

# The Tulum Times

MEDIA KIT

*March 2024*



# About

Picture yourself in Tulum, where the vibrant pulse of the town beats in harmony with The Tulum Times. A newcomer that's already become a part of the local fabric since its arrival in November 2022. It's a digital sanctuary where stories unfold, capturing the hearts of those who call this place home and the wanderers passing through.

This digital news haven, nestled among the whispering palms and overlooking waters so clear they seem to be a fragment of a dream, is more than just a news source. It's the heartbeat of Tulum, embracing the area's rich cultural mosaic, delicate ecosystems, and the interconnectedness of our global village. It's where journalistic dedication meets the laid-back rhythm of beach life, all while staying true to the stories that shape our world.

# Tulum's Pulse

In the tapestry of travel journalism, The Tulum Times stands out for its precise eye for detail and its steadfast dedication to getting it right every time. This isn't just news; it's the kind of insider knowledge that ten million travelers—each with a story, each with a dream—crave as they set their sights on Tulum and the enchanting Riviera Maya year after year.

What The Tulum Times offers isn't just news; it's a trusty companion for the journey, a guide you can rely on. It's earned its stripes as the go-to whisperer of secrets for this lively sanctuary. Whether revealing hidden gems or confronting the hurdles of adventure, The Tulum Times is the trusted voice in the crowd, knowing Tulum's heart and soul.





# Mission Statement

In this wild, wired world where every click brings a tidal wave of stories, The Tulum Times stands firm. Think of it as your guiding lighthouse, cutting through the noise with its sharp, thoughtful analysis and a kaleidoscope of perspectives for the global English-speaking voyagers.

It's not just about the news; it's about embracing every voice, every story, building a community that's as colorful as the streets of Tulum. Precision in every tale, breadth in every issue—that's their promise. Readers aren't just observers but explorers, piecing together the past and present of Tulum. Trust The Tulum Times to bring you the straight scoop, information you can bank on without a shadow of a doubt.

# Path and Vision

The Tulum Times isn't just putting words on a screen; it's crafting a legacy. With a laser focus on the finer points, it's on a mission to draw in folks from all walks of life, aiming to be a name and an emblem of Tulum. It's a bastion of the new and the true, where trust isn't just given; it's earned through teamwork, straight talk, and clear-eyed facts.

As it reaches out, stretching its wings, the goal is simple yet profound: to be a lifeline for reliable reportage. To not just inform but to enhance the daily lives of those it touches. Here's to The Tulum Times: your go-to for news with a heartbeat, a voice that speaks your language, and ringing out to the broader world.



# Presence

Late in 2022, The Tulum Times splashed the digital world. Picture this: a new website springs up, and suddenly, they're everywhere—Twitter, Instagram, Facebook, YouTube, Pinterest, TikTok—you name it, they're on it.

And talk about a growth spurt! Their followers shot up like a rocket, proof that what they're doing is hitting home. A wave of interest is sweeping across from nation to nation—big shoutout to our digital family in the US, Mexico, Portugal, Germany, France, and the UK. The Tulum Times isn't just a local paper anymore; it's a global conversation starter.



Monthly visitors: 86,000

Data as of February, 2024.



Followers: 13,580  
Reached accounts: 78k.



Tweet impressions: 22,300.



72,800 monthly views.



Publication reach: 15,500.  
Interacted accounts: 6,400.

# Social

2023 was the year The Tulum Times set sail on a thrilling voyage through the digital sea. Sure, we're the new kids on the block, but we're picking up speed, fine-tuning our dreams, and reaching further every day.

Picture this: our voyage is powered by three mighty engines—unshakeable dedication to top-notch content, a nose for the next big thing, and a two-way street of conversation with our digital tribe. Mix that with a savvy social media game plan, and you have the secret sauce for our sweet victories. Eyes on the prize, we're not just moving forward; we're carving a path to triumph with every word we publish.



