

LA RUTA

MAGAZINE

MEDIA KIT 2026

Founding Partner Programme · Issue 03 · London

3-Issue Programme · August 2026 – February 2027

«Every cup, a journey. Every journey, a story. Every story, a legacy.»

Launch: 28 August 2026

LA RUTA MAGAZINE

La Ruta is an independent, bilingual magazine about coffee, travel and memory, based in London with seventeen years of editorial history rooted in El Salvador. Each issue traces a territory: the origin of coffee, the journey of the diaspora, and the places where both meet.

The magazine is not flicked through: it is walked. That editorial philosophy is also why brands that partner with La Ruta do not appear as advertising interruptions, but as a natural part of the journey the reader is already on.

AUDIENCE AND REACH

3,000 Premium printed copies	112 Pages per issue	15 Advertising spaces	5.0 ★ Rating on Viator & Google
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Distribution by channel

- 2,000 copies in London — specialty coffee shops, hotels and offices in Stoke Newington, Hackney, Dalston, Shoreditch, Brixton, Islington and Notting Hill / Central London.
- 1,000 copies at international trade fairs — World Travel Market (London), FITUR (Madrid), TTG Travel Experience (Rimini) and the Latin American travel operator network.
- Digital channels included in the partnership — Web, Newsletter, Instagram and YouTube, across the 3 issues of the programme.

Credentials

- France24 (2022) — documentary feature on La Ruta del Guerrillero, Cinquera, El Salvador.
- Presence at international travel trade fairs — World Travel Market (London), FITUR (Madrid) and TTG Travel Experience (Rimini).
- 17 consecutive 5-star reviews on Viator & Google · 0 negative reviews (La Ruta Travels).

WHY ADVERTISE IN LA RUTA

La Ruta protects its reading rhythm with the same editorial care applied by publications such as Monocle or Wallpaper*: advertising is placed where the reader is already thinking about what the brand offers, not simply wherever space happens to be available.

Each advertising position is selected according to the reader's emotional state at that point in the magazine and the brand category that best speaks to that moment. The result is advertising that feels like part of the journey, not an interruption.

No advertising block exceeds two consecutive pages, and the Nepal editorial section carries no advertising at all: it is the magazine's contemplative closing space, protected by editorial decision.

TIERS AND AVAILABLE POSITIONS

The positions below are organised by tier. Each one includes the editorial context in which it will appear and the recommended brand categories.

GOLD — Double Page

3 slots available · 17" × 11" · Full bleed

PAGES	MOMENT / EMOTIONAL STATE	RECOMMENDED CATEGORIES AND BRANDS
PP. 29–30	Transition from Coffee to producer profiles. Curious, engaged, quality-minded.	Specialty coffee, equipment, origin sourcing — Fellow, Hario, Has Bean, Union Hand-Roasted, Allpress, Square Mile.
PP. 75–76	Heart of the Diaspora section. High positive emotional charge, identity and belonging.	Diaspora financial services, airlines, telecom — Wise, Remitly, Santander International, LATAM, Virgin Atlantic.
PP. 79–80	Transition from Diaspora to Culture and Living Memory. Open, culturally curious.	Embassies, cultural institutions, luxury hospitality — British Council, Southbank Centre, Barbican, Raffles.

SILVER — Full Page

6 slots available · 8.5" × 11"

PAGE	MOMENT / EMOTIONAL STATE	RECOMMENDED CATEGORIES AND BRANDS
P. 33	Inside the Coffee section, technical and origin detail.	Coffee equipment — Comandante, Weber Workshops, Niche Zero, Acaia, Timemore.
P. 52	Ahead of the producer portraits. Ethical, sustainability-minded reader.	Sustainable agriculture, ethical sourcing — Rainforest Alliance, Fairtrade, Soil Association.
P. 58	Following the producer portraits. Appreciation for craftsmanship.	Artisan importers, premium food retail — Fortnum & Mason, Natoora, Daylesford.
P. 72	Inside the Diaspora section, following the testimonial voices. Reflective on displacement.	Banking/remittances, international telecom — Wise, Revolut, Monzo, Vodafone, Duolingo.
P. 85	Inside the Culture section, between the profiles of María Eugenia Aguilar and Santiago Nogales.	Performing and visual arts — Barbican, Southbank Centre, Tate Modern, V&A.

BRONZE — Half Page

6 slots available (3 pages × 2 advertisers) · 8.5" × 5.5"

PAGE	MOMENT / EMOTIONAL STATE	RECOMMENDED CATEGORIES AND BRANDS
P. 35 (×2)	Closing the Coffee section / opening Producers.	Coffee subscriptions, retailers — Pact Coffee, Grind, Notes, Borough Market.
P. 55 (×2)	Inside the producer photo essay.	Independent businesses — Broadway Market, Bermondsey, specialty shops.
P. 65 (×2)	Closing Producers / transition to Diaspora.	Latin American restaurants, cultural events — Mestizo, Buen Provecho, El Cartel.

INVESTMENT — 3-ISSUE PROGRAMME

August 2026 – February 2027.

TIER	1 ISSUE (FOUNDING -50%)	3-ISSUE PACKAGE (FOUNDING)	STANDARD / ISSUE
GOLD	£1,200	£3,000 (£1,000/issue)	£2,400
SILVER	£600	£1,500 (£500/issue)	£1,200
BRONZE	£300	£750 (£250/issue)	£600

FOUNDING PARTNER PROGRAMME

A 50% discount on standard rates, limited to the first 5 partners per tier. The 3-issue package includes a further discount for committing across the full programme. Once those 5 places per tier are filled, the standard rate applies.

All packages include professional bilingual Spanish/English translation, editorial review, and 10 physical copies of the issue for the partner.

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

TIMELINE

25 July 2026 — Founding Partner booking deadline

Founding Partner rates close once the first 5 partners per tier are confirmed.

31 July 2026 — Final artwork submission

Design support and bilingual translation included.

28 August 2026 — Issue 03 launch

Simultaneous physical and digital distribution.

HOW TO BOOK YOUR SPACE

STEP	DETAIL
1 · Choose your tier	The partner selects a tier and, if preferred, a specific slot — subject to availability.
2 · Confirm Founding rate	Founding rate guaranteed by contract until 5 partners per tier are confirmed.
3 · Contract and billing	3-issue programme (Aug 2026 – Feb 2027). Single payment or instalments per issue.
4 · Artwork delivery	Deadline 31 July 2026. Design service and bilingual translation included.
5 · Launch	28 August 2026. The partner receives 10 physical copies and a distribution report by channel.

CONTACT

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Booking deadline: 25 July 2026 · Issue 03 launch: 28 August 2026