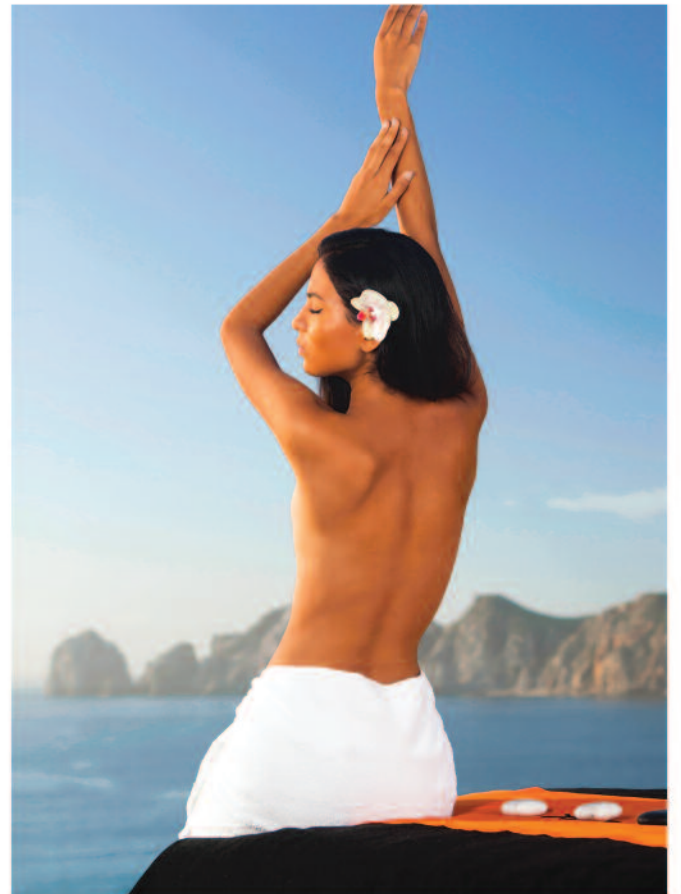


Los Cabos

M A G A Z I N E

MEDIA KIT 2015



WHY LOS CABOS MAGAZINE?

Los Cabos Magazine is dedicated exclusively to the Los Cabos region of Baja California Sur. Created in 1993 by professionals who make Cabo San Lucas their home, the magazine celebrates the local lifestyle and provides insider information. With its carefully researched information and well-written articles, Los Cabos Magazine appeals to sophisticated world resort travelers, international golfers, anglers, outdoor enthusiasts, and property investors. **Los Cabos Magazine** is the definitive source for detailed and up-to-date information for anyone visiting our sunny shores and is the best option for top advertisers in the area. It may also be read online at our **website**.

Enjoyed equally by men and women 31 to 69 years of age, 70 percent of its readers are married, with 40 percent visiting Los Cabos once or twice a year, and 20 percent visiting four or more times per year. Median family income is \$118,000; with a pass-along readership of 4.83 copies and 772,800 potential readers.

CIRCULATION AND DISTRIBUTION

Published quarterly, **Los Cabos Magazine's** copies are distributed regularly from our California office to travel agents selling Los Cabos, incentive travel companies and corporate incentive managers. Our U.S. distribution is about 3.9 percent of our press runs. In Los Cabos, **Los Cabos Magazine** is distributed to the Los Cabos International Airport, newsstands, hotels and resorts, real estate offices, restaurants, and businesses.

ONLINE PLUS

www.loscabosmagazine.com/digital, features active links so that readers can click and go directly to the sites of those businesses that advertise. A text-based version of this can be viewed at **www.loscabosmagazine.com**. Los Cabos Magazine advertisers that purchase a 1/6-page or larger receive a free contact page on the **www.loscabosguide.com** website. The leading Los Cabos web portal receives an average of 5,700 page views per day from 1,732 unique visitors, or approximately 2 million page views from 632,374 unique visitors for the year. Contact pages provide advertisers with a full description of their businesses, photos, and links to their website and email.



