



SINCE 1992

Mazatlan's

Pacific Pearl

MR

www.mazatlanpacificpearl.com

MEDIA KIT 2022

29

YEARS OF EXPERIENCE

+100*

DISTRIBUTION POINTS AROUND
MAZATLÁN

**The distribution points may change without prior notice, and depending on the season.*

230,000

MONTHLY PAGEVIEWS ONLINE

1.6

MILLION BASE
AVERAGE VISITORS PER YEAR





Who We Are

Mazatlán's Pacific Pearl is Mexican company committed to serve the english-speaking community through information about life in Mazatlán. We show community unity and updated articles and trusted advertisers.

Our monthly newspaper features the most valuable content for the tourism with contributors' articles, advertisements, essential phone numbers, classified ads, and many more which all lead to strong readership, and great results for our advertisers.

History

Created in **1992**, with **29 years** promoting the port and connecting the national and international tourists with the everyday life, commerce, art and culture of Mazatlán, also providing inside information and carefully researched articles.

MazatlanPacificPearl.com attracts readers from around the world.

SIMULTANEOUS *advertising*



Mazatlán's Pacific Pearl

Printed Newspaper distributed in more than 100 points around Mazatlán.



MazatlanPacificPearl.com

Digital and Interactive version of the printed Newspaper

Each Ad redirects our website readers to our advertisers Business Website or Facebook Page



/PacificPearlOnline

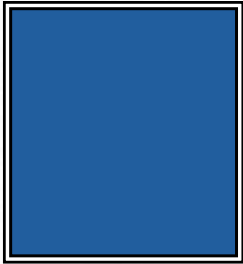
/Mazatlán's.PacificPearl

Social Media

By Advertising on the Pacific Pearl you get participation in the Private Facebook Group.



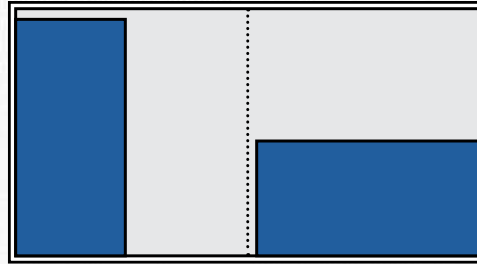
advertising SIZES (width x height)



