



# Ruta Pantera

## MEDIA KIT

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# About Ruta Pantera

Ruta Pantera is a trilingual platform designed for the entire Pan-American hemisphere, dedicated to revealing little-explored routes through narrative journalism and multimedia production. , connect Inspired by the ecological and cultural “Panther Walk” to the Americas. With a digital presence, print edition, and a forthcoming app, it combines journalistic rigor and entertainment to inspire travelers, creators, tourism companies, and entrepreneurs. Our offering includes specialized programs and categories such as TravelDesk, Waypoint, Let's Go, Experiences, ReelFilms, LiveCasts, TravelFAQ, and BioTique, creating a comprehensive experience to explore, learn, connect, and transform the way people travel across the continent

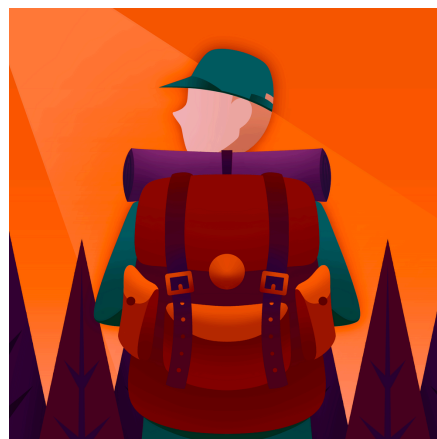


## Our vision

Ruta Pantera promotes local and sustainable travel within the Pan-American hemisphere, strengthening regional understanding, community engagement, and opportunities for locals. Furthermore, we foster a new era of cooperation among countries across the Pan-American hemisphere, demonstrating that partnerships are born from exchange, experience, and conscious travel throughout the Americas.

## Our pillars

- 🐾 Trilingual platform: Spanish, English and Portuguese.
- 🐾 International community of travelers throughout the
- 🐾 Pan American hemisphere. Full multimedia coverage: articles, videos, social media, podcasts, newsletters and app.
- 🐾 Curated advertising and real-time analytics for brands and entrepreneurs.
- 🐾 Target audience: travelers, creators, professionals and companies in the tourism sector.



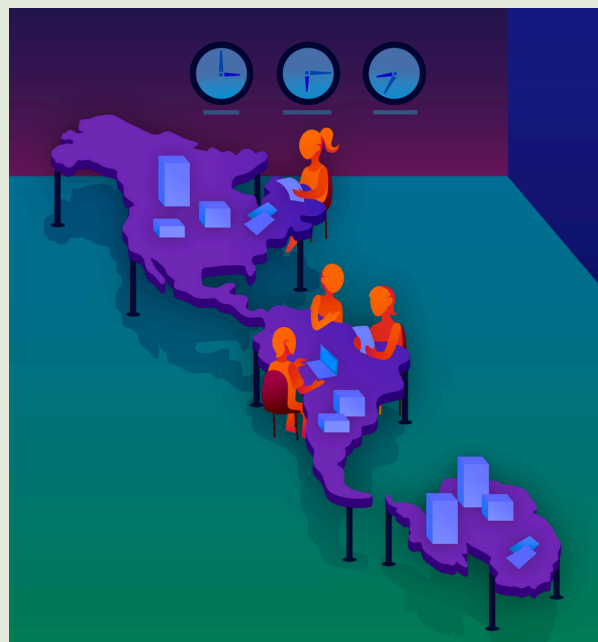
# Membership

We stand out because we combine inspiration, data, and real opportunities in a single Pan-American ecosystem. For travelers, for just \$8 USD per year, we offer exclusive content, smart tools, and benefits that transform every trip into an authentic and accessible experience. For businesses, the \$15 USD annual membership provides something truly innovative: curated advertising, premium visibility, real-time analytics, detailed reports, and access to a growing community. Promotional packages for entrepreneurs are completely free for the first six months, offering visibility and reach at no upfront cost. Ruta Pantera unites travelers and those who make travel possible, creating a space where everyone can connect, learn, and expand strategically



