



SINCE 1992

Mazatlan's

Pacific Pearl

MR

www.mazatlanpacificpearl.com



SUMMER *edition*

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.*

350,000

MONTHLY PAGEVIEWS ONLINE

1.6 MILLION MONTHLY
AVERAGE VISITORS





Who We Are

Mazatlán's Pacific Pearl is Mexican company committed to serve the english-speaking community throught information about life in Mazatlán.

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 **Bi-Monthly Newspaper**
that covers the months of May-June and
July-August, and 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

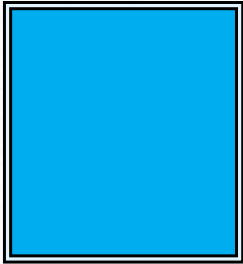
/Mazatlán's.PacificPearl

Social Media

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



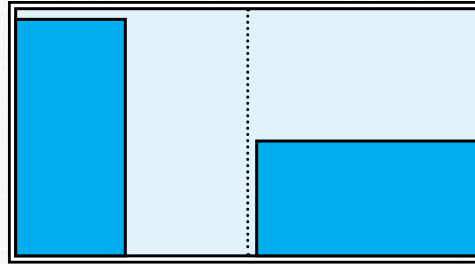
advertising SIZES (width x height)



FULL PAGE

Final Page: 27.2 cm x 28.58 cm

Ad: 26 cm x 27.38 cm



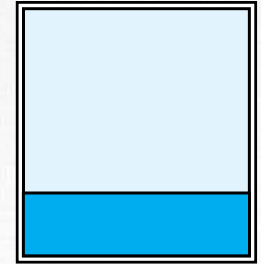
1/2 VERTICAL

12.75 cm x 26 cm

1/2 HORIZONTAL

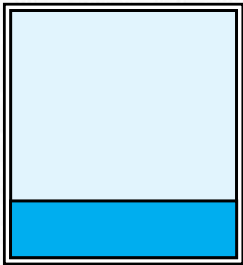
26 cm x 12.95 cm

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



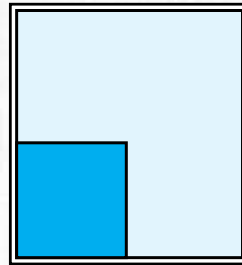
1/3 HORIZONTAL

25.5 cm x 8.7 cm



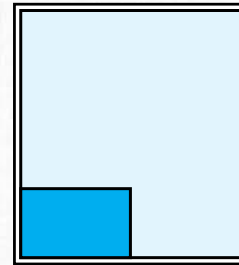
1/4 HORIZONTAL

26 cm x 6.22 cm



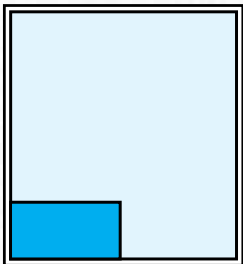
1/4 STANDARD

12.75 cm x 12.95 cm



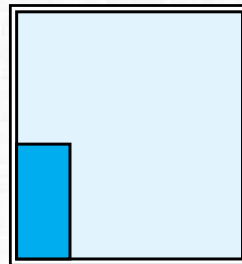
1/6 HORIZONTAL

12.75 cm x 8.47 cm



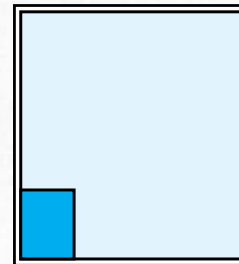
1/8 HORIZONTAL

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.