POPULAR CATEGORIES

Los Cabos Magazine and **www.loscabosmagazine.com** feature the most relevant news and information about the region for readers in the following categories:

Dining Guide: More than 40 restaurants are featured in this section, along with articles about the latest dining trends and local chefs as well as gorgeous food photos.

Activities: With so many amazing activities options, it can be difficult for Los Cabos visitors to decide which ones to do. This section provides detailed information about the region's best, most exciting adventures.

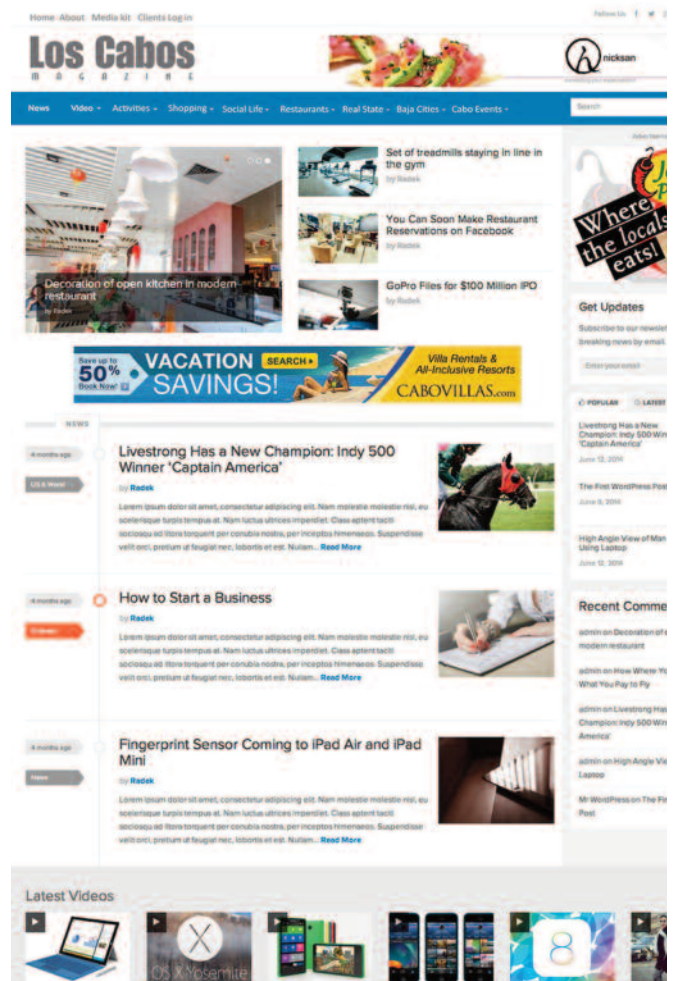
Shopping and Lifestyle: Go inside Los Cabos' top shops, spas, and more in this section, which has featured everything from arts and crafts to the region's most Zen treatments.

Destination: With regular Mapped Out and My Favorite Weekend features, Los Cabos Magazine introduces readers to different cities, neighborhoods, and shopping centers across the Los Cabos region. These include Todos Santos, the East Cape, Luxury Avenue, and more, with additional information on hotels, villas, and vacation suites.

Transportation/Car Rentals: Navigating a foreign country can be intimidating, but Los Cabos Magazine and its website regularly include information on how to traverse the region—by rental car, public transportation, and more.

Events: There are exciting events throughout the year in Los Cabos, and this section is dedicated to previewing and covering events that range from fundraisers and galas to film festivals and surfing competitions.

Real Estate: Every issue, Los Cabos Magazine real estate expert Carol S. Billups provides readers with news and tips about the region's real estate scene. Properties and developments are highlighted, Mexican real estate laws are explained, and reader questions are answered.



