



MÉXICO **FOOD** *and* **TRAVEL**

2024 MEDIAKIT /FoodandTravelMX

ABOUT US

PRINT
MAGAZINE

SPECIAL
SECTIONS

WEBSITE
NEWSLETTER
RRSS

EXPERIENCES



WHO WE ARE

The world's leading food, drink, and travel title. Our readers have come to trust and rely on recommendations and insider tips found in every edition.

Food and Travel is packed with inspiring and beautifully photographed food, drink and travel stories, which appear alongside seasonal recipes, news, reviews, exclusive offers and competitions.

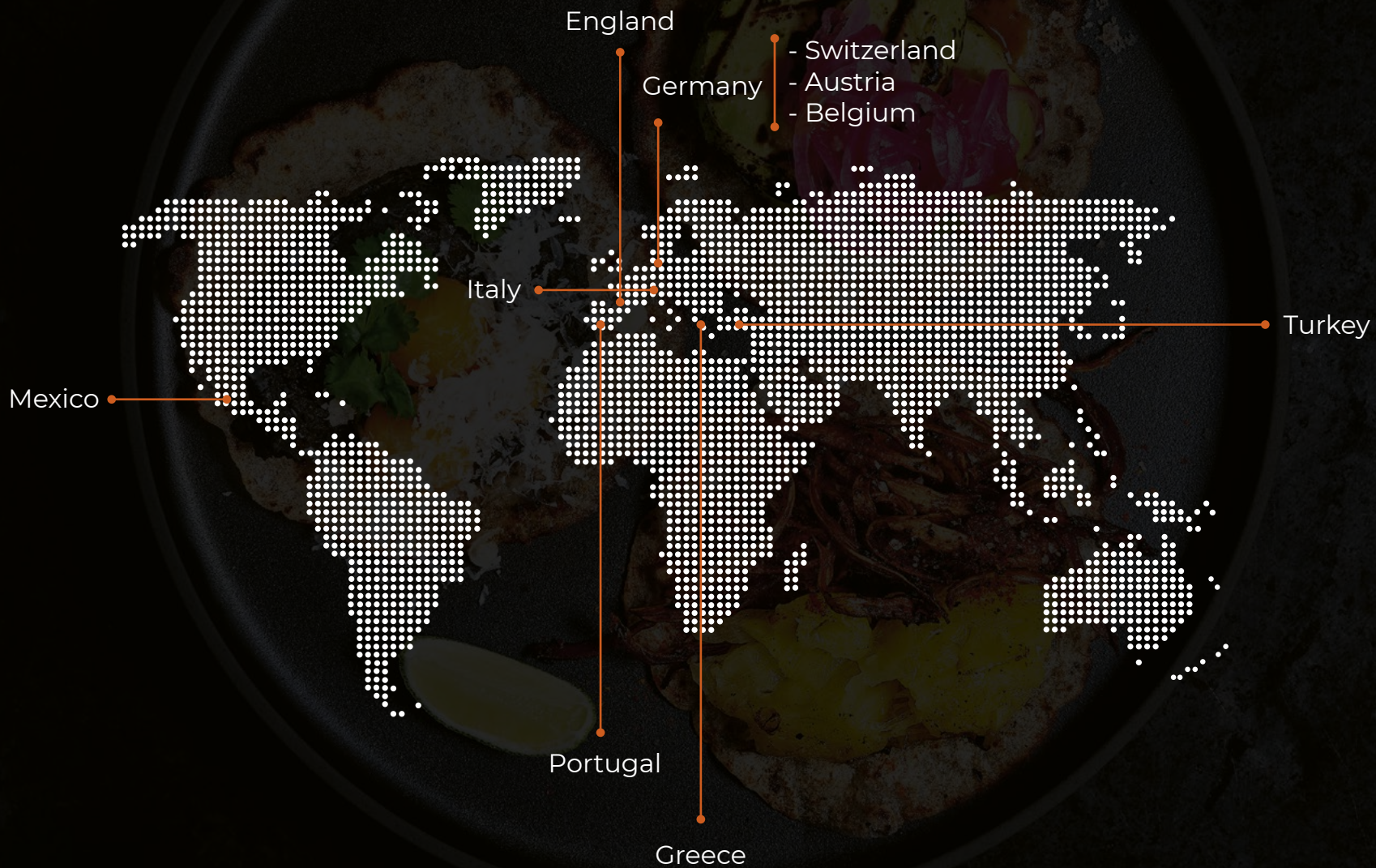
HISTORY

Food and Travel is a British magazine, first launched in December 1997. In September 2008 it launched in Turkey, and then in 2010 the German edition was launched, with distribution also in Switzerland and Austria. In 2011 it launched in Mexico, published by

Lyrsa Comunicaciones.