FULL PAGE

Final Page: 27.2 cm x 28.58 cm

Ad: 26 cm x 27.38 cm



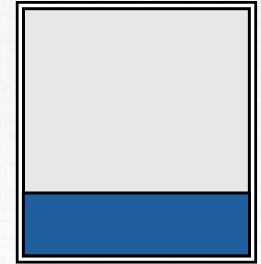
1/2 VERTICAL

12.75 cm x 26 cm

1/2 HORIZONTAL

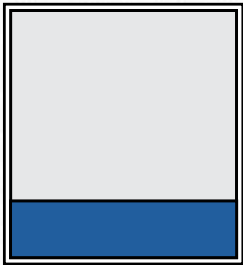
26 cm x 12.95 cm

- Open final size with margins: 54.4 cm x 28.6 cm



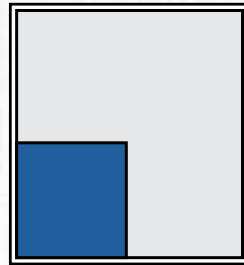
1/3 HORIZONTAL

25.5 cm x 8.7 cm



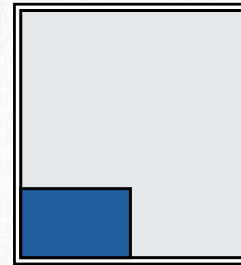
1/4 HORIZONTAL

26 cm x 6.22 cm



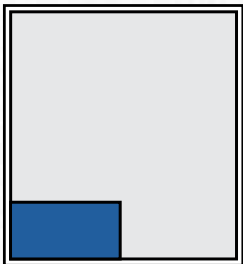
1/4 STANDARD

12.75 cm x 12.95 cm



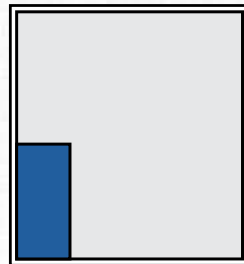
1/6 HORIZONTAL

12.75 cm x 8.47 cm



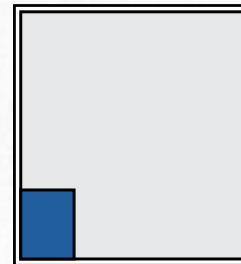
1/8 HORIZONTAL

12.75 cm x 6.22 cm



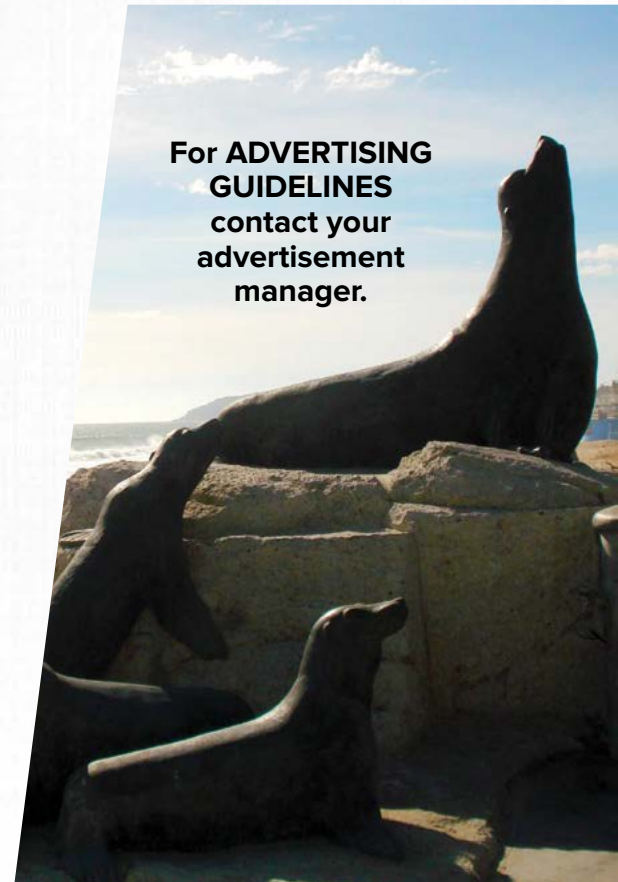
1/8 VERTICAL

6.12 cm x 12.95 cm



1/16 STANDARD

6.12 cm x 6.22 cm



For **ADVERTISING GUIDELINES** contact your advertisement manager.

READERS *profile*

98% of readers prefer Mazatlan's Pacific Pearl over television, brochures, maps, radio, Sector, billboards, and local newspaper, beating even the internet by a 3-1 margin.

86% International readers
14% National readers

United States with the 47%, Canada with the 26%, United Kingdom 14% and México 12% are the main countries that read us. 1% other places

AGE

18% 35-44

38% 45-54

44% 55-65

TRAVEL HABITS

85% Visits AA restaurants

73% Avid Shopper

55% Condominium Lodging

FEATURES

62% Economic Level BC+

80% 1 or more credit cards

77% Decision Maker



MazatlanPacificPearl.com WEBSITE

Through our Digital interactive E-Newspaper version, MPPearl connect our worldwide readers to our advertisers, presenting this way unparalleled advertising opportunities for businesses.

E-Newspaper
Digital replica of our printed newspaper.
Experience the same quality of **Mazatlán's Pacific Pearl** optimized across all devices.



MazatlanPacificPearl.com
Highly effective for driving awareness and engagement around our advertisers with an average of 20,000 page views monthly.

Digital Ads
Each ad redirects our website readers to your Business Website or Facebook page.



79%
of respondents said

3.12 min
average time spent on
mazatlanpacificpearl.com
per section



80%

BANNER seen

Time on: 0.3s
Time to: 1.1s

73%

DISPLAY seen

Time on: 0.4s
Time to: 1.4s

Display Ad

Purchase a **Display Ad** (300x300 pixels) to be displayed throughout our entire website for just **\$7,000 pesos/Year!****
Ad copy can be changed monthly.

