

# 2025

## MEDIA KIT

JANUARY - APRIL



**Yucatán**  
**Today®**

# 37 YEARS



## The traveler's bible in Yucatán

For 37 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



**37** 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.**



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



En el fin de semana que más disfrutas te recomendamos un viaje por carretera al descubrir estos maravillosos cenotes que te harán olvidar el estrés y que te harán sentir un tiempo desconectado y tranquilo. Hay un rango de oportunidades de hacer un paseo de tiempo, y conocer por adelantado los días de mejor tiempo para hacer la visita y qué hacerles saber que los cenotes son seguros.

El cenote en Pueblo Fátima también es perfecto, de tipo caverna, con una hermosa cascada y una cascaderita que te lleva por agua de otro mundo, parte de la estructura geológica. Además de la cascada, puedes hacer un tour de agua, formando una atmósfera de silencio y tranquilidad. Hay un restaurante cerca que vende pasteles.

El cenote en Pueblo Fátima cuenta con un pequeño restaurante con un menú limitado, disponible en cualquier momento que quieras ir. Si quieres ir con un grupo, puedes irte de la opción de encargar un menú tradicional al restaurante y participar en el momento. Si quieres ir con un grupo, puedes irte de la opción de encargar un menú tradicional al restaurante y participar en el momento. Si quieres ir con un grupo, puedes irte de la opción de encargar un menú tradicional al restaurante y participar en el momento.

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de que incluye comida preparada en el P.M., el precio asciende a \$400 pesos por persona. Además, puedes estar disfrutando un excelente momento, y no quieres sólo verlo lo puedes disfrutar en Google Maps y más.

Al irte a cenotes, con amigos, familia, o incluso por tu cuenta, disfruta de estar ahí disfrutando del agua y la naturaleza en un momento perfecto. Para hacer el viaje de agua sólo para ti o con amigos, antes de irte a cenotes, visita [www.yucatan.com](http://www.yucatan.com) para más información sobre estos cenotes.

159,025 MONTHLY IMPRESSIONS

91% of travelers use it

90% of readers keep it



# RATES

## COLOR ADVERTISEMENTS

Cover	\$40,000
Back cover	\$30,000
Inside cover (front or back)	\$24,000
Full page	\$20,000
Half page	\$12,800
1/4 page	\$9,800
1/8 page	\$5,000

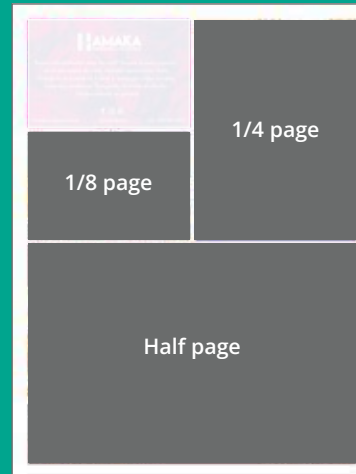
Single space on central map	\$4,800
Double space on central map	\$8,000

## BLACK AND WHITE ADVERTISEMENTS

1/4 page	\$4,800
1/8 page (strip)	\$2,800
1/12 page	\$1,800
1/24 page	\$1,000

Rates per monthly edition in Mexican pesos.  
 Rates do not include 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



