

Media Kit

Company, Web Site Audience, Statistics and Demographics
2009

About Mexperience

- Established in 2002
- Focused on promoting Mexico for Travel, Lifestyle and Real Estate
- Publisher of comprehensive guides, blogs and newsletter about Mexico
- **Awarded '*Lente de Plata*' for Best Website by Mexico's President**

Web Site Audience

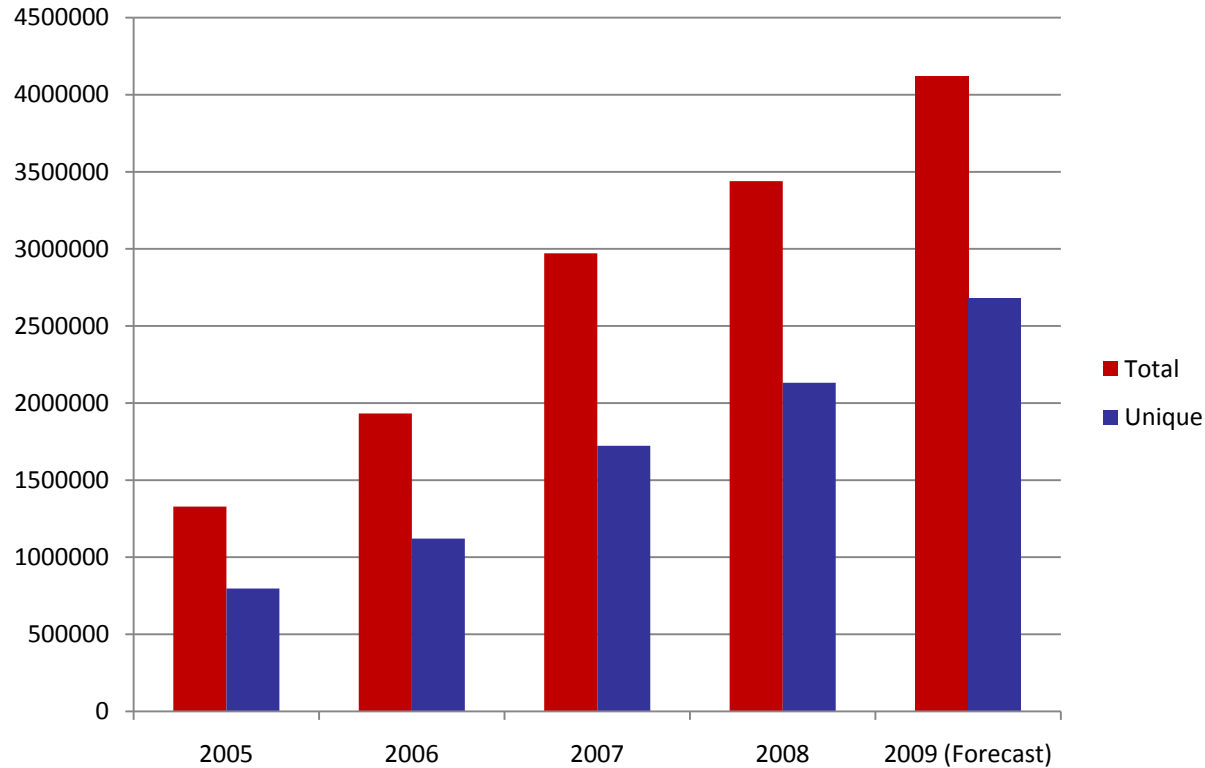
- Affluent, well-educated, highly focused audience interested in Mexico
- Live in the USA, Canada and Western Europe
- 21% are Young Adults; 36% are Middle-Age; **46% are 'Baby Boomers'**
- Over 40% interested in Retirement, Real Estate and Language Study
- 55% visited Mexico before
- 88% plan a visit to Mexico in the next 12 months

Web Site Performance

- Over 3 million people visit Mexperience each year
- Over 40,000 people read our Mexico Newsletter each month
- Over 50,000 Mexico Blog articles read each month

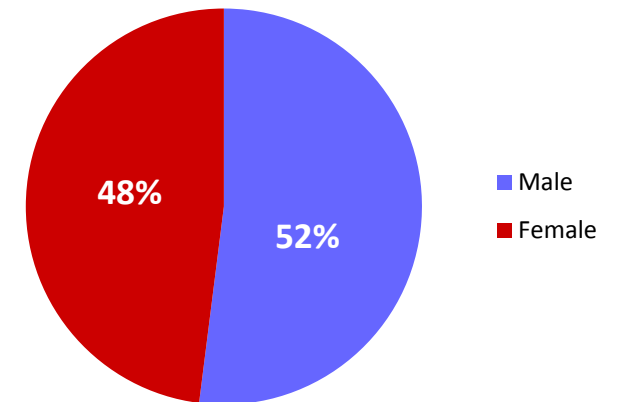
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Annual Visitors to Mexperience.com



