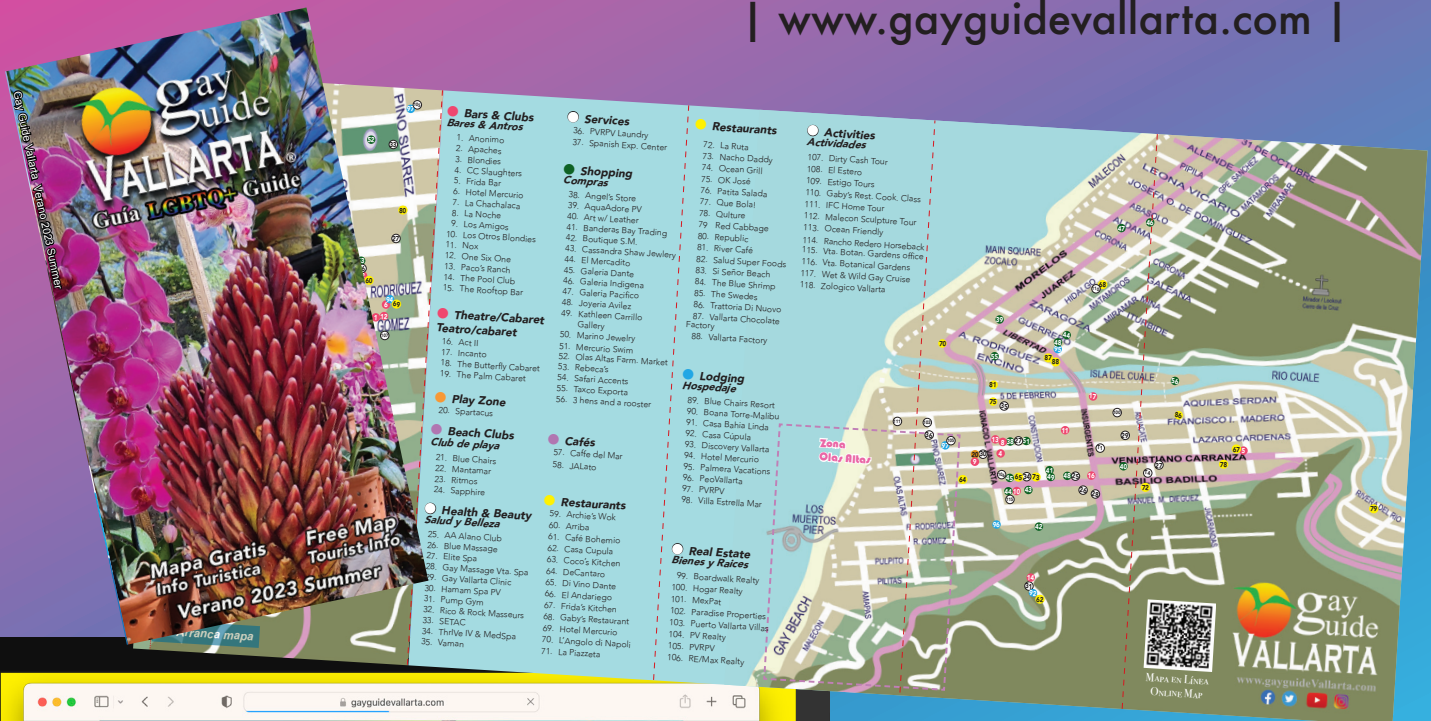


gay guide VALLARTA

Media Kit 2026 - 2027

Print - Web - Mobile - S. Media
| www.gayguidevallarta.com |



Contact us for more information!

Sales/PR: Isaac Carachure (322) 173 - 3357 isaac@gayguidevallarta.com

Distribution & Audience



12k Print copies per edition. That's **48k** copies per year!

1,400 copies weekly Distributed during season (approx.),

700 copies during the summer months in **Zona Romántica**.

Highly sought-out guidebook by the LGBTQ & Ally visitors and businesses around town.

