

2024

MEDIA KIT



Yucatán
Today®

36 YEARS



The traveler's bible in Yucatán

For 36 years, Yucatán Today has been the travelers' and residents' trusted companion in exploring the culture and wonders of our state.

Today, through our print and digital platforms, our reach extends far and wide, connecting with audiences both nationally and internationally.



We are

unique



36 years
of being
leaders


The most
sought-after,
read, and
downloaded
product in the
market

100%
bilingual
(Spanish & English)



100%
dedicated
to tourism

10k
verifiable
printed copies



+
190%
annual growth
in social media

We provide
up-to-date, honest

information about both **the best-known** and the most **hidden, surprising** aspects of **Yucatán**,



through our
four content pillars:

tourism,
places,
culture,
and food.



This allows
our **readers**
to make the
most of their
stay.



Our audience

 **Tourists**
both national
and international

 **Yucatecos**
born and
raised here

50.6%
native Spanish
speakers

 **Recent Transplants**
Mexicans and
foreigners now
residing in Yucatán

 **54%**
Women



45.3%
native English
speakers

 **46%**
Men

4.1%
Other



Maximize the impact of your advertising!

Make the most of **the highest recall rate, the longest shelf life, and the most precise segmentation** available in print media, along with the **immediate reach and metrics** provided by digital advertising.
We've got your back.

PRINT

MAGAZINE

DIGITAL

+90

pages of original, up-to-date content

+300

distribution points throughout the state

10k

copies printed every month, guaranteed



DIGITAL MAGAZINE

SALIDAS FAMILIARES • FAMILY OUTINGS

Tesoros en el camino: cenotes al oriente de Yucatán / Treasure Along the Way: Cenotes in Eastern Yucatán



Uno de los cenotes que más destaca fue el cenote de San Mateo, un cenote que se encuentra en un terreno plano de arena, y que tiene un acceso muy fácil de acceder y que siempre está. Hay un trazo de la oportunidad de hacer un paseo de tiempo, y entonces para adelantarse, hay de estos lugares para hacer a la familia y que también es un lugar que se encuentra por la zona.

El cenote en Puerto Fortuna también es un cenote que se encuentra en un terreno plano de arena, y que tiene un acceso muy fácil de acceder y que siempre está. Hay un trazo de la oportunidad de hacer un paseo de tiempo, y entonces para adelantarse, hay de estos lugares para hacer a la familia y que también es un lugar que se encuentra por la zona.

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159,025 MONTHLY IMPRESSIONS

91% of travelers use it

90% of readers keep it

RATES

COLOR ADVERTISEMENTS

Cover	\$40,000
Back cover	\$35,000
Inside cover (front or back)	\$30,000
Full page	\$25,000
Half page	\$16,000
1/4 page	\$12,000
1/8 page	\$7,000

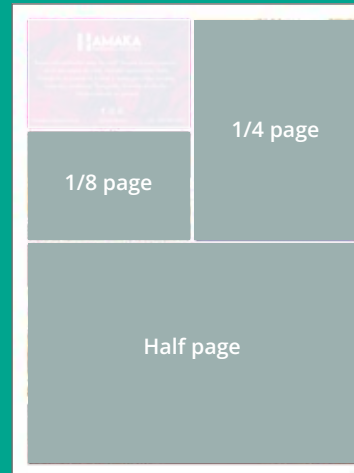
Single space on central map	\$6,000
Double space on central map	\$8,000
Triple space on central map	\$12,000

BLACK AND WHITE ADVERTISEMENTS

1/4 page	\$6,000
1/8 page (strip)	\$3,500
1/12 page	\$2,200
1/24 page	\$1,350

Rates per monthly edition in Mexican pesos.
Includes 16% VAT.
Guaranteed placement surcharge +5% on regular rate.
Not applicable to front, back, nor inside covers.

MAGAZINE



FORMATS




Get a discount when you make a single advance payment before the closing date of the first edition:

5% off
3 MONTHS' ADVANCE

10% off
6 MONTHS' ADVANCE

15% off
12 MONTHS' ADVANCE

Website

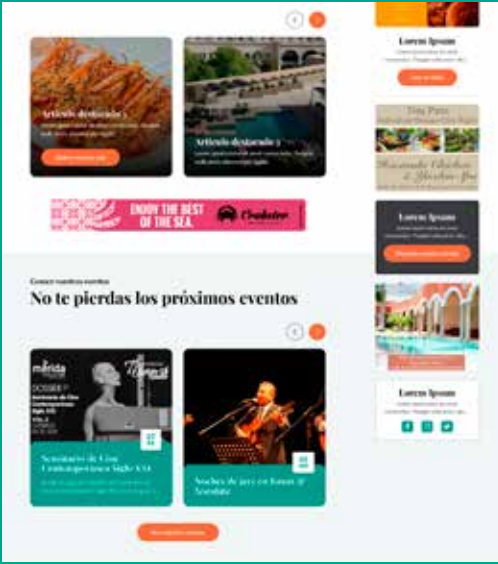


The best and most comprehensive reference site about Yucatán since 1992

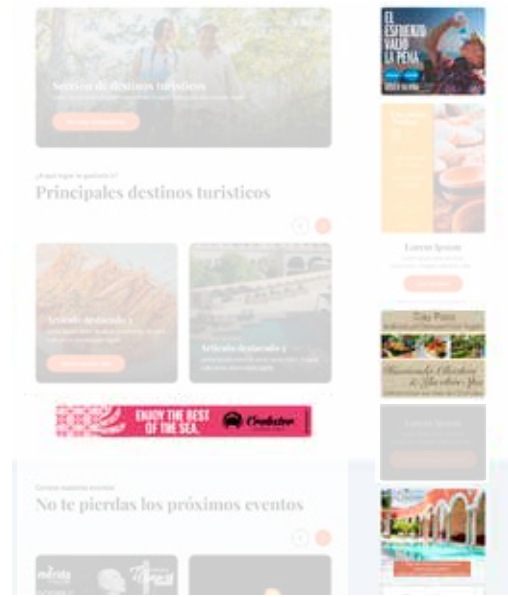
Website

+100 k
monthly page visits

70%
engagement rate



Website



REGULAR SPACE rotated with other advertisers throughout the site	\$1,000
PREMIUM SPACE advertisement on the page of your choice	\$1,500

Rates in Mexican pesos.
Includes 16% VAT.

NEWSLETTERS

We keep our subscribers up to date with three monthly newsletters in two languages, offering:

the latest edition,
content highlights,
and a monthly route.

+45.1%
open rate

5.8%
click-through rate

+ 14,846
subscribers

DIGITAL



Choose your own Yucatán adventure with a roundup of tour options to discover.

DOWNLOAD FREE 

RATES

Monthly newsletters

Seven-day stay
Between Celestún and Rio Lagartos you'll find adventures aplenty.

THIS MONTH...

- MONDAY**
Explore marvelous mangroves in Celestún
- TUESDAY**
Endless adventure and relaxation options in the historic port of Sisal
- WEDNESDAY**
A motorboat ride and a picnic at sea
- THURSDAY**
Traditional coconut treats at Teohac Puerto
- FRIDAY**
Fishing and snorkeling in Dzilam de Bravo
- SATURDAY**
Rio Lagartos, a bird-lover's paradise
- SUNDAY**
Discover some of what Mérida has to offer

DISCOVER THIS AND OTHER ROUTES HERE

Bottom banner

BOTTOM BANNER \$5,000

Rates in Mexican pesos.
Include 16% VAT.

Social MEDIA



+65 k
organic
followers
on Facebook
and Instagram

Social MEDIA



+1,834,291
monthly reach on Facebook

+277,085
monthly reach on Instagram

Find us on:



SATURDAY PLAN

Breakfast Edition



Café Montejo
Specialties: regional
and international cuisine
6:30 am - 11 pm
Inside Fiesta
Americana hotel

**Crabster
(Paseo 60)**

Specialties: seafood
8 am - 10 pm
Paseo 60



**Restaurante
Hacienda Teya**

Specialties:
Yucatecan cuisine
Sunday to Wednesday
8 am - 12 am
Thursday to Saturday
8 am - 1 am
Barrio de Santa Lucía

SPACES

Stories	\$800 and \$1,500
Wall posts	\$800 and \$1,500
Videos	\$1,500

Rates in Mexican pesos.
Include 16% VAT.

Get featured in an article on what you offer

Yucatán locals and visitors



Home icon | yucatantoday.com/coi | + | [] | []

Coraletta

Con un diseño que se integra de manera fluida con la vegetación local y converge perfectamente con la naturaleza, Coraletta se presenta como un auténtico oasis en la costa. Todas las personas que han invertido en cualquiera de los proyectos Grupo GEA tienen acceso gratuito a Coraletta, que ofrece servicios de primer nivel que garantizan una experiencia inolvidable. Entre ellos se encuentran un acogedor snack bar para disfrutar de deliciosos bocadillos, una piscina relajante para refrescarse bajo el sol, una bodega de equipos náuticos, en donde los amantes del mar pueden apartar equipo para practicar diversos deportes acuáticos, proyecciones cinematográficas al atardecer y clases de activación física, como yoga grupal.

