



Leéme. Disfrútame. Llévame.



AGUASCALIENTES

BIENVENIDOS AL CENTRO DE MÉXICO

AUSTIN,
LA MEJOR
CARA DE
TEXAS

Una escapada gastronómica por
ENSENADA

CASSANDRA CIANGHEROTTI,
el talento manda

+ COAHUILA,
vino en el desierto



2020 MEDIA KIT

YOUR TICKET TO ADVERTISING SUCCESS

volarismagazine.com

Captive Audience

Within the confines of an airplane, passengers only have access to a few distractions, making *V de Volaris* their main source of entertainment and point of focus.

Guaranteed Readership Figures

With almost 21,975,000 passengers flying with Volaris Airlines in 2019, the dynamic readership of *V de Volaris* is guaranteed to outshine those of other publications, providing advertisers with a steady stream of potential consumers.

Quality Editorial

V de Volaris is a world-class award-winning magazine — well researched and edited to the highest order — that enables advertisers to position themselves next to engaging content that affluent readers enjoy.

Brand Alignment

Advertising with a globally recognized and trusted brand like Volaris Airlines raises a company's profile and reputation.

Award Winner

Since its inception, *V de Volaris* has won **20 editorial and design awards**, the most recent being Graphic Design USA's Award of Excellence for the June 2017 and March 2018 issues.