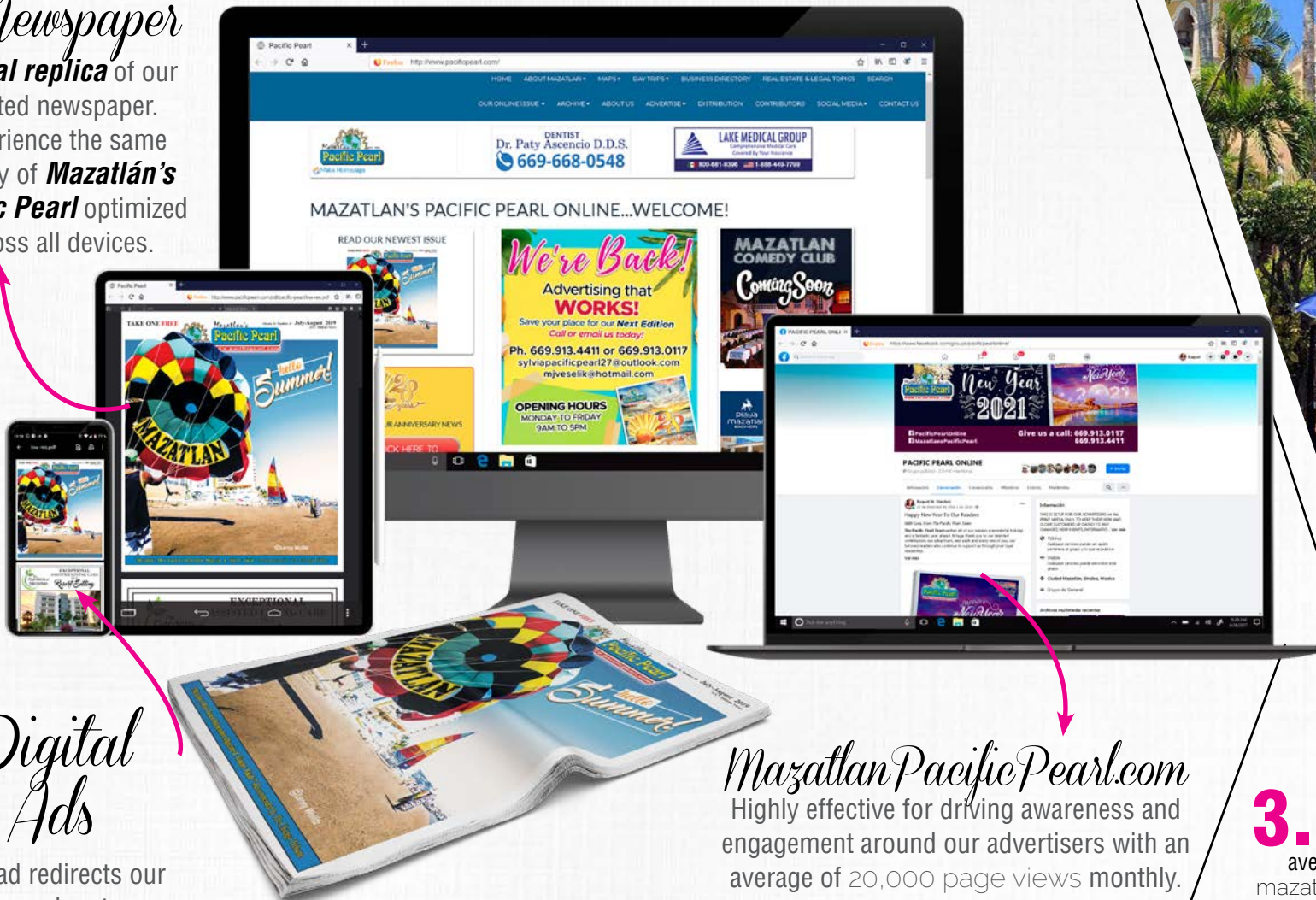


MazatlanPacificPearl.com WEBSITE

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.



Digital Ads

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

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

79%
of respondents said

3.12 min
average time spent on
mazatlanpacificpearl.com
per section

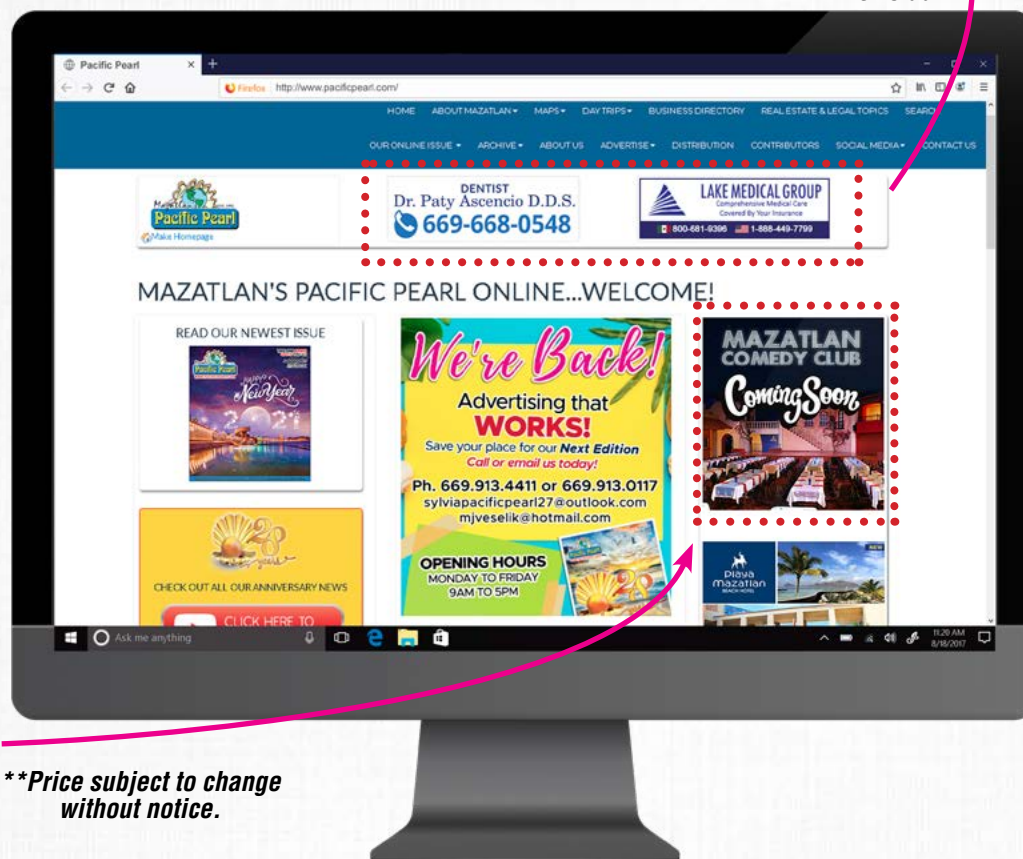
WEB advertising

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.