ONLINE PLUS

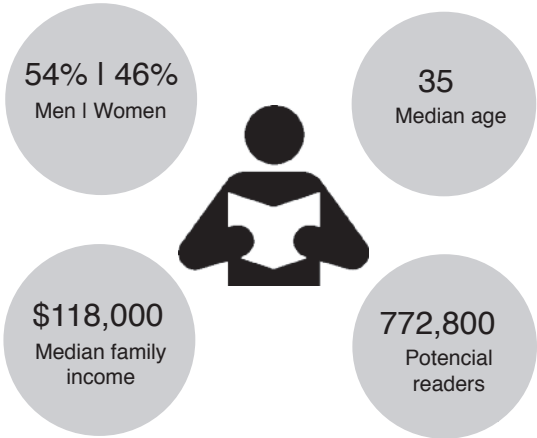
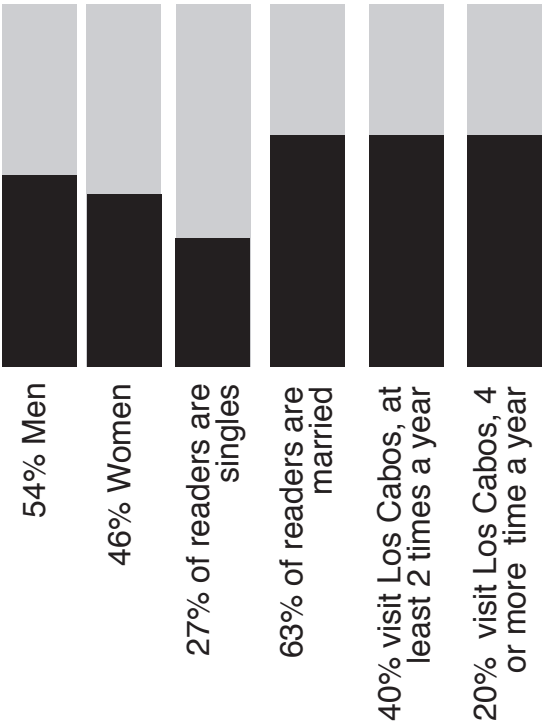
Live Cabo: Feel the excitement of Los Cabos through your computer, tablet, or smart phones. This online section invites readers to discover and fall in love with Los Cabos through a series of video clips that feature people enjoying activities, restaurants, shops, and other aspects of the region.

Exclusive Interviews: Check out this section for one-of-a-kind interviews with high-profile personalities, hotel directors, artists, and others as well as press conference highlights.

LOS CABOS MAGAZINE

Magazine passes from hand to hand 4.83 times per issue, giving a total of 772,800 potential readers.