Our magazine reflects the lifestyle of a growing sector of people looking to enjoy, learn, discover and appreciate the world through its food and culture.

EXHIBITION AND DISTRIBUTION IN 10 COUNTRIES



ESPECIAL EDITIONS



Click on the covers

SOCIAL MEDIA

FoodandTravelMX



Click on the icons

WEBSITE

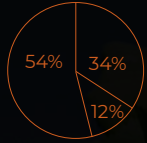
foodandtravel.mx



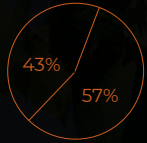
EDITORIAL CONCEPT

- Specialized and entertaining content developed by the best international writers.
- Stunning photographs.
- Journeys to exotic and traditional destinations narrated from expert's point of view.
- Worldwide tourism, gastronomic and drinks.
- Delicious recipes created by award winning chefs.
- Wine and Gourmet traveling.

DEMOGRAPHIC PROFILE



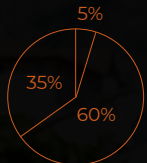
AGE
12% 18 - 24 YEARS OLD
34% 25 - 44 YEARS OLD
54% 45+ YEARS OLD



GENDER
43% MEN
57% WOMEN



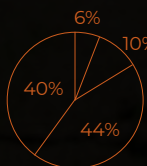
EDUCATION
64% DEGREE
28% POSGRADUATE
8% PREPARATORY



SOCIO-ECONOMIC LEVEL
60% ABC+
35% C
5% D+



OCUPATIONAL STATUS
6% STUDENT
4% HOUSEWIFE
23% HALFTIME
58% PART TIME
9% OTHER



CIVIL STATUS
44% SINGLE
40% MARRIED
6% DIVORCED
10% FREE UNION

TRAVEL HABITS

Visits AAA restaurants 85%
Avid Shopper 93%
Car Rental 55%
5 Star Lodging and special categories 75%

FEAUTURES

High Economic Level ABC+ 83%
1 or more credit cards 80%
Decision Maker 77%
Up to date in fashion 75%
Early technology adopter 74%

INSIGHT

People who value their comfort and security,
seek luxury items and services.

PRINT MAGAZINE



MEXICO
FOOD
and
TRAVEL



27,000

copies
PRINT RUN

EDITION REACH

129,600

FORMATS

PRINT & DIGITAL

<https://foodandtravel.mx/food-and-travel-revistas/>

PASS ALONG

4.8

FREQUENCY
6 ISSUES PER YEAR

CONTENTS

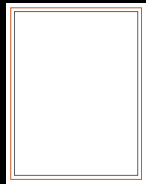
- Restaurant reviews in Mexico and around the world
- Chef interviews.
- Monthly delicious and easy to make recipes.
- A section promoting Mexico's local products around the world.
- Gourmet travels around Mexico and the world.
- Wine tourism around Mexico and the whole world.
- 48 hour or weekend travel suggestions.
- Tourism, beverage, gourmet and cruise travel news
- Events schedule.

DISTRIBUTION

Open: City Market and airport stores (Tobacco and Hudson News) in CDMX, Guadalajara and Monterrey.

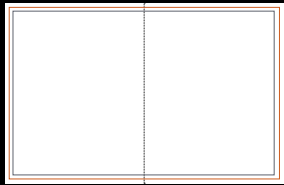
Closed: Car dealerships (Lincoln, Audi, Seat, Volkswagen, Bentley, Porsche nationwide), Main expos of tourism and gastronomy nationwide, Hospitals and medical offices (Grupo Ángeles, ABC Santa Fe Medical Center and Observatorio, Español, Torre Palmas, Corporative Virreyes, Torre Lomas Altas, Médica Sur), Hotels, boutique hotels, spa (Treasures of Mexico nationwide, Club Premier, Grupo Presidente InterContinental, Lucerna, Rosewood, Marriot, Rodavento, among others.) Restaurants (More than 150 restaurants in CDMX with reach in more than 25 colonies (Los Canarios Group, Cardenal, Mayson Kayser, Estoril Group, etc.), presence in Puebla, Jalisco, Querétaro, Michoacán, Edo de México, Morelos, Oaxaca and Chiapas) VIP Rooms Airports (Aeroméxico, Grupo Aeroportuario del Pacífico, Centurión de American Express, Global Lounge, Beyond City Banamex, Air France, KLM, Alitalia, Delta, Mastercard, HSBC) Others (HSBC Premier Centers nationwide, Club Premier agencies Perisur and Santa Fe, Viajes Palacio agencies nationwide)

