



*“The world is a book,  
and those who do not  
travel read only a page.”  
- St. Augustine*

### Costa Rica’s Leading Tourism Magazine



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MEDIAKIT 2009



*“Travel and change of  
pace impart new vigor to  
the mind.”  
- Seneca*

# The Best Source of Information for Travelers

## Our Magazine

Costa Rica Traveler is designed specifically for those who wish to discover and enjoy Costa Rica's natural and cultural wonders. We encourage readers to responsibly observe and interact with the local culture through dynamic articles, modern design and impressive photographs.



## Content

Traveler Magazine is a link between the tourism industry and travelers who wish to vacation in Costa Rica. In order to achieve this, we include important information which helps travelers get to know the Costa Ricans' culture and hospitality. Additionally, we offer detailed guides to the country's main destinations.



Our editorial line is adventurous, precise and accurate. We show our readers where to go during their stay here. It is part of our principles not to promote sex tourism or any activity that might damage Costa Rica's international image.

## Our Website

www.crtraveler.com offers objective information, professional production, reader forums and innovative multi-media resources. Here, travelers will find the most complete source of information on Costa Rica available.

## What Sets Us Apart

- We are a completely independent, impartial company.
- We respect our readers. More than 50% of each issue is editorial content.
- We boast photographs and design that compete with any international publication.
- Our articles are written and translated by professionals.
- We have an effective distribution network.
- We have international distribution and readers.
- Our magazine has been published continuously since 2002.
- Traveler is the preferred magazine by Costa Rican tourism professionals.
- www.crtraveler.com increases our editorial and advertising influence by reaching a larger audience.



## Special Characteristics

- Free copy
- Bilingual
- Full color. The cover is in couché 150 paper, and the internal pages couché 90
- Bimonthly circulation
- 8,000 copies
- UV varnish on the front and back covers
- Potential readers per edition: 40,000
- Includes two large maps: Costa Rica's highways, and downtown San José. Both serve as excellent guides for travelers.
- Our website www.crtraveler.com is an excellent tool for anyone planning to travel in Costa Rica.

## Distribution

We promote tourism both within Costa Rica and internationally. Our magazine can be found in hundreds of strategic places and businesses, including:

- International airports in San José, Liberia and Pavas
- More than 200 tourist spots, including: tour operators, hotels, car rental agencies, real estate offices and more throughout the country.
- Important industry events in America and Europe
  - January – FITUR (Spain)
  - March – ITB (Germany)
  - May/June – EXPOTUR (Costa Rica)
  - September – IT&ME (Chicago)
  - October – Centroamérica Travel Market
  - November – World Travel Market (London)
- Contact us for other trade shows.

Tropical Living is a section that includes special reports on real estate, lifestyle and tips on how foreigners can live better in Costa Rica. When our readers experience Costa Rica through Tropical Living, they will see themselves as living here, too.



## Advertising in Traveler will:

- Increase brand presence and recognition
- Increase intent to purchase your product
- Increase traffic to your website

## Profile of Average Reader

- Age: 43
- Stays in country for 11 days
- Spends \$1,200 in the country
- Travels for vacations (68%) and business (18%)
- 70% stay in hotels
- 65% visit beaches, 44% the rainforest and 37% volcanoes

## Advertisement Sizes

Full page non bleed 19.7 cm X 25.9 cm	1/2 Page horizontal 19.7 cm X 12.5 cm	1/2 Page vertical 9.5 cm X 25.9 cm
Full page bleed 22.5 cm X 29 cm (size includes 5 mm of bleed on every side)	1/4 Page 9.5 cm X 12.5 cm	

- Final size of page: 21.6 x 28 cms (8.5 x 11 pul.)
- Files types in order of preference: PDF, AI, JPG, INDD
- Photos must be sent at 300 dpi, CMYK
- Please send files or questions to art@crtraveler.com

## 1 EDITION 3 EDITIONS 6 EDITIONS

Full page	\$1375	\$ 1045	\$ 865
1/2 page	\$ 775	\$ 595	\$ 490
1/4 page	\$ 445	\$ 335	\$ 275

- Rates are per edition.
- For special positioning, preferential pages, inserts and discounts, please contact our sales department.

\* Prices do not include sales tax.  
\*\* Prices valid through September 30, 2009.