

Become our partner
and sell more!



visit-latin-america.com

THE B2B GUIDE FOR TRAVEL
IN LATIN AMERICA

MEDIA KIT

2018

WEBSITE - MAGAZINE

VISIT LATIN AMERICA

THE TOURISM BOARD DEDICATED TO TRAVEL, CULTURE
AND LIFESTYLE IN LATIN AMERICA

THE BEST ALL-IN-ONE B2B GUIDE FOR LATIN AMERICAN TOURISM:

- ° Promotional tool for tourism products (hotels, restaurants, museums, tourist offices, etc.)
- ° Travel guides
- ° “General Tourism Board” for Latin America

VISIT LATIN AMERICA IS AN ESSENTIAL TOOL TO PROMOTE YOUR
TOURISM PRODUCT ACROSS THE INTERNATIONAL B2B MARKET



visit-latin-america.com

▲
WHERE TO FIND US

- ° Website: visit-latin-america.com
- ° Print & digital magazines





THE BRAND

Created by Quimbaya Latin America, Visit Latin America is a promotional opportunity for professionals in the tourism industry, providing relevant, up-to-date travel information on 11 Latin American countries.

100% BtoB, Visit Latin America partners up with tourism companies and tourism boards that promote their products and destinations through the Quimbaya Latin America travel agency network, with more than 11,000 contacts in Europe, Asia, United States and Canada.

A 365° BRAND :



WEBSITE

MAGAZINE

BRAND CONTENT

ADVERTISING

WORKSHOPS

NEWSLETTERS

VISIT LATIN AMERICA OFFERS an up-to-date website featuring:

1

A selection of tourism companies, each with a personalized website

2

A travel guide for each destination with thousands of tips and recommendations

3

Articles, videos and cultural information about each destination.

KEY FIGURES



11 700 E-MAIL ADDRESS
IN EUROPE, USA, CANADA & ASIA

8000
visitors / month

5,83
pages / session

7:11
minutes / session

65 %
women

40 %
ages 25 - 35

25 %
new visitors

RATE PACKAGE 2018

DIGITAL - WEBSITE



BECOME A MEMBER OF VISIT LATIN AMERICA:

Personalized page*	300 USD - 1 an
Personalized page* + 4 inserts per year in our newsletters:	400 USD - 1 an
Personalized page* + 4 inserts per year in our newsletters + 30-day ad spot in "Best addresses" ** on our homepage:	600 USD - 1 an
Personalized page* + 4 inserts per year in our newsletters + 60-day ad spot in "Best addresses" ** on our homepage:	700 USD - 1 an

VIDEO :

Provided by the advertiser on the homepage. <i>Running time: 2 month</i>	200 USD
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BRAND CONTENT ARTICLES:

Insert in the Country Guide section <i>Running time: 2 months</i>	200 USD
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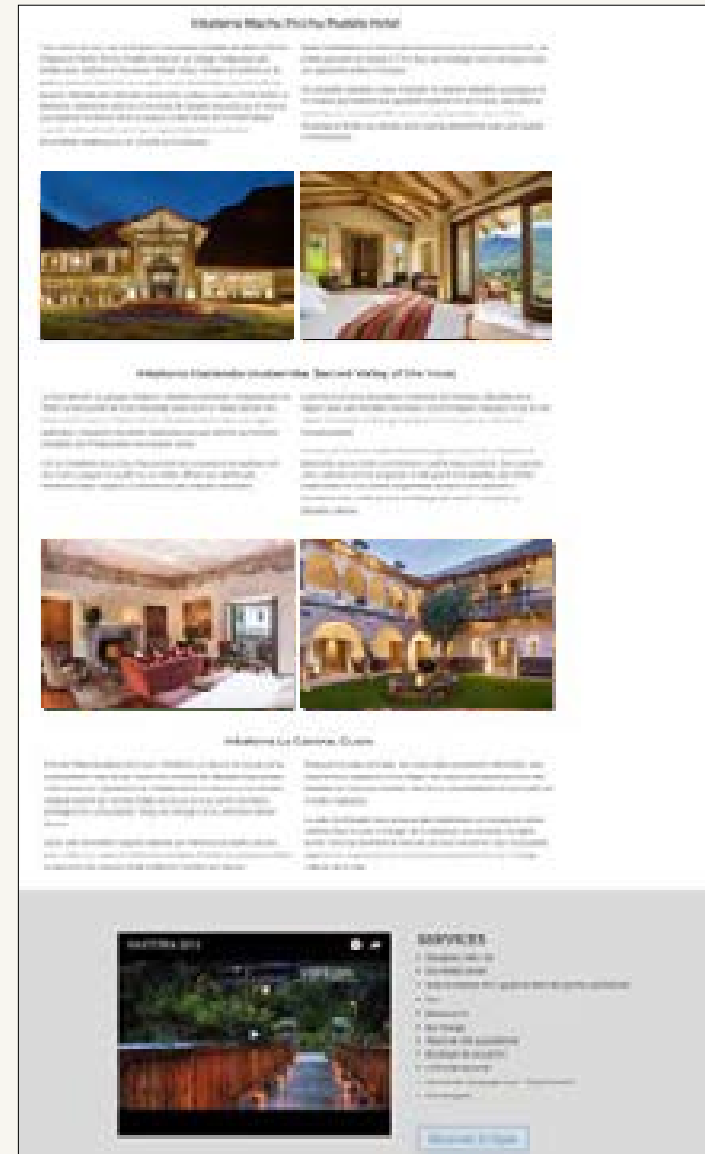
Insert in the "travel journal" section, written by Victoria de Fuentes <i>Running time: 1 month</i>	100 USD
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Your product recommended by a specialist in an article
or news feature: victoria-defuentes@visit-latin-america.com

