



Border CRxingTM

A Guide to Medical Services Across the Border

Media Kit 2024

ABOUT

Border CRxing Magazine and Website

OUR goal for Border CRxing Magazine and BorderCRxing.com is to INFORM, EDUCATE and ENTERTAIN our readers.

We research all the information that will help answer questions, that our readers, have been looking for.

We simplify all that information within our magazine and website pages for a handy guide to locations in Mexico for readers everywhere.

Every publication and our website contains all the information our readers need to help them feel confident in traveling to Mexico for medical services.

Every issue and our website is filled with articles full of information to answer any questions pertaining to each specific border.



- HISTORY
- QUALITY OF HEALTHCARE
- SAFETY IN MEXICO
- KNOW BEFORE YOU GO
- HOW TO GET THERE
- MAP
- U.S. CUSTOM & IMMIGRATION
- MEXICAN CUSTOMS & IMMIGRATION

**Border CRxing promotes
Medical Tourism to Mexico
for readers in The United States and Canada,
which includes all the information our readers
need to feel confident in traveling to
Mexico for Medical Services.**

Medical Tourism at the international level is a \$513 billion industry and expected to grow by 15-25% in the next few years.



Americans spend more money on healthcare than any other country. More than 30 million patients now travel abroad every year for affordable high-quality healthcare.



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WEBSITE

www.BorderCRxing.com
& Social Media

Benefits to Advertising on Smaller, Private Websites

IN THE DIGITAL AGE, IT IS ABSOLUTELY ESSENTIAL FOR YOUR BUSINESS TO HAVE AN ONLINE PRESENCE, GETTING YOUR COMPANY ONLINE WILL REAP MAJOR BENEFITS.

Those of us who run market specific websites understand that we are up against huge amounts of competition with worldwide corporations, in the online space. Whereas larger websites may cover a huge range of topics and areas of interests, websites, like ours, that tend to receive smaller amounts of traffic that focus on quality over quantity.

- ✓ **It's more personalized** - we'll take the time to make the process more personalized and refined
- ✓ **It's cheaper** - we need to cover our costs but also promote value
- ✓ **Ads have longer runs** - we offer longer running times for ads at more affordable prices
- ✓ **Targeted advertising is a large factor** - our ads have a higher likelihood of earning more conversions and most importantly, sales.

Your potential customers are expecting to see you online. If they don't see you there, you could be losing out on the opportunity to increase your customer base.

Visitors to BorderCRxing.com has grown in the last year, don't miss out on putting you business in front of clients looking for your services.



Google Analytics Report

Since the beginning of BorderCRxing.com in December 2016,

here are the number of pages visited on our website;

(2017) 2,674	(2021) 30,286
(2018) 7,289	(2022) 43,783
(2019) 10,453	(2023) 50,327
(2020) 20,416	

For a good average session duration, the industry standard is 2 - 3 minutes. *Compared to last year, our average session per user went from 1:35 minutes to 2:05 minutes. What can happen in two minutes? Two minutes might not seem like much time, but it's enough time for users to read content and interact with our website. Every year the number of visits has doubled, and with the new updated design of our site and the increase of new destinations, we have confidence that the number will increase much more in the next year. Making us the most visited website to obtain information on medical tourism to Mexico.*

What has been constant is the type of visitors returning to the site an average of 10% and 90% are new visitors.

60% of the page visits are the information pages of each destination and 40% visit the pages of the medical services.

81% find us through organic search, 16% arrive direct, 3% through referral and social media. This figure will also increase with our plans to focus more on our social media content.

45% of our visitors are over 55 years old. 45% between 25 and 54 years old and 10% between 18 and 24 years old. 53% are men and 47% women.