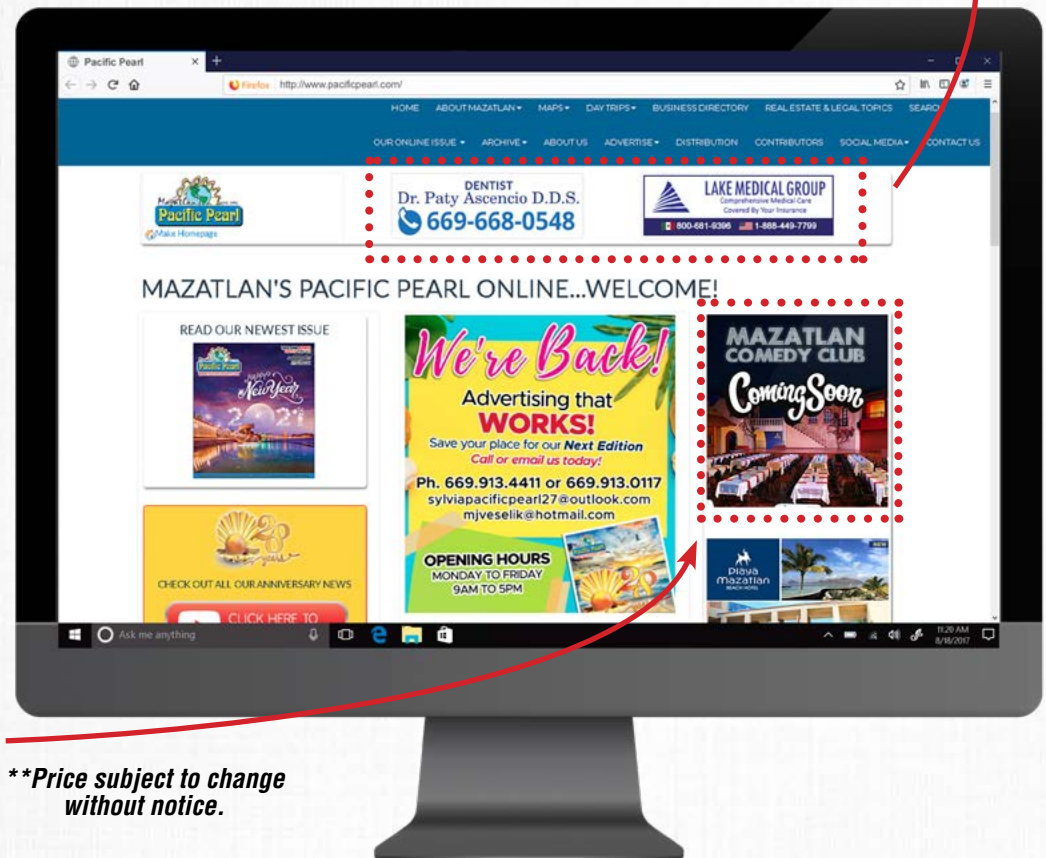
WEB advertising

Our Online Ads showcase our advertisers in a can't miss way to build awareness and engagement with our website audience.