(*) Personalized page with text-photo-video info provided by the advertiser and a link to the website.
Details can be modified every month during your membership
(**) "Best addresses" on the homepage: 5 advertisers per month

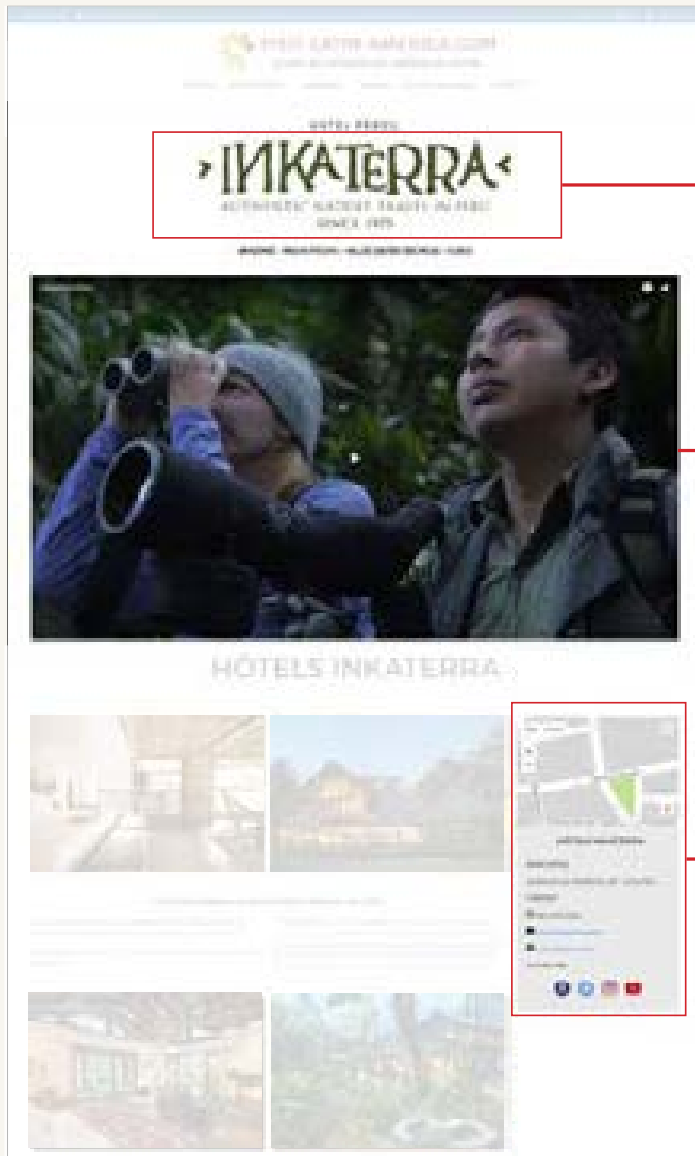
PERSONALIZED PAGE

INCLUDED IN YOUR MEMBERSHIP



PERSONALIZED PAGE

PHOTOS - DETAILS - CONTACT



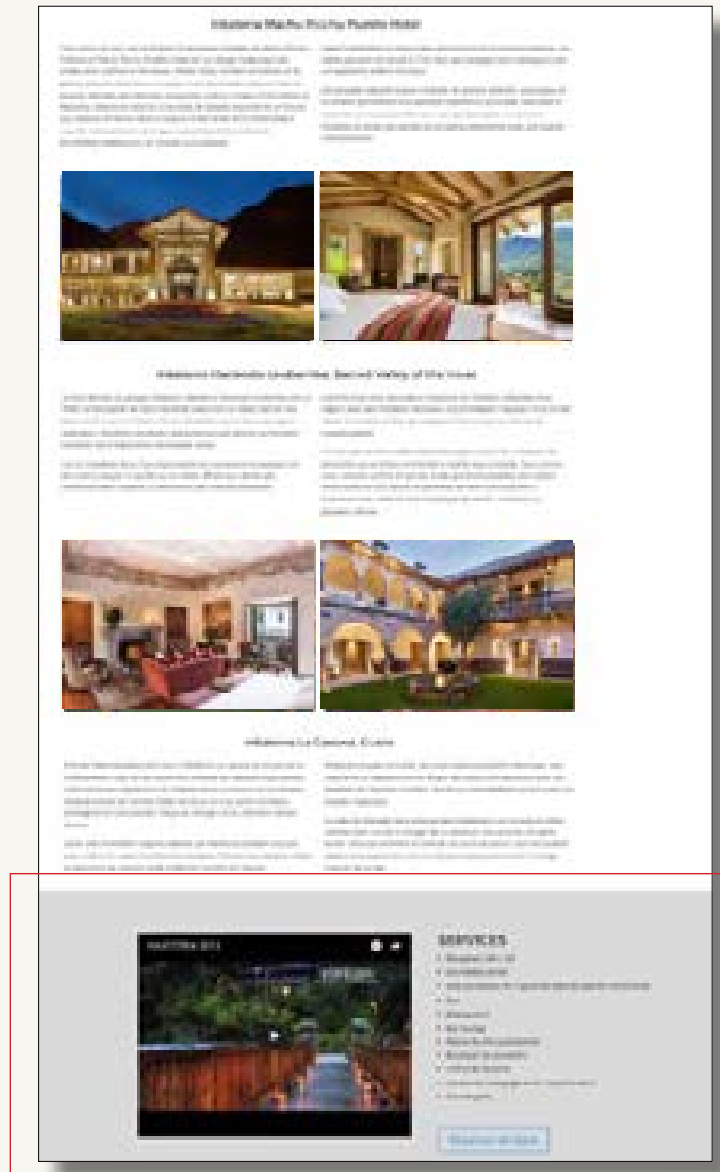