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BORDER CRXING WEBSITE

All Prices are for 12 Months

MEDICAL DIRECTORY

Standard Listing	Name, Address, Email & Phone Number	\$100.00
Premium Listing	Same as Standard List + Picture & Logo	\$200.00
Premium Plus Listing	Same as Premium + Website or Facebook Link	\$300.00

All Medical Directory listings includes separate listings on pages for your town, your state and your country

ADVERTISEMENT

Full Dedicated Page	For Medical Services	\$1,000.00
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Includes Medical Directory listings as separate listings on pages for your town, your state and your country

Specialty Advertisement	Non-Medical Services	\$300.00
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An advertisement within the relevant pages for your business with a website link

BANNERS

PREMIUM PAGES

Destination pages & State Immigration

Anchored Banner	<i>*Includes a website link*</i>	\$500.00
4 ads in 1 banner	<i>*Includes a website link*</i>	\$900.00

STANDARD PAGES

Border CRxing pages

Anchored Banner	<i>*Includes a website link*</i>	\$300.00
4 ads in 1 banner	<i>*Includes a website link*</i>	\$600.00

WEBSITE DESIGN

Price Does Not Include Hosting Fees

4 Page Website	\$3000.00
1 Page Website	\$1000.00

THE MAGAZINE

Everybody loves to sit down with a good magazine. Print is a channel that actually makes people stop and think. When we engage on such an intellectual level, we become much more receptive to the information in front of us, including the ads.



**Los Algodones
& Mexicali
Baja California
Edition &
Nuevo
Progreso
Edition**



**Everything You Always Wanted to Know About
Crossing the Border for Medical Services**

AD SIZES

Border CRxing Magazine

Magazine Ads Create a Lasting Colorful Image of Your Product that has no equal in any other print advertising vehicle, except for direct mail.



CENTRO OFTALMOLOGICO
Dr. Aguilar, S.C.

WE ARE SPECIALISTS FOR THE CARE OF YOUR VISUAL HEALTH

At Centro Oftalmologico Dr. Aguilar S.C., our goal is to be a part of the overall care for your visual health, starting with prevention and diagnosis to include the best treatment programs. We provide effective and cutting edge treatments with the latest technology, allowing us to create more efficient diagnoses to offer optimal solutions. We stay ahead of new visual conditions and stay updated to expand our range of services. With the most comfortable, modern and state-of-the-art facilities in Mexicali, you feel confident that we will provide you with the most professional and qualified services, using only the best technology, because your visual health is most important to us.

Dr. Jose Roberto Aguilar is one of the main ophthalmologists in the Baja California Peninsula. He graduated from the Universidad Autonoma de Guadalajara and completed his post graduate degree at the Universidad Complutense Madrid. Dr. Aguilar has extensive experience in Retinal Surgery like LASIK. He is widely recommended by his patients in Cataract Surgeries and is one of the main ophthalmologists in the Baja California Peninsula. He is the best solution for the health of your eyes, you can count on Dr. Aguilar's professionalism and with over 27 years of experience.

Dr. Jose Roberto Aguilar
Ophthalmologist Surgeon

Services:

- Cataract Removal with Advanced Technique (Phacoemulsification)
- Intraocular Lens Implant for Vision
- Glaucoma •Meroconus •Cross Licking
- Excimer Laser for Myopia, Astigmatism & Farsightedness
- Implantation of Intra-Estomach Rings (IOL)
- Anterior & Posterior Uveitis/•Hypertension Surgery
- Diabetic Retinopathy
- Lens Implantation for High Myopia (ICL)

Hours: Mon-Fri 9am - 6pm Sat 9am - 1pm

2 Page Spread 11" x 17" w
Bleed 11.25" x 17.25" w



PROGRESO
Baja California Sur

BRIDGE OPEN 24 HOURS

Visit our Spicemen Neighbor

Never been to Mexico? You don't know the beauty of Mexico! Progreso is welcoming and friendly. Visitors can enjoy from a variety of restaurants and artisan vendors or seek services from a number of certified medical and dental professionals.



