

VIDAALTURISMO

ESTRATEGIA INFORMATIVA PARA EL VIAJERO



vidaalturismo



@vidalturismo

MEDIA KIT 2026

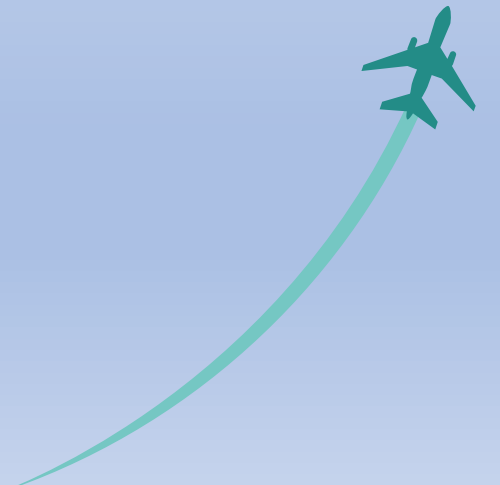
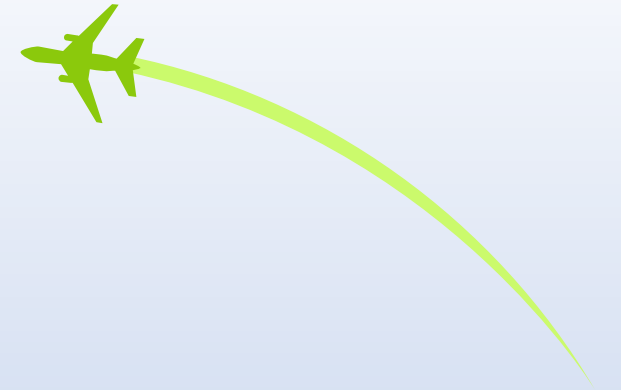
Service Company

Specialized in
Promotion & Positioning

360°

in the

Travel Industry



OBJECTIVE & CIRCULATION

1

Media that gathers and disseminates the tourism activity and its news. It is an ideal source of information for managers, opinion leaders, public and private officials.

2

Monthly circulation of 7,500 copies, distributed in the main tourism-generating region: the Bajío and Western Zone of the Mexican Republic, making it an effective promotional channel, with great impact and penetration.

3

Readers have ample possibilities to generate leisure and group travel business, and it makes it easier for them to make decisions with this overview



WE GET TO WHERE YOU NEED TO BE

Regional Circulation of

PRINTED MAGAZINE: 

Circulation in the states with the highest generation of domestic and international tourism

JALISCO : Guadalajara and its metropolitan area (Zapopan, Tonalá, Tlaquepaque; Tlajomulco), Altos y Sur De Jalisco, Puerto Vallarta

COLIMA: Colima City, Manzanillo

SINALOA: Mazatlán, Culiacán, Los Mochis, Guasave

AGUASCALIENTES:
Aguascalientes City

GUANAJUATO: Guanajuato City, León, Irapuato, Celaya, Silao, Sn Miguel Allende

MICHOACAN: Morelia, Quiroga, Uruapan. Zamora

MEXICO CITY

YUCATAN: Mérida, Cancun

OUR DIGITAL VERSION HAS NATIONAL CIRCULATION

The circulation of VIDALTURISMO's Digital Magazine is **nationwide**, reaching more than 13,000 travel agency contacts, segmented by state, which guarantees a greater and better impact.



	63,802 % of Total: 100.00% (63,802)	63,667 % of Total: 100.04% (63,639)	71,925 % of Total: 100.00% (71,925)
1. Mexico	51,804 (80.66%)	51,309 (80.59%)	58,595 (81.47%)
2. United States	5,301 (8.25%)	5,271 (8.28%)	5,710 (7.94%)
3. Spain	1,663 (2.59%)	1,656 (2.60%)	1,755 (2.44%)
4. Argentina	955 (1.49%)	951 (1.49%)	1,010 (1.40%)
5. Colombia	587 (0.91%)	587 (0.92%)	643 (0.89%)
6. Chile	447 (0.70%)	446 (0.70%)	475 (0.66%)
7. Portugal	341 (0.53%)	341 (0.54%)	342 (0.48%)
8. Peru	312 (0.49%)	311 (0.49%)	343 (0.48%)
9. (not set)	278 (0.43%)	271 (0.43%)	292 (0.41%)
10. Costa Rica	237 (0.37%)	237 (0.37%)	259 (0.36%)
11. Ecuador	211 (0.33%)	210 (0.33%)	219 (0.30%)
12. Uruguay	195 (0.30%)	194 (0.30%)	225 (0.31%)
13. Guatemala	146 (0.23%)	145 (0.23%)	153 (0.21%)
14. Canada	139 (0.22%)	138 (0.22%)	145 (0.20%)