80%

BANNER seen

Time on: 0.3s
Time to: 1.1s



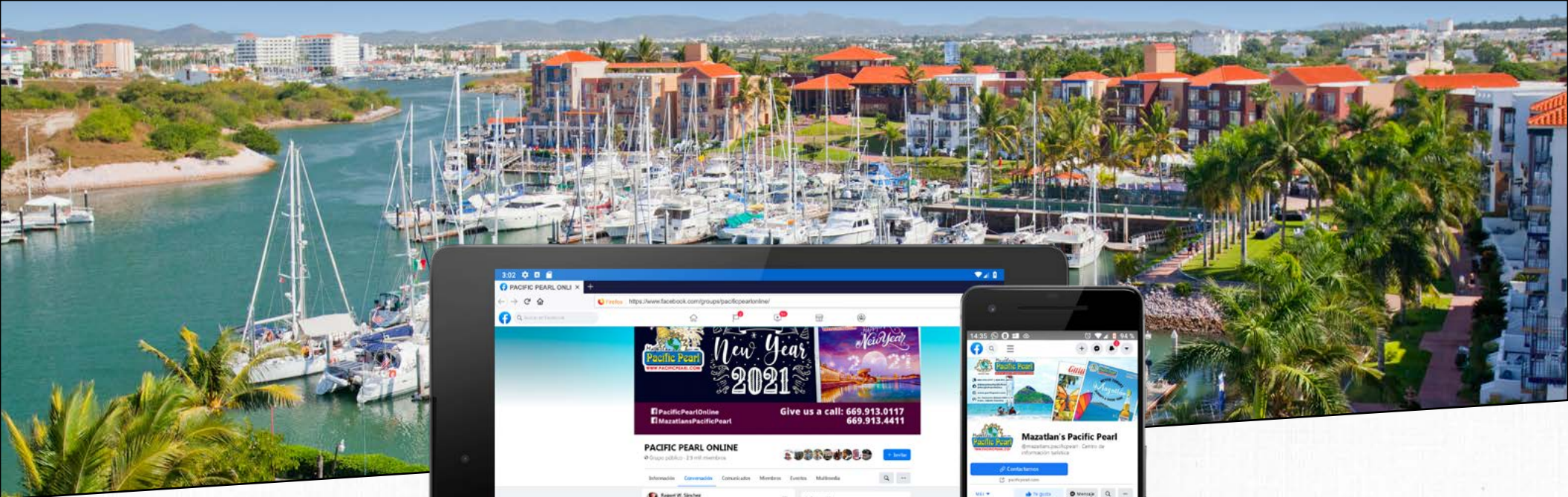
Display Ad

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.

73%

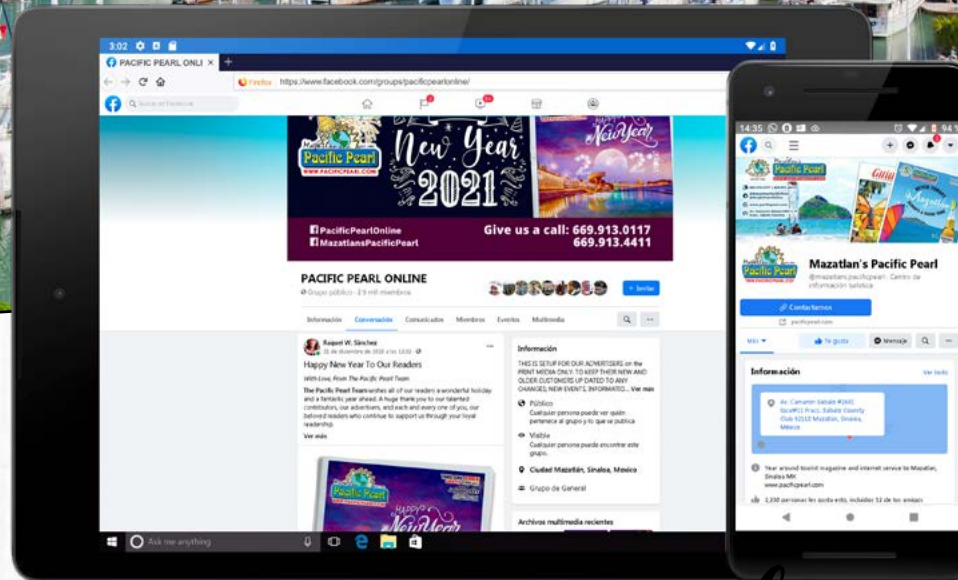
DISPLAY seen

Time on: 0.4s
Time to: 1.4s



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

*/Mazatlans.
PacificPearl*

2.9m

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.

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.

2.2m

Facebook followers

contact ADVERTISING



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