Come Experience the **TASTE OF MEXICO** In Nuevo Progreso

Full Page 11" x 8.5" w
Bleed 11.25" x 8.75" w

BEAM SPEED
INTERNET SERVICE

Available in Yuma and Imperial Valley

*** WINTER VISITOR FRIENDLY ***

928-343-0300
2401 E Palo Verde St,
Yuma, AZ

- No Long Term Contracts
- No Phone or TV Service Required
- Locally Owned & Operated
- Local Technical Support
- Unlimited Use • Month to Month Billing

760-556-9000
640 S Imperial Ave, Ste 4,
Calistoga, CA

www.beamspeed.com

1/4 Page
2.375" x 7.5" w



The Fountain Patch
WELCOME

GONE WITH THE WIND
HONEY CANDY

232.726.6212

Haza Britishes - Home canned goods
Homemade Fudges - Dates - Honey Candy
Gift Baskets - Baskets & More!

1/8 Page
2.375" x 3.667" w



Discover
MediPlaza Los Algodones!

Our newest medical center has everything you may need during your stay. Come shop at one of our stores, get information on the medical treatments, enjoy traditional Mexican food, and buy beach items for souvenirs.

Visit us and get **15% OFF** your purchase at one of our boutiques or restaurants.

Heal

- Eye Dental Group
- 2020 Best Business
- Baja Surgery Center
- Baja Clinical Lab
- Baja Medical
- Imaging
- Travelers Care
- Pure O2
- One Stop Pharmacy
- 2020 Vision Center
- Sunco

Shop

- La Mercurio
- Hiram
- One Stop Men's Mart

Dine

- All Cakes By The Case
- Quick Bites
- My Daily Treat

Rest

- Casita Linda Hotel

Map: Shows location in Baja California Sur, Mexico, near the border with the USA.

MediPlazaLosAlgodones.com 289 Alamo St. Los Algodones, B.C. Mexico

MediPlazaLosAlgodones MediPlazaMex

Back Cover
11" x 8.5" w
Bleed 11.25" x 8.75" w

NOTE:

Putting helpful information in your ad will encourage the reader to keep it, refer to it often or pass it on to other people.



Magazine Ad Prices

Where else can you get A Magazine Ad that Will Create a Lasting Colorful Image of Your Product or Service that is distributed right into your customers hands. That is packaged up into a complete Marketing Campaign to include Internet and Social Media exposure.

LOS ALGODONES, BAJA CALIFORNIA & NUEVO PROGRESO EDITIONS

20,000 DISTRIBUTION

2 Page Spread	\$ 3,000.
Center 2 Page Spread	\$ 4,000.
Last 2 Page Spread	\$ 5,000.
1st 2 Page Spread	\$ 6,000.
Back Cover	\$ 6,000.

All these ads include in BorderCRxing.com: a full dedicated page, a premium listing in the Medical Directory for your town, your state and your country, a website link, promotional campaign through Border CRxing social media; Facebook, Twitter, Instagram, YouTube, etc..., and an update in Google Maps

NON MEDICAL SERVICES ONLY

Full Page	\$ 2,000.
1/2 Page	\$ 1,500.
1/4th Page	\$ 1,000.
1/8th Page	\$ 750.

All these ads include in BorderCRxing.com: an advertisement within the relevant pages for your business, a link to your website, promotional campaign through Border CRxing social media; Facebook, Twitter, Instagram, YouTube, etc..., and an update in Google Maps

ALL PRICES ARE IN US DOLLAR

DISCOUNTS:

10% Discount on purchase of any 2 Items.

15% Discount on purchase of any 3 Items.

Extra 10% Discount with payment in advance in Full.



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DISTRIBUTION

Border CRxing Magazine

...a free publication available in every RV park for all winter visitors. Also, available to travelers in hotels, visitors centers, chambers of commerce, tourism offices, etc...

...a free publication personally hand delivered, to ensure each magazine reaches a reader in need.

...a publication with proof of delivery available upon request.

... a magazine with specific editions for each border town, Los Algodones, Mexicali and Nuevo Progreso ... so far!

...a magazine that, thanks to its distribution to travelers and visitors, is currently reaching all parts of the United States and Canada.

...a magazine that is loved and treasured by our readers, they ask for it by name. In the last 5 years they have come to rely on Border CRxing magazine as their main source of information to cross the border for medical services.

...a magazine that has a 70% retention rate with our advertisers, because of the success they have had reaching their target market and return on their investment.

