANDED CONTENT

## EVENTS

HOTEL AWARDS  
BY TRAVEL+LEISURE



BY TRAVEL+LEISURE

INFLUENCER  
MARKETING

CUSTOM  
PROJECTS

INTEGRATED PACKAGES



# DIGITAL RATES

	FORMAT	MEASUREMENTS	PRICE
STANDARD DISPLAY	Boxbanner	300x250	\$13
	Halfpage	300x250	
	Billboard	970x250	
	Superbanner	728x90	
	Leaderboard	970x90	
	Mobile banner	320x100 / 320X50	

	FORMAT	MEASUREMENTS	PRICE
PREMIUM RICH MEDIA	Interscroller	320x50	\$15
	Reveal banner	320x50 / 970x250	
	Native Ad	320x250	

	FORMAT	MEASUREMENTS	PRICE
VIDEO	Pre-roll	640X360	\$21
	In-article	300X600	
	In-Feed	970X250	
	Vertical Video	970X90	
	Interactive Video	728X90	

	FORMAT	MEASUREMENTS	PRICE
RICHMEDIA	Boxbanner Richmedia	320X50	\$19
	Halfpage Richmedia	300X600	
	Billboard Richmedia	970X250	
	Superbanner Richmedia	970X90	
	Leaderboard Richmedia	728X90	
	Mobile banner Richmedia	320X100 / 320X50	

	FORMAT	MEASUREMENTS	PRICE
SOCIAL MEDIA	Facebook	N/A	\$500
	Twitter		\$300
	Instagram		\$500





AUDIENCE

CALENDAR

PRODUCT



RATES

EVENTS

CONTACT



# BRANDED CONTENT

FORMAT	METRICS	PRICE
ARTICLE	Impressions	\$2,160
	Network Reach	
	Page Views	
INFOGRAPHIC	Network Reach	\$2,700
GALLERY	Impressions	\$2,700
	Network Reach	
	Page views	
RICH ARTICLE (INTERACTIVE)	Impressions	\$4,050
	Network Reach	
	Page views	
VIDEO PRODUCTION	Plays	Ask for Quote



PRINT

AUDIENCE

CALENDAR

PRODUCT

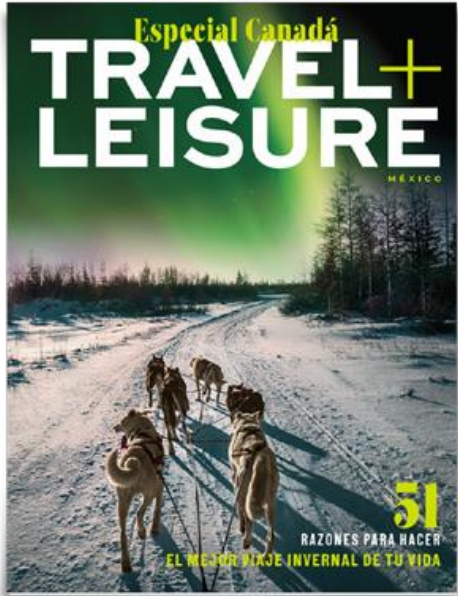
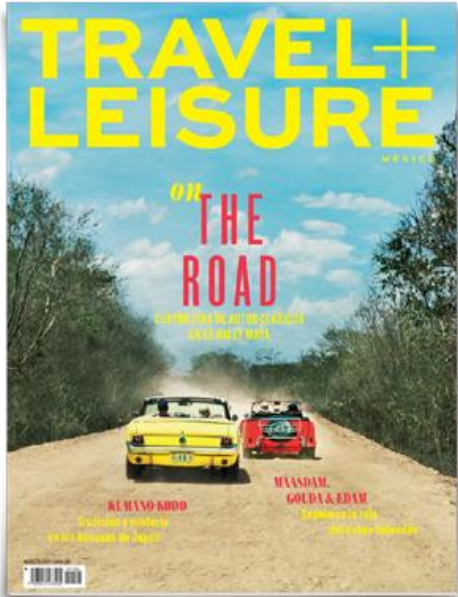
TRAVEL+  
LEISURE  
MEXICO