LOGO



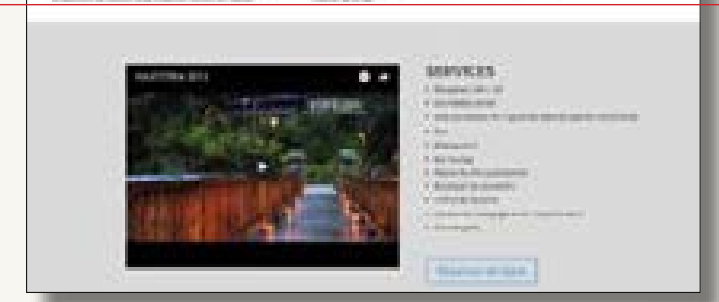
VIDEO
OU
SLIDESHOW



MAP
+ CONTACTS
+ SOCIAL MEDIA



PRESENTATION
Text + photos



OFFERS

HOMEPAGE

YOUR NEWS ON DISPLAY



«BEST ADDRESSES»
SECTION



VIDEO
STORYTELLING



BRAND CONTENT
STORIES - BLOG



BRAND CONTENT
« SPOTLIGHT
ON ... »



BEST ADDRESSES

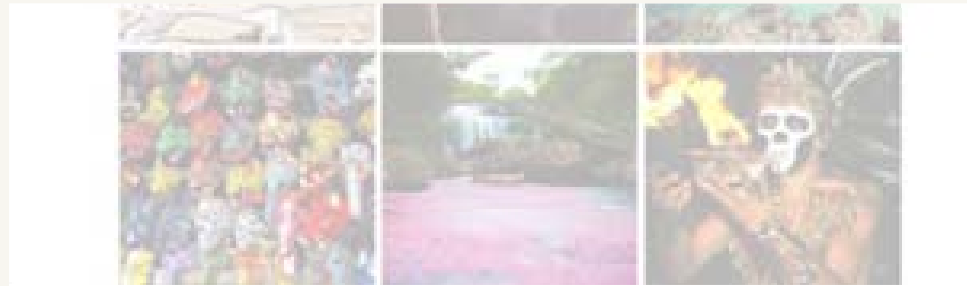
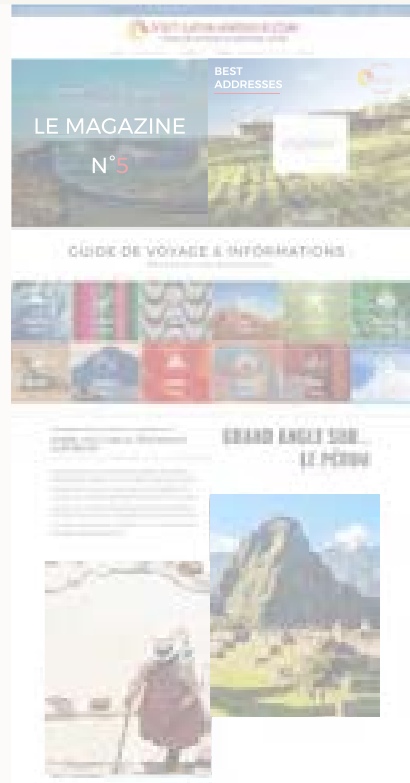
TOP AD SPACE



