

ADVERTISING MEDIA KIT · FOUNDING PARTNER PROGRAMME

# *La Ruta* Magazine

ISSUE 03 · LONDON · AUGUST 2026

*"Every cup, a journey. Every journey, a story. Every story, a legacy."*

**3,000**

PREMIUM  
PRINT COPIES

**8,000+**

BRAND  
EXPOSURES /  
EDITION

**5.0 ★**

VIATOR &  
GOOGLE  
RATING

**12**

AD SLOTS  
AVAILABLE

ABOUT

# The Magazine

**L**a Ruta Magazine is not a publication you flip through — it is one you travel. Rooted in the specialty coffee culture of Latin America, it bridges origin stories, artisan producers, diaspora voices, and the cultural memory of communities living between worlds.

Issue 03 takes the reader through the sensory cartography of Salvadoran coffee, intimate producer portraits, the diaspora experience in London, and a spiritual journey through Nepal — all bound in a premium collectible format distributed across London's most discerning specialty venues and international trade fairs.

Its editorial philosophy draws from publications like *Monocle* and *Wallpaper\**: advertising is not interruption. It is context. Every slot is placed at a natural transition so your brand amplifies the reader's experience rather than breaking it.

## International Credentials

- France24 — 180M weekly viewers
- FITUR Madrid — Official El Salvador delegation
- BIT Milan · FIT Santiago · Anato Bogotá
- USA — Governmental delegation presence
- 7 Latin American embassies & cultural centres in London — direct diplomatic presence
- 17 consecutive 5-star reviews on Viator & Google · 0 negative reviews

A U D I E N C E

# Distribution & Reach

<p><b>3,000</b></p> <p>PREMIUM PRINT COPIES PER ISSUE</p>	<p><b>2,000</b></p> <p>LONDON SPECIALTY VENUES</p>	<p><b>5,000+</b></p> <p>DIGITAL IMPRESSIONS / MONTH</p>	<p><b>8,000+</b></p> <p>COMBINED BRAND EXPOSURES / EDITION</p>
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<b>2,000</b>	London copies in specialty coffee shops — Stoke Newington, Hackney, Dalston, Shoreditch, Brixton, Islington
<b>1,000</b>	International copies — FITUR Madrid, European trade fairs, Latin American travel operator networks
<b>7</b>	Embassies and cultural centres representing Latin America in London — direct diplomatic presence
<b>4 eds.</b>	Annual editions — Web, Newsletter, Instagram, YouTube channels all included in annual partnership

## PHILOSOPHY

# Editorial Principles

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## **01** *Respect for the reader's emotional arc*

La Ruta is not a magazine that is browsed — it is travelled. The reader arrives at each section with a specific emotional state built by the preceding pages. Gold slots are placed at natural transitions between blocks, never inside ongoing narratives.

## **02** *Semantic brand-content alignment*

Each slot carries a recommended brand category based on surrounding content. An advertiser of coffee equipment on pp.29-30 does not interrupt reading — it extends it. The reader is thinking about coffee when they encounter that brand. This alignment increases recall and conversion.

## **03** *Protection of sacred moments*

Four editorial pages (P13, P20, P90, P105) are retained as sanctuaries. Their existence raises the value of adjacent slots: advertisers know their pages flank maximum-quality content, not advertising blocks. This is the same logic employed by Monocle and Wallpaper\*.

## **04** *Maximum 2 consecutive advertising pages*

No advertising block exceeds two consecutive pages. The three Bronze pages are distributed within the Producers block with editorial content between them. This maintains reading rhythm and ensures the advertiser receives the reader's full attention.

## **05** *Nepal receives no advertising*

The Nepal block (pp.80-95) carries no advertising. This decision has a cost of £8,000-16,000 in potential revenue — and it is worth taking. Introducing advertising here would erode the premium tone that makes La Ruta collectable rather than disposable.

