

TOURIST *map*

MEDIA KIT 2022



SINCE 1992

Mazatlan's
Pacific Pearl

www.mazatlanpacificpearl.com

2nd
EDITION

5,000
PRINTED COPIES

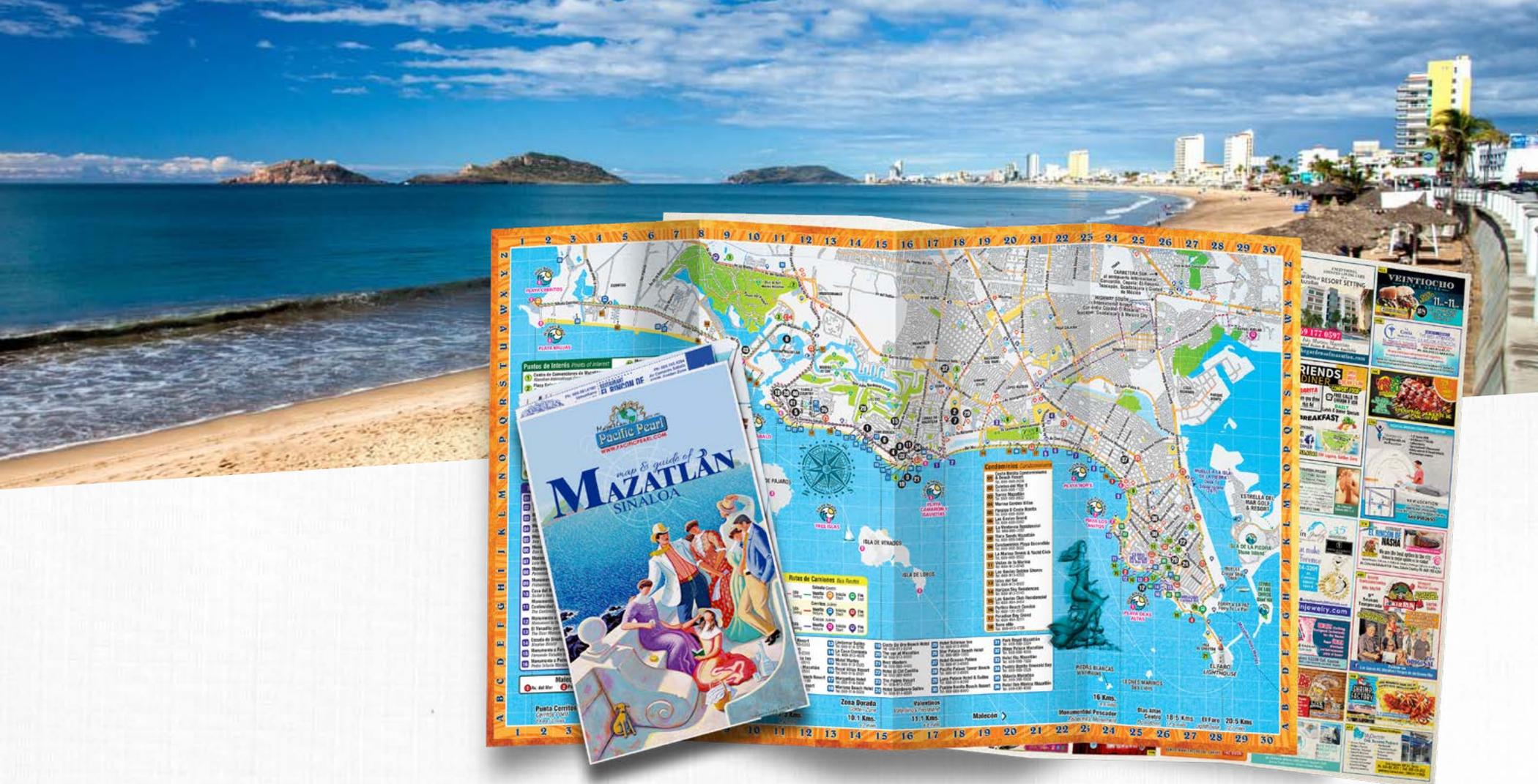
+100*
DISTRIBUTION POINTS AROUND
MAZATLÁN

**The distribution points may change without prior notice..*

230,000
MONTHLY PACIFICPEARL.COM
PAGEVIEWS ONLINE

1.6 MILLION BASE
VISITORS PER YEAR





Mazatlán's Pacific Pearl Tourist Map

Mazatlán's Pacific Pearl has designed and printed the Official Pearl's Tourist Map, an attractive full-color map with information about Mazatlán's businesses, tourist attractions, and historic sites.