Metrics of impressions and
area from which they are generated

Region ?	Users ? ↓	New Users ?	Sessions ?
	51,804 % of Total: 81.19% (63,802)	51,309 % of Total: 80.63% (63,639)	58,595 % of Total: 81.47% (71,925)
1. Jalisco	15,158 (29.06%)	14,910 (29.06%)	17,263 (29.46%)
2. Mexico City	8,768 (16.81%)	8,614 (16.79%)	9,900 (16.90%)
3. State of Mexico	4,195 (8.04%)	4,115 (8.02%)	4,611 (7.87%)
4. Puebla	2,194 (4.21%)	2,149 (4.19%)	2,497 (4.26%)
5. Yucatan	1,775 (3.40%)	1,740 (3.39%)	2,001 (3.41%)
6. Michoacan	1,747 (3.35%)	1,722 (3.36%)	1,964 (3.35%)
7. Nuevo Leon	1,689 (3.24%)	1,655 (3.23%)	1,837 (3.14%)
8. Quintana Roo	1,554 (2.98%)	1,527 (2.98%)	1,728 (2.95%)
9. Guanajuato	1,404 (2.69%)	1,393 (2.71%)	1,526 (2.60%)
10. Sonora	1,351 (2.59%)	1,335 (2.60%)	1,491 (2.54%)
11. Guerrero	1,222 (2.34%)	1,214 (2.37%)	1,411 (2.41%)
12. Sinaloa	1,220 (2.34%)	1,197 (2.33%)	1,362 (2.32%)
13. Veracruz	1,077 (2.06%)	1,061 (2.07%)	1,243 (2.12%)
14. Baja California	970 (1.86%)	956 (1.86%)	1,068 (1.82%)
15. Oaxaca	936 (1.79%)	921 (1.80%)	1,054 (1.80%)
16. Queretaro	688 (1.32%)	676 (1.32%)	739 (1.26%)



FACEBOOK/VIDALTURISMO-
TO FINAL CONSUMER
<https://m.facebook.com/Vidalturismo-a-2062480297149335>

Followers 125K

RATE 15,000 MXN

FACEBOOK/TRADE

<https://m.facebook.com/Vidalturismo-2062480297149335>

Followers 23K



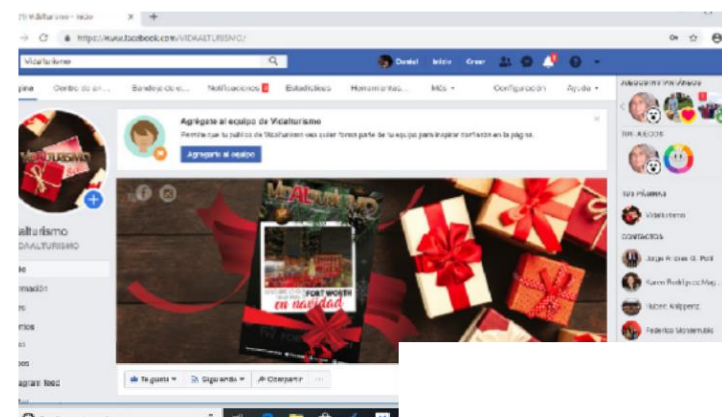
STORIES
INSTAGRAM OR FACEBOOK
RATE 3,000 MXN



INSTAGRAM @VIDALTURISMO

Followers 3.5K

75% FINAL CONSUMER
25% TRADE



Our advertisers' content will be published and replicated on our social media channels.

Social
media

WE ARRIVE AT YOUR POINTS OF SALE



Specialized regional courier

Delivery of printed material (shells, flyers, brochures, invitations) for companies in the tourism segment, applicable in the states where the magazine is distributed.