**The best**  
**and most comprehensive**  
reference site about Yucatán  
since 1996

**+100 k**

monthly page visits

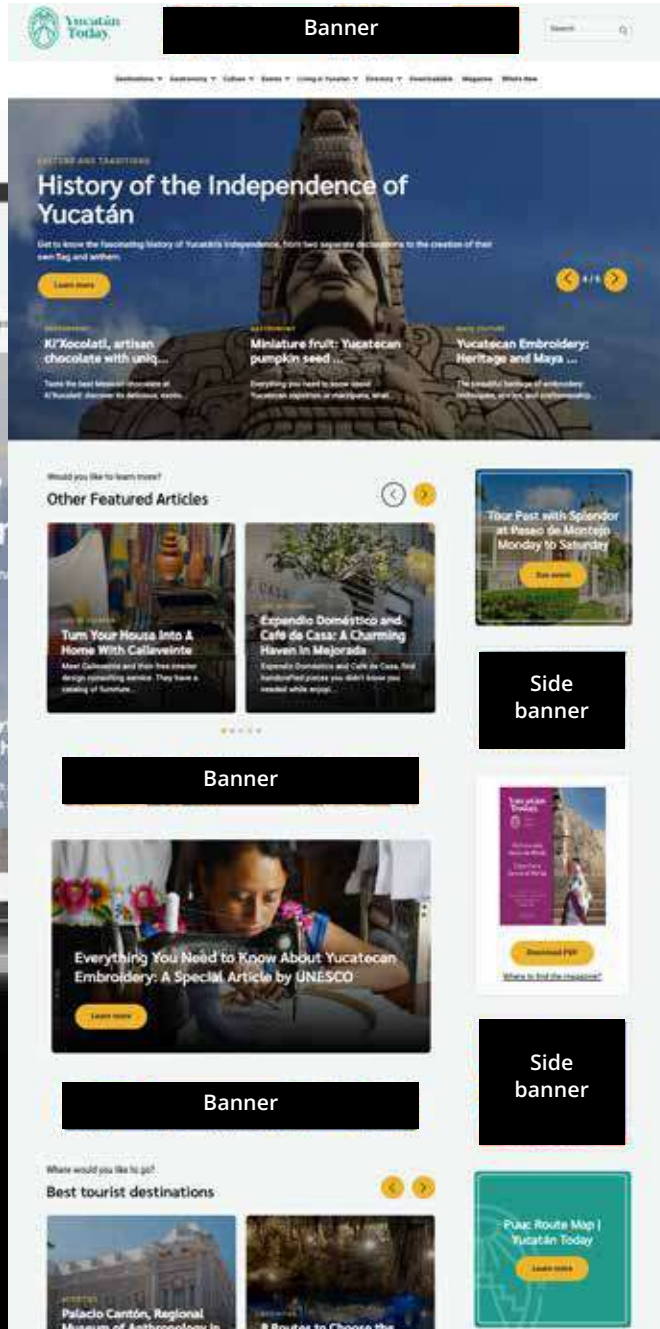
**+85 k**

monthly sessions

**+65 k**

monthly users





## Website

### REGULAR ADS

**\$1,000**

banner and side banner alternating with other advertisers throughout the site

### BANNER ON BLOG PAGE

**\$690**

fixed on the blog article of your choice

### BANNER ON PILLAR PAGE

**\$1,550**

fixed on the main article page of your choice

### FEATURED EVENT

**\$450**

your event gets pinned to the top of the list

Rates in Mexican pesos.  
Rates do not include 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



Rates in Mexican pesos.  
Rates do not include 16% VAT.

Social MEDIA



**+70 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:



Social MEDIA

<b>DEDICATED REEL</b>	<b>\$2,150</b>
<b>SHARED REEL</b>	<b>\$870</b>
<b>DEDICATED POST</b>	<b>\$1,730</b>
<b>SHARED POST</b>	<b>\$690</b>
<b>MENTION IN LISTING POST</b>	<b>\$430</b>
<b>DEDICATED STORY</b>	<b>\$870</b>
<b>MENTION IN LISTING OR EVENTS STORY</b>	<b>300</b>