RATES

EVENTS

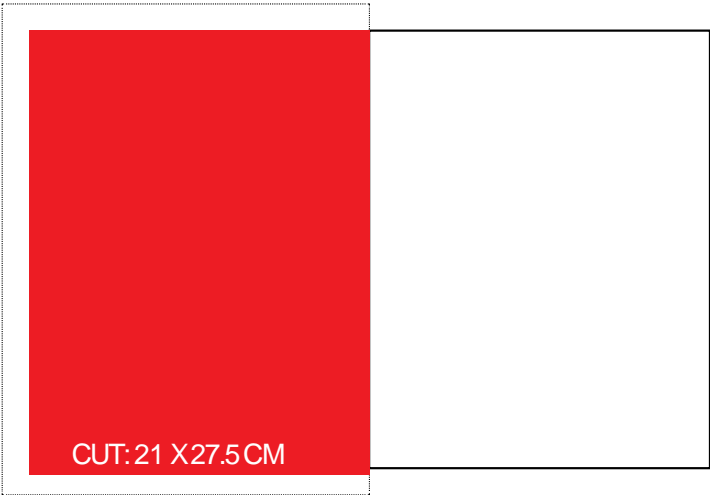
CONTACT

# RATES



PRINT	FORMAT	PRICE
	COVER	\$10,400
	SPREAD	\$18,000
	HALF PAGE	\$5,900
	COVER 2	\$10,400
	COVER 3	\$10,400
	BACK COVER	\$11,300

## SIMPLE PAGE



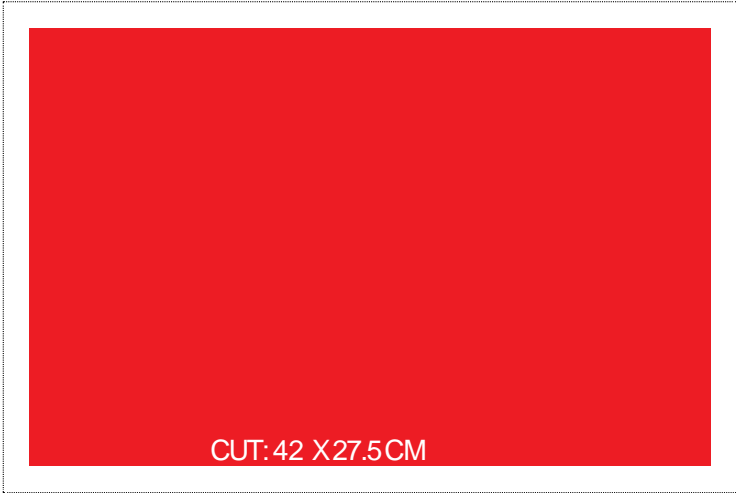
OVERTAKE 22 X 28.5  
CM

## COVER 2 AND 3



OVERTAKE 22 X 28.5  
CM

## SPREAD



OVERTAKE 43 X 28.5  
CM

## BACK COVER



OVERTAKE 43 X 28.5  
CM





AUDIENCE

CALENDAR

PRODUCT

TRAVEL+  
LEISURE  
MEXICO

RATES

EVENTS

CONTACT

HOTEL AWARDS  
BY TRAVEL+LEISURE  
MEXICO

The platform that recognizes the best hotels in the industry in Mexico. It makes us proud to show the world the wonders that the country has and everything that we are capable of generating.

40 MILLION  
IMPACTS



HOTEL AWARDS 2017



HOTEL AWARDS 2018

MAY 2019





BY TRAVEL+LEISURE  
MEXICO

We are the platform that  
rewards the best of  
Gastronomy in Mexico.  
We celebrate our cuisine  
and our chefs.

