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MEDIAKIT  
REVISTA TUCASA

**ESPACIOS Y CONTRATOS**

Anuncio	1 Mes	Medida	Rebase
Portada	1,800 Dlls	11.12" x 7.64"	0.625"
Contraportada	1,680 Dlls	11.12" x 12.50"	0.625"
Pagina	960 Dlls	10.38" x 10.65"	—
1/2 Pagina	640 Dlls	10.25" x 5.34"	0.625"
Pagina <b>Gloss</b>	1,500 Dlls	11.12" x 12.50"	0.625"
1/2 Pagina <b>Gloss</b>	850 Dlls	5.12" x 5.34"	—
1/4 Pagina	380 Dlls	11.12" x 6.25"	—
Cintillo Portada	480 Dlls	9.87" x 1.50"	—
Orejas Portada	300 Dlls	2" x 1.8"	—
Cintillo superior	720 Dlls	10.38" x 0.68"	—
Cintillo inferior	720 Dlls	10.38" x 0.38"	—
Paginas Centrales	3,000 Dlls	22.25" x 12.50"	0.625"
Oreja inferior	300 Dlls	2.62" x 1.50"	—



Portada/orejas  
cintillo



Pagina, cintillo  
superior, inferior



1/2 Pagina



1/4 Pagina



Contraportada, portada,  
paginas centrales



## REVISTA TUCASA

Major distribution points in tijuana include brand name retail outlets such as:



★ **40,000 COPIES  
PRINTED PER MONTH**

Major US advertisers include:

IKEA Home Furnishings, PARDEE Homes,

The Corky McMillin Companies,

Davidson Communities.

# A QUICK LOOK

- ✓ 6 years of uninterrupted printing (72 editions)
- ✓ Monthly magazine
- ✓ Full Color (gloss covers and premium positions)
- ✓ Over 250 distribution outlets in Tijuana
- ✓ 30 distribution outlets in San Diego
- ✓ Monthly Edition goes out to over 10,000 email subscribers



## # 1 MOST RECOGNIZED MAGAZINE IN THE CITY

Voted #1 in top of mind category in Tijuana based magazines by IMERK Institute (Mexico's version of the Nielsen Media Ratings)

### Estudio IMERK

**IMERK**  
Opinion & Market Intelligence

**El más reciente estudio de medios elaborado por la prestigiosa firma IMERK, posiciona a REVISTA TU CASA como la revista más leída de Tijuana.**

Queremos agradecer a todos los clientes, proveedores y lectores de nuestra revista por esta distinción.

- 5 años trabajando por Tijuana
- Casi 70 ediciones
- 70,000 ejemplares mensuales
- Más de 250 puntos de distribución

Para comprar, vender o decorar tu casa, busca la Revista líder en Tijuana, REVISTA TU CASA.

Contráctanos: 919-2450 y 51  
Escríbenos: info@revistatucasa.com  
Visítanos: www.revistatucasa.com

**Revista Tu Casa** 20.7

Tijuaneo	17.2
La Guía	12.1
Campestre	9.5
Mujer Actual	9.5
Círculo	7.8
Espacios	6.9
El Informante	5.2
Bitácora	.34
Es+	2.6
Auto Trader	2.6
Info Baja	1.7
Esquina Vocacional	0.9

**IMERK**  
Opinion & Market Intelligence

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**Tel. 104 1790 y 91**  
[www.imerksc.com](http://www.imerksc.com)

Búscala gratis en:

After two months of advertising in Tu Casa, our company experienced a noticeable increase in calls and most important, qualified customers

Alejandro,  
Privada Sante Fe.



# KEYS TO SUCCESS

- 6 year relationship with a high quality profesional printing company in the US
- Key distribution exclusives in the city
- Only one of its kind in Tijuana and San Diego
- Always at newstands on the first day of the month
- High impact, full color tabloid presentation – standing out from the rest
- Constant follow up with customers regarding advertising results



## CONTACT

INFORMATION

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