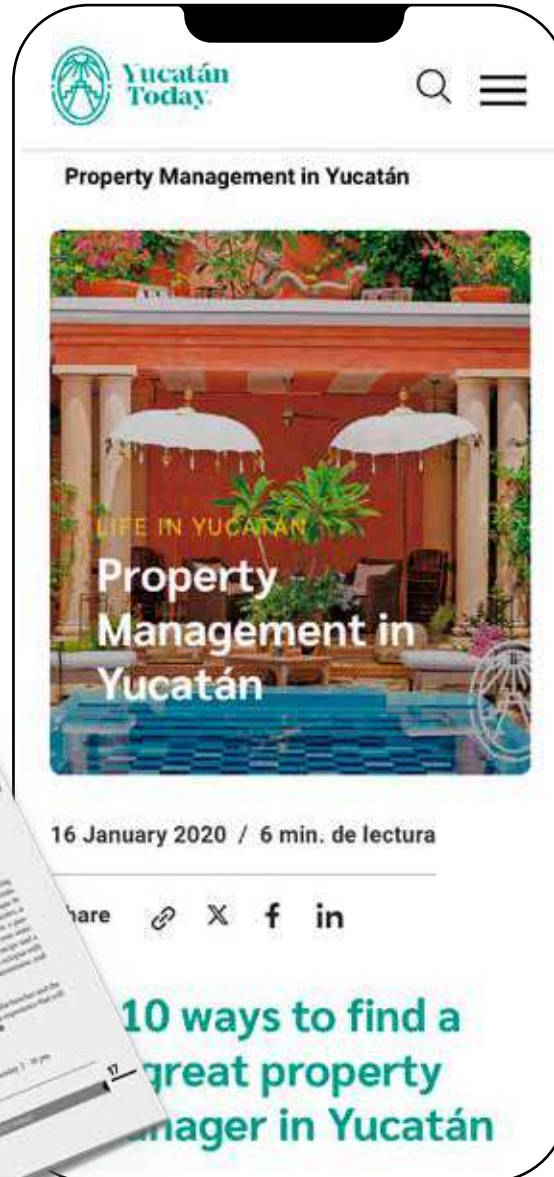
Collection of digital material outside of Mérida at an additional cost, depending on location.

Rates in Mexican pesos.  
 Rates do not include 16% VAT.



# Get featured in an article on what you offer

Yucatán locals and visitors



## In Focus Article

MAGAZINE + WEBSITE

**FREE**

- By invitation only, and available exclusively to magazine advertisers
- Content is at the discretion of Yucatán Today, focusing on your business's history, mission, and values
- Byline (authorship) by the Yucatán Today team
- On the website, it includes active links and a banner, and is featured on the homepage during the month of publication
- No set expiration date online

## Expertise Article

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WEBSITE

**\$4,300**

- Always available
- Original, useful content aligned with Yucatán Today's values and interests
- Content provided by the client and edited by Yucatán Today
- Byline (authorship) attributed to you
- Banner below byline with a link to your website
- Featured on the homepage for one month
- Featured in the newsletter (subject to availability)
- Featured in an IG and FB story
- No set expiration date online

## Welcome Promotional Article

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WEBSITE

**\$4,300**

- For new clients with an advertising investment of \$6,000 or more
- Content under the client's direction, subject to Yucatán Today's criteria and interests
- Byline (authorship) attributed to the Yucatán Today team
- Banner below byline with a link to your site
- Featured on the homepage for one month
- Featured in the newsletter (subject to availability)
- Featured in an IG and FB story
- Valid as long as you're actively advertising on Yucatán Today + 6 months after cancellation

## Promotional Article

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WEBSITE

**\$8,500**

- Always available
- Content under the client's direction, subject to Yucatán Today's criteria and interests
- Byline (authorship) attributed to the Yucatán Today team
- Banner below byline with a link to your website
- Featured on the homepage for one month
- Featured in the newsletter (subject to availability)
- Featured in an IG and FB story
- Online for 12 months



**Promote**  
your event  
on our social media  
platforms.

**LIVE COVERAGE****\$3,450**

- 5 IG and FB stories posted during the event
- 1 IG and FB reel posted no later than 3 working days after the event

**COMPREHENSIVE COVERAGE****\$5,350**

- 2 IG and FB stories posted within 3 working days of the event
- 5 IG and FB stories posted during the event
- 1 IG and FB reel posted no later than 3 working days after the event
- 1 FB feed post no later than 3 working days after the event

Coverage outside of Mérida subject to additional charges depending on location.

Rates in Mexican pesos.  
Rates do not 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!**

999 161 0956

[ventas@yucatanoday.com](mailto:ventas@yucatanoday.com)

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

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