MEASUREMENTS FOR AD DELIVERY



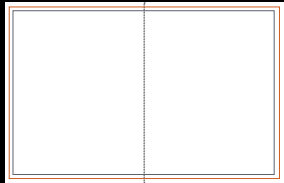
Single ad page

- Bleed 9.055 in x 11.61 in
- Final 8.661 in x 11.220 in
- Box 7.677 in x 10.433 in



Double ad page

- Bleed 17.716 in x 11.614 in
- Final 17.322 in x 11.220 in
- Box 16.141 in x 10.4 in



French Gatefold on Cover

- Bleed 17.480 in x 11.614 in
- Final 17.086 in x 11.220 in
- Box 15.905 in x 10.433 in

- Must be sent on this size.
- Size of final printed ad.
- Safety area to include texts, it must be 1 cm per each side and 2cm from the back area.

- All the materials must be sent in their original size on PDF or TIFF at 300 dpi, CMYK mode.
- Files must not contain color bar or register colors.
- Please consider texts only in BLACK ink not in CMYK.
- In case of design with black background, it must contain: C20% and M20%.

RATES PRINT MAGAZINE

- Single page ad **9,090 USD**
- Spread (double page ad) **18,180 USD**
- Second or third (inside covers) **10,740 USD**
- Back cover **12,125 USD**
- French Gatefold on Cover **14,500 USD**



In case of advertorial the rate will have an extra cost of 20% additional



COMMERCIAL CLOSING DATES 2024

ISSUE	MONTH	EDITORIAL SECTION	COMERCIAL CLOSING DATE	MATERIAL DELIVERY DEADLINE
113	February / March	She travellers	January 5	January 12
114	April / May	Family - Pet friendly	March 7	March 13
115	June / July	Sustainable Travellers	May 8	May 14
116	August / September	Wellness Travellers	July 5	July 12
117	October / November	Nautical Travellers	September 6	September 13
118	December / January	Alpine Travellers	November 6	November 13

Distribution dates: First day of the month

SPECIAL SECTIONS

FOOD
and
TRAVEL





SHE TRAVELLERS

The percentage of women traveling the world for pleasure or business has grown by up to 230%, requiring the sector to adapt to the needs of female travelers. This will be a special section dedicated to women who are enthusiastic about travel, with specialized topics in chronicles, interviews with tourism service providers and travel inspiration from a female point of view.



FAMILY - PET FRIENDLY

Discover the best destinations for family travel. Special section with inspiration for traveling with children: unforgettable experiences and tips to empower the explorer that all little ones have inside, as well as tips for traveling with pets and chronicles about furry travelers.



SUSTAINABLE TRAVELLERS

Sustainability, more than a trend, has become a way of life. It seeks to harmonize with the environment to cause the least possible impact on it and responsibly take advantage of the resources that the Earth provides.

Click on the covers



WELLNESS TRAVELLERS

Our special section to inspire those travelers who are looking for options for wellness, health and holistic experiences in terms of tourism and gastronomy. Wellness is the result of personal initiative to find an optimal, comprehensive and balanced state of health in multiple facets: physical, mental and spiritual.



NAUTICAL TRAVELLERS

Who does not like to sleep rocked by the waves and wake up in a new destination every day? A special section dedicated to the different national and international shipping companies, the unmissable routes and the best cruise chronicles and tips for sailing with style.



ALPINE TRAVELLERS

The mountains are there not only to be contemplated, but to venture along their paths, interact intimately with nature and live the experiences that only winter offers... The best winter destinations for lovers of snowy landscapes and outdoor activities: skiing, snowboarding, dog sledding, après ski... Travel guide: what to see, where to go, where and what to eat.

