



# Travesías

Media Kit 2020  
[travesiasmedia.com](http://travesiasmedia.com)



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.

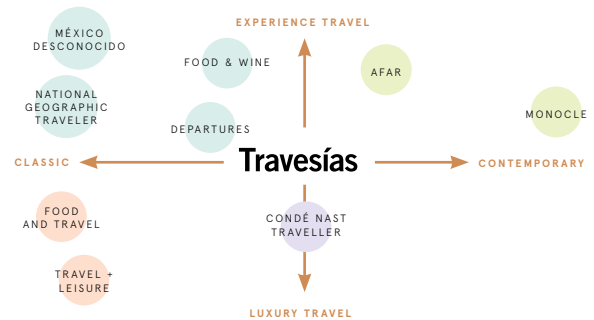
## Our readership

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
- Most Affluent Educated and Influential

## 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

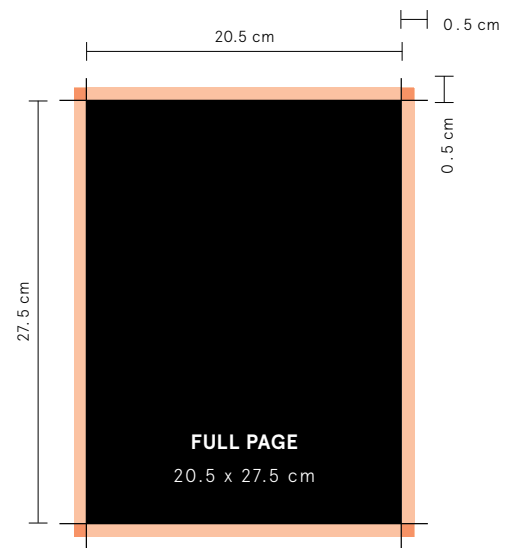
**One page** 8,000 USD

**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

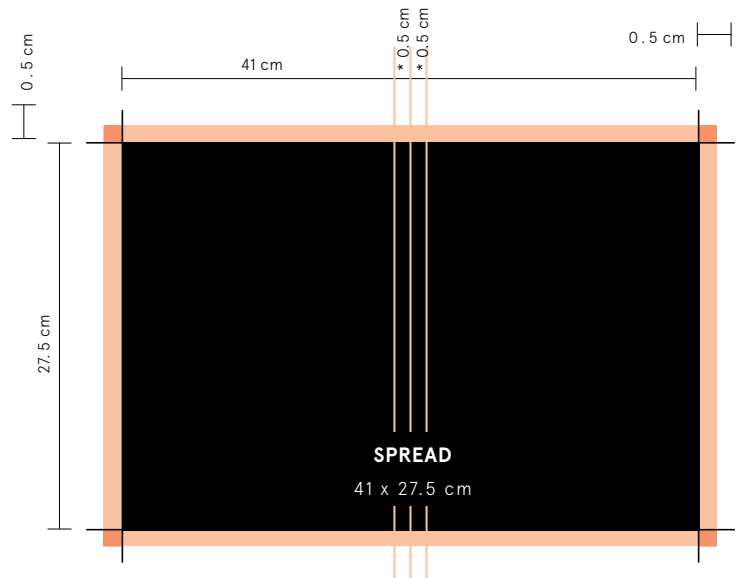
allow 5 additional mm on each side

## Images

hi-res (300 dpi)

## Texts

preferably black (knock-out type not recommended)

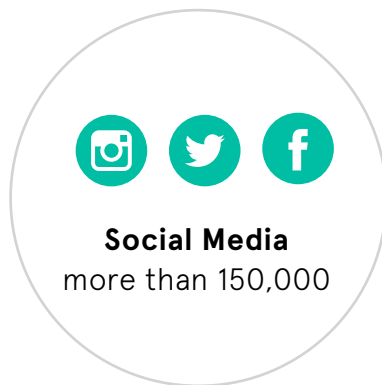
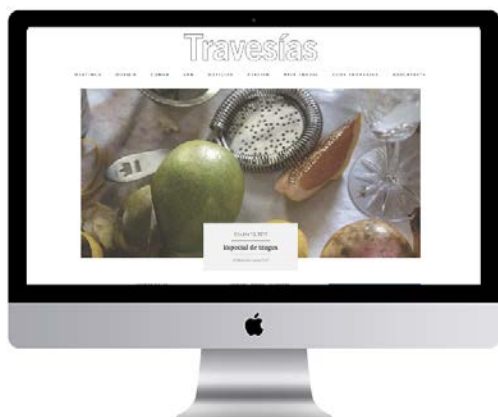


# Publishing Calendar 2020

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

feb	mar	apr	may	jun	jul
<b>Future /trends</b> + Special Report Where to travel in 2020	<b>Sailing /Cruises</b>	<b>Rural /Agroturism</b>	<b>Hotels</b>	<b>California /Summer</b> + watches supplement	<b>Urban Asia</b>
ago	sep	oct	nov	dec / jan	
<b>Anniver-sary</b>	<b>Mexico</b> + golf supplement + drink supplement	<b>Gas-tronomy</b>	<b>USA /Winter</b>	<b>Solo Travel</b> + real estate supplement + watches 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

