



Passpartout
GRUPO EDITORIAL

MediaKit
2026

PRINT | BIMONTHLY EDITION

FIRST
TRAVEL
MAGAZINE

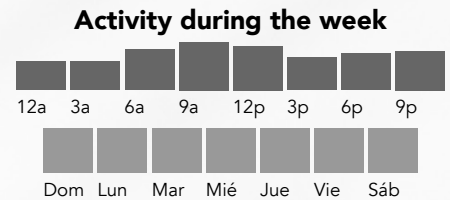
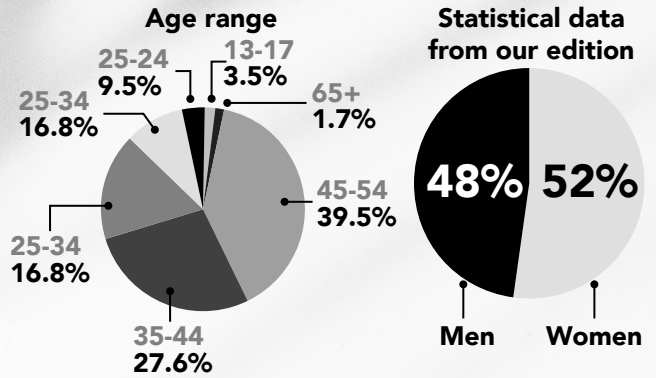
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20,000
PRINTED COPIES

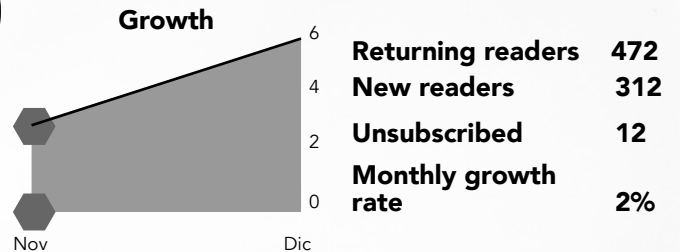
96,000
TRAVEL CLUB MEMBERS
READ OUR EDITION

420,000
READERS
PASS ALONG 3.5

More than 3,000



Engagement peaks between 9:00 a.m. and 6:00 p.m., Tuesday to Friday.



POINTS OF SALE

Mexico City and metropolitan area

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Full Page: \$4,000 USD
Inside Back Cover: \$5,250 USD

Center spread: \$7,500 USD
3rd: \$4,500 USD

Artwork Specifications

Paper: Coated (Couché) 110 gr.
Covers: Coated 150 gr.
Size: 21.59 x 27.94 cm
Bleed: 0.4 mm

Print specifications:

CMYK colors
300 dpi resolution.
File formats: PDF or TIFF.



@firstmagazine.mx

@first.travel.magazine



Grupo Editorial Passpartout is a media conglomerate specializing in targeted communication within the tourism and general information sectors, with a neutral, nonpartisan editorial focus.

Our communication services aim to contribute to the growth and development of our partners: travel agents, tour operators, hospitality professionals, transportation companies, gastronomy and oenology specialists, among others.

Through coverage of specialized events and timely dissemination via our websites, print editions, social media, and promotional platforms located in strategic travel sector points, we strengthen alliances with our commercial partners.



www.passpartout.com.mx



PasspartoutMX



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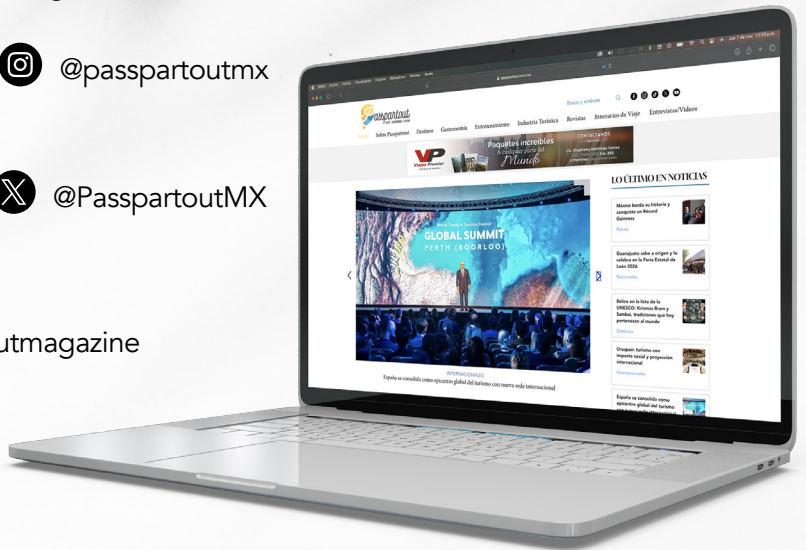
@PasspartoutMX



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Audience Overview

Our primary readership consists of economically active individuals from 25 countries, with a nearly equal gender distribution.