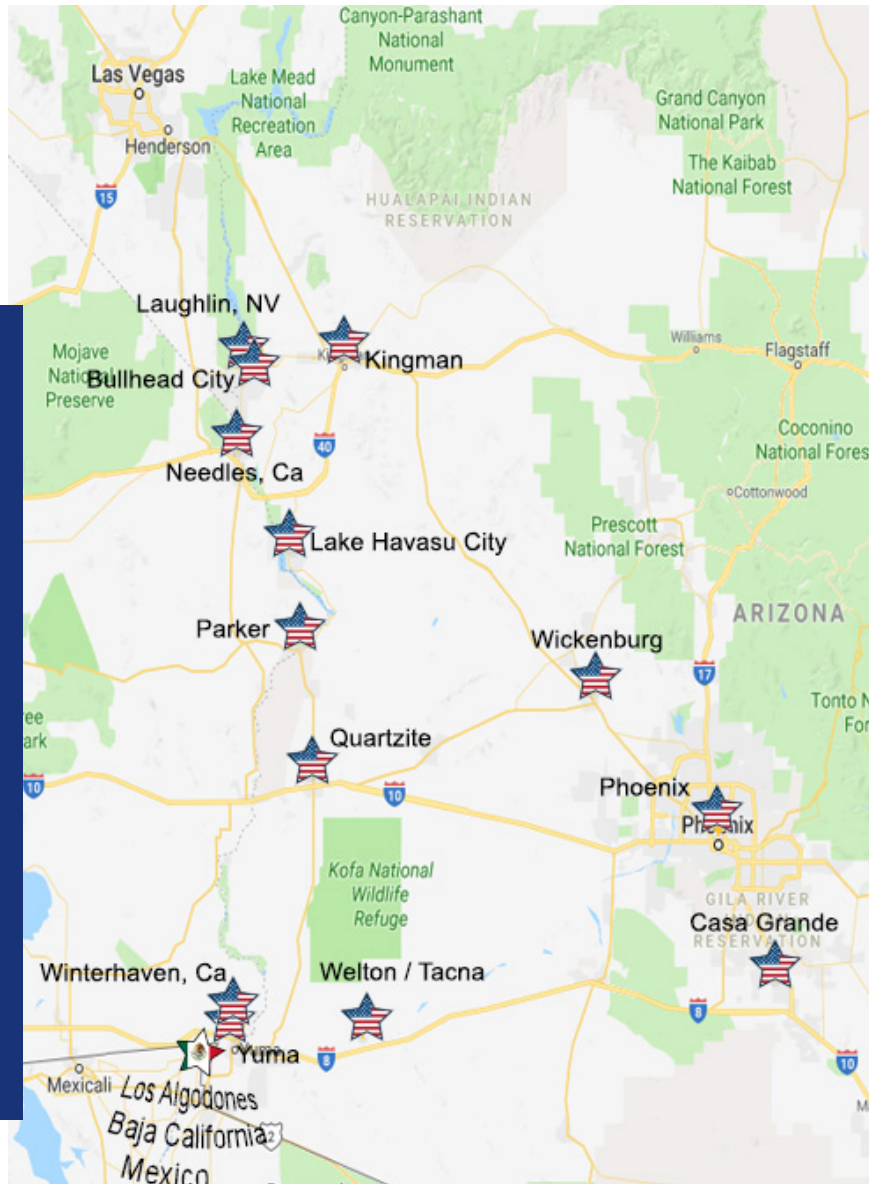


DISTRIBUTION

Border CRxing Magazine

LOS ALGODONES & MEXICALI

20,000 Los Algodones and Mexicali Baja California magazines, printed annually, are delivered in western Arizona from Yuma to Kingman to the Phoenix area and everywhere in between with a focus for retired winter visitors.



