



ESTRATEGIA INFORMATIVA PARA EL VIAJERO



vidaalturismo



@vidalturismo

MEDIA KIT 2026

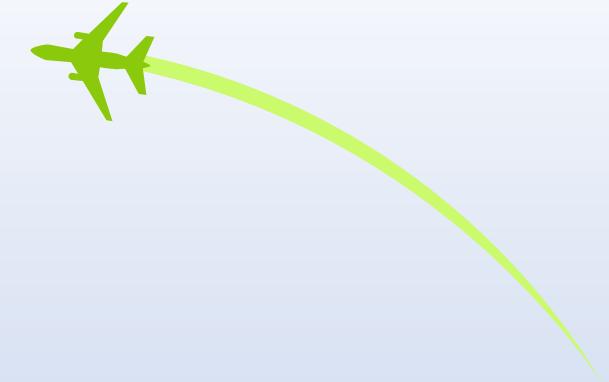
Service Company

Specialized in
Promotion & Positioning

360°

in the

Travel Industry



VIDALTURISMO

ESTRATEGIA INFORMATIVA PARA EL VIAJERO



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, Culiacan, Los Mochis, Guasave

AGUASCALIENTES:
Aguascalientes City

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

MICHOACAN: Morelia, Quiroga, Uruapan, Zamora

MEXICO CITY

YUCATAN: Merida, 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%)
15. Brazil	124 (0.19%)	124 (0.19%)	147 (0.20%)

Metrics of impressions and area from which they are generated

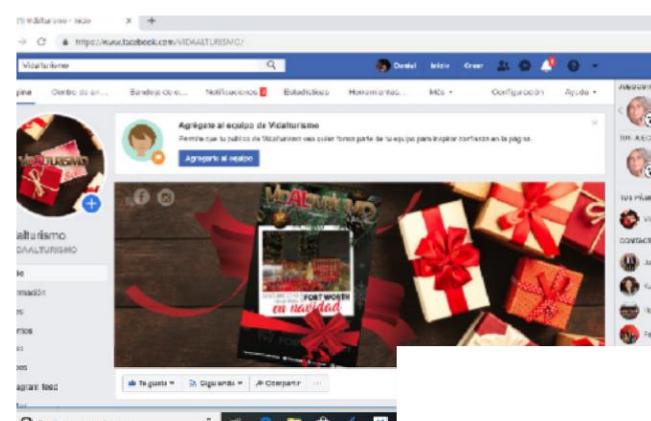
Region <small>?</small>	Users <small>?</small> <small>↓</small>	New Users <small>?</small>	Sessions <small>?</small>
	51,804 % of Total: 81.19% (63,802)	51,309 % of Total: 80.63% (63,639)	58,595 % of Total: 81.47% (71,925)
1. Jalisco	15,158 (29.06%)	14,910 (29.06%)	17,263 (29.46%)
2. Mexico City	8,768 (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%)

