

2025

MEDIA KIT

MAY - AUGUST



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

**100%
bilingual**
(Spanish & English)



10k
verifiable
printed copies
per month

Our
**four content
pillars:**

**tourism,
places,
culture,
and food.**

100%
focused on
tourism





Our audience



Tourists
both national
and international



Recent Transplants
Mexicans and
foreigners now
residing in Yucatán



Yucatecos
born and
raised here



50.6%
native Spanish
speakers

45.3%
native English
speakers

4.1%
Other



54%
Women



46%
Men

25-35
age range
45-60

A/B to C+
demographics



Our products

Magazine

Ads
Advertorials
Sponsored
articles
Inserts



Website

Ads
Advertorials
Articles
Events
Directories
Newsletter



Social Media

Stories
Posts
Reels
Coverages



PRINT

MAGAZINE

DIGITAL

+70

pages of original,
up-to-date content

+300

distribution points
throughout the state

10k

copies printed every
month, guaranteed



DIGITAL MAGAZINE

SALEDAS FAMILIARES • FAMILY OUTINGS

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



Una de las cosas que más disfrutamos al recorrer el estado es descubrir esos rincones escondidos que no tienen planes de estar a la vista, pero que siempre están ahí, esperando a ser descubiertos. Hay un grupo de rincones y rincones que nos encanta descubrir, y es que son rincones que nos encanta descubrir. Hay un grupo de rincones y rincones que nos encanta descubrir, y es que son rincones que nos encanta descubrir.

El cenote en Puerto Fortín también es un lugar muy interesante, con una gran historia y una gran importancia. Es un lugar muy interesante, con una gran historia y una gran importancia. Es un lugar muy interesante, con una gran historia y una gran importancia.

Si quieres saber más sobre estos lugares, visita nuestro sitio web o contáctanos directamente.

159,025
MONTHLY
IMPRESSIONS

91%
of travelers
use it

90%
or readers
keep it

5
pass-along
readership rate

5 to 10
months of
shelf life

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

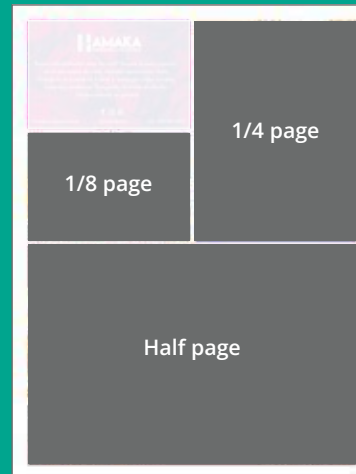
1/4 page	\$4,800
1/8 page (strip)	\$2,800
1/12 page	\$1,800
1/24 page	\$1,000