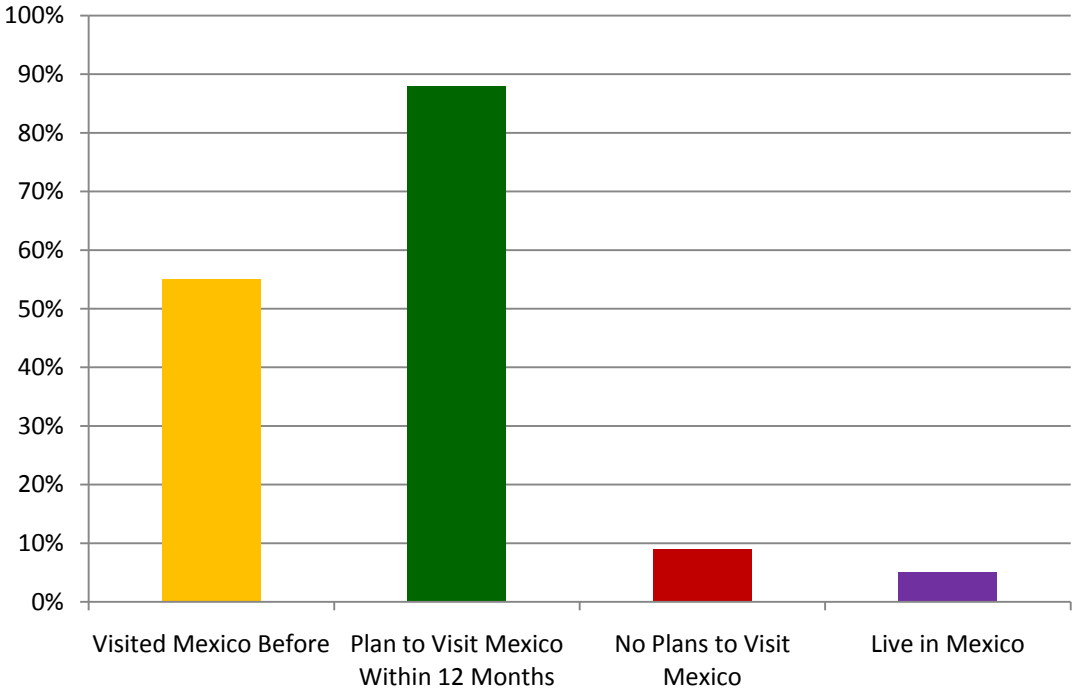
Statistics & Demographics

Visitors' Gender



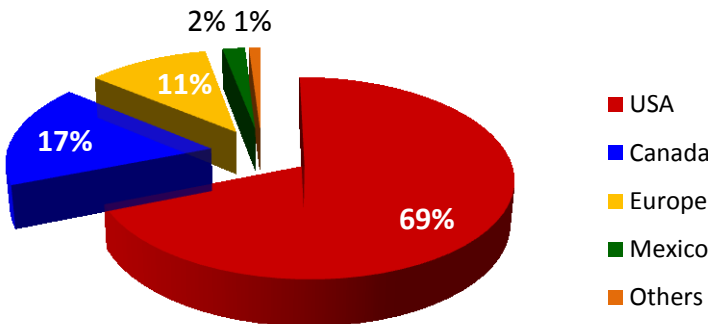
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Past & Future Visits to Mexico



