



2026 MEDIAKIT



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ABOUT US

Who we are

The first gastronomy and travel magazine that, through entertaining and delicious stories, shows us the history, culture, and secrets of different corners of the world.

History

Food and Travel was founded in the United Kingdom in December 1997.

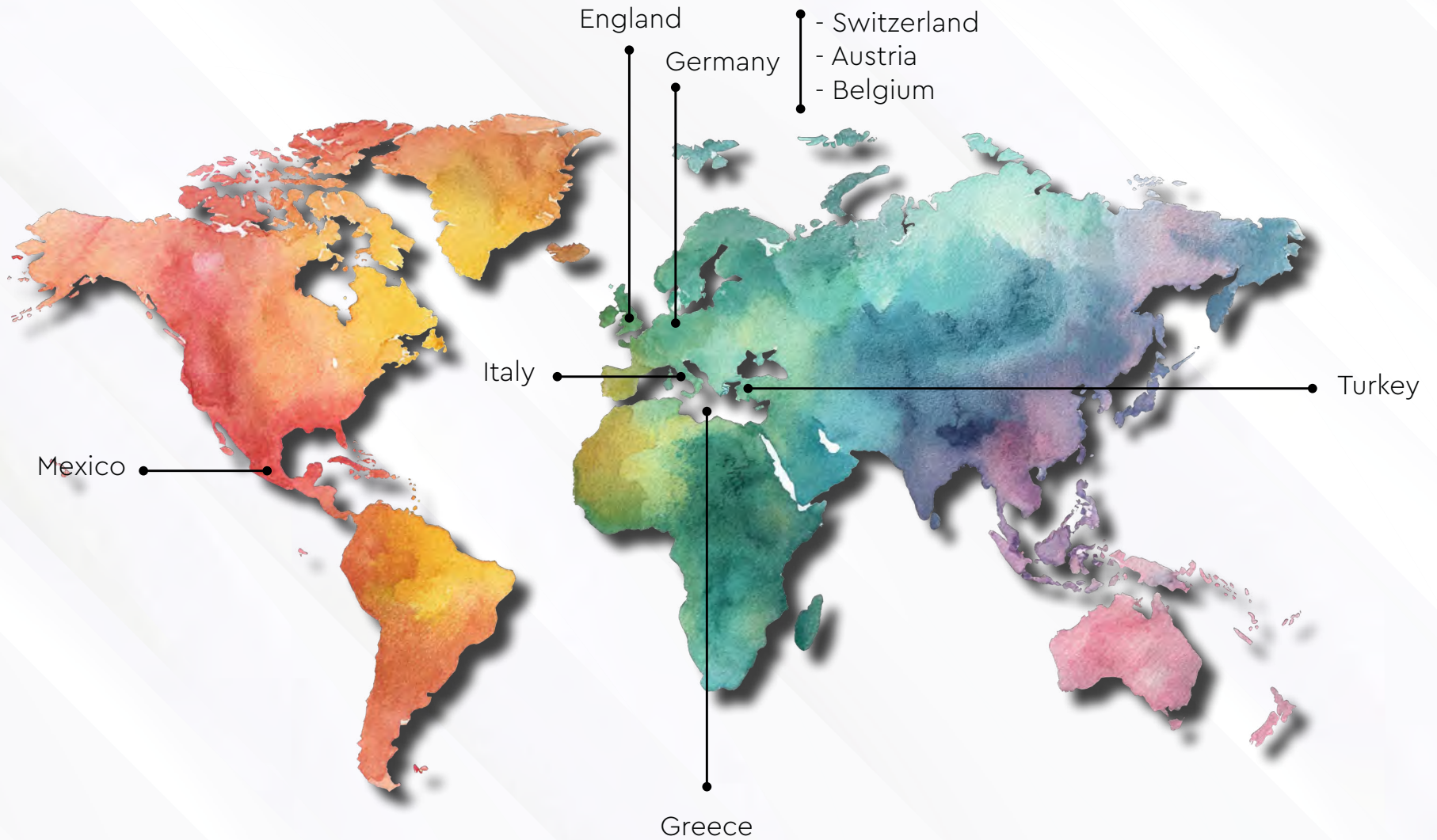
It arrived in Turkey in September 2008, and in June 2010 in Germany, before establishing itself in Arabia and Italy.