TIER 01

# Gold – Double Page Spread

## GOLD

3 SLOTS · 17" × 11" DOUBLE  
PAGE SPREAD

**£4,000 / year**

Founding rate · Market value ££8,000

**PP. 29–  
30**

*Transition: coffee territory → producer profiles*

**READER STATE** Curious, committed, quality mindset — specialty reader at peak receptivity

**CATEGORIES** Specialty coffee · Premium food & beverage · Coffee equipment · Origin sourcing

**IDEAL PARTNERS** Fellow, Hario, Oatly, Has Bean, Union Hand-Roasted, Allpress, Notes, Square Mile

**PP. 75–76**

*Heart of the Diaspora & London block*

**READER STATE** High positive emotional charge — reflective, connected to stories of identity and belonging

**CATEGORIES** Financial services (diaspora) · Premium lifestyle · Cultural institutions · Airlines · Telecom

**IDEAL PARTNERS** Wise, Remitly, Santander International, Barclays Premier, Virgin Atlantic, LATAM Airlines

**PP. 79–  
80**

*Transition: Diaspora → Culture & Living Memory*

**READER STATE** Open, culturally curious — moving from intense emotion toward intellectual interest

**CATEGORIES** Embassies & tourism boards · Cultural institutions · Arts organisations · Luxury hospitality

**IDEAL PARTNERS** British Council, Arts Council England, Southbank Centre, Barbican, Raffles, Rosewood

TIER 02

# Silver — Full Page

## SILVER

6 SLOTS · 8.5" × 11" FULL PAGE

**£2,200 / year**

Founding rate · Market value ££4,400

**P. 33**

*Interior coffee block — between sensory map and tasting guide*

**READER STATE** Concentrated in the coffee universe — curious about technical details and origin

**CATEGORIES** Coffee equipment · Specialty accessories · Grinders · Brewing tools

**IDEAL PARTNERS** Comandante, Weber Workshops, Niche Zero, Baratza, Acaia, Timemore, Krue

**P. 52**

*Pre-producer portraits — reader about to meet the faces behind the coffee*

**READER STATE** Ethical and sustainable mindset — interested in the human origin of consumed products

**CATEGORIES** Sustainable agriculture · Ethical sourcing · B-corps · Fairtrade · Environmental NGOs

**IDEAL PARTNERS** Rainforest Alliance, Fairtrade Foundation, Soil Association, Oatly, Patagonia

**P. 58**

*Post-producer portraits — reader holds an emotional bond with artisans*

**READER STATE** Appreciation for artisanal work — willing to pay for quality and a real story

**CATEGORIES** Artisan food importers · Specialty gifts · Premium hampers · Luxury food retail

**IDEAL PARTNERS** Fortnum & Mason, Selfridges Food Hall, Whole Foods, Natoora, Daylesford Organic

**P. 72**

*Interior Diaspora block — after testimonial voices*

**READER STATE** Reflective about displacement experience — very receptive to brands that understand their story

**CATEGORIES** Banking & remittances · International telecom · Language learning · Immigration legal services

**IDEAL PARTNERS** Wise, Revolut, Monzo, Vodafone International, Three, Duolingo, Lingoda

**P. 85**

*Interior Culture block — between artist profiles*

**READER STATE** Culturally engaged — interested in performing arts, visual arts, high-impact cultural projects

**C A T E G O R I E S** Theatres · Galleries · Arts festivals · Museums · Cultural programming  
London

**I D E A L P A R T N E R S** Barbican, Southbank Centre, Young Vic, Tate Modern, V&A, Bush  
Theatre, LIFT Festival

TIER 03

# Bronze — Half Page

## BRONZE

6 SLOTS (3 PAGES × 2 ADS) ·  
8.5" × 5.5" HALF PAGE  
HORIZONTAL

**£1,300 / year**

Founding rate · Market value ££2,600

### P. 35 (×2)

*Close of coffee block / opening of producer profiles*

**READER STATE** Reader has just travelled the coffee emotional map — receptive to specialty food and drink brands

**CATEGORIES** Coffee subscriptions · Artisan food producers · Specialty retailers · London food market vendors

**IDEAL PARTNERS** Pact Coffee, Volcano Coffee Works, Grind, Notes, independent roasters, Borough Market vendors

### P. 55 (×2)

*Interior of producer photographic essay*