Advertising in Mazatlán's Pacific Pearl Tourist Map is the most cost-effective way to reach a targeted, market over an extended period of time. Town maps are heavily used by tourists, visitors, new residents, and travelers, among others.

Now, in addition we offer a printed map of Mazatlán as well as a digital version.

editorial concept



Free Display Ad

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

Once a Year edition in bond paper, full color on both sides with a final size of 54 cm x 85 cm.

Our map is the FIRST form of advertising that newcomers or visitors are exposed to; and because people refer to our map over and over again, your advertising gets repeated exposure, insuring name recognition in your market.

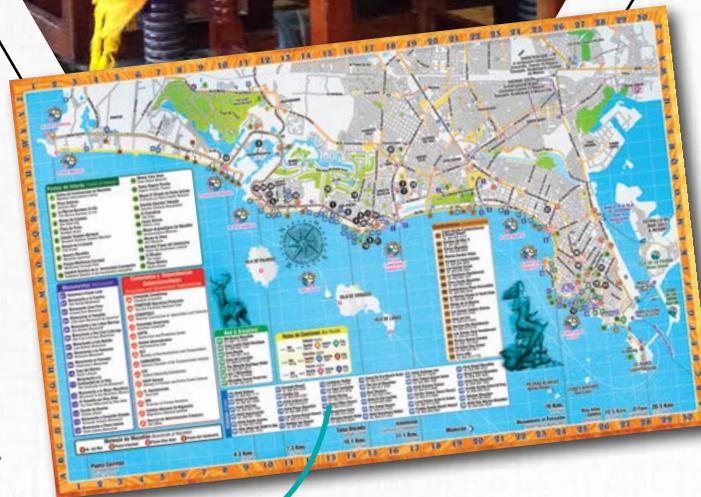
- Essential information such as emergency telephones.
- Hotels and condos Directory.
- Bus Routes.
- Points of interest of Mazatlán.
- Flight Time References.*
- Location of Supermarkets, churches, hospitals, gas stations, consulates, and more.

Distribution

5,000 copies of the printed map will be available at all major visitor locations in Mazatlán and beyond. Drop points will include restaurants, diners, bars, hotels, resorts, tourist attractions, and more.

Backpage Map

If you own a business in Mazatlán, this **Full-page Map** will help tourists find you.



* Subject to space

Coupon ADVERTISING

A Coupon is the powerful, cost-effective way to grow your customer base, increase sales and drive brand awareness.

Be present on your customer's mind by purchasing a coupon on our **Mazatlán's Pacific Pearl Tourist Map**.

Coupons are only available to businesses who have already purchased ad space in the map. Only 10 spaces available.

- 5,000 printed copies that will be inserted and distributed within the Tourist Map.
- Printed on both sides: English and Spanish.
- The validity of discount coupons must be for a minimum of 9 months to 1 year or longer.

\$1,500⁰⁰
PESOS

size



3.4cm

5cm



- 12 Haas House Museum
- 13 Teatro Ángela Peralta
- 14 Ángela Peralta Theater
- 15 Museo El Rincón de Pedro Infante
- 16 El Rincón de Pedro Infante Museum
- 17 Glorieta Sánchez Taboada
- 18 Sánchez Taboada Roundabout
- 19 El Clavadista
- 20 The Diver
- 21 Carpa Olivera
- 22 Olivera Carp
- 23 Museo Arqueológico de Mazatlán
- 24 Archaeological Museum
- 25 Museo de Artes
- 26 Arts Museum
- 27 Mirador Paseo del Centenario
- 28 Paseo del Centenario Lookout
- 29 El Mirador
- 30 The Looker
- 31 Playa Mística
- 32 Mystic Beach

Consulados y Dependencias Gubernamentales

Consulates and Government Dependencies

Consulado Canadiense
Canadian Consulate

FONATOUR Operadora Portuaria
Tourism Promotion National Fund

CONAPESCA
National Commission of Aquaculture and Fisheries

Consulado Americano
American Consulate

CAPTA
Tourist Care and Protection Center

Unidad Administrativa
Administrative Unit

SCT
Ministry of Communications and Transportation

CANACINTRA
National Chamber of the Transformation Industry

CFE
Federal Electricity Commission

SHCP Aduana
Ministry of Finance and Public Credit Customs

H. Ayuntamiento
Town Hall

SRE
Secretary of Foreign Relations

Instituto Nacional de Migración
Migration's National Institute

Servicio de Administración Tributaria
SAT Office

Boardwalk of Mazatlán

Paseo Olas Altas 4 Paseo del Centenario



Bed & Breakfast

- 01 Hill House Mazatlán
Tel. 669-176-5424
- 02 Casa Lucila Hotel Boutique
Tel. 669-982-1100
- 03 Casa Bonita
Tel. 669-985-2020
- 04 Casa de Leyendas
Tel. 989-81-6180
- 05 The Melville Boutique Hotel
Tel. 669-982-8474
- 06 Las 7 Maravillas
Cel. 669-136-0646
- 07 Mazatlán Ocean Front Inn
Tel. 669-982-6876