Volaris on Social Media

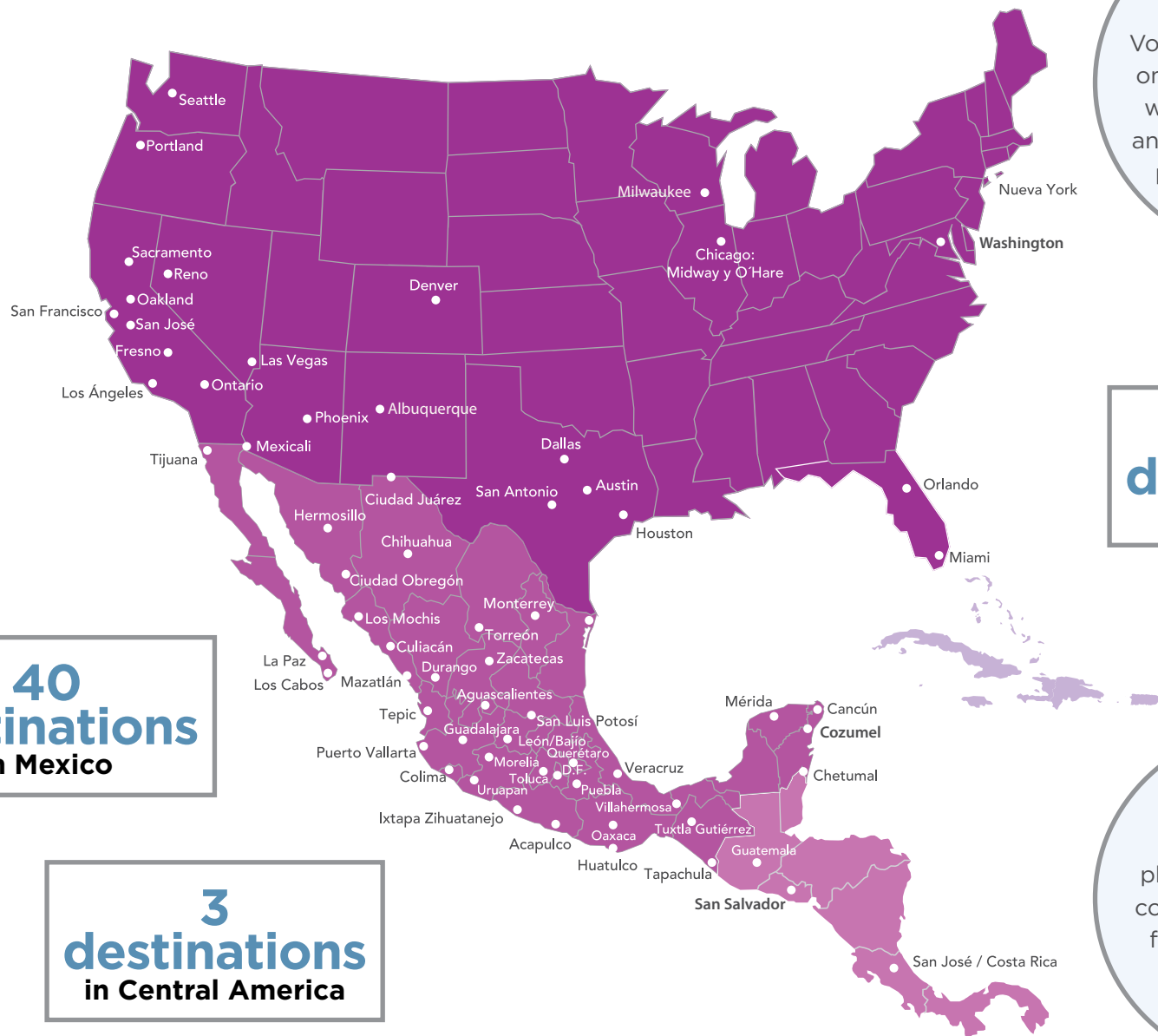
 **3,900,000**

 **1,900,000**

 **325,496**

 **25,404**

volaris ROUTE MAP



40
destinations
in Mexico

3
destinations
in Central America

Did you know...?
Volaris is Mexico's number one airline and the airline with the most domestic and US routes to give you plenty of destinations to choose from.

26
destinations
in the U.S.

Did you know...?
In 2018, Volaris placed the largest single commercial aircraft order for 44 airplanes, which will increase the fleet to a total of 144.

volaris DESTINATIONS

DESTINATION	AIRPORT
Acapulco, MX	ACA
Aguascalientes, MX	AGU
Albuquerque, NM	ABQ
Austin, TX	AUS
Cancún, MX	CUN
Chetumal, MX	CTM
Ciudad Juárez, MX	CJS
Ciudad de México, MX	MEX
Ciudad Obregón, MX	CEN
Chicago, IL	MDW
Chicago, IL	ORD
Chihuahua, MX	CUU
Colima, MX	CLQ
Cozumel, MX	CZM
Culiacán, MX	CUL
Dallas, TX	DFW
Denver, CO	DEN
Durango, MX	DGO
Fresno, CA	FAT
Guadalajara, MX	GDL
Guatemala City, GT	GUA
Hermosillo, MX	HMO
Huatulco, MX	HUX
Houston, TX	IAH

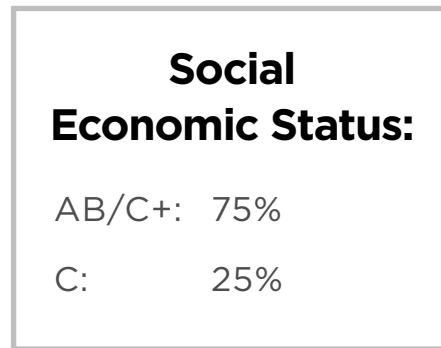
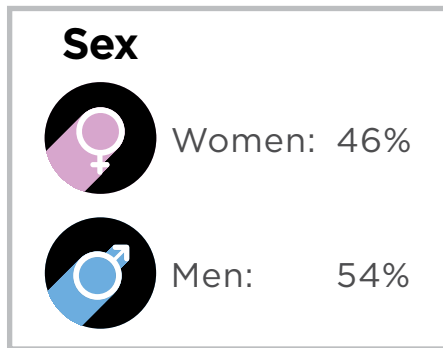
DESTINATION	AIRPORT
Ixtapa/Zihuatanejo, MX	ZIH
La Paz, MX	LAP
Las Vegas, NV	LAS
León, MX	BJX
Los Angeles, CA	LAX
Los Mochis, MX	LMM
Mazatlán, MX	MZT
Mérida, MX	MID
Mexicali, MX	MXL
Miami, FL	MIA
Milwaukee, WI	MKE
Monterrey, MX	MTY
Morelia, MX	MLM
New York, NY	JFK
Oakland, CA	OAK
Oaxaca, MX	OAX
Ontario, CA	ONT
Orlando, FL	MCO
Puebla, MX	PBC
Puerto Escondido, MX	PXM
Portland, OR	PDX
Phoenix, AZ	PHX
Puerto Vallarta, MX	PVR
Querétaro, MX	QRO

