



Property **JOURNAL**

BAJA CALIFORNIA SUR

www.baja.propertyjournal.com.mx

2026



About us

Property Journal Baja California Sur is the first print and digital media outlet specialized in the real estate market of the region.

Its launch builds on 26 years of proven experience and successful results for both the publication and its advertisers in the Puerto Vallarta and Riviera Nayarit areas.

Drawing on this expertise, Property Journal Baja California Sur was created with the purpose of providing visitors and residents alike with relevant, accurate, and diverse information about the real estate market. The magazine's editorial content covers regional topics, lifestyle, activities, and real estate opportunities across all market segments, aiming to inform and inspire readers to find their place in the paradise that is Baja California Sur.

The print edition will be distributed through strategically placed displays at high-traffic meeting points, visitor hubs, and tourist destinations. Distribution covers Cabo San Lucas, San José del Cabo, Todos Santos and La Paz.

A trained and fully equipped distribution team ensures that printed copies are always available to our audience, guaranteeing maximum reach and visibility for our advertisers

What makes us different?

01

Experience and trust

With over 25 years in the market, we are the leading real estate publication in Puerto Vallarta–Riviera Nayarit, providing reliable and up-to-date information.

02

Integrated advertising.

With our print and digital publications, we reach a broader market and connect you more effectively with your potential clients.

03

Specialized and up-to-date content.

We create high-quality content tailored to our readers, ranging from real estate market analysis to reviews of local services.

04

Real estate focus.

Our experts analyze market trends, providing accurate statistics and reliable forecasts.



Our reader

45⁺

Average age



GENDER
Male 65%
Female 35%



**SOCIOECONOMIC
LEVEL**
A 80% B 20%



PRINTED
Monthly circulation
25,000
Annual print run of
300,000 copies
Reader per copy 2.5



WEB SITE
Monthly visits
20,000



BI-WEEKLY SHIPMENTS
Database of 5,000
Real estate professionals

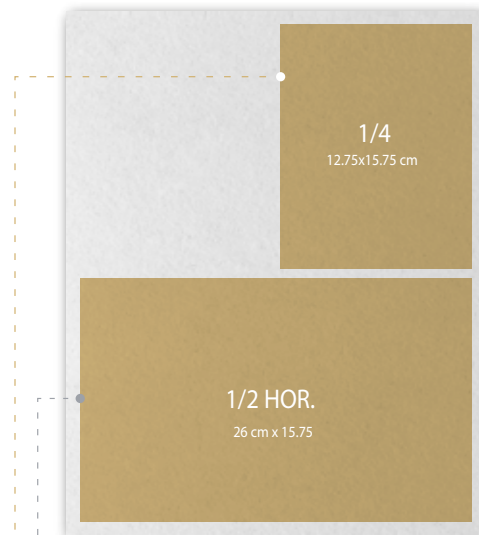
Ad Sizes

Front page



- \$1,050 USD + VAT (Cover)
- \$1,900 USD + VAT (1/4 Cover)
- \$1,050 USD + VAT (Cover Strip)

Interio page



- \$500 USD + VAT (1/4 Interior page)
- \$990 USD + VAT (1/2 horizontal page)

Interio page



- \$900 USD + VAT (1/2 vertical page)

Interio page



- \$1,950 USD + VAT (Full Interior page)
- \$3,800 USD + VAT (Back Cover)

The sizes are in centimeters, width x height.

Special Positioning + 10%

sales@propertyjournal.com.mx • Cel. 55 2655 8917

BAJA CALIFORNIA SUR

 Loreto

 La Paz

La Paz

 Todos Santos

 East Cape

 Cabo San Lucas

 San José del Cabo

Coverage

Los Cabos, La Paz, Todos Santos, Loreto, San José del Cabo

Print-run
25,000
monthly copies

Category
Only Real Estate

Language
Bilingüal
Spanish/English

Distribution
Weekly.

*Dates of
appearance*



CALENDAR
2025-2026



-  *Dates of appearance*
-  *Winter-Spring*
-  *Summer Edition*
-  *Editorial deadline*

May

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

January

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

October

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



www.baja.propertyjournal.com.mx

sales@propertyjournal.com.mx

Cel. 55 2655 8917