- -
 -
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- ATTENTION-GRABBING
HIGH-IMPACT
IMMEDIATE VISIBILITY
MORE TRAFFIC ON YOUR WEBSITE

VIDEO

LEADING FORMAT DISPLAY



DÉCOUVREZ CUENCA EN EQUATEUR

Ville d'art de l'Equateur, Cuenca mérite au moins deux jours de visite :

A large image of the Cathedral of Santa Ana in Cuenca, Ecuador. The cathedral is a large, ornate building with a prominent dome and spires. A play button icon is overlaid on the image, indicating a video player. Below the image, there is a small number '3'.

- HIGH-IMPACT FORMAT
- BETTER CUSTOMER RETENTION
- STRONG COMMUNITY ENGAGEMENT
- BOOST YOUR SEO



BRAND CONTENT SOLUTIONS

DIGITAL - SITE



LE VOYAGE DE VICTORIA DE FUENTES

Victoria de Fuentes nous raconte l'actualité du voyage en Amérique Latine.

Reportage, conseils de voyage, recommandations, itinéraires de tourisme, partage avec vous, professionnels du tourisme. Découvrez l'actualité de l'Amérique Latine avec la passion de vos blogs voyage - avec la nôtre aussi.

DÉCOUVRIRE SON CARREFOUR DE VOYAGE

NOS ACTUALITÉS

Découvrez toute l'Amérique Latine à travers le magazine, des reportages & les newsletters



MAGAZINES NEWSLETTERS REPORTAGES

LES RAISONS POUR VISITER LE PÉROU EN 2018

Des sites froids de nuit au soleil le Machu Picchu au tout nouveau Festival International d'Inca, accessible depuis mars 2017 par téléphérique, le Pérou, c'est bon comme, avec la joie des lieux de civilisations ancestrales. Le Nord du Pérou, encore confidentiel, est jansé de sites qui témoignent des splendeurs des civilisations Moche, Lambayeque, Chimú, etc.

GRAND ANGLE SUR... LE PÉROU



- : Bring added value to your brand in according to your positioning, thanks to our content creation solutions.
- :
- :
- : Boost your visibility and kick-start your brand engagement with a well-defined target audience, thanks to our original content (articles, interviews and features).
- : We showcase your product with an exclusive, adapted description, using a region or destination.

NEWSLETTERS

4 INSERTS PER YEAR

11700 BTOB CONTACTS

An extensive, loyal and interested community:

- Travel Agencies
- Tour Operators
- Tourism Boards
- Hotels
- Professionals in the tourism industry



THE MAGAZINE



44 PAGES

PRINT & DIGITAL

BIANNUAL PUBLICATION:

Spring/Summer: March
Autumn/Winter: September

6000 COPIES

free distribution to tourism professionals

3 READERS per copy

55% Women | 45% Men
Average age: 30 - 55 years old

DIGITAL VERSION:

3800
visits per month

ONLINE
site & interactive flipbook

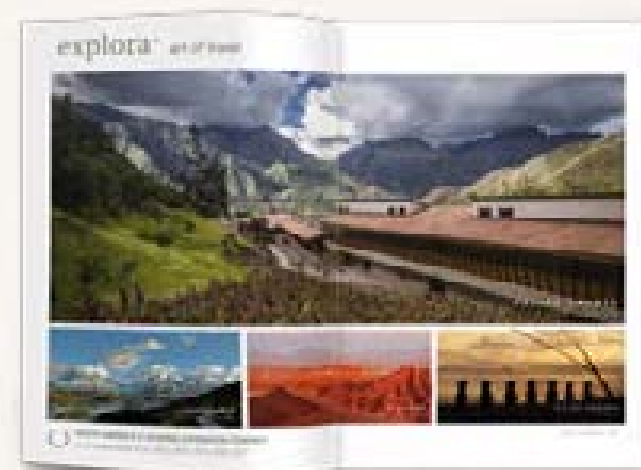
B2B
exclusively

PRICE LIST 2018

MAGAZINE



Back cover



Double page spread

VISIT LATIN AMERICA

VISIBILITY IN ISSUE N° 6 AND/OR N° 7

APPEARANCE IN THE MARCH 2018 ISSUE « SPRING / SUMMER SPECIAL » AND SEPTEMBER 2018 ISSUE « AUTUMN / WINTER SPECIAL »

Print & Online versions

Interior left page	1400 USD
Interior right page	1500 USD
Double page spread	2500 USD
Inside cover	2200 USD
Inside back cover	1900 USD
Back cover	2800 USD

BRAND CONTENT ARTICLES

Brand content single page:	1000 USD
Brand content double page:	1800 USD



Brand content double page

BRAND CONTENT SOLUTIONS

PRINT - MAGAZINE



- Increase your likeability and underline your brand's expertise with rich, relevant content.
- Our content creation solutions offer solid brand credibility to better engage and influence your community.

EDITORIAL CONTENT 2018

DIGITAL • WEBSITE VISIT-LATIN-AMERICA.COM

BEST ADDRESSES

Personalized page for each member

GUIDE

General tourist information & useful travel tips for 11 destinations

SPOTLIGHT

Every month, we focus on a different country:

2017	DESTINATION
NOVEMBER	PERU
DÉCEMBER	COSTA RICA
2018	
JANUARY	PANAMA
FEBRUARY	CHILE
MARCH	BOLIVIA
APRIL	MEXICO
MAY	ARGENTINA
JUNE	ECUADOR / GALAPAGOS
JULY	GUATEMALA
AUGUST	BRAZIL
SEPTEMBER	COLOMBIA
OCTOBER	PERU
NOVEMBER	COSTA RICA
DÉCEMBER	PANAMA

TRAVEL JOURNAL

Articles and useful information by Victoria de Fuentes



MAGAZINE PUBLICATION DATES

MARCH 2018

▼
The top travel destinations for spring and summer

SEPTEMBER 2018

▼
The top travel destinations for autumn and winter

LAYOUT

DIGITAL - WEBSITE

OFFER	FORMAT
Cover Photo	1200 x 640 px
Photos within body	600 x 400 px
Photo in 'Best Addresses' section	800 x 600 px
Photos in the Newsletter	550 x 420 px
Vidéo	URL
'Brand Content' article	<i>Contact us</i>



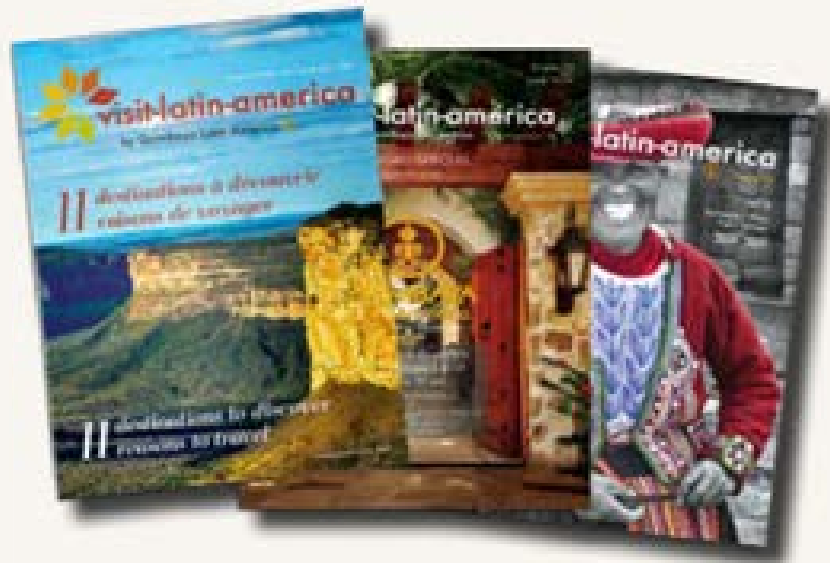
PRINT - MAGAZINE

OFFER	FORMAT
Full page	210 x 297 mm
Double page spread	420 x 297 mm

1cm margin

Allow for a 5 mm bleed

Visual Elements: PDF, 300 dpi minimum + color output CMYK



CONTACTS



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