Deliveries within:
Guadalajara and metropolitan area, to travel agencies and wholesale operators.
Delivery service on the 15th of each month.
Delivery time 4 days



Sales Blitz

Service for travel industry reps to visit travel agencies in executive cars in the Bajío States: Jalisco, Aguascalientes, Guanajuato, Service in Guadalajara and metropolitan area, travel agencies and wholesale tour operators.

Visiting hours from Monday to Friday
Price per day (8 hrs) Includes compact car, recent model equipped with AA, driver and gasoline in Guadalajara metropolitan area.

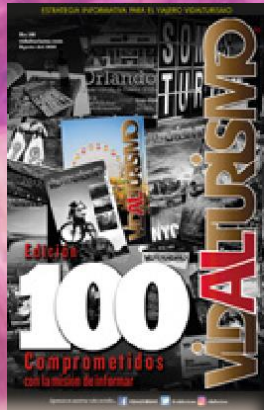


Other E-mail Services

Sending information to our database: promotions, last minute news, newsletters, invitations to events, etc.

Electronic invitation to executives and travel agents for events in Guadalajara from 100 to 250 people.

Formats for Print and Digital Magazine



Cover Page
22.5 x 35 cm (bleed)
21.5x34 cm (trim)
20 x 33 cm (safe area)



Gatefold Cover
and Inside Pages
45 x 34 cm



Double Page
45 x 35 cm (bleed)
44x34 cm (trim)
43 x 33 cm (safe area)



1/2 Page Island
14 x 23.5 cm



Back Cover, Inside Cover, Inside Back
Cover and Full page
22.5 x 35 cm (bleed)
21.5x34 cm (trim)
20 x 33 cm (safe area)



1/2 Vertical
9 x 30 cm



1/2 Horizontal
19.5 x 15 cm

RATES

BY CONTACT

Delivery of Files

Color files send in:

CMYK / Resolution: 300 dpi

Black colors in direct ink (100% black) /

File in: JPG/PDF

Digital Services

www.vidalturismo.com



Drone Video
18,000 MXN
Video 4k - 3 min



FRONT COVER EAR
BANNER

VIDALTURISMO

ESTRATEGIA INFORMATIVA PARA EL VIAJERO

FRONT COVER EAR
BANNER

HOME

QUÉNES SOMOS

CATEGORÍAS

CONTÁCTANOS

REVISTAS ANTERIORES

Buscar

1

Banner 200X200 px



DIGITAL MAGAZINE



Banner 300x300 px

Vida a La Noticia en el Momento



DESTINO AVIARES
LATAM 2021



ST. PETE
CLEARWATER:
UN VERDADERO



SENDEROS DE
FLORIDA PARA HACER
CICLISMO QUE



PARA LOS VIAJEROS
MÁS EXIGENTES:
DREAM LOS CABOS

NEWS

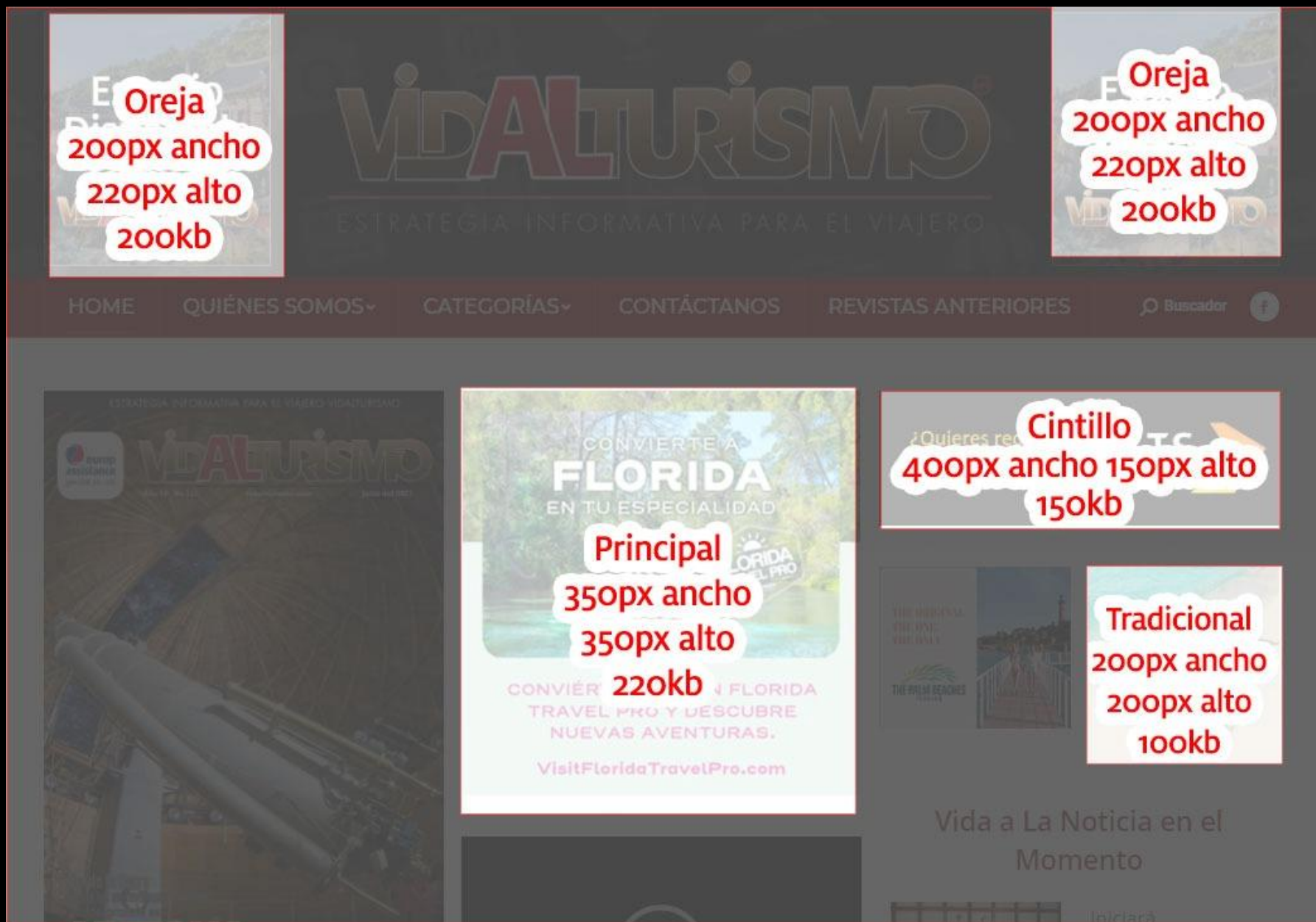


NEWS LETTER

VIDALTURISMO

Home Quénes Somos Tarifas Contáctanos

ESPECIFICACIONES PARA BANNER EN SITIO WEB



DEAD LINE

2026

Deadline for submission
of materials to be
published 2026
DIGITAL & PRINTED
MAGAZINE

DIGITAL OR
PRINTED
MAGAZINE
**BEFORE
THE 4TH DAY OF
THE MONTH TO
BE PUBLISHED.**

MATERIALS
MUST BE
DELIVERED
PREPARED
See formats on
slide 9

PUBLICATION
DAY / 2026
DIGITAL
MAGAZINE

January 17
February 17
March 17
April 17
May 17
June 17
July 17
August 17
September 17
October 17
November 17
December 17

PUBLICATION
DAY / 2026
PRINT
MAGAZINE

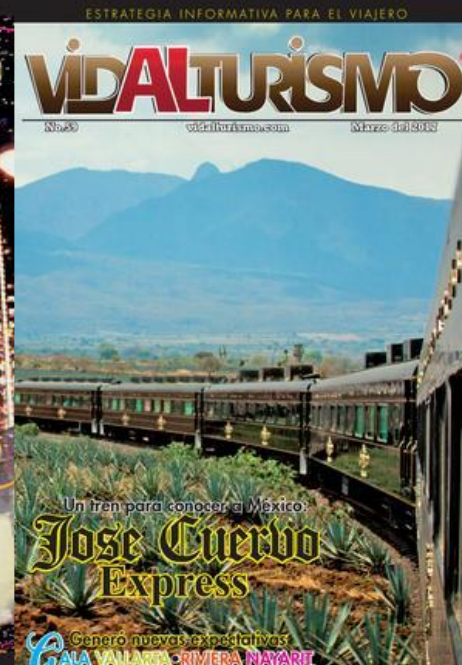
Jan 22
Feb 22
Mar 22
Apr 22
May 22
Jun 22
Jul 22
Aug 22
Sept 22
Oct 22
Nov 22
Dec 22