CHECK OUT OUR WEBSITE FOR SPECIFIC LOCATIONS of DELIVERY

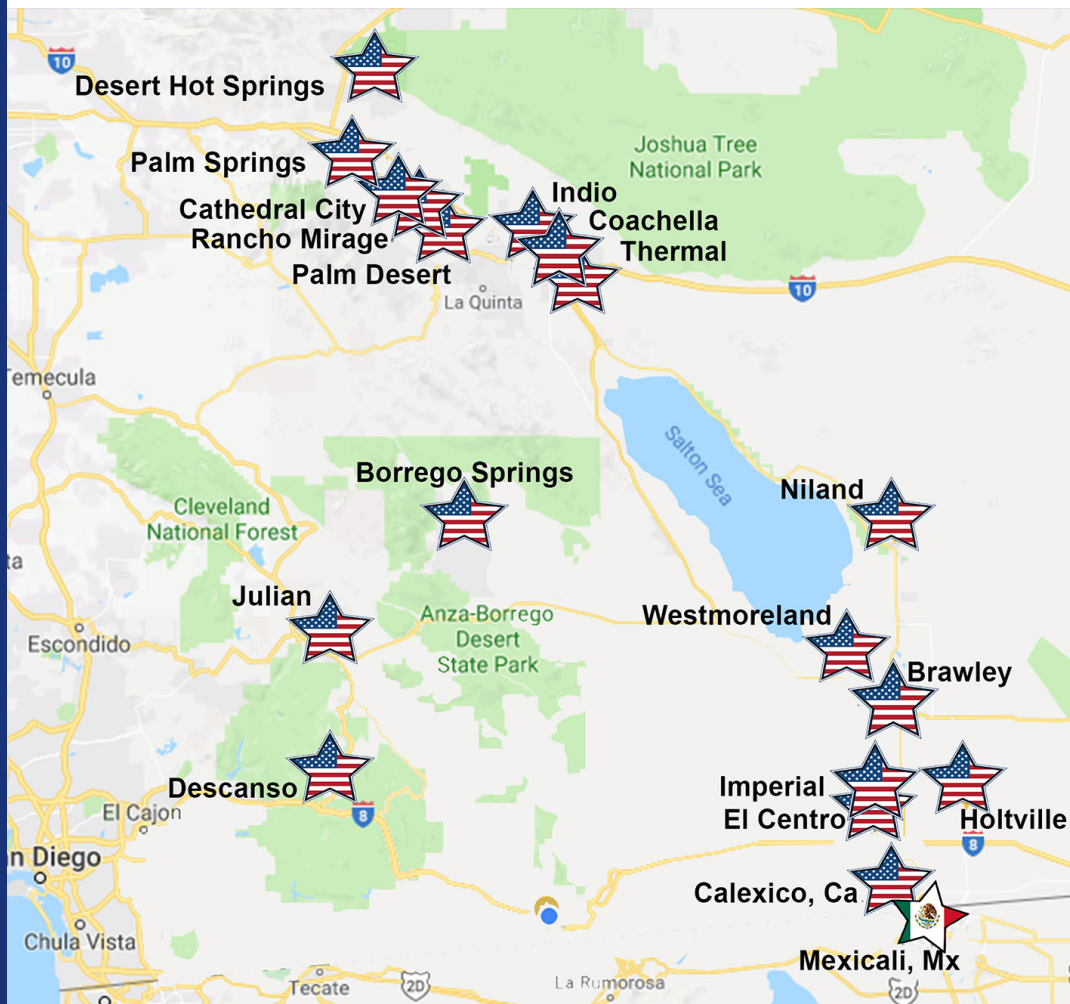
[Click here](#)

DISTRIBUTION

Border CRxing Magazine

LOS ALGODONES & MEXICALI

20,000 Los Algodones and Mexicali magazines, printed annually, are delivered in Southern California from Calexico and El Centro to Indio, Coachella and the Palm Springs area with a focus for retired winter visitors and middle age travelers.