Other distribution points **Centro**, **Malecón**, **Zona Hotelera** & **Marina Vallarta**.



gayguidevallarta.com

4k Monthly users

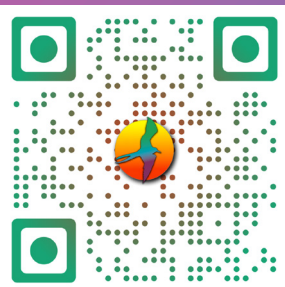


Newsletter Subscribers

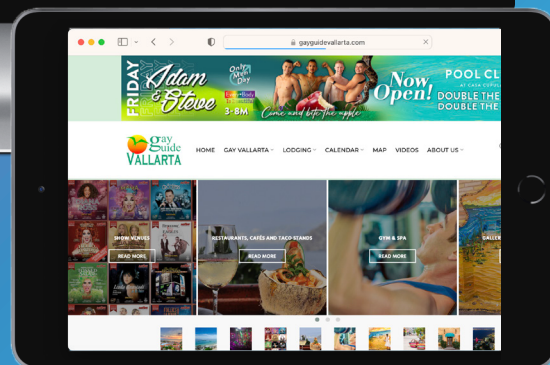
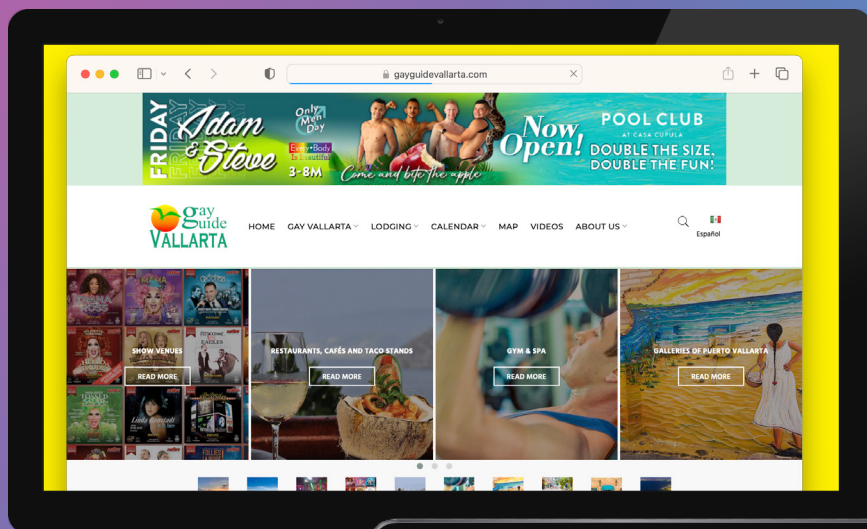
1.5k users

Open rate - 60%

Click rate - 20%



Subscribe
Here!



Combined Total Reach on Socials: 32.8k Followers



@GayGuidePV
16K



gayguide_Vallarta
8k



@gayPVR
6.4k



gayguideVallarta
1.7k



GayGuideVallarta
700

TOP COUNTRIES:

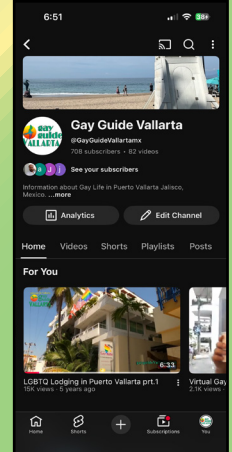
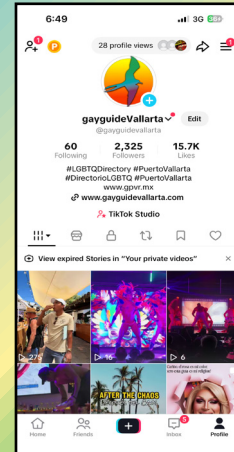
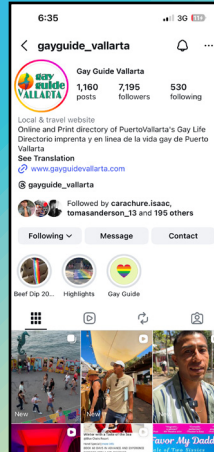
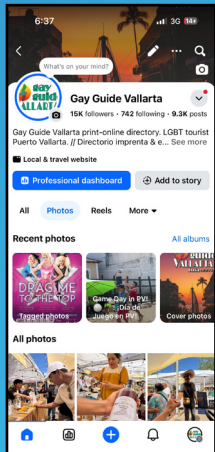
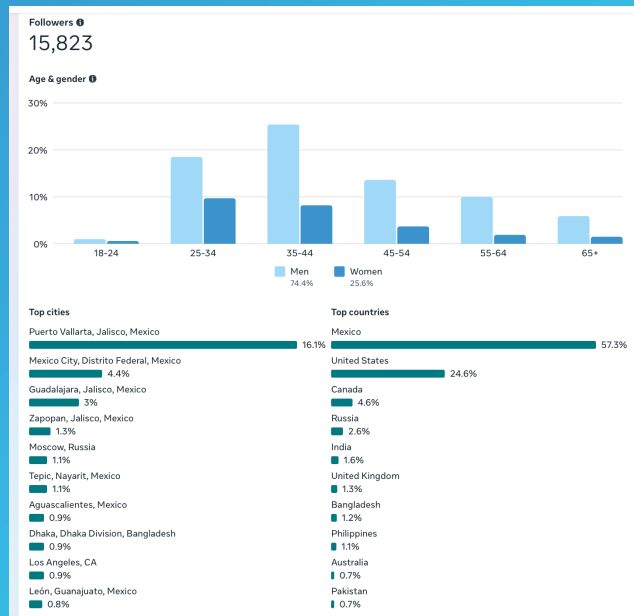
MEXICO
US
CANADA

