



THE TICO TIMES

WWW.TICOTIMES.NET

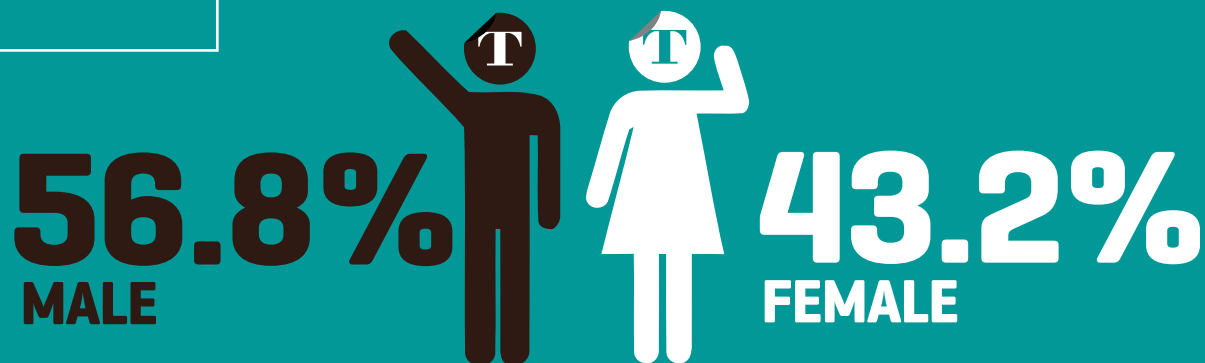


Media Kit 2018

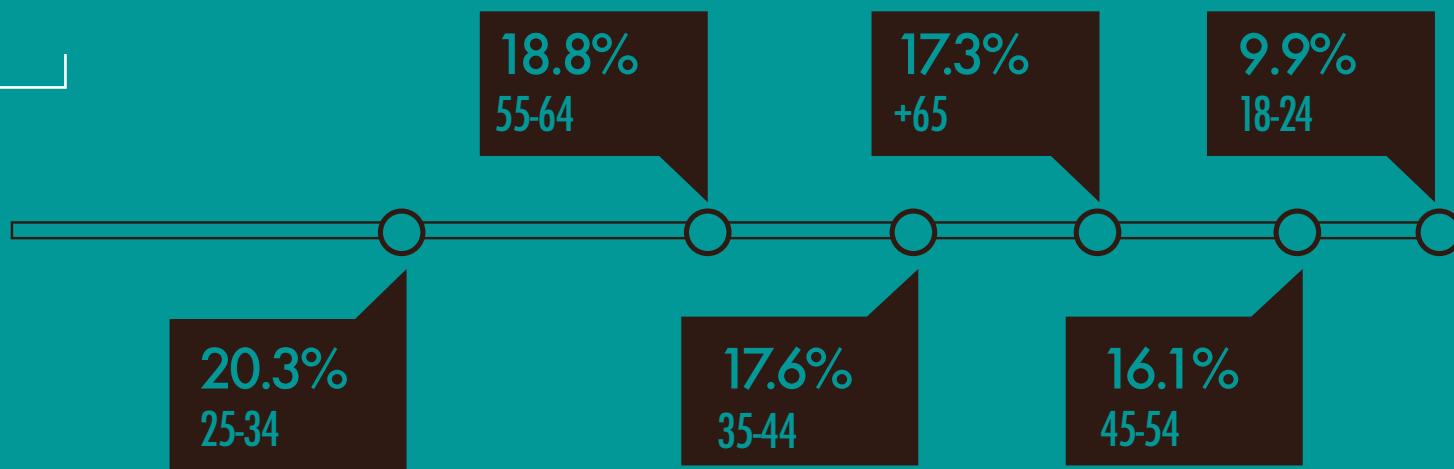
Tel: (506) 4000-0838 · sales@ticotimes.net

- Established in 1956, The Tico Times has built incomparable brand recognition and positioning among international and potential residents of Costa Rica. Our daily readers in and out of Costa Rica are interested in travel, lifestyle, real estate, arts and culture, dining and nightlife, investment, philanthropy and more.
- Our team is ready to work with you to create the best strategies for your business on our platforms, increase traffic to your website and social media, and get the most from your publicity budget.

