

Travesías

Media Kit 2019



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.

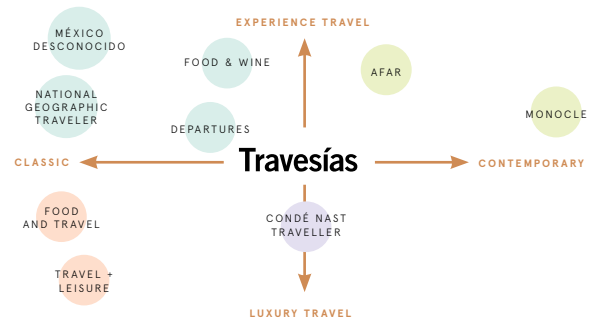
Our readership

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

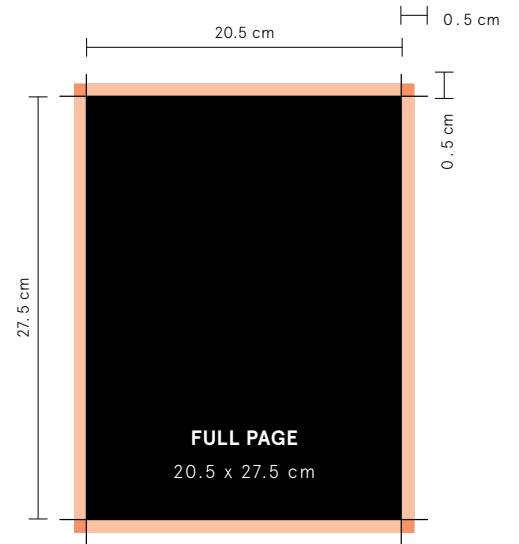
One page 8,000 USD

Double page 14,000 USD

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

Inside back cover 9,700 USD

Back cover 13,000 USD



Technical Specs

Format

specified for each case

Gutters

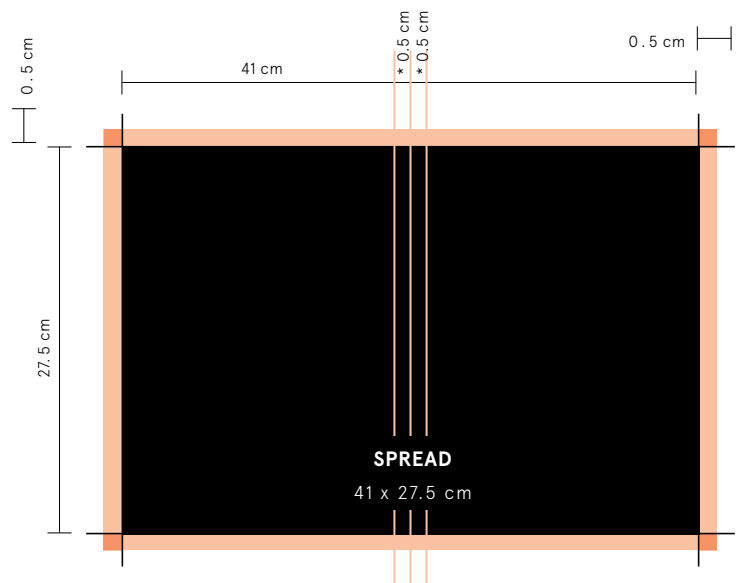
allow 5 additional mm on each side

Images

hi-res (300 dpi)

Texts

preferably black (knock-out type not recommended)

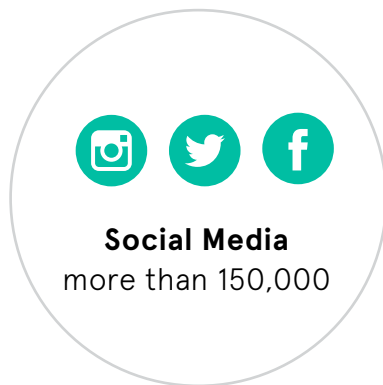
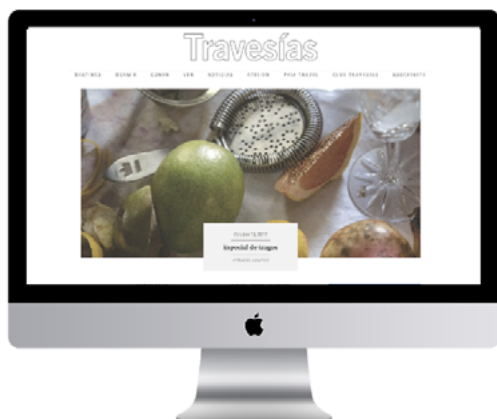


Publishing Calendar 2019

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

feb	mar	apr	may	jun	jul
New York	Cruises	Sustainability	Hotels	Japan	Wellness
			+ jewelry supplement	+ watches supplement	
ago	sep	oct	nov	dec / jan	
Anniversary	Mexico	Gastronomy	USA	Madrid	
	+ drinks supplement + golf supplement			+ watches supplement	+ real estate supplement

Web rates for Advertisers



Ad Formats	Commercialization	Dimensions	Rates USD
InRead Video/Scroll Image	CPM	Responsive	22.00
Billboard	CPM	970x250	14.00
Box Banner (Medium Rectangle)	CPM	300x250	13.00
Skyscraper (Half Page)	CPM	300x600	17.00
Mobile Leaderboard	CPM	320x100	15.00

E-mail	USD
html	1,000.00
Newsletter (box banner)	800.00

Sponsorship		
Take Over with Video (Skin, Leader, Box, Sky)	Fixed Homepage	1,350.00
Skin	Fixed Homepage	3,500.00
Sponsored content	Home/Section	1,102.00