Social media



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



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

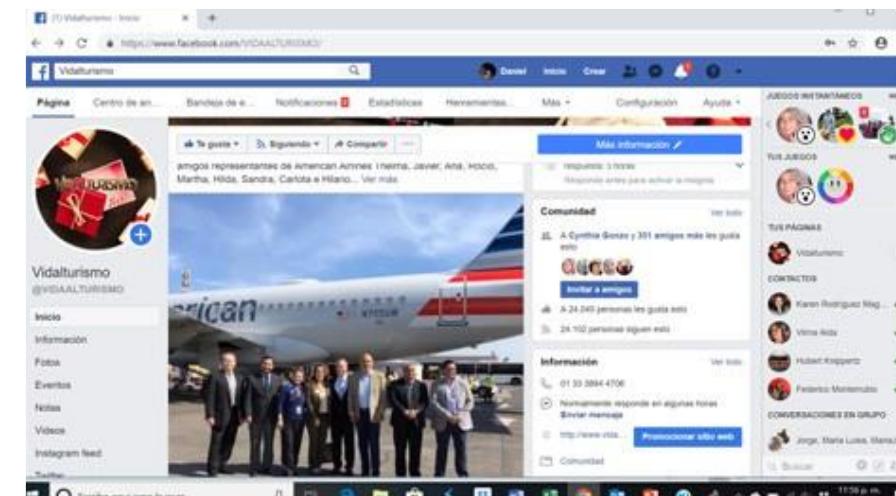


STORIES
INSTAGRAM OR FACEBOOK
RATE 3,000 MXN



INSTAGRAM @VIDALTURISMO

Followers 3.5K
75% FINAL CONSUMER
25% TRADE



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

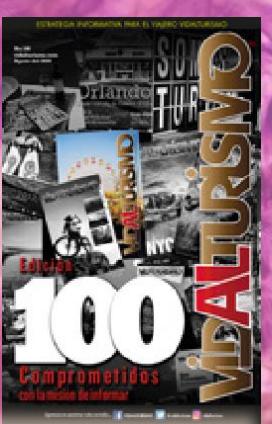


Sales Blitz
Service for travel industry reps to visit travel agencies in executive cars in the Bajío States: Jalisco, Aguascalientes, Guanajuato,
Service in Guadalajara and metropolitan area, travel agencies and wholesale tour operators.
Visiting hours from Monday to Friday
Price per day (8 hrs) Includes compact car, recent model equipped with AA, driver and gasoline in Guadalajara metropolitan area.

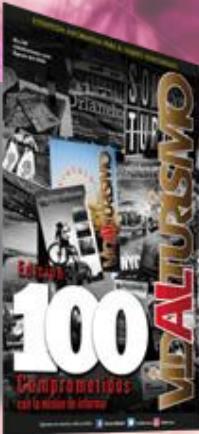


Other E-mail Services
Sending information to our database: promotions, last minute news, newsletters, invitations to events, etc.
Electronic invitation to executives and travel agents for events in Guadalajara from 100 to 250 people.

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



EMAIL Blast

FRONT COVER EAR
BANNER



FRONT COVER EAR
BANNER

Banner 200X200 px

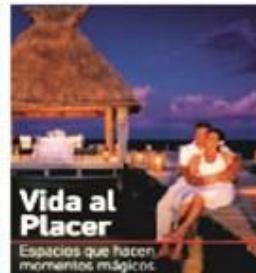


DIGITAL MAGAZINE



NEWS

Banner 300x300 px



NEWS LETTER

ESPECIFICACIONES PARA BANNER EN SITIO WEB

The screenshot displays the VidaTurismo website with several red callout boxes overlaid, providing specific dimensions and file sizes for various banners. The website features a dark header with the logo 'VIDALTURISMO' and the tagline 'ESTRATEGIA INFORMATIVA PARA EL VIAJERO'. Below the header is a navigation bar with links: HOME, QUIÉNES SOMOS, CATEGORÍAS, CONTACTANOS, REVISTAS ANTERIORES, a search bar, and social media links.

Top Left Banner:
E Oreja
200px ancho
220px alto
200kb

Top Right Banner:
E Oreja
200px ancho
220px alto
200kb

Bottom Left Banner:
CONVIERTETE A
FLORIDA
EN TU ESPECIALIDAD
Principal
350px ancho
350px alto
220kb
CONVIÉRTETE A FLORIDA
TRAVEL PRO Y DESCUBRE
NUEVAS AVENTURAS.
VisitFloridaTravelPro.com