ADVERTORIAL IN ONE PAGE

Black and white	\$16,000
Color	\$25,000

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



Double space
central map

Single
space



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

PRINT AND DIGITAL



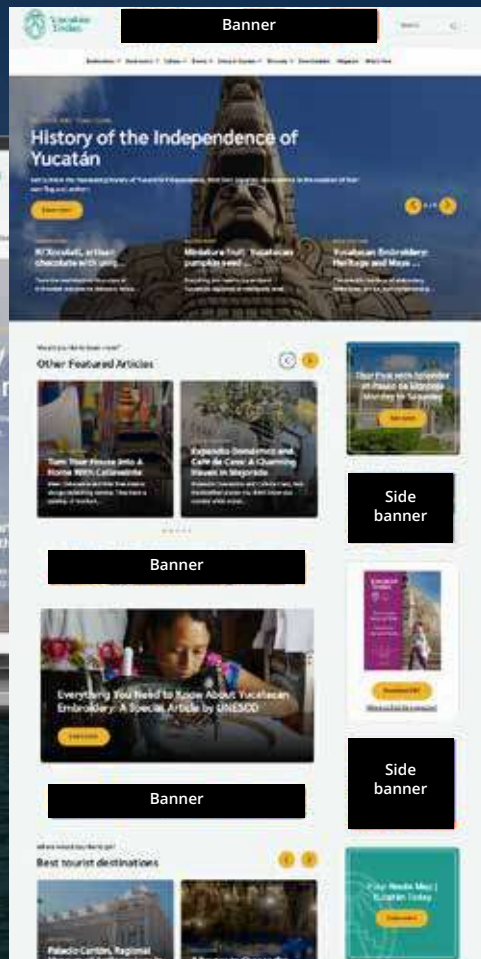
ADS

WEBSITE

DIGITAL

The best
and most comprehensive
reference site about Yucatán
since 1996

+100 k
monthly page visits



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.

Expertise Article

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

WEBSITE

\$4,300

- For new clients with an advertising investment of \$6,000 or more
- Content written by Yucatán Today 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

WEBSITE

\$8,500

- Always available
- Content written by Yucatán Today 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

ADS

NEWSLETTERS

DIGITAL

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



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

DOWNLOAD FREE 

Monthly newsletters

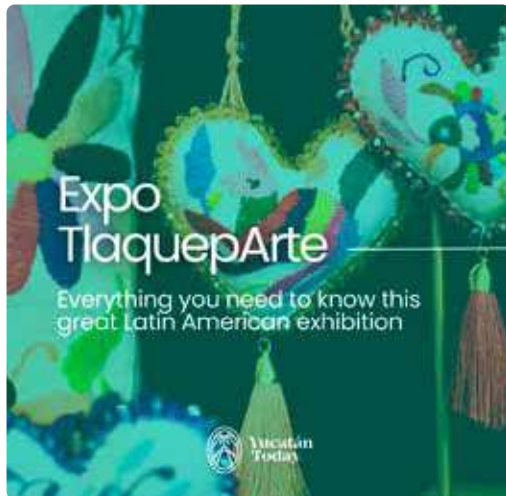


BOTTOM BANNER

\$2,000

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

Social MEDIA



+75 k
organic
followers
on Facebook
and Instagram

Social MEDIA



+606,200

monthly reach on Facebook

+277,085

monthly reach on Instagram

Find us on:



Social MEDIA

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

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

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

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




ISSUE	CENTRAL THEMES	ADVERTISING DEADLINE
JANUARY	A Year in Yucatán Yucatán's Seven Wonders • Calle 60 Culinary Corridor	NOV 26/2024
FEBRUARY	Carnaval Romantic Getaways • Ideas for a Fun Night Out with Friends	DIC 30/2024
MARCH	Archaeological Sites Ek Balam, Aké, Chacmultún, Oxkintok, Xcambó • Ceviche and Seafood	JAN 27
APRIL	Easter Cenotes • Mixology and Specialty Drinks	FEB 26
MAY	Modern Life in Yucatán Hotels for More Than Just Sleeping • A Bar Crawl Around Mérida	MAR 27
JUNE	Beaches Water Activities in Yucatán • Yucatán's Coconut Creations • Nights at the Beach	APR 29
JULY	Yucatán's Artisanal Industries Workshops and Other Hands-On Experiences • POV Traditional Cooks	MAY 29
AUGUST	Haciendas Boutique Haciendas • Street Food	JUN 30
SEPTEMBER	Culture and History Colonial Building Routes • Yucatán's Regional Specialties	JUL 30
OCTOBER	Janal Pixan: Day of the Dead in Yucatán Mérida	AUG 27
NOVEMBER	Museums and Cultural Centers: A Route • Foodie Tours and Other Culinary Adventures	SEP 30
DECEMBER	Why We Love Yucatán Something for Every Traveler Style: Ecotourism, Luxury Tourism, Cultural Tourism, Culinary Tourism, etc.	OCT 28




Let's team up!

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 [yucatan-today](https://www.instagram.com/yucatan-today)

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