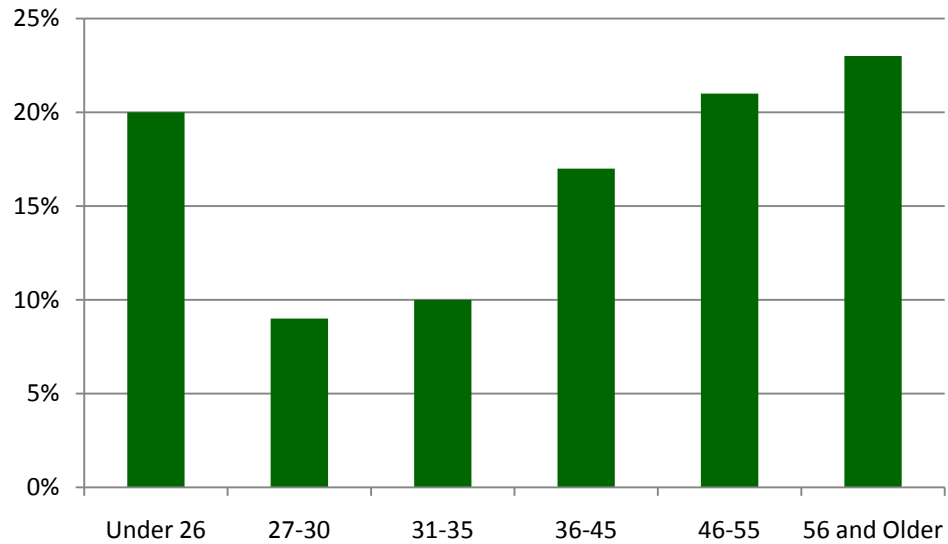
Statistics & Demographics

Where Visitors Live



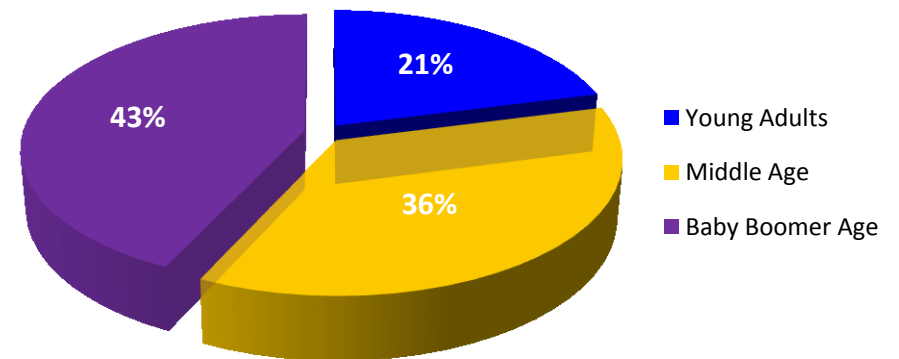
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Age Group Percentages



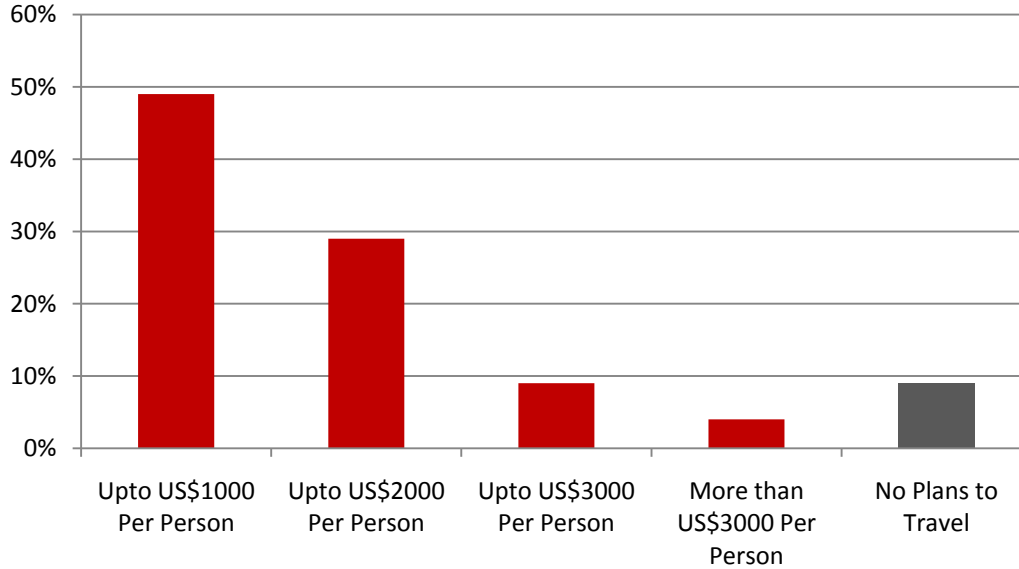
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Generational Distribution