In 2011, Lyrsa Comunicaciones consolidated this publication's presence in Mexico.

Food and Travel Mexico reflects the lifestyle of a segment of society that seeks to discover, learn, experience, enjoy, and appreciate the culture of various nations through their food and their people.



Exhibition and Distribution **IN 9 COUNTRIES**



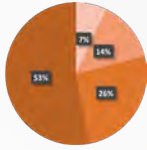
Editorial concept

Specialized and entertaining content developed by renowned international writers

- Stunning photography.
- Trips to exotic and traditional destinations narrated from a gourmet's perspective.
- Global news from the tourism, food, and beverage sectors.
- Delicious recipes created by international chefs.
- Gastronomic and wine tourism trips.



Demographic profile



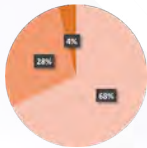
AGE

7% 18-24 YEARS OLD
14% 25-34 YEARS OLD
26% 35-44 YEARS OLD
53% 45+ YEARS OLD



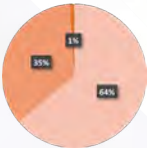
GENDER

40% MEN
60% WOMEN



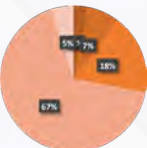
EDUCATIONAL LEVEL

68% BACHELOR'S DEGREE
28% POSTGRADUATE
4% HIGH SCHOOL



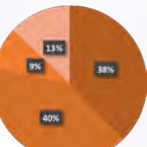
SOCIOECONOMIC LEVEL

64% ABC+
35% C
1% D+



OCCUPATIONAL STATUS

3% STUDENT
7% HOMEWIFE
18% PART-TIME
67% FULL-TIME
5% OTHER



MARITAL STATUS

38% SINGLE
40% MARRIED
9% DIVORCED
13% COMMON-SEX UNION

Travel habits

Visit AAA restaurants 85%
Shop 93%
Rent a car 55%
Accommodation in five-star hotels up to premium category 75%

Features

High socioeconomic status ABC+ 83%
Have one or more credit cards 80%
Are decision-makers 77%
Stay fashionable 75%
Buy the latest technology 74%

Insight

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



PRINT MAGAZINE

27,000
copies

PRINT RUN

EDITION REACH

151,200
FORMATS

PRINT & DIGITAL

<https://foodandtravel.mx/revistas/>

PASS ALONG

5.6

FREQUENCY
6 ISSUES PER YEAR





Distribution

Open: CDMX and EDOMEX: City Market /Chedraui Selecto/Fresko Market
Closed: Main tourism and gastronomy expos nationwide, Hospitals and medical offices (ABC Observatorio, Español, Torre Palmas, Corporativo Virreyes, Torre Lomas Altas, Médica Sur), Hotels, boutique hotels, spas (Grupo Presidente InterContinental, Lucerna, Rosewood, Marriot, Rodavento, among others.) Restaurants (More than 150 restaurants in CDMX with reach in more than 25 neighborhoods (Grupo Los Canarios, Cardenal, Mayson Kayser, Grupo Estoril, etc.), presence in Puebla, Jalisco, Querétaro, Michoacán, Edo de México, Morelos, Oaxaca and Chiapas) Airport VIP Lounges (Aeroméxico, Grupo Aeroportuario del Pacífico, Centurión by American Express, Global Lounge, Beyond City Banamex, Air France, KLM, Alitalia, Delta, Mastercard, HSBC) Others (HSBC Premier Centers nationwide, Airport VIP Lounges: a The Grand Lounge Elite, Viajes Palacio agencies nationwide).