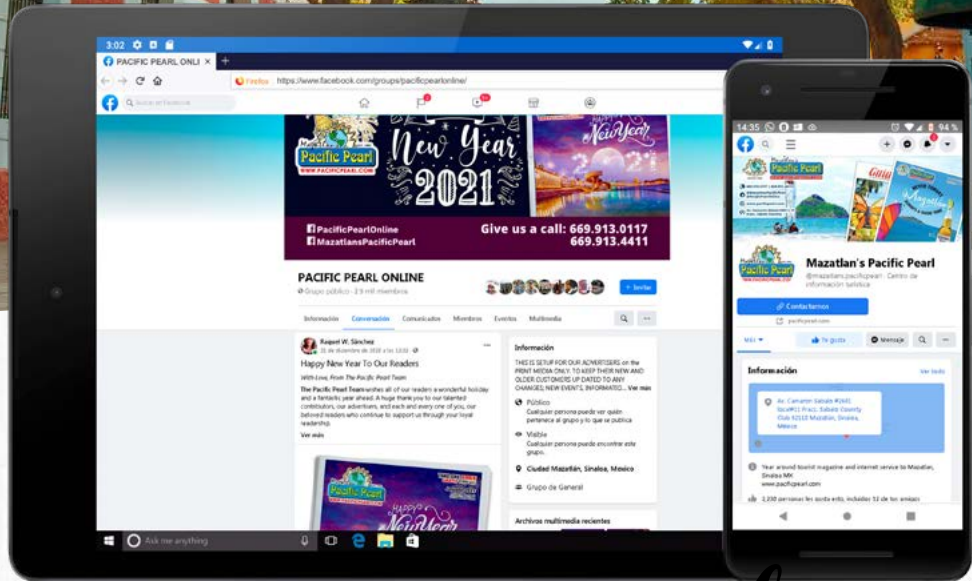
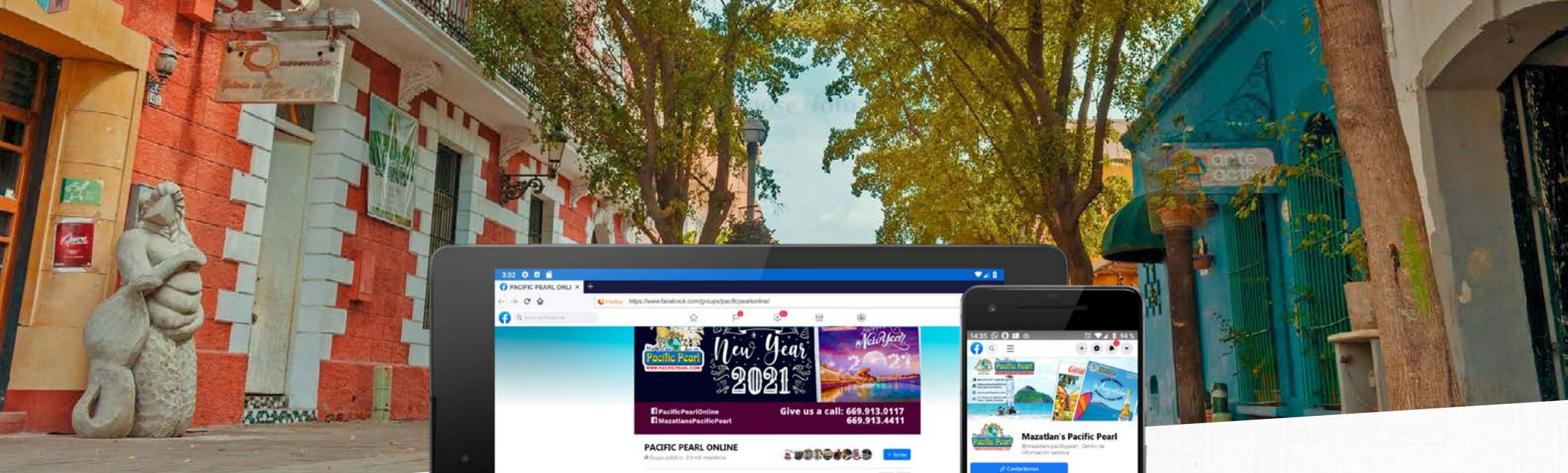
Free Banner

When you advertise in **Mazatlán's Pacific Pearl***, you get a Free Ad Banner inside our website that redirects our readers to your Business Website or Facebook Page.

**From 1/8 size ad*



****Price subject to change without notice.**



45%

of our followers said that they rely on our Facebook Group to get information.

69%

of our followers trust in the advertisers posts.

SOCIAL *media*

/PacificPearlOnline

2.9k
Facebook Group
highly engaged followers

When you advertise in **Mazatlán's Pacific Pearl***, you get participation in the **/PacificPearlOnline Private Facebook Group** where you can post advertisements that link back to your website.

*/Mazatlans.
PacificPearl*

We have a highly engaged community of followers.

Our Facebook Page showcase our advertisers in a can't miss way to build awareness and engagement with our Facebook followers.

We are your option if you're looking for ways to promote your business digitally.

2.2k
Facebook followers

contact ADVERTISING



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