Bottom Right Banner:
¿Quieres re
Cintillo
400px ancho 150px alto
150kb

Bottom Far Right Banner:
Tradicional
200px ancho
200px alto
100kb

Bottom Center Text:
Vida a La Noticia en el
Momento

Bottom Bottom Right Text:
Iniciar

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

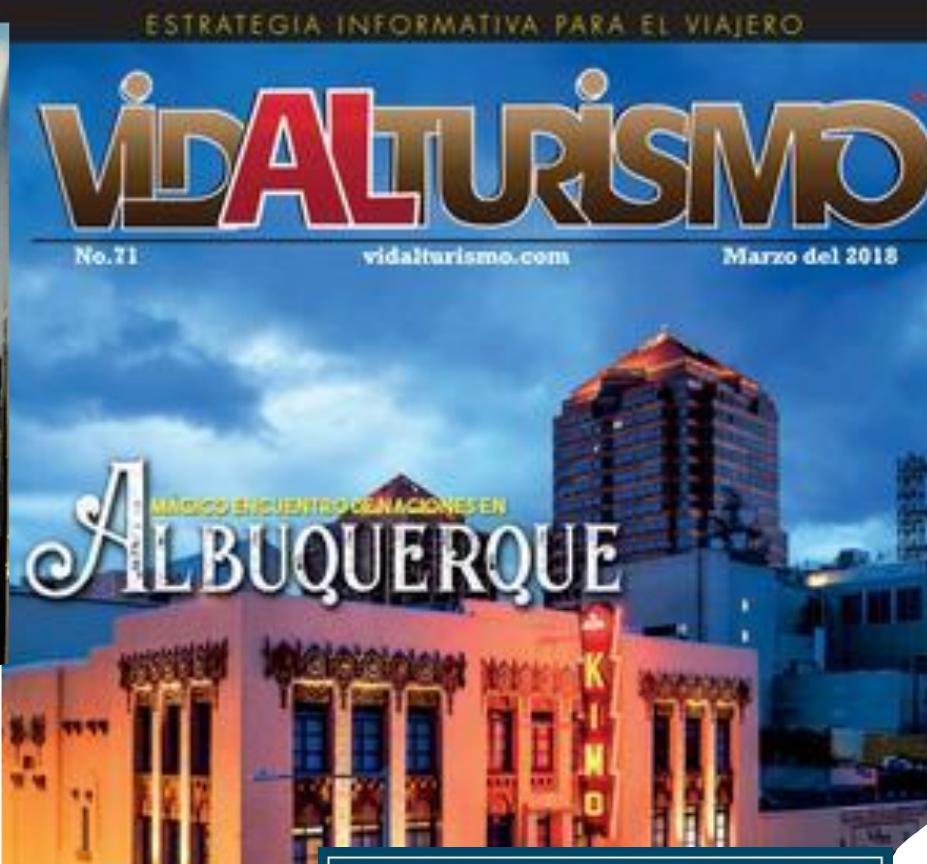
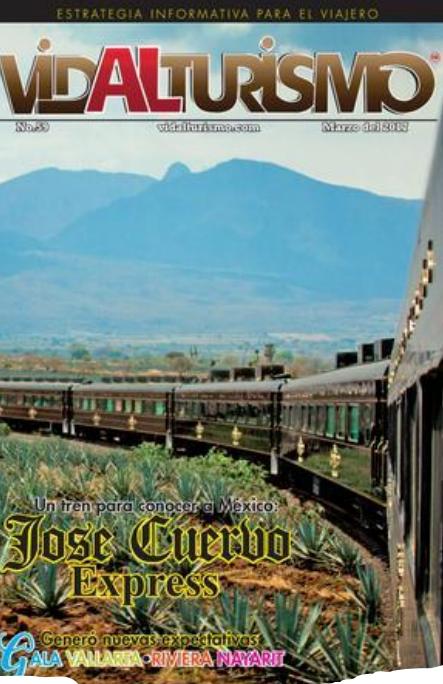
**PUBLICATION
DAY / 2026**
**DIGITAL
MAGAZINE**

January 17	Jan 22
February 17	Feb 22
March 17	Mar 22
April 17	Apr 22
May 17	May 22
June 17	Jun 22
July 17	Jul 22
August 17	Aug 22
September 17	Sept 22
October 17	Oct 22
November 17	Nov 22
December 17	Dec 22

**PUBLICATION
DAY / 2026**
**PRINT
MAGAZINE**



- 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.



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