# Summary

Take a peek at the vibrant mosaic that is The Tulum Times readership: a lively mix of 55% gents and 45% ladies, most of whom are in the prime of their lives, ages 25 to 35. They're the heartbeat, the lifeblood of our publication.

When it comes to chatting and sharing stories, 65% of our audience juggles the words in English, while 35% spice up the conversation in Spanish. It's this rich blend of languages that lets us weave a wider net, reaching out to English and Spanish speakers alike. It's about more than just news; it's about building bridges, celebrating diversity, and inviting everyone to the table in our beloved news community.



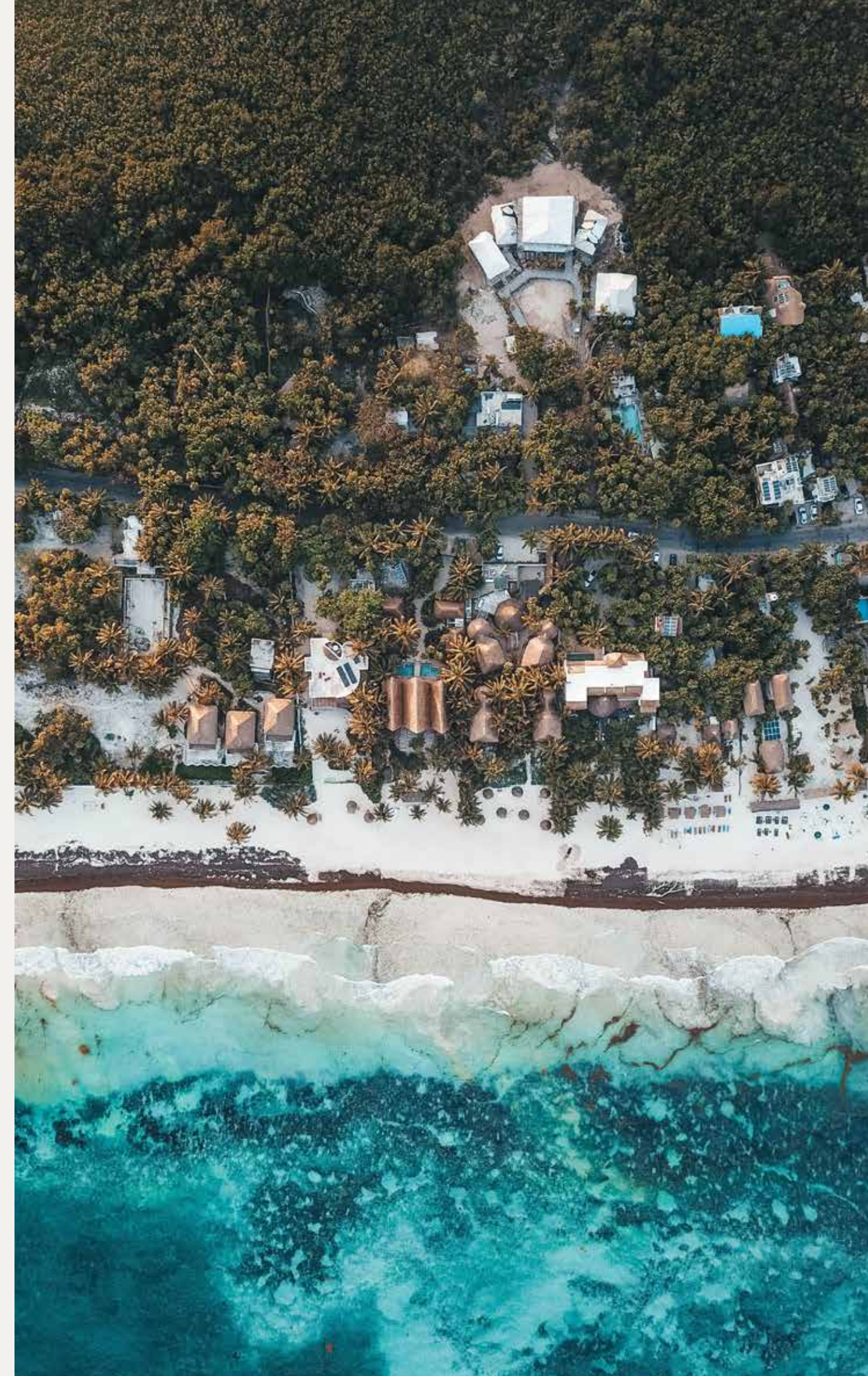
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# Advertising