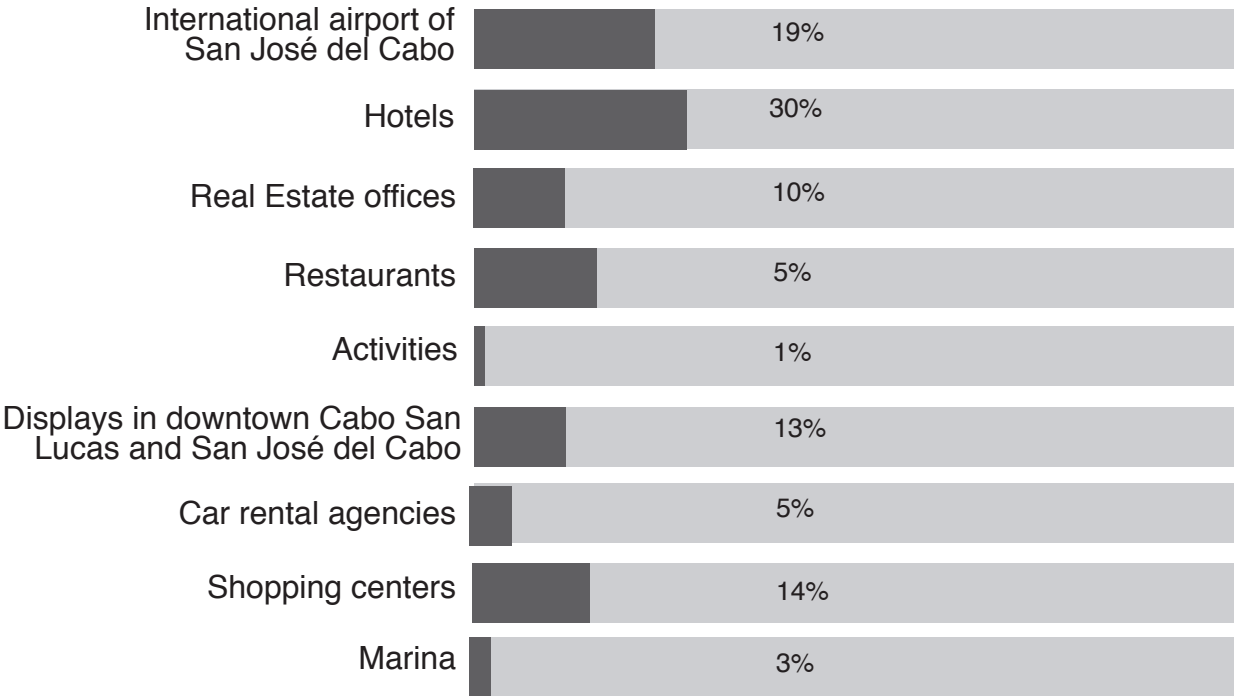
Reader profile



Circulation of magazine

Published per year	4 times
United States	3.9%
Los Cabos region	96.1%

Circulation Period: Minimum of 3 months from release date



PRODUCTION SERVICES

Los Cabos Magazine provides design, production, and photography services at market rates. Copy, photos, layout, graphic elements, and instructions must be received as soon as possible with your order.

Materials

Los Cabos Magazine is designed and produced on Apple Macintosh computers using QuarkXPress, Adobe Illustrator, and Adobe Photoshop. When submitting your materials, please provide compatible formats and include any fonts used in the files. We require photos at 300 dpi resolution or higher, saved in CMYK as .TIF, .JPG or PDF.

Printing Requirements

Los Cabos Magazine: Printed Web offset, perfect bound, 3 columns to the page, each 2 1/4 x 10 inches. Trim size: is 8 1/8 x 10 7/8 inches.

Digital files: Include all supporting files.

Requirements for Building Your Own Ad

Please log on to www.loscabosmagazine.com/aboutus/ad for a detailed explanation of requirements and specifications.

Please confirm exact dates with your sales representative.

NOTE: Publication and closing dates are subject to change without notice. Request for special positions must be confirmed by Los Cabos Magazines, Inc.

Advertising Terms

All advertising costs must be paid prior to the publication date: including space rate, production charges (if we produce the ad), photography, and applicable taxes. The publisher reserves the right to cancel any ad that has not been fully paid unless prior arrangements are made with publisher. Ads may NOT be cancelled by the advertiser after the materials deadline without written authorization by the publisher. All prices are quoted in U.S. dollars and do not include taxes where applicable. If payments schedule are not followed, ad size may be reduced or ad cancelled. Advertising rates are not commissionable. Agencies should add their commissions to the rates shown.