- For courier service, please inform us 8 days in advance and deliver material 72 hrs before shipment.
- BANNER on the portal, the material must be delivered 8 days before the beginning of the contracted month.
- The client must inform the frequency and permanence of the BANNER. Image change every 30 days.

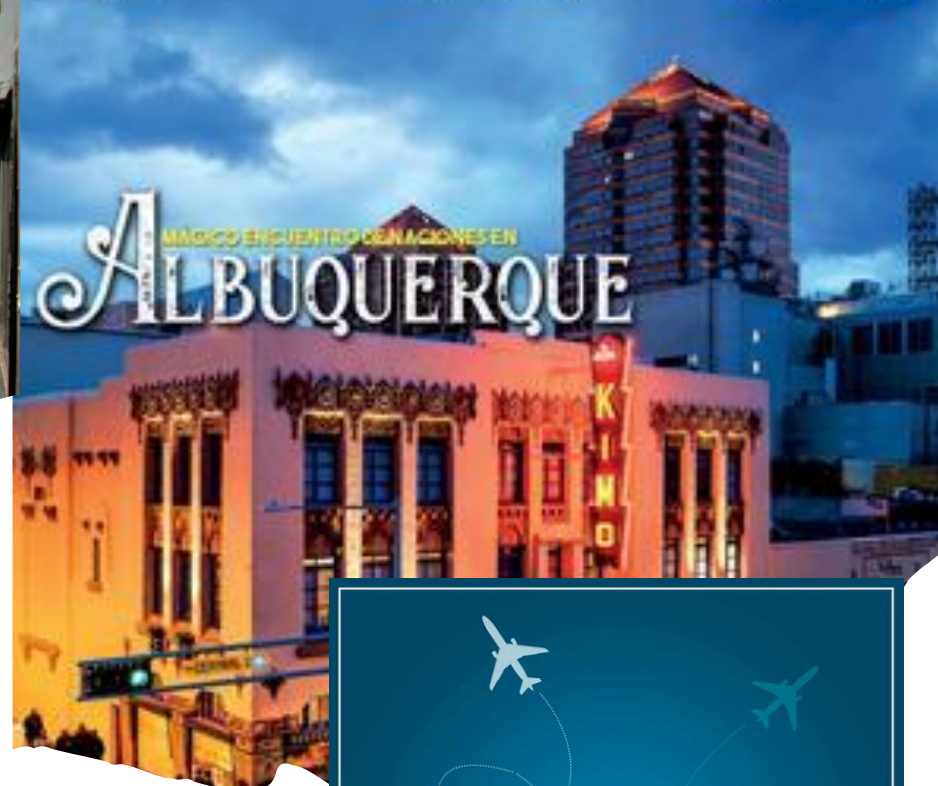
VIDALTURISMO

No.75 vidalturismo.com Julio del 2018



VIDALTURISMO

No.71 vidalturismo.com Marzo del 2018



EMAIL:

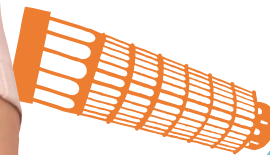
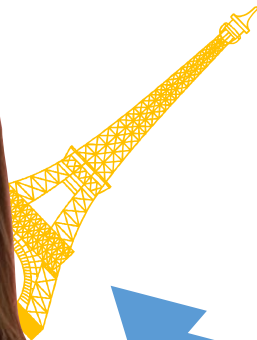
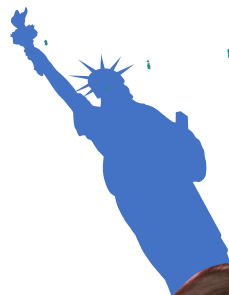
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WAB

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VIDALTURISMO



Thank you!

VIDAL TURISMO

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