Joining forces with The Tulum Times for your ad campaigns means you're not just throwing out a message but engaging with a community eager to listen. Picture this: your brand, whether it's all about travel, gourmet flavors, outdoor thrills, cozy stays, or any service that makes Tulum tick, finds a spotlight in our pages, reaching the folks who matter most to you.

Our website is just the beginning. We're woven into the fabric of the social media universe, each platform like a megaphone for your brand. Imagine your ad catching eyes on Instagram, sparking conversations on Facebook, trending on Twitter, and inspiring pins on Pinterest. That's the kind of ripple effect we're talking about.

We're in the business of not just selling ad space but curating success stories. Think of our digital space as a gallery, where each advertisement is a piece of art strategically placed to captivate attention and drive results. With The Tulum Times, it's not just visibility; it's about creating connections that count.



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# Free Article

Consider this your personal invite to a golden chance for your organization to shine on our digital stage. It's all about spotlighting your standout efforts, the top-notch facilities you boast, your solid eco-ethics, and your strides in community enrichment. Imagine an article in The Tulum Times, complimentary, as our platform becomes yours to share the story of your institution's stellar services and spaces with the buzzing Tulum scene.

## Proposal

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- **FORMAT:** Article.
- **CONTENT:** Text limited to 1500 words and up to 10 images and videos (Youtube / Vimeo links embebed). External links or contact information are not included in the content.
- **EXPOSURE:** 1 month with changes in the content during the period, with a maximum of 1 request per month.
- **DIFUSSION:** Exposure on our social networks (Facebook, Twitter, Pinterest) once the article is published. The Instagram post will be subject to the criteria of our editorial team.

## Free

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0 MXN

Does not include writing, proofreading or content generation.

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# Advertorial Space

Hey, smart business owner! You get it, right? The whole spiel about hitting your mark in this crowded market space? We've got just the ticket for you—an exclusive chance to shine on our site with something more than an ad, an advertorial.

Now, this isn't your run-of-the-mill pitch. It's storytelling with a purpose, wrapped up to look and feel like the kind of story our readers flock to. This is your moment to put your brand in the spotlight, to weave it into the day's narrative. With an advertorial, you're not just buying space; you're crafting an experience, dipping into the daily discourse in a way that leaves a lasting impression. It's your brand but with the depth and engagement of a top-notch article.

Prices for the period March - October 2024.

## Proposal

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- **FORMAT:** Advertising space with article format (advertorial).
- **CONTENT:** Unlimited texts and up to 20 images and videos (Youtube / Vimeo links embebed) + up to 3 external links.
- **EXPOSURE:** 6 months with changes in the content during the period, with a maximum of 1 request per month.
- **DIFUSSION:** Exposure on our social networks (Facebook, Twitter, Instagram, Pinterest) one time, once the article is published, and one time each month.

## 6 Month Investment

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7,000 MXN

Does not include writing, proofreading or content generation.

# Monthly Proposals

## Advertising banners

We're pretty stoked to roll out the red carpet for a slew of ad spaces, each crafted with a personal touch to fit snugly within your vision and wallet. Dive into our treasure chest of choices, handpick the spot that resonates with your brand's vibe, and get ready to introduce yourself to our audience. They've got taste, they've got style, and with the right spot, your brand will be the talk of Tulum.

Prices for the period March - October 2024.