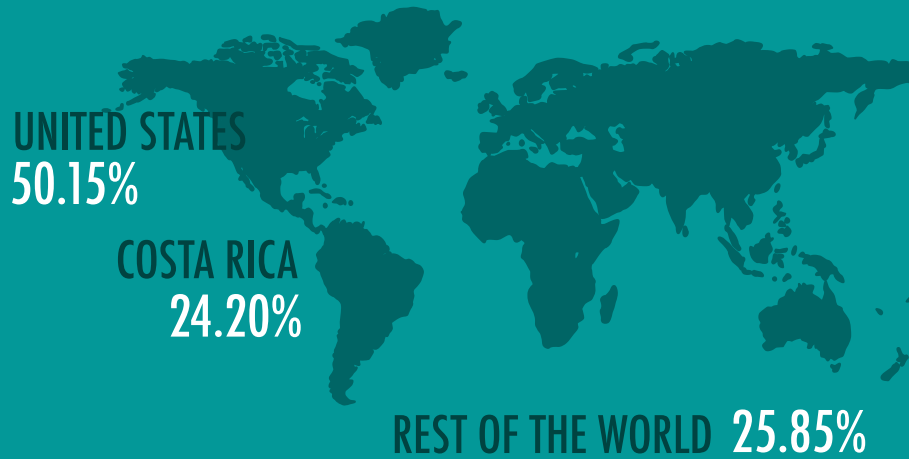
READER PROFILE



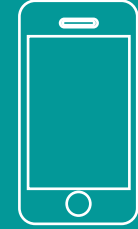
AGE



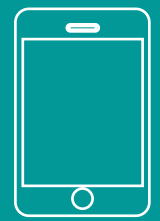
WEBSITE STATS



54%
COMPUTER



34%
PHONE



12.0%
Tablet



VISITORS LAST 365 DAYS

1,319,110



PAGES PER SESSION

1,80



SESSIONS LAST 365 DAYS

2,103,275



AVERAGE TIME ON PAGE

01:25 min

SOCIAL MEDIA



FACEBOOK

FOLLOWERS

106,118

GENDER

53% **47%**
Female Male

INTERACTION AGE

25 - 64 years

MONTHLY INTERACTION

25,980

NEW MONTHLY FOLLOWERS

574

MONTHLY IMPRESSIONS

849,383

MONTHLY REACH

363,780



TWITTER

FOLLOWERS **30,4 K**



INSTAGRAM

FOLLOWERS **17,5 K**

BANNERS

HOME PAGE

TOP BANNER	\$225	\$125
RIGHT BANNER	\$175	\$100
LOWER BANNER	\$125	\$75

*Rotating **Price per month

Contact us for available spaces
and special packages

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***** Voices of Nate: Five first-hand accounts of Costa Rica's devastating storm

KATHERINE STANLEY
13 OCT 2017

It has been a week of floods in Costa Rica: of water, mud, information, donations, stories of great sadness, and examples of extraordinary generosity.

PLACE YOUR AD HERE!
Click here for details

The Tico Times is proud to share with you the voices of five people around the country who have been affected by Tropical Storm Nate

SECONDARY

The screenshot shows the Tico Times website with several banner ad placements highlighted in grey boxes:

- TOP BANNER 720 X 90**: Located at the top of the page, above the navigation menu.
- BANNER 300 X 250**: Three instances of this size banner are shown on the right side of the page, adjacent to the article grid.
- LOWER BANNER 720 X 90**: Located at the bottom of the page, above the footer.