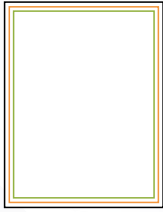
Contents

Food and Travel Mexico is an invitation to delight the senses through **gastronomy and tourism with authentic experiences and captivating narratives.**

- **Unforgettable Culinary Journeys:** Through travel chronicles, we immerse readers in the diverse cuisines of Mexico and the world, revealing the history, culture, producers, chefs, traditional cooks, and secrets that bring each destination or wine region to life, from the most deeply rooted traditions to the latest trends.
- **Exploring Magnificent Destinations:** Guides readers to the planet's most fascinating corners, showcasing exotic and traditional destinations through authentic and unforgettable experiences.
- We embrace a lifestyle that values **discovery, understanding, and enjoying** culture through its food, its people, and its landscapes. That's why we feature important news from the world of hospitality, interviews with chefs, and restaurant and hotel reviews.
- **Luxury and Experiences:** Through travel chronicles linked to experiences and festivals, we inspire readers to identify with the audiences of luxury brands in cars, fashion, and gastronomy, which inspire the dreams of those who appreciate quality and good taste.
- **Recipes from around the world and from renowned national and international chefs.** Each issue features a selection of authentic and delicious recipes to recreate the magic of cuisines from different cultures and latitudes.

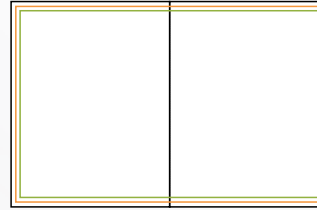
In essence, **we are the perfect window to "eat the world,"** inspiring readers to discover, enjoy, and appreciate every corner with an open palate and mind.

Measurements for ad delivery



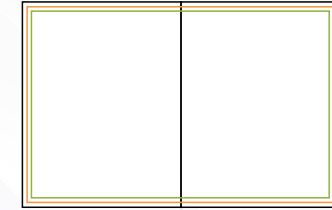
Single ad page

□ 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 10.4in



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

Rates + VAT

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





Commercial closing dates 2026

ED.	MONTH OF PUBLICATION	EDITORIAL SECTION	COMMERCIAL CLOSING DATE	DEADLINE MATERIAL DELIVERIES
125	February / March	Wellness Traveler	January 6	January 9
126	April / May	Family Traveler	March 6	March 11
127	June / July	Adventure Traveler	May 6	May 11
128	August / September	Sustainable Traveler	July 6	July 10
129	October / November	Nautical Traveler	September 4	September 11
130	December / January	Alpine Traveler	November 6	November 11

Circulation dates: Starting on the 1st of each month



SPECIAL SECTIONS

Click on
the covers



WELLNESS TRAVELER

Our special section to inspire travelers seeking wellness, health, and holistic experiences in tourism and gastronomy.

Wellness is the result of a personal initiative to find an optimal, holistic, and balanced state of health in multiple facets: physical, mental, and spiritual.



FAMILY TRAVELERS

Discover the best destinations for family travel. Special section with inspiration for traveling with kids: unforgettable experiences and tips to unleash the explorer in all little ones, as well as tips for traveling with pets and stories about furry travelers.



SUSTAINABLE TRAVELER

Sustainability, more than a trend, has become a way of life.

It seeks to harmonize with the environment to cause the least possible impact and responsibly utilize the resources the Earth provides.

Click on
the covers

Click on
the covers



ADVENTURE TRAVELER

This special section is dedicated to adventure tourism, which combines physical activity, nature, and cultural immersion.

Discover exciting destinations, challenging activities, ecotourism hotels, and tour operators that aim to stimulate travelers' adrenaline while preserving natural resources and promoting the economic and social development of communities.



NAUTICAL TRAVELER

Who doesn't love sleeping lulled by the waves and waking up in a new destination every day?

A special section dedicated to the different national and international cruise lines, unmissable routes, and the best cruise chronicles and tips for sailing in style.



ALPINE TRAVELER

The mountains are there not only to be contemplated, but also to venture along their paths, connect intimately with nature, and experience the experiences that only winter can offer...