With over 2.4 million followers, our digital platforms show consistent growth each quarter.

Audience & Reach

3,180,000

Monthly views accumulated.

695,000

Unique users reached.

Traveling community in 8 countries.

Performance content

2.8/4.5 min

Average viewing time.

4.5% – 7.2%

Engagement rate.

Content with shelf life +6 months.

Brand Value

+32%

Average increase memory.

Association with tourism, premium culture and experiences.

+495 K

Engagement Rate 3%



+80 K

+13.7 K I Like



+52 K

Engagement Rate 2%



+82 K

Engagement Rate 4.5%



+500 K

+2 M Page views



DIGITAL ADVERTISING OPTIONS

Super Banner 960x90 \$4,250 USD

Leader Board 728x90 \$3,250 USD

Box Board 300x250
\$5,500 USD

Box Banner 300x250
\$4,500 USD

Super Banner 320x50
\$3,500 USD

Billboard 970x250 \$5,250 USD

Layer 640x400
\$6,250 USD

Interstitial 400x400
\$7,250 USD

Sky Scraper 120x600 \$3,350 USD

Film Strip 300x600
\$6,000 USD





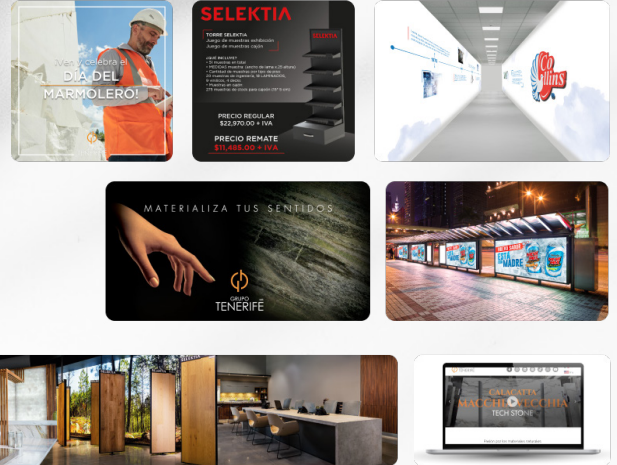
What we are

- We are professionals in audiovisual and interactive content production.
- Over 14 years creating original ideas or developing client-based concepts.
- Guided by the philosophy:
"Of course, we can do it."

We address communication needs through three specialized areas that integrate to meet every client's goals.



Web Applications and Design



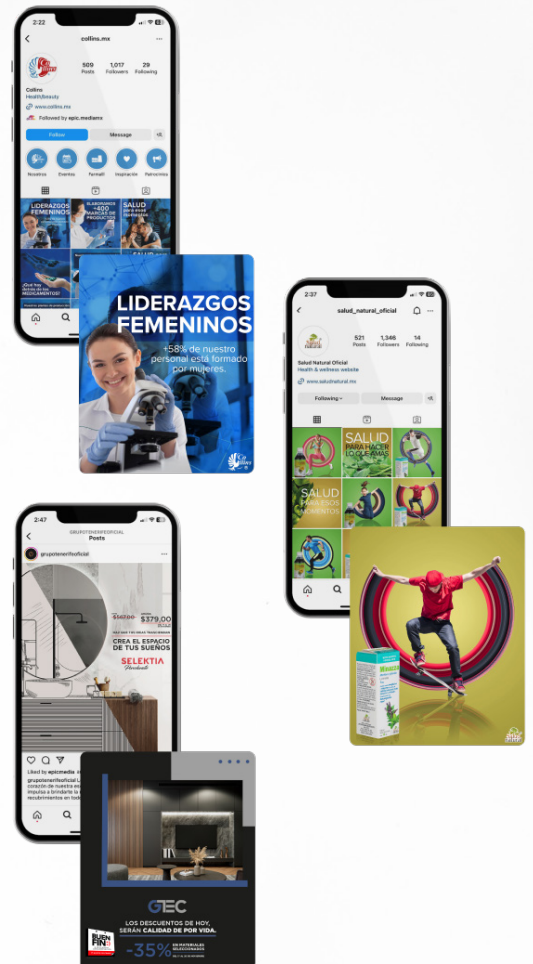
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