LA RUTA MAGAZINE

Issue 04 · "La Siembra / What We Plant Where We Land" — London Edition — 16 Exclusive Placements

A PUBLICATION BUILT ON RESTRAINT, NOT VOLUME

La Ruta is an independent, bilingual publication dedicated to slow journalism — coffee, travel and memory — with roots in El Salvador and a home in London. We do not sell advertising as interruption. Each placement is chosen to sit where the reader is already thinking about what a brand offers.

VERIFIED CREDENTIALS

- Copies of La Ruta Magazine are held in the permanent collection of the British Library, as required of all UK print publications.
- La Ruta® is a registered trademark with the UK Intellectual Property Office (Trade Mark No. UK00004354999).
- Featured by France24 (2022) — documentary coverage of La Ruta del Guerrillero, Cinquera, El Salvador.
- 27 consecutive 5-star reviews on Viator and Google · 0 negative reviews (La Ruta Travels).
- Present at World Travel Market (London), FITUR (Madrid) and TTG Travel Experience (Rimini).

THE EDITION

120 pages · full colour · A4 · premium matte stock · bilingual (English/Spanish) · cover price £14. A magazine designed to be kept, not flipped through.

DISTRIBUTION

3,000 premium printed copies. Across specialty coffee shops, hotels and offices in Central London, Stoke Newington, Hackney, Dalston, Shoreditch, Brixton, Islington and Notting Hill. Plus international trade fairs and a network of travel operators across Latin America.

THE OFFER

16 exclusive placements — Issue 04 only

Full page — **£600** · 8 placements available

Half page (horizontal) — **£350** · 8 placements available

Flat rates, valid for Issue 04 only. Two formats. No clutter. A fixed, curated number of allied brands.

WHAT'S INCLUDED

- A full page or a horizontal half page in the print run, distributed across London and international trade fairs
- Professional bilingual (English/Spanish) editorial review of submitted artwork
- Complimentary physical copies of the issue (10 copies with a full-page placement)

TIMELINE

Booking deadline: Friday, 6 November 2026 · Advertiser artwork due: Friday, 13 November 2026 · Issue 04 launch: 30 November 2026, London

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