MAGAZINE'S 2016 SCHEDULE

Issue 42 — Winter 2015

Space Reservation Deadline—November 30, 2015

Materials Deadline: December 10, 2015

Scheduled CSL Release Date: January 15, 2016

Issue 43 — Spring 2016

Space Reservation Deadline—February 25, 2016

Materials Deadline: February 28, 2016

Scheduled CSL Release Date: March 20, 2016

Issue 44 — Summer 2016

Space Reservation Deadline—April 30, 2016

Materials Deadline: May 10, 2016

Scheduled CSL Release Date: June 15, 2016

Issue 45 — Fall 2016

Space Reservation Deadline—July 30, 2016

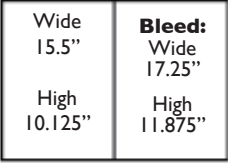
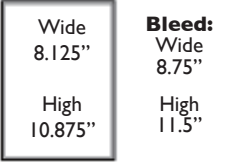
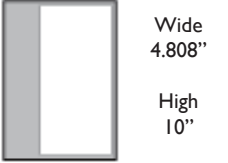
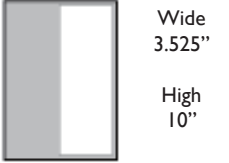
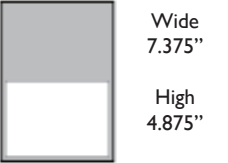
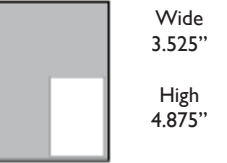
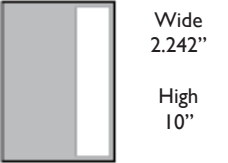
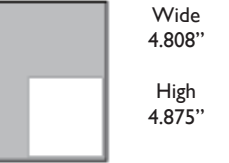
Materials Deadline: August 10, 2016

Scheduled CSL Release Date: September 25, 2016

AD SPECS

SIZES

Trim size: 8.125" x 10.875" keep live matter 0.5" from trim on all sides of bleed ads.

 <p>2 Page Spread</p>	 <p>Full Page</p>	 <p>2/3 Vertical</p>	 <p>1/2 Vertical</p>
 <p>1/2 Horizontal</p>	 <p>1/4 Page Vertical</p>	 <p>1/3 Vertical</p>	 <p>1/3 Square</p>

For 2 page spread and full page ad, please leave .375" internal margin for texts, logos and other important information.

RATES

Display Ad Size	1x	2x	tt3x	4x
Two Page Spread	\$11,545.00	\$10,725.00	\$9,625.00	\$8,250.00
Full Page	\$6,225.00	\$5,715.00	\$4,995.00	\$4,395.00
2/3 Vertical	\$5,055.00	\$4,700.00	\$4,285.00	\$3,595.00
1/2 Column, Horizontal, Vertical	\$4,565.00	\$4,175.00	\$3,825.00	\$2,995.00
1/3 Column, Horizontal, Square	\$3,405.00	\$3,075.00	\$2,695.00	\$2,495.00
1/4 Page Vertical	\$2,785.00	\$2,525.00	\$2,450.00	\$1,995.00
1/6 Page	\$2,195.00	\$1,850.00	\$1,675.00	\$1,395.00
1/9 Page	\$1,405.00	\$1,275.00	\$1,185.00	\$895.00

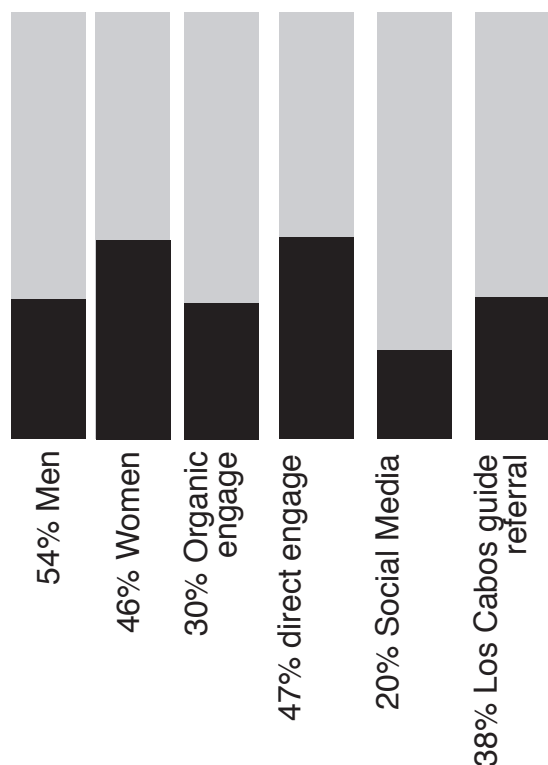
COVERS

Cover Locations	1x	2x	3x	4x
Inside Front	\$9,125.00	\$8,150.00	\$7,125.00	\$5,995.00
Inside Back	\$9,125.00	\$8,150.00	\$7,125.00	\$5,995.00
Outside Back	\$9,675.00	\$9,235.00	\$8,465.00	\$7,195.00