Printer | []

Advertorials

PRINT ARTICLE

By invitation, exclusively available for print magazine advertisers. **FREE**

ARTICLE ON WEBSITE

Available for active advertisers across any medium* **\$4,420**

WEB EXPERTISE ARTICLE

Available to the general public; the advertiser-provided text must cover a topic within their expertise, useful for readers **\$7,680**

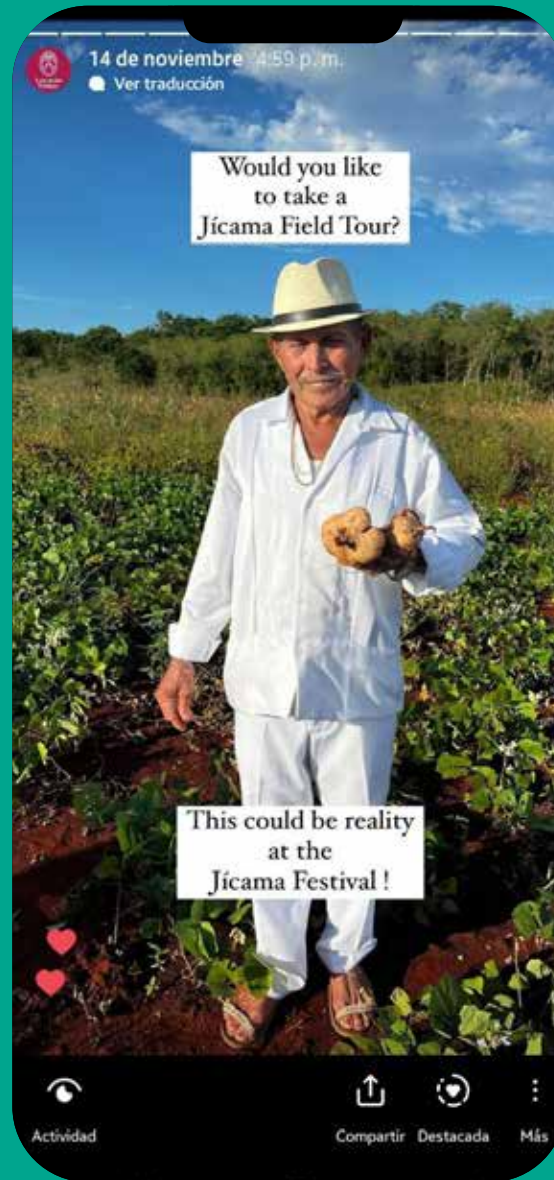
WEB PROMOTIONAL ARTICLE

Available to the general public; advertiser-provided text can cover any topic **\$8,680**

*Minimum three-month seniority or prepaid plan.

Rates in Mexican pesos. Include 16% VAT.

Promote your event on our social media platforms.



LIVE COVERAGE

5 live stories on IG & FB
+ 1 Reel on IG & FB

\$1,750

COMPREHENSIVE COVERAGE

5 live stories on IG & FB
+ 2 stories beforehand on IG & FB
+ 1 Reel on IG & FB
+ 1 FB wall post

\$3,750

LONG-TERM COVERAGE

5 live stories on IG & FB
+ 2 stories beforehand on IG & FB
+ 1 Reel on IG & FB
+ 1 FB wall post
+ Web article
+ Mention in print magazine and website

\$8,500

Rates in Mexican pesos.
Include 16% VAT.

70%

OF OUR ADVERTISERS MAINTAIN THEIR PRESENCE THROUGHOUT THE YEAR

And those who have the opportunity to speak with their clients recognize the enormous reach and impact that Yucatán Today has due to its credibility, coverage, and leadership.

“

We received several bookings recently from people who discovered us through Yucatán Today. We truly appreciate it.

- Destino Mérida Tours

“

At Casa T'HŌ, we only advertise in ONE medium: Yucatán Today. We chose them for their genuine love for Yucatán and because for over 30 years, they have been 'The Bible' of EVERYTHING that happens here!

- Casa T'HŌ


“

As a Yucatecan company, advertising our hotel in this magazine has been a success. For our guests, it's an excellent tool that showcases everything our wonderful state offers, and a comprehensive guide on how to enjoy our beautiful city to the fullest.

- Hotel Casa Azul Monumento Histórico

YUCATÁN TODAY IS THE
GUIDE RECOMMENDED BY







**Let's
team up!**

999 309 7762

clientes@yucatanoday.com

www.yucatanoday.com

 [yucatanoday](https://www.instagram.com/yucatanoday)

 [Yucatan Today](https://www.facebook.com/YucatanToday)