DESTINATION	AIRPORT
Reno, NV	RNO
Sacramento, CA	SMF
San Antonio, TX	SAT
San Francisco, CA	SFO
San Jose, CA	SJC
San José Del Cabo, MX	SJD
San José, CR	SJO
San Salvador, SV	SAL
San Luis Potosí, MX	SLP
Seattle, WA	SEA
Tapachula, MX	TAP
Tuxtla Gutiérrez, MX	TGZ
Tijuana, MX	TIJ
Tepic, MX	TPQ
Torreón, MX	TRC
Uruapan, MX	UPN
Veracruz, MX	VER
Villahermosa, MX	VSA
Washington, DC	IAD
Zacatecas, MX	ZCL

Total Passengers **21,975,000**

volaris WHO ARE OUR PASSENGERS?

Passengers in 2019
21,975,000



Nationality

Passengers in 2019

Mexico	17,654,000	80%
United States	4,321,000	20%

Total passengers per market in 2019	
International	4,321,000
Domestic	17,654,000

Passengers by market	
Business	14%
Pleasure	86%

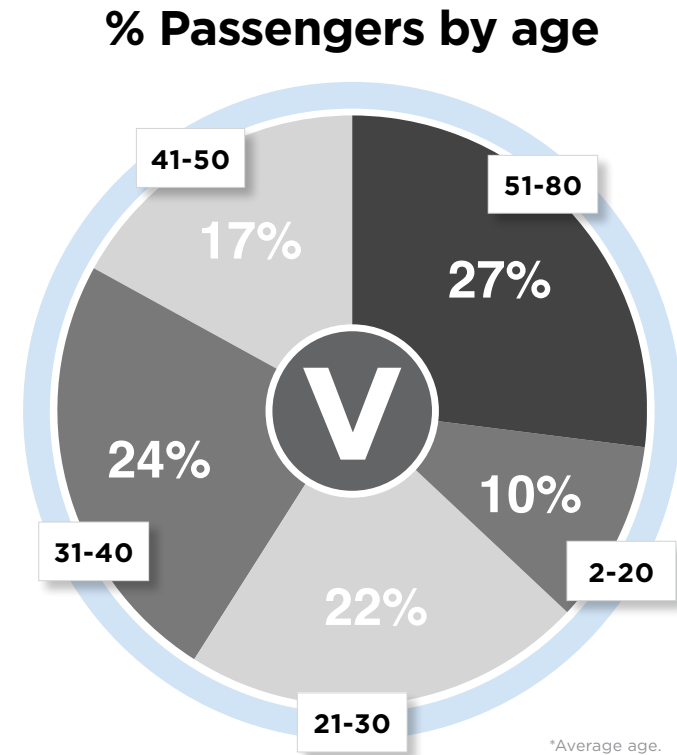




Photo courtesy Airbus

Each monthly edition of *V de Volaris* offers interesting and unique information with spectacular photographs and dynamic and modern graphic elements on the airline's main destinations, sporting events, music, celebrities, the latest in fashion and trends, technology, social media, health and lifestyle.

Travel & Destinations

- Aventura
- Crónica
- En el radar
- Fuera de ruta
- Aquí o allí
- Plan de vuelo
- En mi brújula
- Permiso para aterrizar en...

Gastronomy

- A la carta

Sports

- En movimiento

Entertainment

- Cómo la ves
- Entrevista
- Decibeles

Technology

- Entre líneas
- Innovaciones

Eco-friendly

- Vida Verde

Style & Trends

- ¡Justo lo que faltaba!

Health & Lifestyle

- Zona de control
- Pista de aprendizaje

2018

GDUSA American InHouse Design Awards

V de Volaris
June 2017, March 2018

FMA Charlie Awards

Best Overall: Magazine
V de Volaris
December 2017, June 2017,
March 2018

2017

Folio Eddie & Ozzie Awards

Custom Cover Design
Ozzies Honorable Mention
V de Volaris - January 2017

GDUSA American Graphic Design Awards

Certificate Of Excellence:
V de Volaris - August 2016

2016

GDUSA American Graphic Design Awards

Certificate Of Excellence:
V de Volaris - November 2015

2015

Creativity Awards

Silver Winner
Editorial Design, Single Spread:
V de Volaris - March 2015,
Las Vegas A Toda Maquina

