

Travesías

Media Kit 2018



Travesías is more than just a luxury travel magazine; it's a way to see, enjoy and understand the world. For us and our extensive network of experts, travelling and experiencing each destination are the best ways to shorten distances and breach differences. We like to get lost, explore the unknown and share that sense of wonder with our readers. Over the course of seventeen years, we have received the most prestigious awards in the publishing industry, a testament to the fact our pages are a guide and an inspiration for those who dream of discovering the world.

Our readership

Highly educated, high-income full-time travelers; lovers of art, design and literature in search of unique experiences.

Travesías by the numbers

Circulation 50,000 copies

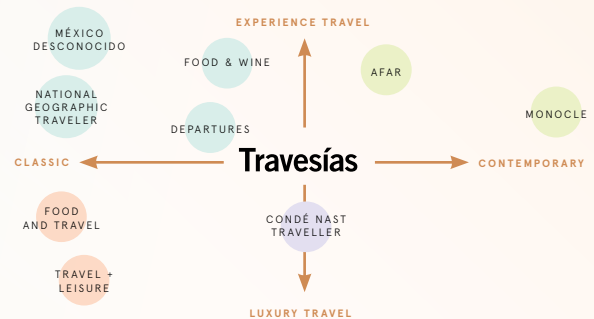
Pick Up 4.6

Periodicity 11 issues per year

Pass Along 2.5

Audience 125,000

Brand Positioning map



Our reach

21,500 Controlled circulation

- Aeroméxico Platino Database
- Aeroméxico Premier Lounges
- Aeromexico Premier Class
- Travel Agency VIP databases.

5,000 Subscribers in the region

23,500 Selected points of sale

Out of every 100 readers:

52 are male

48 are female

35 average age

70 collect Travesías

SEL ABC+

Atelier

Atelier started out as a forum for top brands. It showcases the very best in fashion, fragrances, travel, wines and spirits, shopping, bars and travel accessories; luxury is the guest of honor.



Rates for advertisers

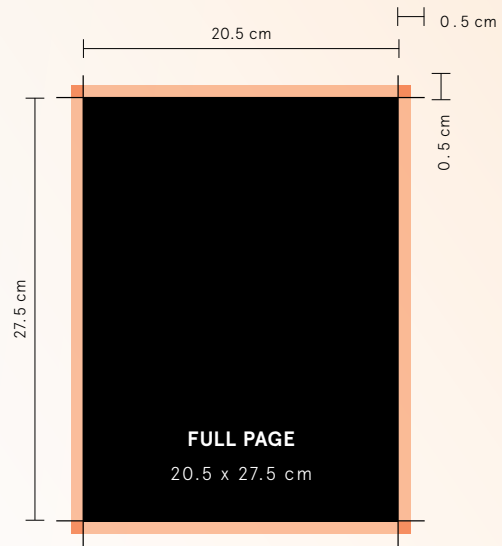
One page 8,000 USD

Double page 14,000 USD

Cover 2 (two-page spread) \$14,500 USD

inside back cover 9,700 USD

Back cover 13,000USD



Technical Specs

Format

specified for each case

Gutters

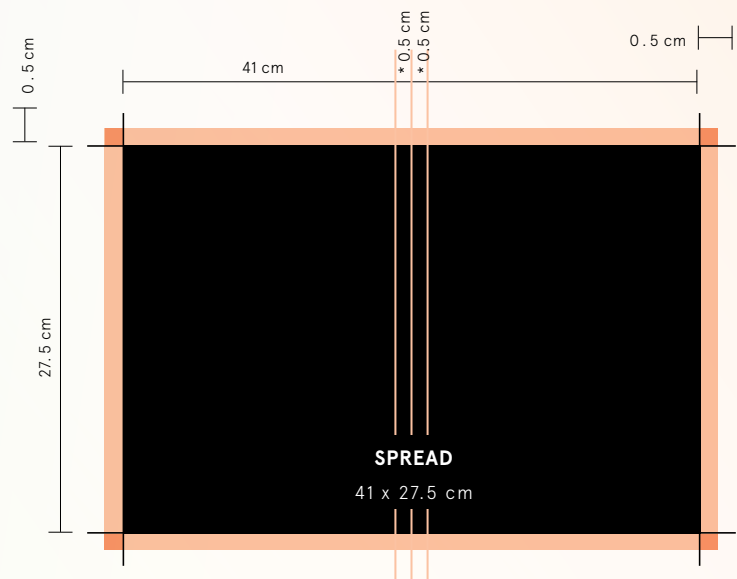
allow 5 additional mm on each side

Images

hi-res (300 dpi)

Texts

preferably black (knock-out type not recommended)



2018 Publishing Calendar

The closing date is on the 10th of the month before publication

February	March	April	May	June	July
Travel & Reactivate	Water	Archaeology	JEWELRY SUPPLEMENT Eastern Europe	WATCHES SUPPLEMENT Trains	Wellness
August	September	October	November	December / January	
Anniversary	CARS SUPPLEMENT Mexico	DRINKS SUPPLEMENT Cuisine	FRAGRANCE SUPPLEMENT American Architecture	WATCH SUPPLEMENT South America	

Web Rates for Advertisers

Product	Specifications	Channel	USD
EDITORIAL - REACH			
Sponsored Content	N/A	Home Section	1,102
Facebook mention	N/A	Social Media	500
Twitter mentions	N/A	Social Media	500
Newsletter (Box Banner)	300 x 250 px	e-mail	870

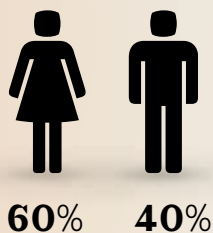
100% SOV SPONSORSHIP: minimum print run

Takeover with video (Skin, Leader, Box, Sky)	N/A	Fixed Homepage by month	5,000
Skin	N/A	Fixed Homepage by month	3,500
Takeover with video (Skin, Leader, Box, Sky)	N/A	Fixed Homepage by day	1,700

DISPLAY - ROS

Layer with Video (Desktop / Mobile)	1280 x 720 px	CPM	23
InRead Video / Scroll Banner	Responsive	CPM	22
Super Leaderboard	970 x 250 px	CPM	14
Box Banner (Medium Rectangle)	300 x 250 px	CPM	13
Skyscraper (Half Page)	300 x 600 px	CPM	17
Mobile Leaderboard	320 x 100 px	CPM	15
Mobile interstitial	320x 480 px	CPM	23

Audience



Age

