

WALKING & SHOPPING



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 Miguel

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

that is you on the map!

Walk One Must See!

- 1 Patronato Pro Niños
- 2 Marquesa de Mancera
- 3 Agave Sky Boots & More
- 4 Mia Boutique
- 5 Ten Ten Pie Restaurante
- 6 Eclectica
- 7 Galeria Buena Vida
- 8 Rosewood Hotel
- 9 Agua de Coco Boutique
- 10 Makamah
- 11 T&J Fine Silver Jewelry
- 12 Ascender Arte Fino
- 13 Casa Martina
- 14 Sollano 16
- 15 The Restaurant
- 16 La Ventana

Big intro spread!

Hola Ignacio Allende!

Elegant Encounters

You'll have many "Elegant Encounters" along this walk lined with historic homes originally built by Spanish colonists featuring courtyards and beautiful touches throughout. Many of these buildings now encompass trendy design stores, excellent art galleries and fine restaurants.

The walk begins at the corner of the Jardín (town square) and Cuna de Allende. The home of Ignacio José de Allende, the town's namesake and a champion of Mexican Independence during the Spanish / Mexican Revolutionary war, is found on this corner.

Along Cuna de Allende be sure to see the hand painted, custom made furnishings designed by a Spanish Marquesa at Marquesa de Mancera. This short block is closed to traffic and is always lively.

From Cuna de Allende you will find much to find including a store-gallery that is not to miss. You will stop into Galeria Buena Vida where motifs from the Virgin of Guadalupe and skulls define custom-made home furnishings. owner and artist Carrie Cameron also sells sumptuous 3-D oil sculpture paintings.

Make time for a visit to the splendid Rosewood Hotel to see what restaurant you will return to later, such as the rooftop Luna Tapas Bar with a stunning town view.

Before strolling along Sollano take a walk through the in-city oasis of Parque Juárez. Along Sollano you will find an excellent jeweler at T&J Fine Silver Jewelry and a store with impeccable taste in home furnishings, Sollano 16. Also at Sollano 16 is The Restaurant owned by Annie Masterton, a seasoned and acclaimed chef. This is our most popular Walking & Shopping Guide Insiders' Tour route, see the page 72. Take it!

We promote you on our social media:

Be seen! Get visitors

Our advertisers get:

- Your ad, either designed by you or we can provide design services at an extra cost.
- 130+ words of marketing text in Spanish & English (**We produce the marketing text**).
- Your location and name on Walk map and route.
- An icon according to your main **Index category** at their write-up to bring extra attention.
- Business listing in up to three **Index** categories.
- Distribution every 8 days to your business, and the best locations all over San Miguel de Allende and its surroundings.

Extras at no cost:

- Posting your business to our social media channels: **Facebook (4,300 followers)** and **Instagram (4,300 followers)**.
- Sharing your special events and offers to our social media channels.
- **Monthly newsletter:** You and your business can be featured at no cost to 2,000 English and Spanish language readers on our digital newsletter.
- 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.



"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

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 guide 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).



Meet the Locals: Features a 'head and shoulders' personality-shot of our client or one of their associates to introduce our readers to 'who's who' along that walk. Carries minimal text. Must be purchased in tandem with an ad. (Production cost \$1,000 MXN).

JUST ONE OF THE MANY ORIGINALLY STYLED PIECES YOU CAN FIND AT CASA KATALINA

Clear directions:

NOW CROSS THE STREET AND RETURN TOWARDS RECREO.

CDR - Christie's International Real Estate - Nº 22. CDR San Miguel, affiliated with Christie's International Real Estate, is one of San Miguel's leading brokers of luxury properties. Drawing on extensive local connections, CDR Christie's San Miguel opens doors to a world of elegance, sophistication and lasting value. Also at Aldama 53.

sample text about you:

Katalina - Also at Correo Nº 22. Designer Katherine Leutinger has exquisite jewelry, fine handcrafted accessories and unique vintage pieces to delight all visitors and residents for over 20 years. Now, at their new location in Correo 22, you will be able to admire the art, craft, and design that reflect a vibrant Mexican heritage with unparalleled quality, matched by their excellent customer service. These elegant, wearable narratives are not just for show.

Icon for advertiser

featuring your products for more exposure

El Correo Restaurante - Nº 23. Long-time San Miguel favorite for excellent Mexican food, family recipes and relaxed atmosphere, open from breakfast until 'night-caps'.

On the corner of Corregidora, you'll see the new office with the regular El Pegaso from Mexican artists. New meeting with gourmet bakery, reliability in quality and innovation.

BEAUTIFULLY HAND-STITCHED ACCESSORIES OR ART FROM AGAVE SKY. WHY NOT VISIT AND DECIDE FOR YOURSELF?

BEFORE ENTERING RECREO, CONTINUE UP THE RIGHT SIDE OF CORREO TO:

Camino Silvestre Casa & Néctar Casa de Té - Nº 43, corner of Chiquitos. See this sister store of the original Zacateros location, with everything for garden and patios including birdseed and hand-blown glass hummingbird feeders.

Agave Sky Boots & More - Nº 3. In the corner of Correo and Recreo you will find the location of this well-known boutique that has "head-turning" boots in high-grade suede leather, each pair handmade for perfect comfort and long-lasting style, all beautifully embroidered with every design personally created and overseen for perfection by founder of Agave Sky Boots & More and artist Deborah DuPont, in San Miguel. Plus find a variety of bags and accessories by Agave Sky Boots & More also custom made with the same attention to detail for a unique and timeless fashion statement. Find them also on Walk One, at Correo Aldama Nº 3.

Recreo to Hospicio

Juana Cata Textile Art - Nº 5A. Indigenous Mexican artisan textiles. Also, Cos Az - Good selection of high quality, locally woven rugs, and Mexican-style home accessories.

Havana Cigar Co. - Nº 6, left side. A classic stop for connoisseurs, you will find Cuban and Central American cigars plus exclusive accessories and the finest in Panama hats; also found on Hernández Macías Nº 92.

Casa Verde Tequilas - Nº 8A. One of the leading companies in the tequila industry, known for making tequilas for the most refined palates. Beautiful gift bottles are available.

Galeria Nudo - Nº 10B. Founded in 2011 through the encouragement of Alejandro Santiago and Alcides Fortes, features an exquisite collection by the master Alejandro Santiago, sculptures, paintings, and graphic works. Visitors are sure to enjoy the aesthetic diversity of Mexican art.

Solutions - Nº 11. Mail service to and from the U.S.A., Canada and 'the world', packing & shipping, FedEx, UPS, fax and Internet services, local books as well as plenty of copies of Atención newspaper.

Your ad here!

Casa Katalina
HOME ACCESSORIES & JEWELRY

CORREO 22, CENTRO
11 am - 5 pm
TEL. (415) 688.1332
katherineleutinger@gmail.com
WWW.CASAKATALINA.COM

"I appreciated having the guide. It really helped in finding the art galleries around town"
- Alyssa, San Diego, California

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 the contract, 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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