Bronze Winner
Magazine Design Cover:
V de Volaris - January 2015

Content Marketing Awards

Best Feature Design
Print: V de Volaris - December 2014

Graphic Design USA - GDUSA

Category 21: Publication Design
V de Volaris - March 2015

2014

Graphic Design Excellence

Publication Design
V de Volaris

(FMA) Charlie Awards

Best Use Of Typography
V de Volaris

Content Marketing Awards

Gold Best Column or
Section Design
V de Volaris - March/April 2013

2013

The Creativity Awards

Gold Award: Editorial Design,
Single Spread, V de Volaris
Chihuahua: Arte Al Norte

American In-House Design Awards

V de Volaris - Jan/Feb 2013
V de Volaris - March/April 2013

2012

(FMA) Charlie Awards

Best Overall Design Consumer,
Less Than 50,000 Circulation
V de Volaris - September 2011,
November 2011, March 2012

(FMA) Design Excellence

Best Feature Design Consumer
Less Than 20,000 Circulation
Silver: V de Volaris
La Cocina De Los Angeles

Communicator Award

Overall Design -
Award Of Excellence
V de Volaris
November 2011

American Graphic Design Award

V de Volaris - March/April 2012

2011

Folio (Eddie & Ozzie) Awards

Best Design, New Magazine,
Association/Non-Profit,
Custom Silver: V de Volaris
May 2011

Magnum Opus Awards

Gold Award Best Design
New Publication
V de Volaris

WHAT OUR ADVERTISERS ARE SAYING...

.....
"We started advertising with V de Volaris a couple of years ago, and we have received many visitors who have discovered all the magic of our destination reading this magazine's interesting content".
Lic. Francisco Moreno Villafuerte,
Director Fideicomiso de Turismo de Chihuahua, iAh Chihuahua!

.....
"At some point during the flight, every passenger picks up the inflight magazine and reads it. That is why we advertise with V de Volaris. Many of our customers have said they discovered our business when they saw our ad in the magazine".
Jose Luis Cantu Mendoza,
Director General/Ceo Bomuca,
S. A. de C. V.

.....

volaris  DELIVERY DATES

Issue	Closing Dates	Materials Due By
January 2020	November 15	December 2
February 2020	December 16	January 3
March 2020	January 15	February 3
April 2020	February 14	March 2
May 2020	March 16	April 3
June 2020	April 15	May 4
July 2020	May 15	June 1
August 2020	June 8	July 1
September 2020	July 15	August 3
October 2020	August 14	September 4
November 2020	September 8	October 2
December 2020	October 15	November 2

volaris SPECIFICATIONS AND CONTACTS

Size	Inches	Centimeters
Full-Page (Trim Size)	7.375 X 9.375	18.7325 X 23.8125
Full-Page (With Bleed)	8.125 X 10.125	20.6375 X 25.7175
Full 2-Page Spread (Full Bleed)	16 X 10.125	40.64 X 25.7175
1/2-Page Vertical	3.2 X 8.875	8.128 X 22.5425
1/2-Page Horizontal	6.875 X 4.25	17.4625 X 10.795

Ad material requirements

1. Ads are to be sent in **JPG format only**. All files must be in high-resolution (300 dpi at 100% of your ad's desired print dimensions) and **CMYK**. If files are not provided as CMYK we cannot guarantee an exact match of color on press.
2. A **color proof** must accompany the ad for all formats, otherwise HCP Media does not accept liability for files that do not print to expectations.*
3. Live material not intended to bleed must be kept at least .375" (0.9525 cm) away from all sides to allow for trim.
4. **Special note on double-page spreads:** Perfect alignment — of type or design — across the gutter of two facing pages is not guaranteed. Live material on facing pages should remain at least .25" (.635 cm) away from the gutter.
5. Ads may be submitted by e-mail (**dagudelo@hcpmedia.com**), WeTransfer or Dropbox.

** We cannot guarantee color if high-quality color proofs are not provided. These include Kodak Approvals (preferred), Epson, Imation Commercial Matchprint or similar analog proofs with a color control bar. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for color matching.*

Inquiries and space reservations

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