The website content includes the following articles and categories:

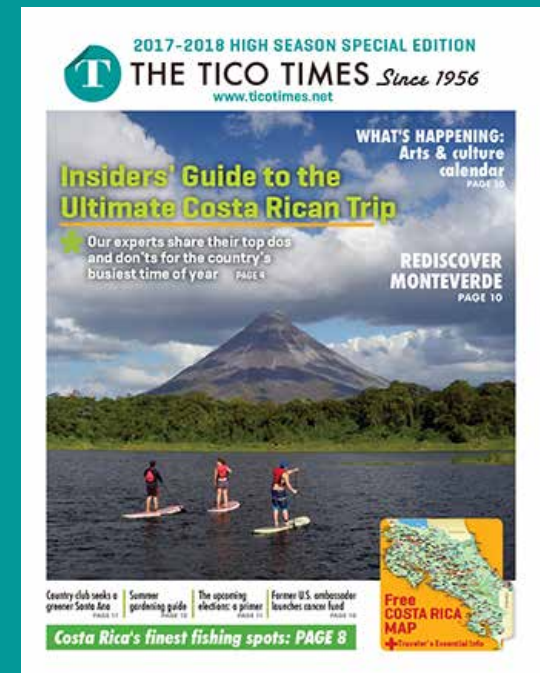
- GOOD DEEDS**: Voices of Nate: Five first-hand accounts of Costa Rica's devastating storm (Katherine Stanley - October 13, 2017)
- ARTS AND CULTURE**: Teatro Espresso brings message of peace to National Theater anniversary (Katherine Stanley - October 13, 2017)
- BUYING**: Will you get a great deal on a bank-owned home in Costa Rica? (Jul 22, 2017)
- TIGNS**: 8 signs you are not ready to buy a house in Costa Rica (Jun 15, 2017)
- A**: Monteverde primer: an essential guide to one of Costa Rica's tourism gems (Jun 9, 2017)
- PHOTOS & VIDEO**: U.S.-bound - and delighted
- GIVING BACK**: Long road ahead for relief efforts in
- PHOTOS**: Photos: 10 stunning landscapes from all over Costa Rica (May 26, 2017)
- I**: caught a marlin and it was great, but the marlin totally hated it (May 18, 2017)

The website header includes the logo "THE TICO TIMES Since 1956" and a navigation menu with links for NEWS, REAL ESTATE, TRAVEL, CLASSIFIEDS, and ABOUT US. The footer also features the logo and social media icons for Twitter, Facebook, Instagram, and YouTube.

Tico Times Print Editions



Center spread



OUR PRINT EDITIONS INCLUDE:

- Costa Rica map and travelers' essentials insert for readers to carry with them. Also downloadable and printable on www.ticotimes.net. Exclusive or partial sponsorship available.
- Arts and Culture Calendar promoting outstanding events around the country. Also downloadable and printable on www.ticotimes.net. Exclusive or partial sponsorship available.
- Original content from our staff and columnists.

SPECIFICATIONS

Quality: Newsprint, full color

Distribution: 15,000 copies distributed via airports, marinas, hotels, restaurants and supermarkets in all seven Costa Rican provinces. Published in December, March, June and September.

Full page ad: \$995
Width 25.8 cms x height 34 cms

1/2 page ad: \$495
Width 25.8 cms x height 16.5 cms

1/4 page ad: \$295
Width 12.4 cms x height 16.5 cms

Each printed ad includes a banner on www.ticotimes.net

Check out the variety of options available to inform our readers about your products and services.

Tel: (506) 4000-0838 • sales@ticotimes.net

Sponsored Content

From
\$500
per month

Promote your business on our platforms, fully adapted to the format and style of The Tico Times to reach your target audience organically.

ADVERTORIAL:

Direct content from your business, clearly labeled in a format different from our regular news coverage.

EXAMPLES:

- Advertising photo of the day: Scenic photo of your hotel or destination, with a link to your business, descriptions.
- Check out examples of sponsored VIDEOS, PHOTOS and FEATURES at ticotimes.net/advertise-with-us
- Advertising article: Promotes an inauguration, new product, etc.

SPONSORED CONTENT:

Content of natural interest to our readers that positions your brand within your target audience.

- Depending on the needs of the client, the sponsor can prepare the content and it will be edited for publication by our staff, or it can be created by The Tico Times.
- A note with the text will identify the piece(s) as sponsored content, but the format is identical to our regular news format.

EXAMPLES:

- Articles, photographic essays, videos relevant to your business, innovations related to your industry
- How-to advice aimed at your target clients
- Special section (permanent or temporary) of The Tico Times.

Check out the variety of options available to inform our readers about your products and services.

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