VIEWS:

FB 40K IG 23K

FB 75% MEN 25% WOMEN

IG 90% MEN 10% WOMEN



Print

Advertisement to fit your needs

Specifications

Format: PDF/JPEG/PSD
Resolution: 300DPI /
118.11DPC

Colors: CMYK
*Any ads in RGB colors will be
convertitd to CMYK colors. GayGuide
Vallarta is not responsible for any
color changes due to the conversion.

1/4 - (8 w X 4.8 h)

1/2 - (8 w X 9.8 h)

Full page - (8 w X 20 h)

Map premium -

(10 w X 21 h)

Bleed - (11 w X 22 h)

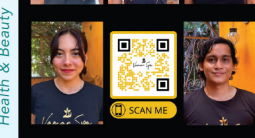
*Ask for Bleed Spec PDF

*Sizes are in CM.



gayguide Vallarta

Services



Health & Beauty



Standard pages includes:

- Detailed Listing (Discounted price for lodging oriented businesses)
- Blurb and numbered dot on the pull-out map
- Phone number in print directory
- Randomly displayed Banners on ggV website
- Share your posts on social media (1-2 times p/edition)

*Add on Logo with blurb (+ \$100 pesos p/edición)

Premium pages includes:

Standard + Framed Logo with blurb

Inner & Back covers and full page on map:

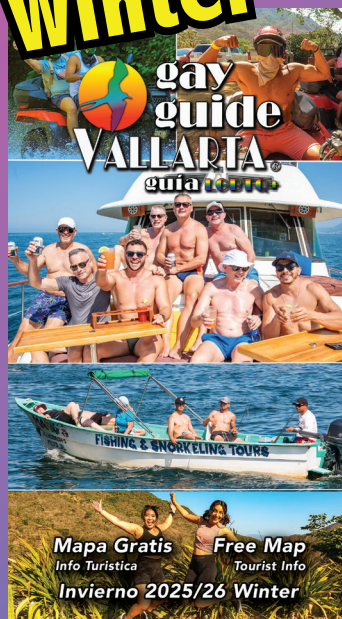
Premium Pages + 1 images

Fall



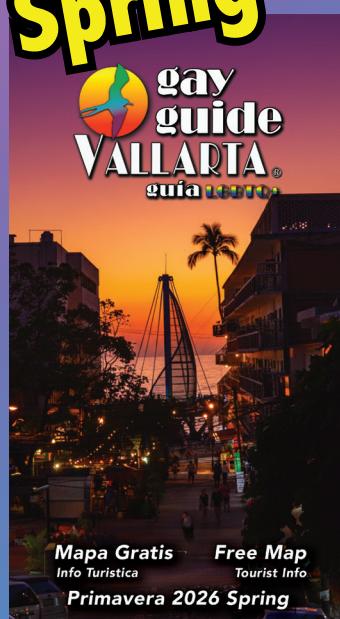
October &
November

Winter



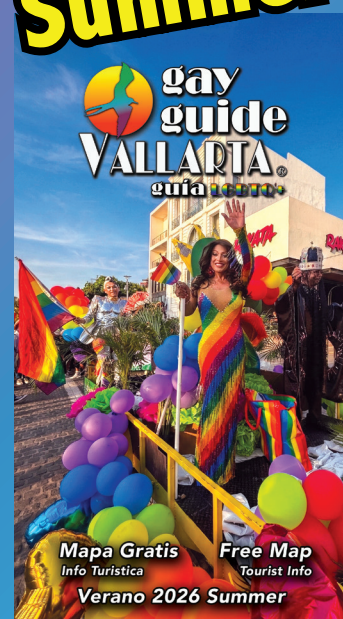
Dicember &
January

Spring



February
& March

Summer



April -
September

Web Business listings in www.GayGuideVallarta.com

Bistro Mercurio & Bar

GAY, GAY FRIENDLY, GAY OWNED, GAY STAFF, CASUAL, BAR FOOD, HAMBURGERS, MEXICAN, PIZZA, SANDWICHES, WIRELESS, BREAKFAST, CREDIT CARDS, DINNER, LUNCH, PET FRIENDLY, SMOKING AREA

Hotel Mercurio's poolside restaurant is open to the public, offering breakfast from 8:00 to 11:00 AM; and extensive light-fare menu until 10:30PM daily.

[READ MORE](#)

Full Day Calendar

Today's Activities

8a)

Today's Activities

8a)

Bistro Mercurio & Bar

Hotel Mercurio's poolside restaurant is open to the public, offering breakfast from 8:00 to 11:00 AM; and extensive light-fare menu until 10:30PM daily.

1) Gay, Gay Friendly, Gay Owned, Gay Staff, Casual, Bar Food, Hamburgers, Mexican, Pizza, Sandwiches, Wireless, Breakfast, Credit Cards, Dinner, Lunch, Pet Friendly, Smoking Area

10) Hotel Mercurio offers a delicious and generous breakfast buffet served poolside daily from 8:00 to 11:00 AM. The offerings include eggs, fruit, house-made sweet breads, yogurt, granola, and a daily Mexican breakfast special that varies widely, including chicken enchiladas, short ribs in salsa, birria, grilled arachera, and more. On Sunday (breakfast served until noon), unlimited mimosas or bloody marys are available and we feature a Peruvian flautist playing softly.

Our extensive menu, available from 11:00 AM to 10:30 PM, includes light-fare items (wings, nachos, carpaccio, fried calamari, salads, tacos) as well as offerings for a heartier appetite (pizzas, burgers, sandwiches, burritos, pastas).

Everything we serve is made fresh from selected ingredients at the moment you place your order by our outstanding chef and his staff.

Every Sunday, come for our famed "Beers Boys & Burgers" pool party, from 4:00 to 7:00 PM. Unlimited beer and mini-hamburgers. DJ and show, and always a fun crowd! Bring your towel (or borrow one of ours) and your sexiest swimsuit to enjoy our heated pool. No swimsuit? We sell those, too! Our own Mercurio Swim line of men's swimwear, designed by our own designer and made in our workshop right in Puerto Vallarta!

Come and get to know us! We're known for great service, outstanding food, and reasonable prices!

4) 5) 6) 7) 8) 9)

flyer video photos map events calendar menu

FOLLOW US

LOCATION & PHONES

3) Francisca Rodriguez 168 Col. Emiliano Zapata Puerto Vallarta, Jal. 48380

2) TEL: 322 222-4793

WEBSITES & LISTINGS

1) WEBSITE FACEBOOK TWITTER

Full Day Calendar

Today's Activities

8a)

Includes: Printed blurb in each print edition & a Numbered Dot on the removable print map.

Frida Bar

This popular neighborhood cantina offers great drink prices and a relaxed and comfortable atmosphere. Out door Patio.

Esta cantina popular del barrio ofrece buen precio en bebidas y un ambiente cómodo y relajado. Patio afuera.

WiFi, Bluetooth, TV, Air, etc.

Reach more Visitors to your website with banners on our website.
Bigger than the standard sized. Randomly displayed on category pages. FREE for Standard & Premium plans!
Exclusive Top-Banner placement available for purchase.

Banner Specs: (in pixels)
Horizontal - 150 H. X 950 W.
Vertical- 400 H. X 180 W.

