

In our 12th year of publishing!



A fresh redesign!

16,000 editions per four-month issue.

(8,000 Spanish, 8,000 English)

64,000 pass-along users.

Free guide, looks like a classy 'memory' of San Miguel.

The one people look for, request and keep.

Draw traffic into your business when giving it away.

- Users: 65% in 45 to 65+ years age range / 45% in 25 to 45 years age range. English language: 60% female readership / Spanish language: 70% female readership.
- Distributed weekly in over a hundred spots in and surrounding San Miguel de Allende, including hotels, B&B's, stores, galleries, restaurants, public places, our clients' businesses – the best!

We really know San Wiguel

Bringing features requested by advertisers and readers into a fresh new look.



- Be seen on our website: Location on walk map and link to your site.
- Participate in the Insiders' Tours and get guests into your business.
- Your flyers in our **Insiders' Tours** guest bags.

business can be featured at no cost to

2,000 English and Spanish language

readers on our digital newsletter.

"I found the Walking Guide very helpful and intend to use it again when I return. Your city has so much to offer. Thank you for providing it." - Larry, Lake Chapala

Business listing in up to three Index categories.

and the best locations all over San Miguel de Allende

Distribution every 8 days to your business,

and its surroundings.

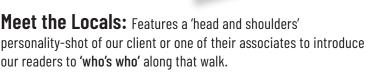
Sample text space:

About us: We really know San Miguel and love to write about local businesses and the special things they do. Our writers all have advertising, marketing and graphic design backgrounds - meaning they know how to write text that inspires interest in your services. This all adds up to a well organized, easy-to-use guide that is a fantastic resource for visitors (and residents love this quide too). That is why we publish three times a year to keep the guidebook fresh for our sophisticated and growing city. While we focus on nine walks for the city experience, we now also highlight the 'country-side' attractions that make San Miguel so desirable to national and international visitors. To really dominate your 'walk' checkout our new In-Focus Feature. Plus we publish a pure Spanish and pure English version to let readers read in the language they are comfortable with. Give us a try!

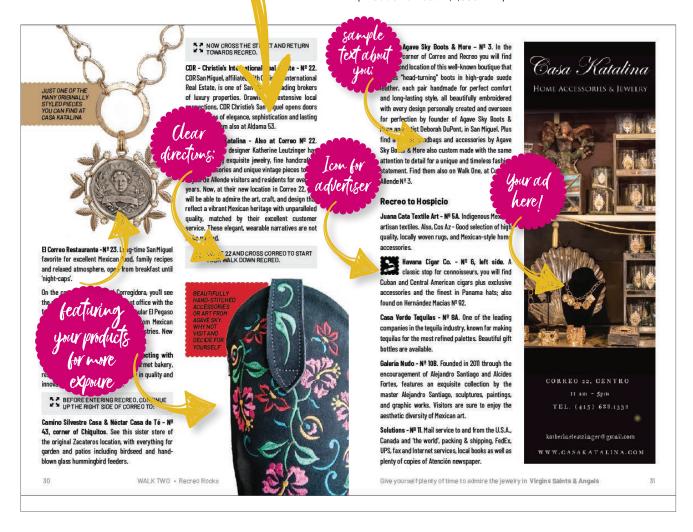
(See what about 130 words can inspire?)

New Features – Purchase to Be Seen

In Focus: A two-page spread that does not look like an ad, but like an article with photos on the special aspects of your business. We produce it for you with marketing-oriented writing and photographs (600 words, three to five photos).



Carries minimal text. Must be purchased in tandem with an ad. (Production cost \$1,000 MXN).



Client benefit... Insiders' Tours

Each Friday – if we can bring clients on the **Insiders' Tour** to your location, we will!* We vigorously promote these tours. (*Depends on weekly route and your location. Special / custom tours can be designed for you.)



Be part of the Walking & Shopping Guide:

PUBLISHED THREE TIMES A YEAR:

FALL/WINTER: Mid-October through mid-February
 WINTER/SPRING: Mid-February through mid-June
 SUMMER/FALL: Mid-June through mid-October

| AD SIZES AND PRICES | | | |
|---------------------|--|----------------------------------|--------------|
| 2 in-focus | 2 FULL PAGES (DESIGNED BY OUR TEAM) | | \$23,000 mxn |
| 1 | FULL PAGE | 22.2 X 15.5 CM (PLUS 3 MM BLEED) | \$13,500 mxn |
| 1/2 | VERTICAL | 6.2 x 20 cm | \$7,800 mxn |
| | HORIZONTAL | 13 x 9.7 cm | |
| 1/4. | PAGE | 6.2 x 9.7 cm | \$4,500 mxn |

COSTS FOR **4-MONTH ISSUE** OF 20,000 PRINTED COPIES, SOCIAL MEDIA / NEWSLETTERS / INSIDER'S TOURS COMPLIMENTARY.

CREDIT PROGRAM IN PLACE:

Three Payments: First payment is received upon signing thecontract, and once the edition is printed and distributed, we will receive the following payments on the first 15 days of each following month.

Purchase an **Annual Contract**: Three issues, take 10% off each issue, equaling a total of 30% off when contracting for three issues. **Prices do not include VAT (IVA). Upon requests, a factura is provided.**

NOTES:

- All ads are full color and must be submitted in CMYK mode in .PDF or .eps format at a resolution no less than 300 dpi.
 We will not accept JPEG files, on files on RGB format. Black text should be black only and overprinting.
- Only Full Page ads can request a special positioning and this is subject to availability.
- We strongly recommend that your ad has an internal margin or safe area of at least 2 cm to prevent loss of content.
- To submit ads, please email hola@tomatediseno.com.mx for instructions on how to send/upload your files or contact your sales representative.
- There is no guarantee that your ad will be placed on the same page (s) as your marketing text. The same ad must run in both English and Spanish editions, we recommend your ad is bilingual. All contact information should be contained on the ad.

Contacts:

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