**58** MILLION  
IMPACTS



**OCTUBRE 2019**





AUDIENCE

CALENDAR

PRODUCT

TRAVEL+  
LEISURE  
MEXICO

RATES

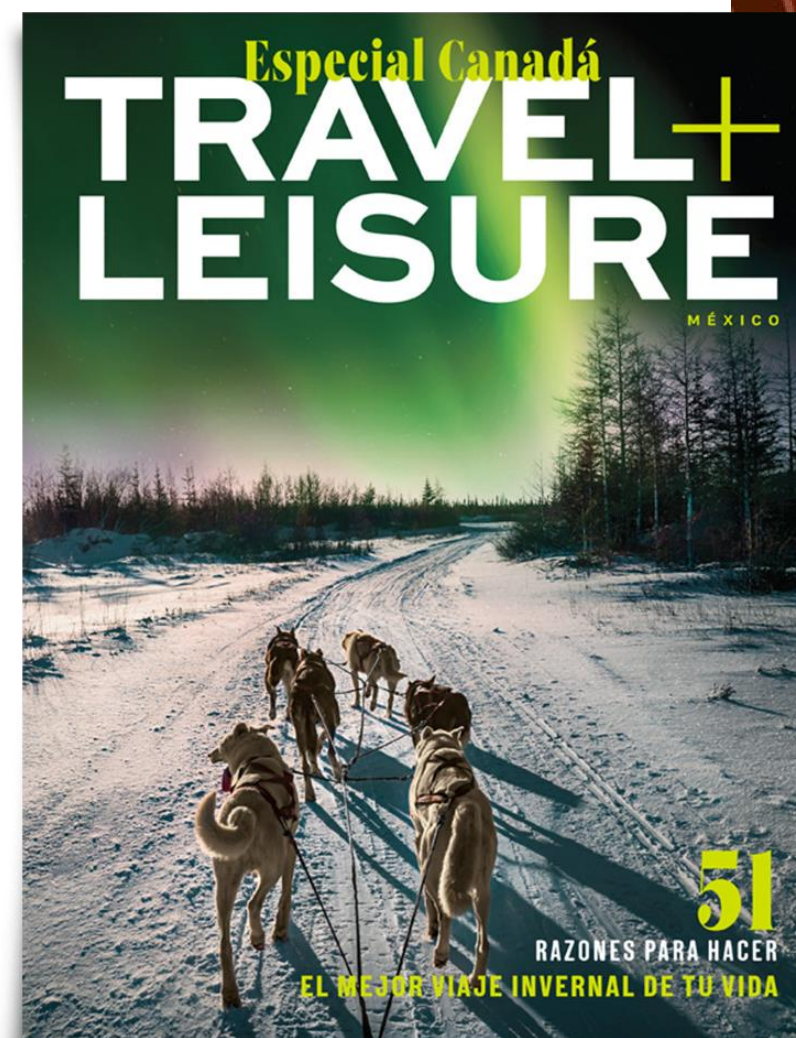
EVENTS

CONTACT

SEPTEMBER 2019

# THE GUIDE

Itineraries to discover the best kept secrets of the planet.



## The Best Mexican Beers

Despite being a millenary drink, in recent years, the popularity of beer has grown like foam. Therefore, it is now possible to find the perfect style to accompany each moment. We went through the different ways to enjoy it in Mexico. This is the result...

by Adriana Silvestre  
Jazbeck illustrations "Prieto Dog"



\*Multiplatform



CONTACT

AUDIENCE

CALENDAR

PRODUCT

TRAVEL+  
LEISURE  
MEXICO

RATES

EVENTS

CONTACT



GRUPO  
expansión

**COMMERCIAL DIRECTOR**  
FERNANDO CEBALLOS  
[fernando.cebailios@expansion.com.mx](mailto:fernando.cebailios@expansion.com.mx)

**MANAGING DIRECTOR**  
MADELIN BOSAKEWICH  
[madelin.bosakewich@geeinternational.com](mailto:madelin.bosakewich@geeinternational.com)

+

**CONTACT**  
[ventas@expansion.com.mx](mailto:ventas@expansion.com.mx)