HAPPY HOUR

2x1 DRINKS 2PM TILL 9PM DAILY

Bf

IT'S ALWAYS BIGGER AT THE BANANA FACTORY

DRINKS FOOD FUN VIDEOS MEN

Lucerna Cardenas 341 - Zona Romantica

WWW.BananaFactoryPV.COM

BEST GAY REALTOR FINALIST 2024 & 2025

DEREK CARKNER
Let's Get Moving!

derek@ryandonner.com

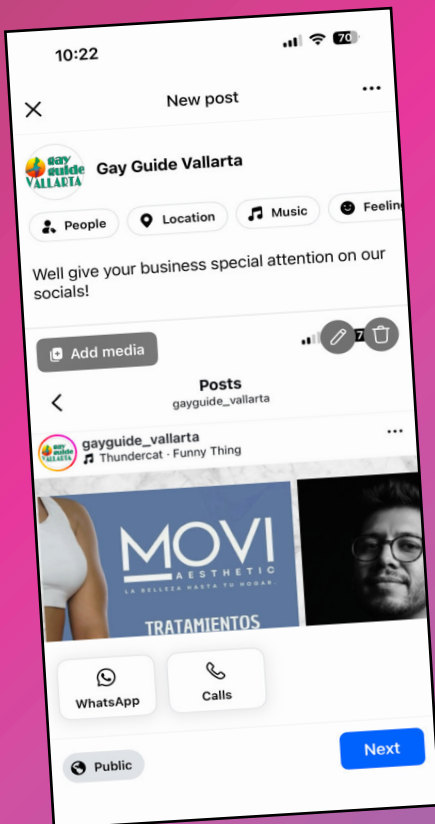
YOUR MEXICO REAL ESTATE EXPERT™

Social Media

1, 2, or 3
Post per week
on gayguide's
socials

The Gallery

High-quality
photos post



The StoryTeller

Post with high-quality
photos + reel(s)



The Showcase

High-quality photos +
reel(s) + full video



The Distributer

Already have content?

Reach our audience with our Distribution-Only rates. We take your high-quality assets and put them in front of the right eyes.

Includes creative direction, filming, and editing. (Recommended for best engagement!)

"All social media content includes tagging your business and a link in our bio/stories."

*Reel lengths may vary from 15 secs to 1 min.

*Videos are 1 min to 3 min. 30 sec.

"Pro-Video Note: Packages featuring Videos include professional filming, editing, and sound design to ensure your business looks world-class."

- * Photography
- * 360° Images & Videos
- * Drone footage



Multi-media



We have the tools to help you shine!
Let us capture those scenic views, the
tour of your establishment, or those
special moments and products.

Sponsored Videos

Become a Sponsor!

Mentions and Banner ads during a live stream or prerecorded videos.

Our purpose with this is to promote and show the travelers Puerto Vallarta's diversity in culture, gastronomy, activities, etc.

Videos are the "New Thing" dominating the digital community replacing text only content & they **connect better with the audience.**

Contact us for Mention & Banner Rates // Sizes

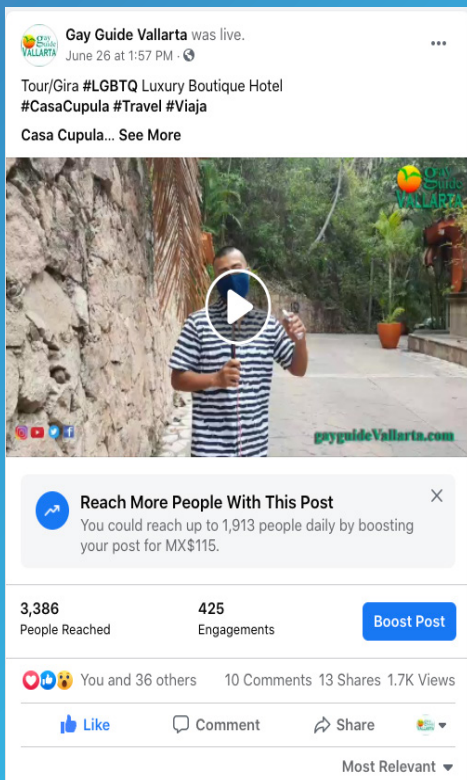
Mention Mentioned by the host once (1) during a video or Live (name & slogan).

Banner Shown once (1) during a video or Live for 10 sec.

Bannery Mention The banner will be displayed as the host talk about the business &/or the content of the banner. 10 - 20 sec.

Commercial clip A Display a clip of images or video promoted by the host, commercial of 10 - 20 seconds of the business/product.

Commercial clip B Display a 10 - 20 second commercial of your business/product.



