

# MediaKit 2024



## WEBPAGE

NEW USERS  
**12K**

RETURNING USERS  
**15%**

SESSIONS  
**12K**

### RATES

TOP SLIDER  
**\$650**  
1920 x 540 px

HOME PAGE BANNER  
**\$500**  
2566 x 608 px

WEB ARTICLE  
**\$500**

## E-BLASTS

SUBSCRIBERS  
**40K**

OPEN RATE  
**26%**

CLICK RATE  
**2.3%**

### RATES

EMAIL BLAST  
**\$800**

### SPECS

EMAIL BLAST  
**2500 x 3500 px**

NEWSLETTER BANNER  
**546 x 212 px**

## SOCIALMEDIA

INSTAGRAM FOLLOWERS  
**27K**

FACEBOOK FOLLOWERS  
**10K**

MONTHLY IMPRESSIONS  
**1,000,000**

### RATES

IG + FB POST  
**\$475\***  
\*Includes \$100 boost

### SPECS

POST SIZE  
**1350 x 1080 px**

## PRINT MAG

CIRCULATION  
**25,000**  
PUERTO RICO

READERSHIP  
**100,000**  
PASS ALONG RATE 4

MAIL DELIVERY  
**10,000**

SPECIAL DELIVERY  
**15,000**

### SPECS

#### FULL PAGE

crop size 8.5 x 11"  
non bleed 7.5 x 10"  
bleed 9 x 11.5" / .25" bleed

#### SPREAD

width x height - 15 x 11"  
bleed add .25" on all sides  
safety allow .5" on all

#### 1/2 PAGE

non bleed  
7.5 x 4.5"

#### 1/3 PAGE

non bleed  
2 x 10"

#### 1/4 PAGE

non bleed  
3.75 x 4.75"



### RATES

#### FULL PAGE

x1 \$1,900  
x12 \$1,689

#### SPREAD

x1 \$2,500

#### 1/2 PAGE

x1 \$1,200  
x12 \$1,000

#### 1/3 PAGE

x1 \$1,000  
x12 \$806

#### 1/4 PAGE

x1 \$760  
x12 \$611

#### BACK COVER

x12 \$3,000

#### INSIDE BACK COVER

x12 \$1,900