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



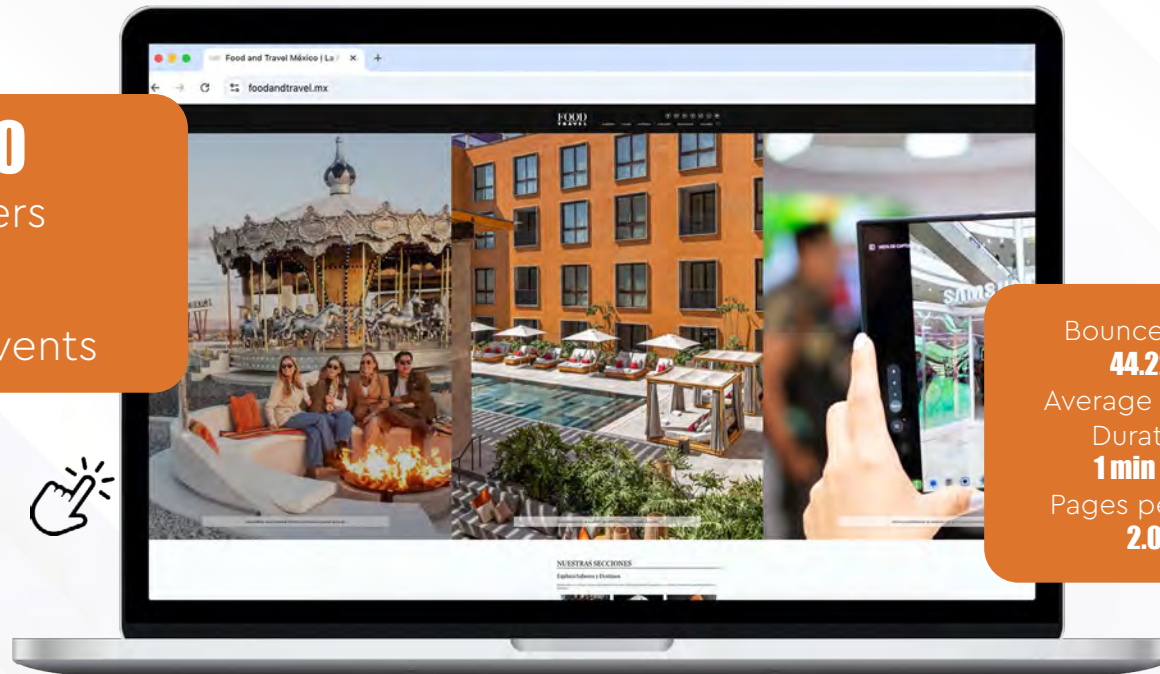
Website **foodandtravel.mx**

209,000

Unique users

1.7M

Interaction events



Bounce Rate:
44.22%
Average Session
Duration:
1 min 54 s
Pages per Visit:
2.04

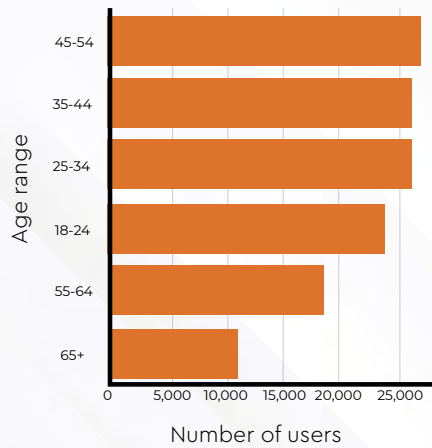
The website **foodandtravel.mx** is positioned as a leader within the segment of the selected sites. This leadership is due to a content agenda that prioritizes reader interest, online traffic, and partner satisfaction.

The website operates under a programming architecture that prioritizes travel, hotel, gastronomy, luxury, and lifestyle content.