AD RATES

Print ads

Prices		Contract 1 Edition	Contract of 2 Edition	Contract of 3 edition	Yearly Contract (4 Editions)
Print Advertisement		Black & White or Color Ads			
Standard	1/4 page	\$2,350 p/ed.	\$2,250 p/ed. \$4,500 Total	\$2,150 p/ed \$6,450 Total	\$2,050 p/ed \$8,200 Total
	1/4 page on map	\$3,150 p/ed.	\$3,050 p/ed \$6,100 Total	\$2,950 p/ed \$8,850 Total	\$2,850 p/ed \$11,400 Total
	1/2 page	\$3,650 p/ed.	\$3,450 p/ed \$6,900 Total	\$3,250 p/ed \$9,750 Total	\$3,050 p/ed \$12,200 Total
	Full page	\$6,550 p/ed.	\$6,150 p/ed \$12,300 Total	\$5,750 p/ed \$17,250 Total	\$5,350 p/ed \$21,400 Total
	Full page bleed	\$6,950 p/ed.	\$6,550 p/ed \$13,100 Total	\$6,150 p/ed \$18,450 Total	\$5,750 p/ed \$23,000 Total
Premium	Premium	\$7,950 p/ed.	\$7,550 p/ed \$15,100 Total	\$7,150 p/ed \$21,450 Total	\$6,750 p/ed \$27,000 Total
	Inner cover	\$8,450 p/ed.	\$8,050 p/ed \$16,100 Total	\$7,650 p/ed \$22,950 Total	\$7,150 p/ed \$28,600 Total
	Full page on Map	\$12,800 p/ed.	\$12,400 p/ed \$24,800 Total	\$12,200 p/ed \$36,600 Total	\$11,800 p/ed \$47,200 Total
	Back cover	\$12,800 p/ed.	\$12,400 p/ed \$24,800 Total	\$12,200 p/ed \$36,600 Total	\$11,800 p/ed \$47,200 Total

Print add ons:

Logo with blurb \$100 pesos per edition

QR code to web-listing on www.GayGuideVallarta.com

\$300 pesos per edition

Edition	Distribution	Reservation Deadline	Art Deadline
Fall	October - November	28-Aug	01-Sep
Winter	December - January	28-Oct	01-Nov
Spring	February - March	28-Dec	01-Jan
Summer	April - September	28-Feb	01-Mar

Web ads

Listing

Prices		Yearly Fee	
Online Advertisement		Digital	Print Member
Basic	Regular Web Listing	\$ 6,000.00	Free
	Cabaret/Theater Multi Show Listings	\$ 8,400.00	Free
	Lodging Multi-unit Single Location	\$ 12,500.00	\$ 5,000.00
	Lodging Multi-Unit Multi-Location	\$ 25,000.00	\$ 7,500.00

Banners

Exclusive banner placement on top of category pages. (Subjet to availability)

Home page \$2,187.50 / No print ad \$4,500 pesos

Category page With print ad \$600 / No print ad \$1,000 (includes basic plan for the duration of your banner ad.)

Randomly Displayed Banners Free with print ad / \$500 pesos without ad

Price p/month, includes IVA.

Carousel Image on Home page

\$300 pesos

Price p/month, includes IVA.

Newsletter

Basic (\$800 - \$1,500 pesos) Upload text & images to send to our database

Profesional (\$2,500 - \$4,500 pesos) Design, redact and send.

Social Media

The Presence

1 post per week = 4 Post monthly

The Gallery = \$ 800 pesos : High Quality Images

The Story Teller = \$1,900 pesos : 3 img. post & 1 reel

The Showcase = \$4,700 pesos : 2 img. post, 1 reel & 1 Vid.

The Influencer

2 post per week = 8 Post monthly

The Gallery = \$2,700 pesos : 7 Post w/ Img. & 1 reel

The Story Teller = \$3,800 pesos : 6 post w/ img. & 2 reels

The Showcase = \$6,600 pesos : 5 post w/ img, 2 reels & 1 Vid.

The Takeover

3 post per week = 12 Post monthly

The Gallery = \$4,600 pesos : 10 Post w/ Img. & 2 reels

The Story Teller = \$5,700 pesos : 9 Post w/ Img. & 3 reels

The Showcase = \$9,600 pesos : 7 Post w/ Img., 4 reels & 1 Vid.

The Distributor

Build your own plan: 1 - 3 posts a week

The Gallery = \$200 pesos 1 Post with Images

The Story Teller = \$1,000 pesos 1 Reel (15 - 30 sec.)