CHECK OUT OUR WEBSITE FOR SPECIFIC LOCATIONS of DELIVERY

[Click here](#)



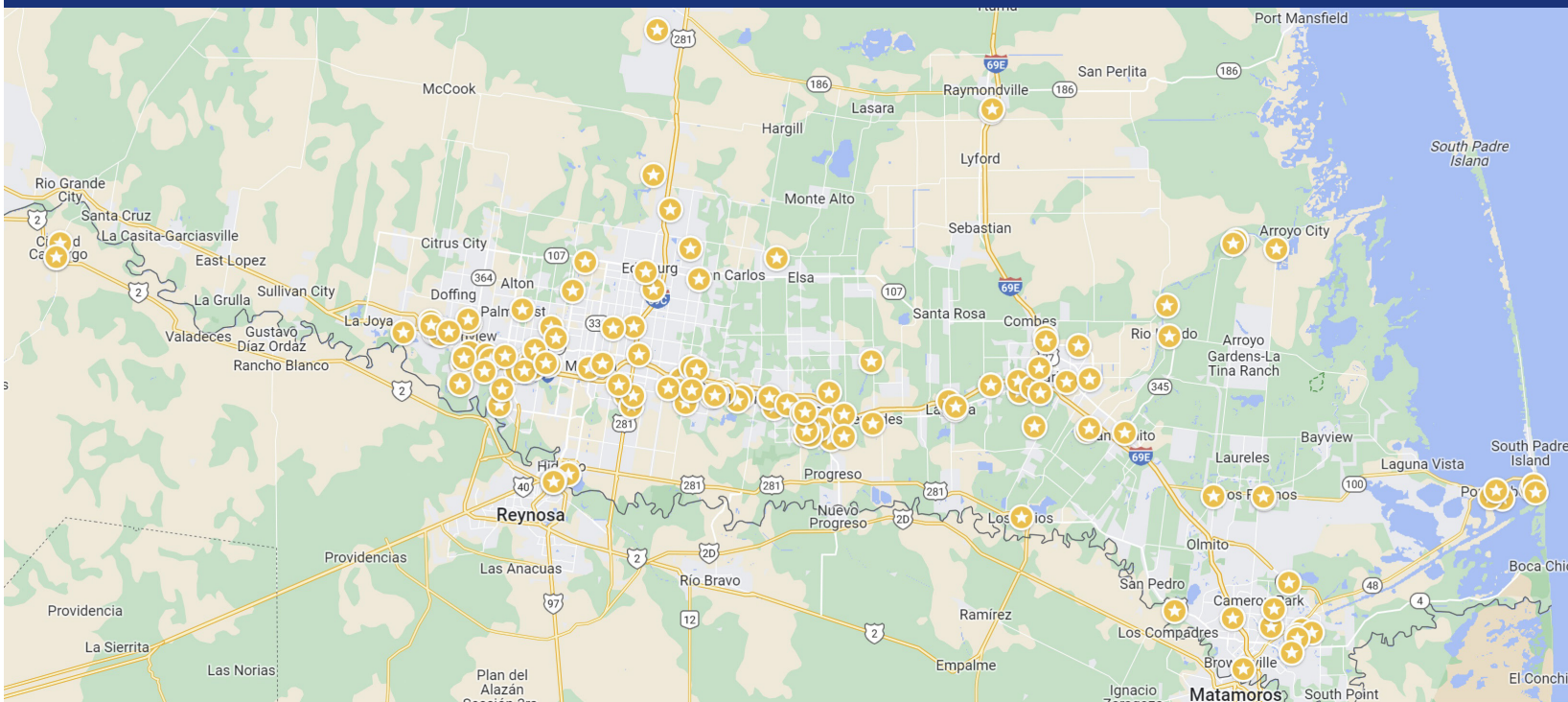
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DISTRIBUTION

Border CRxing Magazine

NUEVO PROGRESO

20,000 Nuevo Progreso magazines, printed annually, are delivered in Southern Texas in the Rio Grande Valley from Padre Island to Penitas to Edinburg for retired winter visitors and middle age travelers.



CHECK OUT OUR WEBSITE FOR SPECIFIC LOCATIONS of DELIVERY

[Click here](#)



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CONTACT

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☎ (702) 343-4352 Disign - Paula

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Facebook

@BorderCRxingMagazine

YouTube

Border Crxing