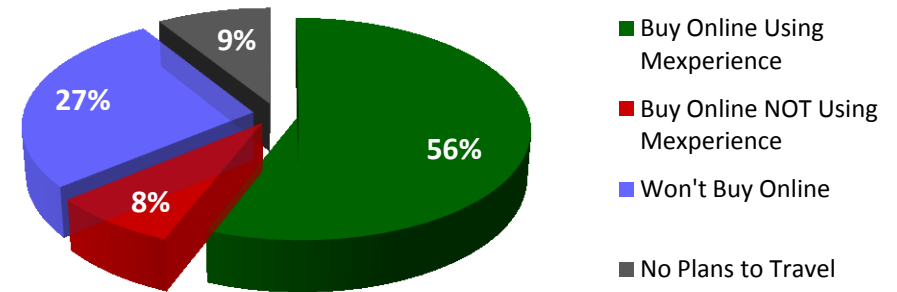
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Members' Travel Spend, Per Person, US\$



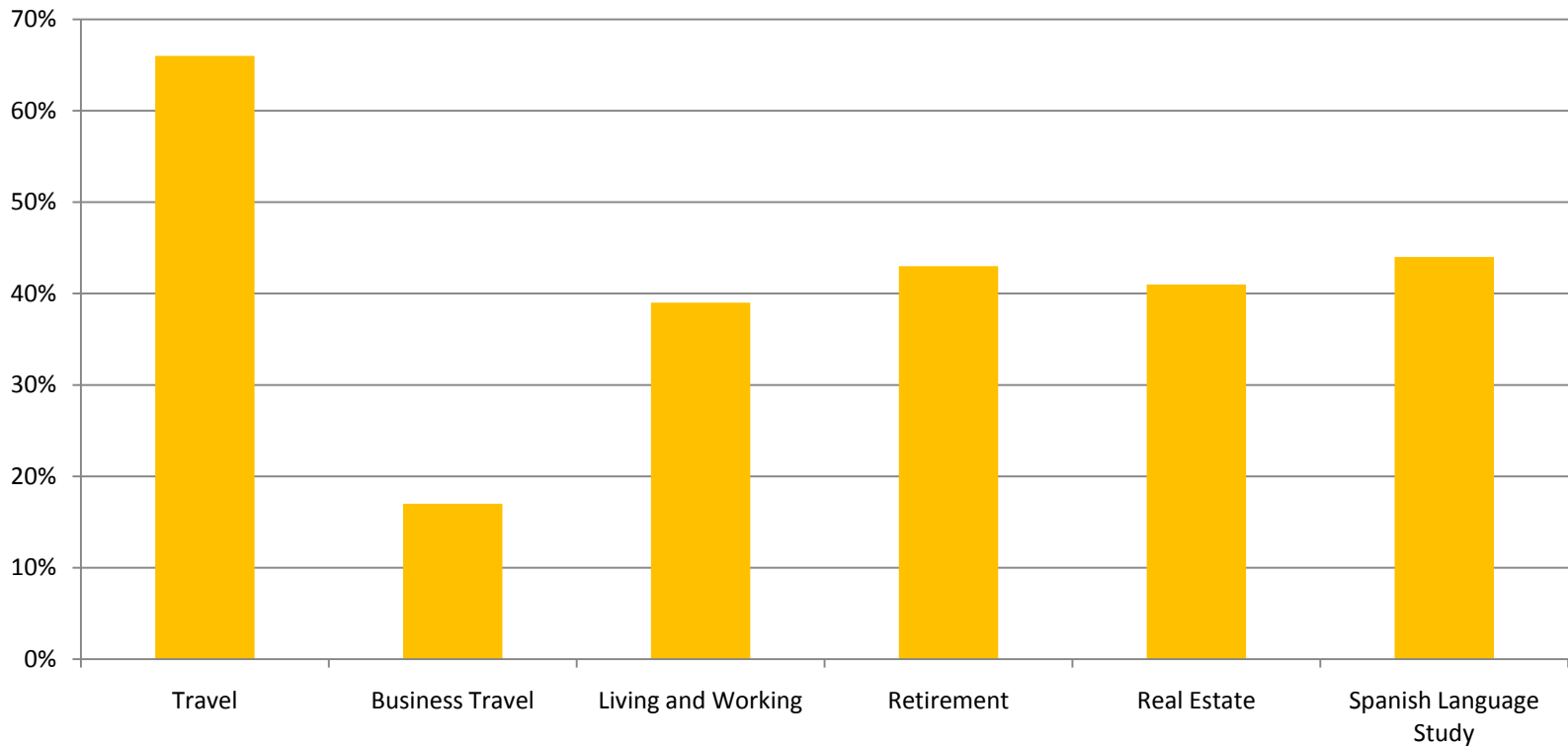
Statistics & Demographics

Members' Travel Purchase Intentions



Our Visitors' Principal Interests in Mexico

Statistics & Demographics



Contact Mexperience

For advertising and marketing opportunities, please contact us:

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