Click on the covers

WEBSITE NEWSLETTER SOCIAL MEDIA



WEBSITE foodandtravel.mx



209,000

Unique users

1.7M

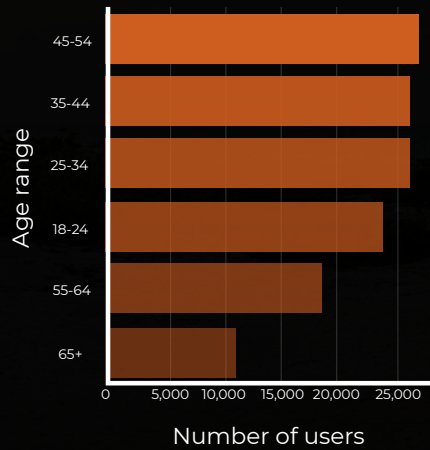
Interaction events

Clic on
the website

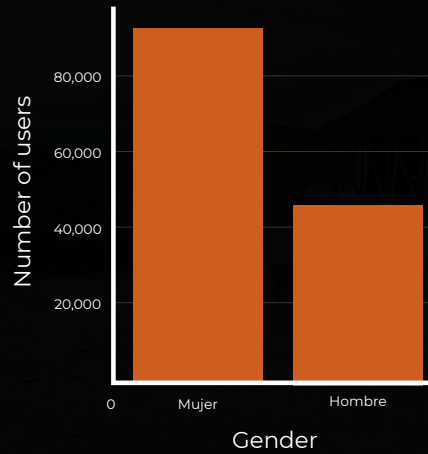
STATISTICS

foodandtravel.mx

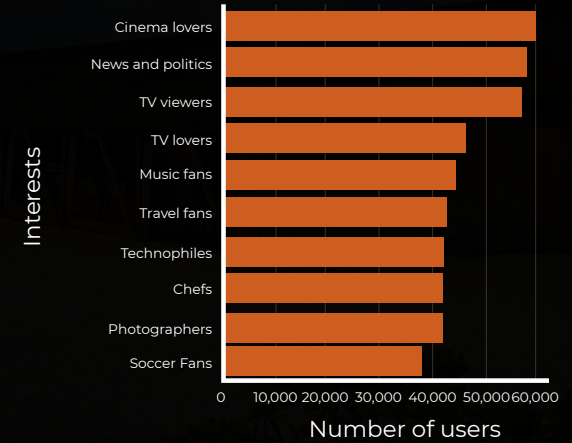
User distribution by age



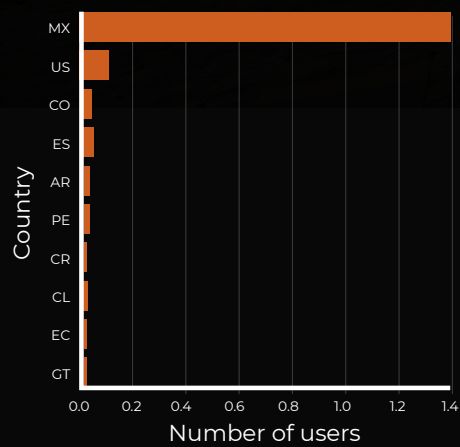
User gender



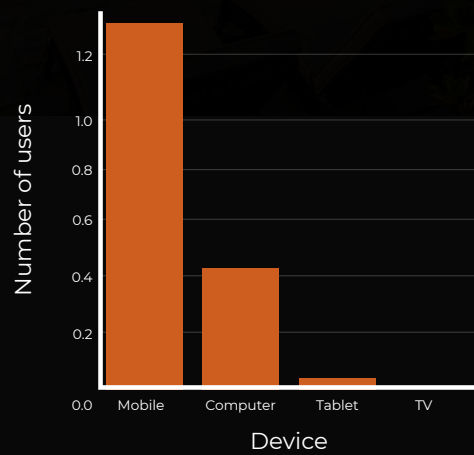
User interests



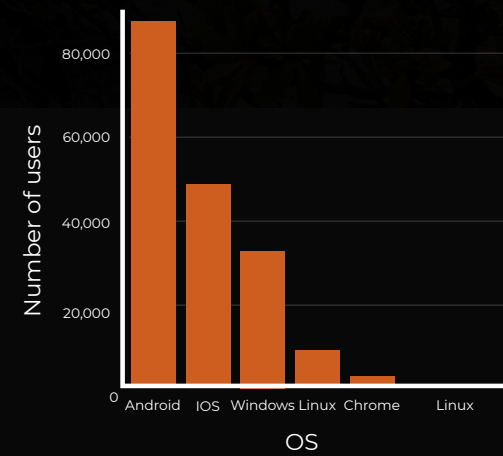
Top 10 countries by number of users



User distribution per device



User distribution by operating system



COMMERCIAL SPACES

BRANDED CONTENT RATES / foodandtravel.mx

SPECIFICATIONS FOR NOTES ON WEBSITE