Rutas de Camiones Bus Routes

— Ida Going	— Vuelta Return	— Inicio Start	— Fin End
— Ida Going	— Vuelta Return	— Inicio Start	— Fin End
— Ida Going	— Vuelta Return	— Inicio Start	— Fin End

Condominios Condominiums

- 01 Costa Bonita Condominios & Beach Resort
Tel. 669-989-0124
- 02 Quintas del Mar II
Tel. 669-988-1122
- 03 Torres Mazatlán
Tel. 669-989-8600
- 04 Marina Garden Villas
- 05 Paraiso II Costa Bonita
Tel. 669-888-0068
- 06 Las Gavias Grand
Tel. 669-888-0060
- 07 La Ventana Residencial
Tel. 669-989-1097
- 08 Tiara Sands Mazatlán
Tel. 669-988-0488
- 09 Condominios Playa Escondida
Tel. 669-988-0600
- 10 La Marina Tennis & Yacht Club
Tel. 669-988-0500
- 11 Vistas de la Marina
Tel. 669-913-0749
- 12 Las Gavias Golden Shores
Tel. 669-913-4350
- 13 Islas del Sol
Tel. 669-913-0022
- 14 Horizon Sky Residences
Tel. 669-913-2745
- 15 Las Gavias Club Residencial
Tel. 669-954-0454
- 16 Portico Beach Condos
Tel. 669-120-2022
- 17 Paradise Bay Grand
Tel. 669-954-3011
- 18 Torre eMe
Tel. 669-913-1726

Hoteles Hotels

01 Belmar Hotel	07 Ramada Resort	13 Linda Mar Suites	19 Costa de Oro Beach	24 Solamar Inn Hotel	30 Park Royal Mazatlán
02 La Siesta Hotel	08 Quality Inn	14 La Casa Contenta	20 The Inn at Mazatlán	25 Star Palace Beach Hotel	31 Mayan Palace Mazatlán
03 DeCima Hotel	09 Azteca Inn Hotel	15 Marley Motel	21 Best Western	26 Oceano Palace Hotel	32 Riu Mazatlán Hotel
04 Aguamarina Hotel	10 Aguamarina Hotel	16 Royal Villas Resort	22 El Cid Castilla Hotel ph. 669-989-6969 elcid.com	27 Pacific Palace Tower	33 Pueblo Bonito Emerald Bay
05 Sands Arenas Hotel	11 Las Flores Beach Resort	17 Margaritas Hotel	23 Sombrero Suites	28 Luna Palace Hotel	34 Vidanta Mazatlán
06 Olas Altas Inn Hotel	12 Holiday In Resort	18 Mariana Beach Hotel		29 Pueblo Bonito Beach	35 Ibis Marina Mazatlán Hotel

Guided
ADVERTISING

Free

- 22 Playa Mazatlán Hotel
ph. 669-989-0555
hotelpalayamazatlan.com
- 23 Playa Mazatlán Hotel

\$500 pesos

- Business name
- Phone number
- Webpage or Facebook Page

advertising sizes (width x height)

Safe area for text:
5 mm from the actual
ad (*all the text must be
inside this line*)



SINGLE SIZE

Ad: 10 cm x 5 cm

Safe Area: 9.5 cm x 4.5 cm



DOUBLE SIZE

Ad: 10 cm x 10.5 cm

Safe Area: 9.5 cm x 9.5 cm

SPECIFICATIONS

- PDF and JPG files are preferred by all print ad submissions.
- Must meet PDF/X-1a standards.
- Convert all images to CMYK color.
- Flatten all graphics.
- Imaged should be 300 dpi.
- Bitmapped graphics should be 1200 dpi.
- Do not embed ICC profiles in your images.
- Do not use any font below 8 pts
- Do not use 4-color black type, only 100% black.
- Embed or outline all fonts.

DELIVERY OF MATERIALS:

Email to: sylviapacificpearl27@outlook.com



contact ADVERTISING



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