Customized

Build your own plan: 1 - 3 posts a week price p/post

The Gallery = \$ 200.00 pesos 1 Post with Images

The Story Teller = \$1,300.00 pesos 1 Reel (15 - 30 sec.)

The Showcase = \$3,000.00 pesos 1 Video (1min. - 3:30 min.)

*Influencer & Takeover "Showcase" Package includes one (1) sponsored post value of \$150 pesos.

Multi-Media

1. Drone Photography and Video (Aerial)

Capture unique perspectives with state-of-the-art equipment and certified pilots.

- Express Session (Photos Only): \$1,800 - \$2,500 MXN or 10 high-resolution photos (edited).
- Corporate/Real Estate Video: \$3,500 - \$5,500 MXN or 60-90 sec edited video + raw clips (4K).
- Event Coverage (per hour): \$1,500 MXN (minimum 2 hours).

2. 360° Virtual Tours

Immersive experiences ideal for real estate, retail, and tourism.

- Basic Tour (Up to 100 m²): \$2,800 - \$3,500 MXN or Up to 10 scan points + Interactive interface.
- Commercial Tour (100 - 300 m²): \$4,500 - \$7,500 MXN or Unlimited points of view + Google Street View integration.
- Individual 360° Photography: \$850 MXN per image.

3. Professional Photography (Ground)

High-quality still images for catalogs, social media, or listings.

- Real Estate Session (25 photos): \$1,500 - \$2,800 MXN or Digital retouching of lighting and color included.
- Professional Portrait / Branding: \$2,500 - \$4,000 MXN
- Product Photography: From \$350 MXN per photo (minimum 10).

Continue Multi-Media

VALUE PACKAGES (15-20% Savings)

Package Includes Total Price

Basic Real Estate 20 Ground Photos + 5 Drone Photos \$3,200 MXN

Complete Tour 25 Ground Photos + 360° Tour \$5,500 MXN

Premium Media Ground Photos + Drone (Video/Photo) + 360° Tour \$8,500 MXN

Terms and Conditions:

- Travel Expenses: Transfers outside the metropolitan area are quoted separately (\$6.00 MXN per extra km).
- Deposit: 50% is required to reserve the date, and the remainder is due upon delivery of the materials.
- Delivery: 3 to 5 business days via digital download (Google Drive / WeTransfer).
- Rush: Deliveries in less than 24 hours have a 30% surcharge.

Video Sponsorships

Mention - \$600 pesos

Banner - \$1,000 pesos

Banner y Mention - \$1,500 pesos

Clip comercial A - \$2,500 pesos

Clip comercial B - \$2,500 pesos

Packages

Full Year Campaigns

**"SAVE 30%
BY BUNDLING"**

Local Favorit

\$36,820

Print - 1/2 Page color
(\$3,050 / edition)

Social - Presence Showcase
(\$3,200/Month)

Video - 1 Banner in 2 Gay Guide Vallarta
Videos (\$2,000)

High-Season

\$50,470

Print - Full Page color
(\$5,350 / Edition)

Web - 1 Exclusive Web Banner in a category
page (Subject to availability) (\$1,000 monthly)

Social - The Influencer Showcase (\$3,600 /
month)

Video - 1 Banners & Mention in 3 Gay Guide
Vallarta Videos (\$1,500 / Video)

Vallarta-Icon

\$59,990

Print - Bleed Page color
(\$5750 / Edition)

Web - 1 Exclusive Web Banner in a category
page (Subject to availability) (\$1,000 monthly)

Social - The Influencer Showcase (\$3,600 /
Month)

Video - 1 Comercial Clip A o B en 3 Gay Guide
Vallarta Videos (\$2,500 / Video)

The Lux

A) Premium pages - **\$84,770**

B) Inner covers - **\$85,890**

C) Back cover & Map Premium - **\$98,910**

Print - A) Premium (\$6,750 / Edition)

B) inner covers (\$7,150 / Edition)

C) Back cover & Map premium (\$11,800 / Edition)

Web - 1 Exclusive Web Banner on a category page
(Subject to availability) (1000 Monthly)

Social - Takeover Showcase (5,800 Montly)

Video - 1 Comercial Clip A o B in 5 Gay Guide Vallarta Videos
(2,500 / Video)

****Annual packages include** - 2 photo and video shoots for the exclusive use of promotion on gayguideVallarta's socials. Obtain copies of the content (unedited) for \$8,500 pesos.