We must have the information no later than 8 days before it is published.

From 1,200 to 1,800 characters with the information necessary to create a note on the Web

Minimum 6 JPG images, high resolution (300 dpi), horizontal format, without watermark.

URL (web page) where more details of the campaign or note are hosted, so that our readers can enrich the information.

Official website and @ of their social netw

NOTES WEBSITE

FEATURED WEB NOTE

simple 2,620 USD

* Only seen on desktop

MAIN NOTE

simple 2,885 USD

WEB NOTE

simple 2,620 USD

with video +15 %

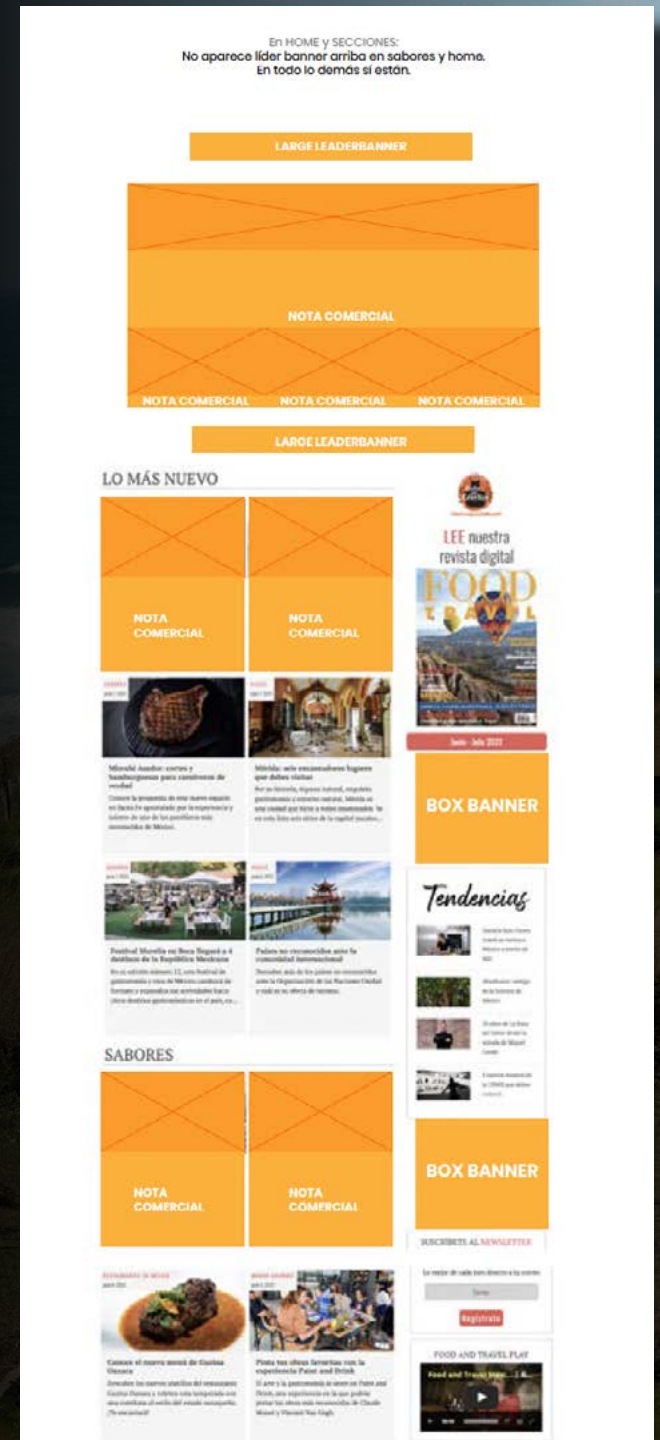
YOUTUBE VIDEO

1,575 USD

Link to Youtube channel Food and Travel

NOTE

The banners are located on the main page or in the different sections of the page.