**READER STATE** Appreciation for artisanal work — receptive to small brands with a real story

**CATEGORIES** Local London food businesses · Cultural events · Artisan producers · Independent retailers

**IDEAL PARTNERS** Broadway Market vendors, Bermondsey traders, independent specialty shops, cultural organisers

### P. 65 (×2)

*Close of Producers block / transition to Diaspora section*

**READER STATE** Satisfied, well informed about origin and production — ready for next emotional chapter

**CATEGORIES** Latin American restaurants London · Cultural food events · Community businesses

**IDEAL PARTNERS** Mestizo, Buen Provecho, El Cartel, Machete Bar, Latin American cultural associations London

INVESTMENT

# Pricing Overview

TIER	SLOTS	FORMAT	FOUNDING RATE / YR	MONTHLY	MARKET VALUE
<b>GOLD</b>	3	Double spread 17"×11"	<b>£4,000</b> Market: £8,000	£333/mo	£8,000
<b>SILVER</b>	6	Full page 8.5"×11"	<b>£2,200</b> Market: £4,400	£183/mo	£4,400
<b>BRONZE</b>	6	Half page 8.5"×5.5"	<b>£1,300</b> Market: £2,600	£108/mo	£2,600

**Founding Partner Programme** — 50% discount rates are strictly limited to the first 5 partners per tier. Once the first 5 slots per tier are filled, standard market rates apply. Annual contracts cover all 4 editions of 2026 and lock in the rate against Q4 price adjustments.

All packages include professional bilingual translation (ES/EN) and editorial review. Bilingual design service available if the partner does not have artwork in the required format.

PRODUCTION

# Technical Specifications

FORMAT	DIMENSIONS	SPECIFICATIONS
Gold — Double Page	17" × 11" (43.2 × 27.9 cm)	Full bleed · PDF/X-1a · CMYK · 300 dpi · 3mm bleed
Silver — Full Page	8.5" × 11" (21.6 × 27.9 cm)	With or without bleed · PDF/X-1a · CMYK · 300 dpi
Bronze — Half Page	8.5" × 5.5" (21.6 × 14 cm)	Horizontal · No bleed · 5mm safety margin · PDF/X-1a · CMYK · 300 dpi
Bilingual Translation	All tiers	Professional ES/EN translation included · Editorial review included
Booking deadline	15 July 2026	Founding Partner rates close at first 5 partners per tier
Artwork deadline	31 July 2026	Submission of final artwork · Review & confirmation within 48h
Launch	15 August 2026	London Summer Season · Print + digital distribution simultaneous

HOW TO BOOK

# Booking Process

<b>Step 1</b>	<b><i>Choose Tier &amp; Slot</i></b>	Select Gold / Silver / Bronze and, if desired, your preferred specific slot (subject to availability).
<b>Step 2</b>	<b><i>Confirm Founding Rate</i></b>	Availability confirmed. Founding Partner rate (50% discount) guaranteed by annual contract until first 5 partners per tier are secured.
<b>Step 3</b>	<b><i>Contract &amp; Payment</i></b>	Annual contract — 4 editions of 2026. Payment: annual or automated monthly (Gold £333 · Silver £183 · Bronze £108).
<b>Step 4</b>	<b><i>Deliver Artwork</i></b>	Deadline: 31 July 2026. Editorial design adaptation and bilingual translation included in all packages.
<b>Step 5</b>	<b><i>Launch &amp; Distribution</i></b>	Launch: 15 August 2026. Partner receives 10 physical copies + distribution report by channel.

CONTACT

# Reserve Your Slot

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*Founding Partner rates close when each tier reaches 5 partners.*

<p>EDITOR &amp; FOUNDER</p> <p><b>Juan Enrique Rosales</b></p>	<p>EMAIL</p> <p><b>kike@larutacoffee.com</b></p>	<p>PHONE</p> <p><b>(+44) 7405 640 682</b></p>	<p>WEB</p> <p><b>larutatravels.com</b></p>
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**BOOKING CLOSES · 15 JULY 2026**

ISSUE LAUNCHES · 15 AUGUST 2026