







MEDIA KIT


ABC MUNDIAL – Your Gateway to the Global Tourism Industry

 **ABC MUNDIAL** is a leading **international B2B media outlet** in the travel and tourism industry, with **13 years of proven experience**.





 In 2025, we reached a **historic milestone**, being recognized as a **consolidated international news platform**, according to global standards and audience volume.


We deliver **high-quality content** in both **Spanish and English** through:

-  Our website
-  Weekly newsletters
-  Social media channels

 Our audience includes nearly **40,000 travel agencies worldwide**, as well as readers passionate about **tourism trends and destinations**.




Strategic Focus

-  Latin America: Colombia, Mexico, Peru, Chile, Argentina
-  Europe: Spain
-  North America: United States
-  Asia: India & Southeast Asia (including Taiwan)

 **ABC MUNDIAL is a trusted source for:**





- Tourism professionals
 - Travel agencies
 - Tour operators
 - International tourism organizations
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Global Reach

-  **Website:** www.abcmundial.com & www.abcmundial.com/en
 - → **4.9 million monthly direct visits**
 -  **Social media & digital presence:**
→ Over **6 million monthly combined views** across LinkedIn, Instagram, Facebook, Twitter (X) & YouTube
 -  **Regional Teams:** Mexico, Colombia (Raúl Zapata), Argentina, Peru, Spain (Héctor Heredia), Italy, India & more
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Panorama ABC MUNDIAL (Streaming)

Panorama ABC MUNDIAL is the official streaming program of the media outlet, broadcast weekly on YouTube. It features interviews, in-depth analysis, and special coverage on:

-  International tourism
-  Destinations & travel experiences
-  Global politics & economy
-  International fairs & events


It serves as a strategic positioning platform for destination authorities, brands, and industry leaders.

ABC MUNDIAL Online Radio






ABC MUNDIAL Online Radio delivers news, interviews, and exclusive content, expanding the media's reach to a global audience in real time, with listeners across the Americas, Europe, and Asia.

Global Reach & Metrics


 Website – www.abcmundial.com

- 4.9 million direct monthly visits
-  Combined monthly digital impact
- Over 5 million views

Social Media Impact

-  Instagram: 87,000 followers
-  YouTube: 35,700 subscribers | +1.9M views
-  Facebook: 17,000 followers
-  X (Twitter): +26,000 followers
-  LinkedIn: High-level B2B professional community

Featured Content

 @losviajesdekarina

A creative format focused on travel, culture, gastronomy, and lifestyle, developed by Karina Giorgenello. It blends professional journalism with digital storytelling and international influence.

Audience Profile

Gender

- 55% male | 45% female

Age

- 25–34: 30%
- 35–44: 35%
- 45–54: 25%
- 55+: 10%

Professional Profile

- Travel agency directors & managers
- Tour operators & DMCs
- Destination & hotel executives
- Aviation & technology professionals
- Investors & consultants
- International organizations

Purchasing Power



- 70% middle-high and high income
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B2B Travel Agencies Network

Through our **weekly B2B newsletter**, ABC MUNDIAL connects with a **vast global network of travel professionals**.

ABC MUNDIAL reaches 40,000 travel agencies and industry professionals weekly through its B2B newsletter.

Distributed to members of leading tourism organizations:

-  **WTTC** (World Travel & Tourism Council)
-  **ALTA** (Latin American & Caribbean Air Transport Association)
- **CO ANATO** (Colombian Association of Travel Agencies)
- **AR FAEVYT** (Argentina)

➔ Coverage includes **Mexico, Spain, Argentina, Colombia, Peru, Costa Rica, Honduras & Caribbean nations.**

🔗 Our strategic alliances allow us to reach the **most relevant tourism professionals worldwide.**

- WTTC
 - ALTA
 - ANATO (Colombia)
 - FAEVYT (Argentina)
 - CHTA (Caribbean Hotel & Tourism Association)
 - Tourism clusters in Mexico, Spain, Peru, Costa Rica, and the Caribbean
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Strategic Geographic Presence

Editorial & audience priority:

ES Spain

MX Mexico

CO Colombia

Other key markets:

United States · Canada · Argentina · Peru · Chile · Italy · India · Southeast Asia (including Taiwan)

📍 Operational base: Buenos Aires

🌐 International network of correspondents across the Americas, Europe, and Asia

ABC MUNDIAL is an international media outlet, not a local one, with global reach and audience.

International Event Coverage

ABC MUNDIAL actively covers and participates in the world's leading tourism events:

US IPW

ES FITUR

CO ANATO

AR FIT Buenos Aires

🌴 CHTA Caribbean Marketplace

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-  **CEO: Ileana Karina Giorgenello**
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 -  **International Editorial Team**
 - Héctor Heredia – Head of European Correspondents (Spain)
 - Raúl Zapata – LATAM Correspondent (Colombia)
 - Paz Donahue – U.S. Correspondent
 - Correspondents in Italy, India, and Mexico
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 Trusted. Global. B2B.