COMMERCIAL SPACES

BANNERS RATES / foodandtravel.mx

HALF PAGE BANNER
300 x 600 px
 Optimized jpg

TOP BANNER
970 x 90 px
 Mobile Top banner:
 320 x 50 px
 Version 1.5 x (480 x 75 px)
 Version 2x (640 x 100 px)

LARGE LEADER BANNER
970 X 90 px
 Mobile Large Leader Banner:
 320 x 50 px
 Version 1.5 x (480 x 75 px)
 Version 2x (640 x 100 px)

The different sizes are so that they are displayed correctly on screens of different resolutions *

Programming cost:
 Box banner or Leaderboard with video:
165 USD
 Box banner or Leaderboard
 with 3-second animation and
 up to 5 elements:
500 USD

BOX BANNER
300 x 250 px

300x250 Box Banner programming with embedded video
 Final 300x250 graphic in JPG, PNG or GIF
 Final 300x250 graphic in JPG, PNG or GIF
 Video in MP4 at least 300px wide
 Advertiser URL (With or without UTM)
 Tracking code of impressions (if applicable)
 Click tracking code (if applicable)
 End customer confirmation of impressions / clicks log
 *5 business days

BANNER PUSHDOWN
970x90 px / Extended 970 x 250px
 (preferably with a 1.5x version for retina displays)

970x90 expandable ad schedule at 970x250. Static graph. With or without video.
 Final 970x90 graphic in JPG, PNG or GIF
 Final 970x250 graphic in JPG, PNG or GIF
 Video in MP4 with a minimum height of 250px (if apply)
 Advertiser URL (With or without UTM)
 Tracking code of impressions (if applicable)
 Click tracking code (if applicable)
 Final customer confirmation of registration of impressions / clicks

Programming cost:
 Pushdown with video: 335 USD
 Pushdown with animation of 3 seconds up to
 5 elements: 665 USD

300x250 Box Banner programming with animated elements
 300x250 reference graphic in JPG, PNG or GIF
 300x250 reference graphic in JPG, PNG or GIF
 Animation brief
 Video in MP4 with a minimum height of 250px (if apply)
 Advertiser URL (With or without UTM)
 Tracking code of impressions (if applicable)
 Click tracking code (if applicable)
 End customer confirmation of impressions / clicks log

Expandable ad scheduling from 970x90 to 970x250. With animation of up to 3 seconds for up to 5 elements. With or without video.
 970x90 reference graphic in JPG, PNG or GIF
 970x250 reference graphic in JPG, PNG or GIF
 Animation brief
 Video in MP4 with a minimum height of 250px (if apply)
 Advertiser URL (With or without UTM)
 Tracking code of impressions (if applicable)
 Click tracking code (if applicable)
 Final customer confirmation of registration of impressions / clicks

All banners must comply
 With the following specifications.

Resolución: 72 dpi
Resolution: 72 dpi
Format: .JPG .PNG. or .GIF
Weight: up to 150 KB

IMPORTANT:
 Each file must be accompanied by the link to which the banner will be directed. If you have an external control of the number of prints, please send the tag.

CPM

Top Banner	19 USD
Leader Banner	18 USD
Box Banner	14 USD
Pushdown Banner	21 USD
Lightbox Banner	21 USD

Minimum of 100,000 impressions per campaign*

FOOD
TRAVEL

¡Descubre los mejores lugares para HIGHLIGHTED NOTE!

Title: 50cc

Text: 250 cc

Sumérgete en la belleza de Nicaragua a través de estos destinos ideales para practicar buceo. Conoce más sobre esta emocionante aventura acuática.

¡No te lo pierdas!

CENTRAL NOTE



Title: 50cc

Natural y romántico
Text: 220 cc

¿Buscando glamping? Disfruta el arte de conectarse con la naturaleza sin renunciar al confort. Descubre el glamping perfecto en la tranquilidad y la aventura en los paisajes naturales de Monterrey.

UTM/ LINK
TO DIRECT



CENTRAL NOTE



Title: 50cc

¡Fiesta infinita en Tulum!
Text: 220 cc

Explora Aloft Tulum! El paraíso donde la diversión es eterna, los sabores son un viaje sensorial y el bienestar es un estado de ánimo.