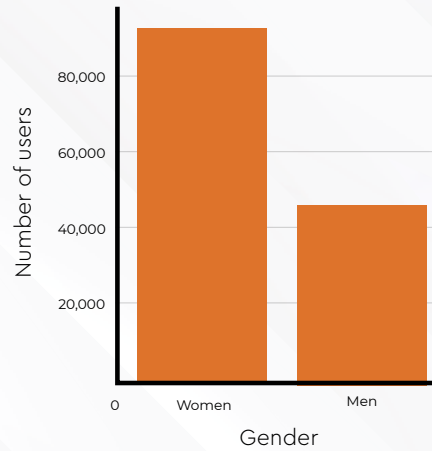
Statistics

foodandtravel.mx

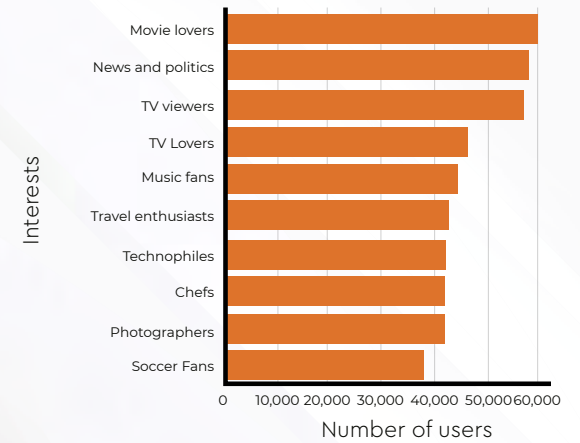
User distribution by age



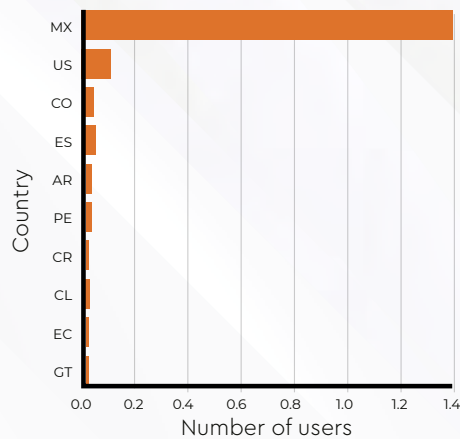
User gender



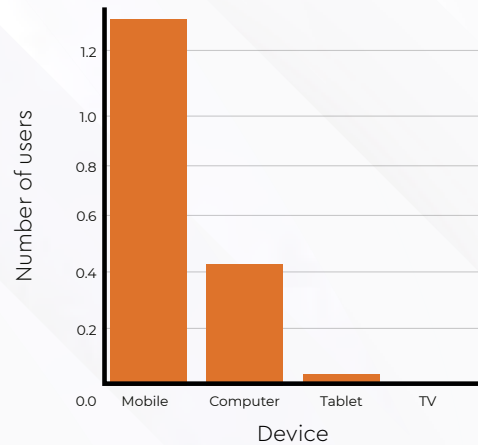
User interests



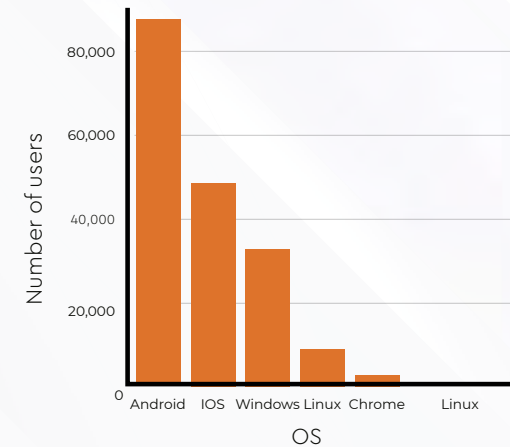
Top 10 countries by number of users



User distribution per device

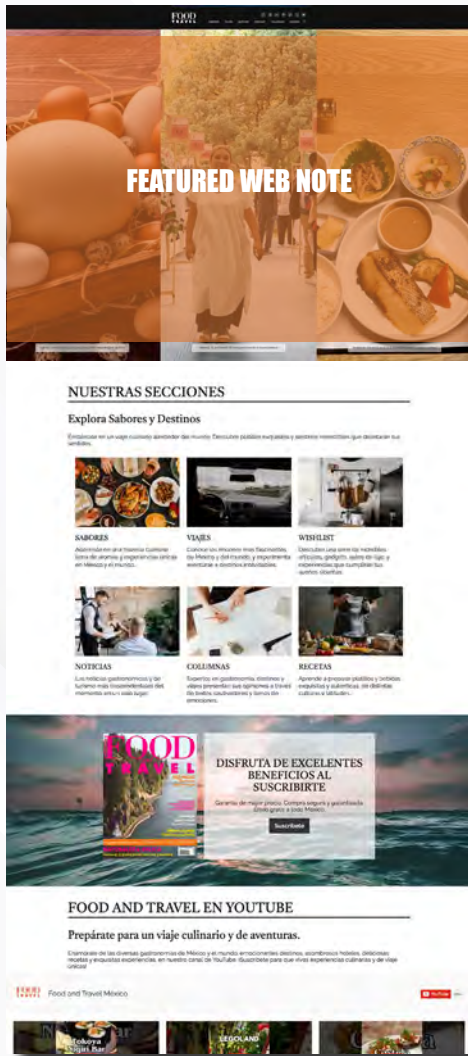


User distribution by operating system



Commercial Spaces

Branded content rates / foodandtravel.mx



NOTES WEBSITE

FEATURED NOTE

First 3 from Home
simple 2,885 USD
3 notes available

PRINCIPAL NOTE At the Home of the sections:

Travel, flavors and wishlist
simple 2,700 USD
Fixed maximum 7 days*

WEB NOTE
simple 2,620 USD
with video +15 %

YOUTUBE VIDEO 1,575 USD

Link to Youtube channel
Food and Travel

+ 15% if they request to be in the field customizable search, with the possibility of including brands and specific products.

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.

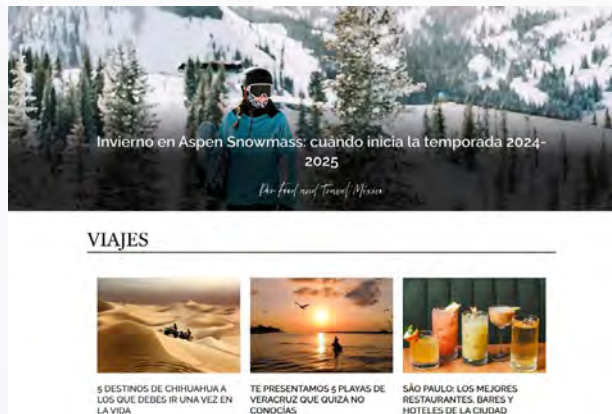
Official website and @ of their social network

Commercial Spaces

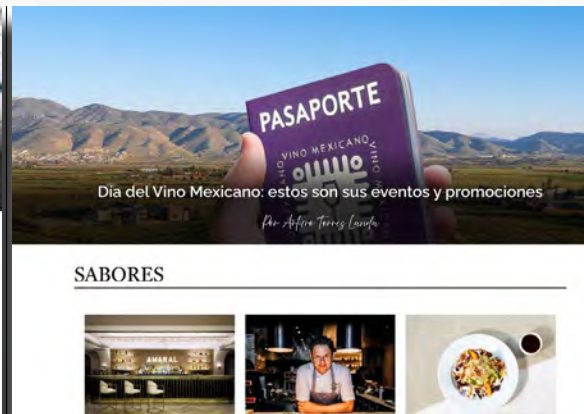
Branded content rates / foodandtravel.mx

PRINCIPAL NOTE

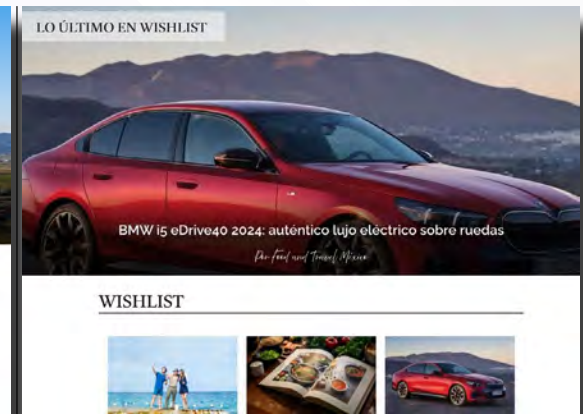
At the Home of the sections:



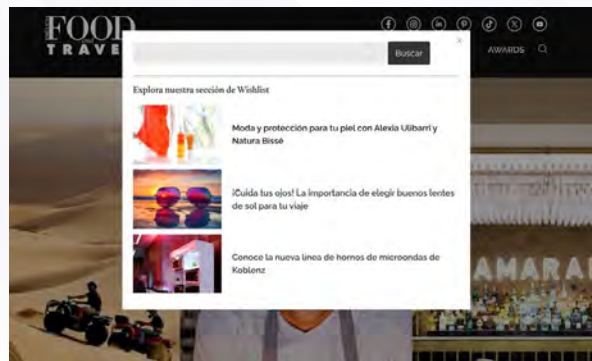
Travel



Flavors



Wishlist



Customizable search field,
with the possibility of including brands
and specific products.
15% Additional to the contracted note



Inclusion of links for elaboration
of backlink type campaigns
250 USD

Commercial Spaces

Banners rates / foodandtravel.mx



PLANEA TU VIAJE

La magia de viajar

Planea tu viaje perfecto desde elegir el destino ideal hasta crear itinerarios memorables.

SilverSea revoluciona los cruceros: 5 motivos por los que amarás el Silver Nova

¡Cómo se festeja el Día de los Reyes Magos en el mundo?

¡Año nuevo, nuevos viajes! Estas son las tendencias de viaje para 2024

WEB NOTE

SABORES

Un viaje culminante en cada bocado

Te mostramos los restaurantes en tendencia, espacios culinarios imperdibles, así como de las personalidades que truenen la industria gastronómica de México y el mundo.

6 festivales gastronómicos para iniciar el año de forma deliciosa

¿Dónde comer ceviches muy originales?

Desde el Cantarita Post y disfruta de los tamales más deliciosos de la CDMX

WEB NOTE

VIAJES

Sumérgete en experiencias inolvidables

Damos un recorrido por los seis continentes alrededor del mundo para descubrir juntos sus territorios, sus animales, sus costumbres y a su gente.

CDMX: de las mejores ciudades para el turismo mundial en 2024

¡Viaja! Descubre México con estas increíbles imágenes

SilverSea revoluciona los cruceros: 5 motivos por los que amarás el Silver Nova

WEB NOTE

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)

BOX BANNER

300 x 250 px

300x250 Box Banner programming with embedded video

Final 300x250 graphic in JPG, PNG or GIF

Version 1.5 x (450 x 375 px)

Version 2x (600 x 500 px)

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

300x250 Box Banner programming with animated elements

300x250 reference graphic in JPG, PNG or GIF

Version 1.5 x (450 x 375 px)

Version 2x (600 x 500 px)

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

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

Programming cost:

Pushdown with video: 335 USD

Pushdown with animation of 3 seconds up to

5 elements: 665 USD

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*

Contents Newsletter

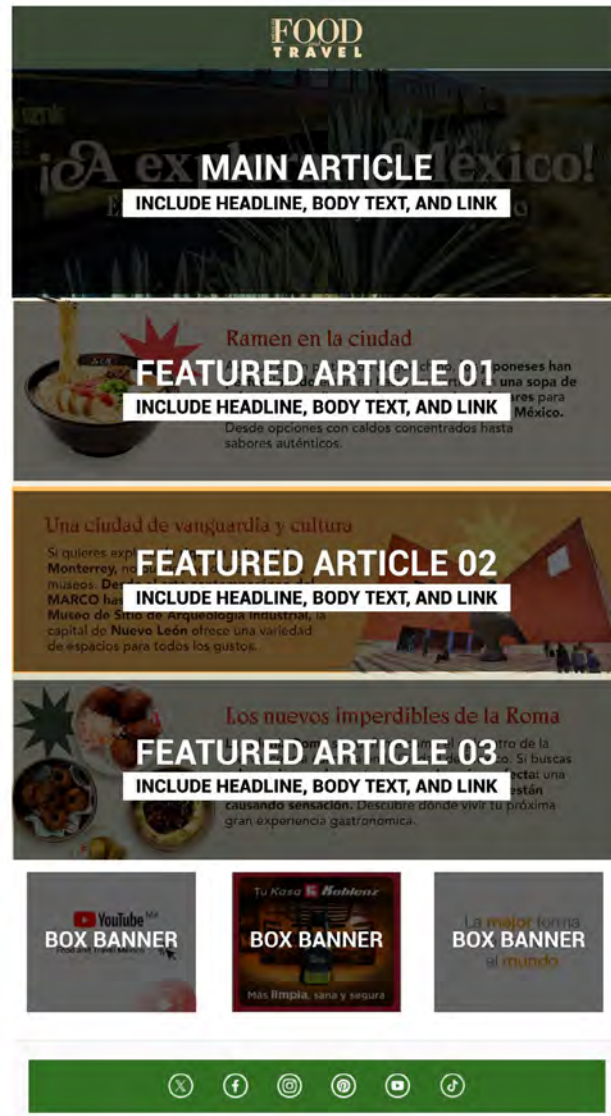
30,000+

**Users in database
2 shipments per month**

Shipping dates 2026

JANUARY Tuesday 13 Thursday 29	JULY Monday 6 Tuesday 21
FEBRUARY Tuesday 10 Tuesday 24	AUGUST Tuesday 4 Tuesday 25
MARCH Friday 6 Wednesday 18	SEPTEMBER Wednesday 9 Tuesday 22
APRIL Thursday 10 Monday 18	OCTOBER Monday 5 Tuesday 20
MAY Wednesday 6 Tuesday 26	NOVEMBER Wednesday 4 Thursday 19
JUNE Saturday 14 Tuesday 24	DECEMBER Tuesday 1 Monday 14

Dates subject to change*



Main article 2,205 USD

It's a news story that the client submits for publication on the Food and Travel Mexico website and appears as the lead article in the newsletter.

Central article 1,785 USD

Editorial content submitted by the client

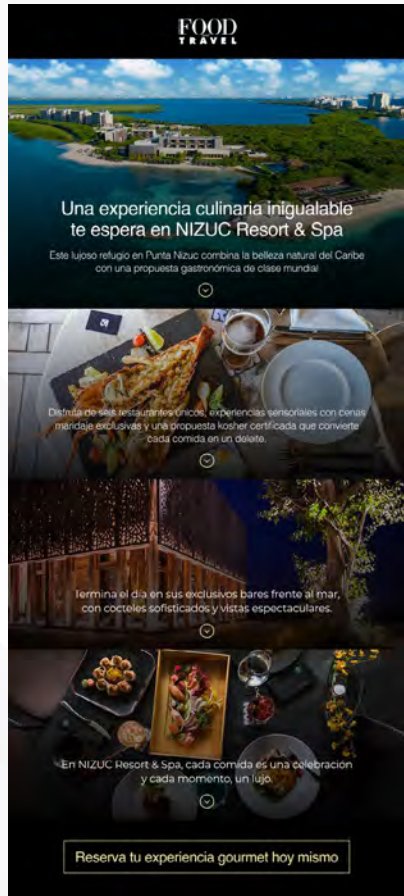
Box banner 892 USD

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

2024 Reach: **2,096,384**
2024 Openings: **438,243**
2024 Clicks: **11,072**
Open Rate 2024: **20.90%**
CTR 2024: **2.52%**
Annual 2024*

*In January 2026, figures for 2025 will be updated**

Examples



30,000 BDD +

Exclusive Newsletter

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.

Social Media

@foodandtravel.mx



Subscribers: **285,102**
Views: **8,926,786** monthly reach
Monthly reach **3,681,569** monthly reach



@foodandtravelmx
Subscribers: **122,621**
Views: **2,563,782** monthly reach



Subscribers: **88,834**
Impressions: **120,500** per month



@foodandtravelexperiencesmx
Subscribers: **19,113**
Views: **4,376,584** monthly reach



Subscribers: **13,335**
Views: **173,302** monthly reach



Subscribers: **12,100**
Impressions: **75,480** monthly reach



Subscribers: **4,710**



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 September 10, 2025



EXPERIENCES



Experiences

Food and Travel hosts various events that are offered to our clients to enhance the reader and user experience.

- Some events include:
- Tasting and pairing dinners
- Gastronomic workshops
- Tours and trips
- Test drives

All events receive editorial coverage during the month following their event date.

Example



Click