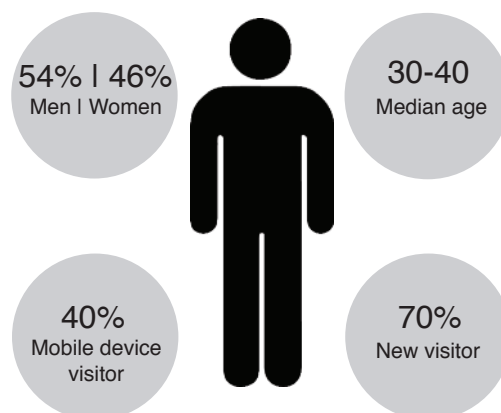
Guaranteed Position: Subject to availability. Add 15 percent to all space rates. All prices are in U.S. dollars and do not include tax.

LOSCABOSMAGAZINE.COM VISITOR

Searching data



Statistics of visitor



Daily and annual statistics for www.loscabosmagazine.com

Views per day	514
Unique visitors	390
Views per year	180,000
Unique visitors per year	126,000

Estimates based on numbers in October 2014 for next year.

Page views	Unique pageviews	Avg. time on page	Bounce rate	% Exit
9,084	6,552	00:02:15	38.45%	49.28%

Sessions	Users	Page / Sessions	Avg. Session duration	% New Sessions
4,477	3,644	2:03	00:01:48	75.23%

FORMAT & TARGETING

- The LosCabosMagazine.com is built using mobile-first technology so that it is compatible across all mobile and tablet platforms, including iPhones and iPads.
- Advertisers can specifically target mobile and smart-phone users with tailored online advertising.
- Advertisements on LosCabosMagazine.com are featured on all mobile versions of the site.



LOS CABOS MAGAZINE SOCIAL MEDIA

Packages also include promotional exposure to Los Cabos Magazine's Facebook audience (more than 1,975) and Twitter followers (more than 2,673). Los Cabos Magazine also has a social media presence on www.loscabosguide.com



DIGITAL SPECIFICATIONS

Static Banner Creative Specifications

UNIT	FILE SIZE	MEDIA TYPES ACCEPTED	CLICK THROUGH URL
850 x 90 300 x 250 728 x 90 300 x 500	1 MB	JPG, GIF, FLV, SWF	REQUIRED

Welcome Screen Pop-Up Home Creative Specifications

UNIT	FILE SIZE	MEDIA TYPES ACCEPTED	CLICK THOUGH URL
STANDARD: 960 X 768 MOBILE: 300 X 250	1MB	JPG, GIF, SWF	REQUIRED

Home page/Category Page Creative Specifications

UNIT	FILE SIZE	MEDIA TYPES ACCEPTED	CLICK THROUGH URL
850 x 90 300 x 250 728 x 90 300 x 500	1 MB	JPG, GIF, FLV, SWF	REQUIRED

Custom Content

Contact your sales representative or email sales@loscabosmagazine.com for details on custom Advertising content or for bonus editorial on the printed version.

TOP / FOOTER PAGE PREMIUM BANNERS/ALL-SITE / 5 IMAGES ROTATIONS

BANNER SIZE	Per Month	1 Year
850X 90	\$1000	\$10,000
728 X 90	\$650	\$6,500

HOME PAGE BANNERS 5 IMAGE ROTATIONS

BANNER SIZE	Per Month	1 Year
728 X 90	\$500	\$5,000
300 X 500	\$450	\$4,500
300X 250	\$350	\$3,500

SECTION PAGE BANNERS 5 IMAGE ROTATIONS

BANNER SIZE	Per Month	1 Year
728 X 90	\$400	\$4000
300 X 500	\$300	\$3,500
300X 250	\$250	\$2,500

Guaranteed Position: Subject to availability. Add 16 percent to all space rates. All prices are in U.S. dollars and do not include tax.

ADVERTISING HOME



ADVERTISING SECTION

SECTION
728 X 90

SECTION
300 X 250

SECTION
300 X 500

