

LA RUTA MAGAZINE

Issue 04 — La Siembra

What We Plant Where We Land · London Edition · November 2026

3,000
PRINT COPIES

17
YEARS OF HERITAGE

5
COUNTRIES COVERED

12
AD PAGES

WHO WE ARE — 17 YEARS OF HISTORY

La Ruta is not a new project. It is a 17-year legacy of cultural resistance, historical memory and territorial travel — operating today from London, connecting Latin America with the British market.

It began with a 92-kilometre walk through the mountains of Chalatenango, El Salvador, in November 2009, guided by a former guerrilla combatant. Three days. No roads. Only stories.

Along the way, Enrique visited communities that official history tried to erase, met people who had taken part directly or indirectly in the armed conflict, and discovered the places where the first guerrilla groups were born. That experience changed his life.

He founded La Ruta del Guerrillero so others could understand what happened — because a society that forgets its past is condemned to repeat it. For more than a decade it operated as a reference point for historical tourism in El Salvador, working with government delegations, academic institutions and international organisations.

For safety reasons, Enrique moved to London roughly four years ago. After two years of silence, he decided to rebuild from here — because the story of El Salvador deserves to be told in the language of the world. Coffee was the perfect excuse to return to the essence of it.

INTERNATIONAL TRACK RECORD AND MEDIA CREDENTIALS

- France24 (international television) — a feature on La Ruta's cultural tourism work in El Salvador; France24 reaches over 180 million viewers weekly across 6 continents.
- FITUR Madrid, Spain (2014, 2015, 2016) — one of the five most important tourism fairs in the world; attended as part of El Salvador's official government delegation at the time.
- FITUR Madrid — attended as a trade visitor/buyer in 2024 and 2025, with registration confirmed for 2027.
- International tourism fair, United States (2015) — attended with a Salvadoran government delegation, engaging the North American market.
- BIT Milan, Italy — Borsa Internazionale del Turismo, B2B exchange with buyers from over 140 countries.
- FIT Santiago, Chile — the leading tourism fair of the Americas.
- Anato Bogotá, Colombia — Colombia's leading travel and tourism fair.
- WTM London — attended as a trade visitor/buyer in 2024 and 2025, with registration confirmed for 2026.
- Viator/TripAdvisor — 5.0 stars, a run of consecutive 5-star reviews across all operated tours.
- Google Maps — 5.0 stars, verified London presence for La Ruta Coffee and La Ruta Travels.

THE LA RUTA ECOSYSTEM

LA RUTA COFFEE

Single-origin specialty coffee from El Salvador, roasted at origin and shipped directly to London. Every bag carries the story of its territory — varietals from Chalatenango at 1,500masl. Available at larutacoffee.com.

LA RUTA MAGAZINE

A premium bilingual (English/Spanish) cultural publication connecting Latin American identity with the British market. 3,000 print copies distributed across speciality cafés, embassies, cultural centres and international fairs in London. Designed to be collected, not discarded.

LA RUTA TRAVELS

Cultural and historical travel experiences built around memory, community and territory. Operating in El Salvador, Guatemala, Peru, Colombia, Nicaragua and Nepal, with expansion into Bolivia planned alongside the Hoteles Rosario chain. Rated 5.0/5.0 on Viator.

ISSUE 04 — LA SIEMBRA

"La Siembra" is the fourth print edition of La Ruta Magazine — bilingual slow journalism following a single thread through El Salvador, Guatemala, Nicaragua and the Latin American diaspora in London. Long-form reportage, documentary photography and oral testimony, printed on uncoated stock and built to be kept, not scrolled past.

ADVERTISING STRUCTURE — FLAT RATE

One rate, no tiers: £1,200 per full page, wherever it sits — 12 pages available in total, spread across 8 strategic positions throughout the issue. Positions are sold by editorial section and confirmed in writing ahead of print.

Space	Detail	Price
Full page	8.5" × 11", full bleed, CMYK	£1,200
Double-page spread	17" × 11", full bleed, CMYK	£2,400

Prices shown net; VAT applied where applicable and confirmed on invoice.

DISTRIBUTION NETWORK

London — 2,000 copies	International — 1,000 copies
Speciality cafés — Stoke Newington, Hackney, Dalston, Shoreditch, Brixton, Islington, City of London, Notting Hill, Marylebone, Richmond	International tourism fairs — FITUR Madrid and European cultural fairs
Latin American embassies in London	Network of Latin American tour operators
Cultural centres and art galleries	Digital: monthly impressions — Web, Newsletter, Instagram, YouTube
Luxury hotel lobbies	

KEY DATES — ISSUE 04

Milestone	Date
Booking deadline	24 October 2026
Final artwork deadline	31 October 2026
To press	12 November 2026
Launch	30 November 2026

Print dates are estimates, subject to final confirmation with the printer.

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