### Top Home

- POSITION: On Homepage, top section.
- FORMAT: Image (JPG, PNG, GIF) with customized link.
- EXPOSURE: 1 month.
- SIZE: 1120 x 150px. (responsive)
- ROTATING ADS: 2 ads.

Investment: 3,000 MXN

### Beyond Headlines at Home

- POSITION: On Homepage, top section.
- FORMAT: Image (JPG, PNG, GIF) with customized link.
- EXPOSURE: 1 month.
- SIZE: 1120 x 150px. (responsive)
- ROTATING ADS: 2 ads.

Investment: 2,500 MXN

### Middle Home

- POSITION: On Homepage, middle section.
- FORMAT: Image (JPG, PNG, GIF) with customized link.
- EXPOSURE: 1 month.
- SIZE: 1120 x 150px. (responsive)
- ROTATING ADS: 3 ads.

Investment: 2,000 MXN

### Investments Home

- POSITION: On Homepage, middle section.
- FORMAT: Image (JPG, PNG, GIF) with customized link.
- EXPOSURE: 1 month.
- SIZE: 1120 x 150px. (responsive)
- ROTATING ADS: 3 ads.

Investment: 2,000 MXN

### Bottom Home

- POSITION: On Homepage, bottom section.
- FORMAT: Image (JPG, PNG, GIF) with customized link.
- EXPOSURE: 1 month.
- SIZE: 1120 x 150px. (responsive)
- ROTATING ADS: 3 ads.

Investment: 1,500 MXN

### Pop up

- POSITION: Entire Website.
- FORMAT: Image (JPG, PNG, GIF) with customized link.
- EXPOSURE: 1 month.
- SIZE: 1080 x 1080px. (responsive)
- ROTATING ADS: 1 ads.
- COOKIE LIFE: 5 days.

Investment: 5,000 MXN

# Monthly Proposals

## Advertising banners

Got questions? Curiosities bubbling up about our proposal? Just shoot us an email at [advertising@tulumtimes.com](mailto:advertising@tulumtimes.com). Our crew is all hands on deck, ready to zip back with the answers you need and steer you through every step.

We can't wait to team up and help your business soar. Picture us joining forces, sharing a vision, and charting a course to success. Here's to partnership, to progress, and to see your brand reach the stars.

Prices for the period March - October 2024.

### Above All Articles

- POSITION: On all article pages.
- FORMAT: Image (JPG, PNG, GIF) with customized link.
- EXPOSURE: 1 month.
- SIZE: 750 x 150px. (responsive)
- ROTATING ADS: 3 ads.

Investment: 5,000 MXN

### Below All Articles

- POSITION: On all article pages.
- FORMAT: Image (JPG, PNG, GIF) with customized link.
- EXPOSURE: 1 month.
- SIZE: 750 x 150px. (responsive)
- ROTATING ADS: 3 ads.

Investment: 3,000 MXN

### Above Category Sections


- POSITION: On all Category Sections.
- FORMAT: Image (JPG, PNG, GIF) with customized link.
- EXPOSURE: 1 month.
- SIZE: 1120 x 150px. (responsive)
- ROTATING ADS: 2 ads.

Investment: 2,500 MXN

### Social Posts

- POSITION: On our Facebook, Twitter & Instagram accounts.
- FORMAT: Image or Video with copy in 1:1 and storie format.

Investment: 1,500 MXN



Here's an open invitation to all kindred spirits who vibe with our mission, a mission that fills us with a deep sense of pride. Think of The Tulum Times as a home with its doors flung wide open, eagerly awaiting your thoughts, your spark of genius, your treasure trove of know-how. Your input? Gold dust for our collective journey, laying down the bricks for something bigger than any one of us.

Together, we're not just building a platform; we're weaving a web of connection, tough and true, all for the love of Tulum. Your time, your insights—they're the fuel for our fire. Rest assured, our dedication to uplift, to grow, and to empower every single soul in our circle is as steadfast as the Mayan ruins that stand sentinel over our sandy shores.

# The Tulum Times

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