UTM/ LINK
TO DIRECT



Festín de sab Central NOTE

Descubre por qué la gastronomía de Laredo es la nueva razón para visitar esta encantadora ciudad fronteriza.

Title: 50cc

Text: 220 cc

¡Conoce sus restaurantes! UTM/ LINK TO DIRECT



BOX
BANNER

BOX
BANNER

BOX
BANNER

NEWSLETTER Contents

32,000

Subscribers in our database
Bi-Monthly Deliveries

Delivery dates 2024

JANUARY Saturday 13 Monday 29	JULY Tuesday 2 Monday 22
FEBRUARY Tuesday 13 Saturday 24	AUGUST Tuesday 6 Friday 23
MARCH Wednesday 6 Thursday 21	SEPTEMBER Tuesday 10 Saturday 28
APRIL Monday 8 Wednesday 24	OCTOBER Monday 7 Thursday 24
MAY Tuesday 7 Saturday 25	NOVEMBER Tuesday 5 Wednesday 20
JUNE Tuesday 6 Wednesday 19	DECEMBER Monday 2 Tuesday 17

Dates subject to change*

Main article 2,205 USD

It is an item that the customer sends to be published on Food and Travel Mexico website appears as the main article in the newsletter

Central article 1,785 USD

Editorial content should be sent by the client

Box banner 892 USD

Ad space
300 x 250px at 72 dpi
jpg, png or gif

2022 Reach: **1,337,000**
2022 Openings: **239,197**
2022 Clicks: **5,759**
Open Rate 2022: **17.89%**
CTR 2022: **2.40%**
Anual 2022*

FOOD
TRAVEL

Una celebración bajo el sol de

LINK 01

Title: 50cc
Text: 250 cc

Disfruta de alojamientos de lujo con las **Cenas de Navidad** y **Año Nuevo** en cortesía, además de Brunch complementario el 25 de diciembre y 1 de enero.

LINK 02

Title: 50cc
Text: 220 cc

Chablé Yucatán

El hotel no. 1 de los **World's 50 Best Hotels**, en el corazón del mundo maya.

UTM/ LINK
TO DIRECT

DESCUBRE MÁS →

LINK 03

Title: 50cc
Text: 220 cc

Chablé Maroma

Ubicado frente al mar, **Chablé Maroma** es una de las mejores opciones en el mundo.

UTM/ LINK
TO DIRECT

LEE TODO →

Casa Chablé

LINK 04

Un santuario en la **Biósfera de Sian Ka'an**, Patrimonio de la Humanidad por la UNESCO.

Title: 50cc
Text: 220 cc

EXPLORA AHORA →

UTM/ LINK TO DIRECT

EXCLUSIVE
Newsletter

32,000

Subscribers in our database

2,600 USD

Directed to our database, it is the most effective means of communicating information or special promotions. Direct your campaigns generating a sense of exclusivity with exclusive benefits. It is the ideal means to generate participation and loyalty among our audiences.

Vive la temporada más mágica del año en *Chablé Hotels*.

SOCIAL MEDIA

/ foodandtravel.mx



279,323

Followers
3,996,267 Monthly reach
95,149 Participation



88,223

Followers
1.9 M Impressions



12,807

Followers
@foodandtravelexperiencesmx



118,032

Followers
@foodandtravelmx



11,500

Followers



6,942

Subscribers



2,530

Subscribers

Click on
the icons

SPECIFICATIONS

Delivery of texts and images at least one week before publication.

Maximum 110 characters considering short link.

Short link, for posts, if required (bit.ly)

Web page where you want to direct the tweet (URL)

The #hashtag that will be used for the campaign, if required.

Username (@arroba) for tagging.

Images up to 300 dpi's

(maximum 4 images per post)

The text can be modified according to the Food and Travel Mexico style.

No logos or watermarks

COST FOR POST:

880 USD

COST FOR FB LIVE:

1,490 USD

Data updated as of November 1, 2023

EXPERIENCES

MEXICO
FOOD
and
TRAVEL





EXPERIENCES

In Food and Travel Mexico we host different events offered to our clients to enhance the experience for readers and users.

Some events are:

- Tastings and food pairing dinners
- Culinary workshops
- Tours and Travel
- Test drives

All events have an editorial coverage during the next month from the date of execution.

Example 

Click