

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



Recent Transplants

Mexicans and
foreigners now
residing in Yucatán



54%
Women



46%
Men



50.6%

native Spanish
speakers

45.3%

native English
speakers

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.

RATES

COLOR ADVERTISEMENTS

Cover	\$40,000
Back cover	\$30,000
Inside cover (front or back)	\$25,000
Full page	\$23,000
Half page	\$15,000
1/4 page	\$10,000
1/8 page	\$6,000

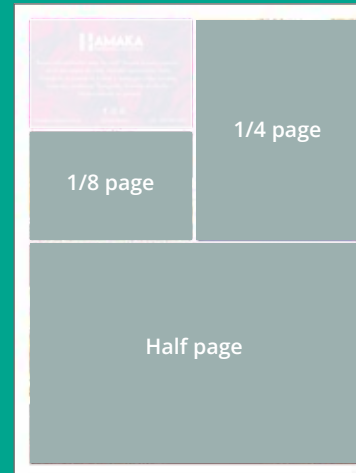
Single space on central map	\$5,000
Double space on central map	\$8,000
Triple space on central map	\$12,000

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



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

FORMATS



Website

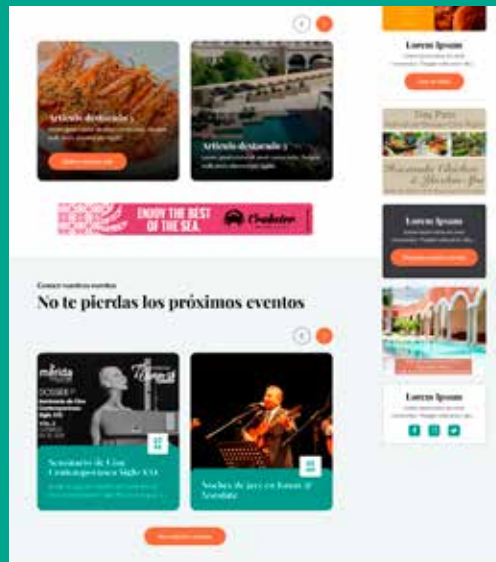


**The best
and most
comprehensive**
reference site
about Yucatán
since 1992

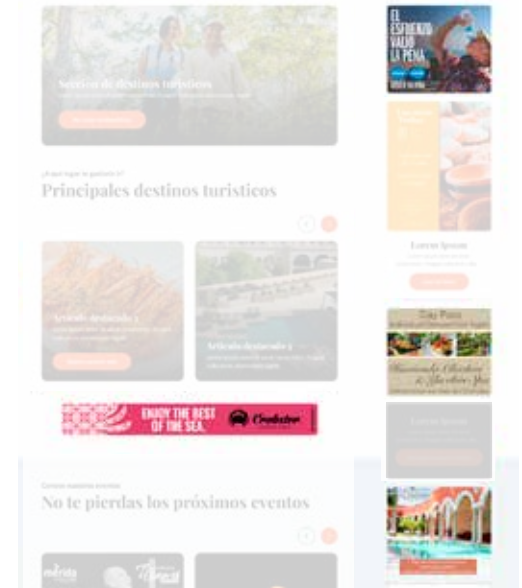
Website

+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



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

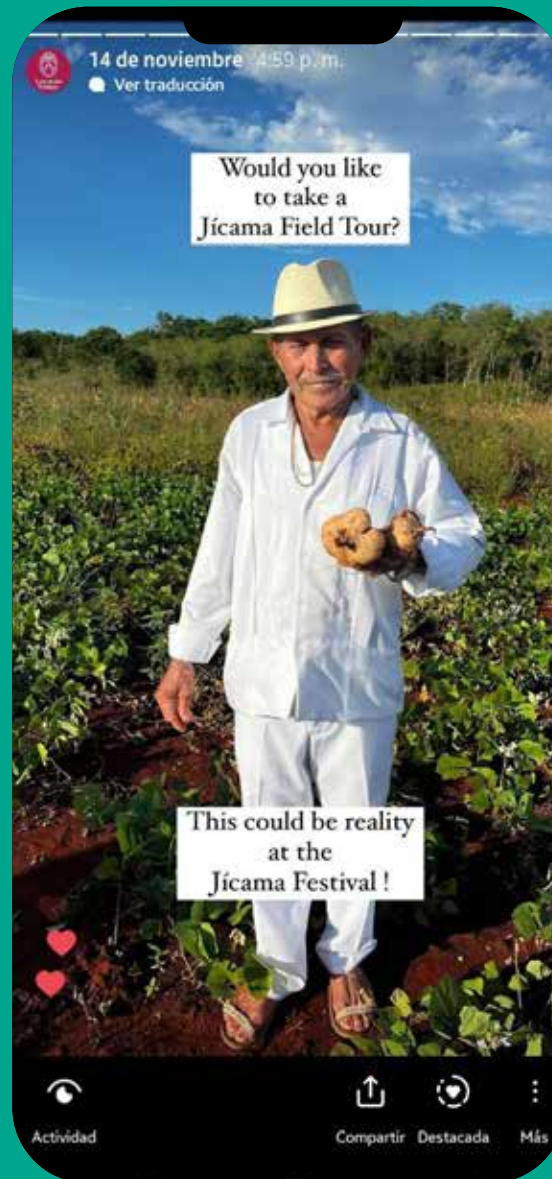
Rates in Mexican pesos.
Include 16% VAT.

Yucatán locals and visitors



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)