## Business benefits

For tourism businesses and brands, Ruta Pantera offers premium visibility throughout Pan-America through customized campaigns, curated advertising, strategic placements, and real-time analytics. The annual subscription costs just \$15 USD: a minimal investment for maximum reach. Subscribers also gain access to specialized reports, contact lists, collaboration opportunities, and six months of free promotion for select startups. We connect your brand with an active travel community



## Benefits for travelers

Travelers gain real inspiration, alternative routes, verified guides, and exclusive discounts with travel partners. With just 8 For USD per year, they gain access to a premium platform that offers authentic stories, reliable recommendations, local experiences, practical tools, and early access to local products and promotions. Each membership opens doors to new travel opportunities and a network that celebrates the continent's diversity. Because every trip we take can build bridges: at Ruta Pantera, traveling is about creating connections.

## Entrepreneurial benefits

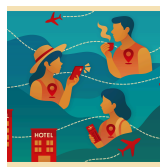
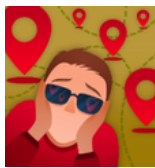
Entrepreneurs receive six free months with no commitment clauses, with the freedom to choose any promotional package and simultaneous access to traveler and brand membership.



# Promotional Packages (RuPa Plans)

## RuPa Starter Package – Fundamental Visibility

- Standard rotating banners
- 2 social media posts/mentions
- 1 featured newsletter mention
- Promotional micro-video (40 sec)
- Basic performance report
- Initial alignment call (kick-off)



## RuPa Essential Package – Growth and Engagement

- Includes everything in the RuPa Basic Package, plus:
- Optimized static banner (non-rotating)
- Permanent inclusion in the partner directory
- 4 strategic publications/mentions
- Publication in the print magazine
- Amplified social media reach (Instagram, Facebook, TikTok, YouTube)
- Interim report with engagement metrics

## RuPa Strategic Package – Impact, Branding, and Leads

- Includes everything in the Essential Package, plus:
- Premium static banners
- 2-4 sponsored content pieces per month
- Dedicated editorial article (800-1200 words)
- Podcast: mention or episode sponsorship
- Combined Reels + articles strategy
- Geographic or interest-based targeting
- Dashboard with advanced analytics (CTR, traffic, session duration)
- Lead generation support + remarketing
- Monthly meetings and dedicated account manager
- Comprehensive analytical report with insights and estimated ROI





# Make your connection with Ruta Pantera

In a continent brimming with stories, opportunities, and routes waiting to be rediscovered, every partnership matters. We invite you to join a platform that connects travelers, brands, and communities across the Americas. Whether you're a traveler, a business, or an entrepreneur, now is the time to amplify your voice, expand your reach, and become part of a network that promotes sustainable, authentic, and Pan-American tourism.



Let's build together the paths that will shape the future of travel in the Americas.

**RUTA PANTERA** Home TravelDesk WayPoints Experiences ReelFilms Livecasts BioTique TravelFAQ

6 What is the Popul Vuh?

7 What is Pan America?

8 Who are the Emberá people of Panama and Columbia?

**JUST RELEASED** News Features Trending Advisory Travel+Style

See our **Colombia** issue [here](#). You can view this site in: [English](#) | [Spanish](#) | [Portuguese](#)

**News**  
What's happening in the hemisphere of interest to travelers.

**NEWS STORY**  
**Deadly Blizzard in Torres del Paine Leaves Five Tourists Dead and Sparks Debate Over Safety in Patagonia**  
By Heydi Bernal on 11/19/2025 8:00:25 AM [Leer en Español / Portuguese](#)

**NEWS STORY**  
**Merz Sparks Diplomatic Tensions With Remarks About Belem Ahead of COP30**  
By Heydi Bernal on 11/19/2025 7:37:53 AM [Leer en Español / Portuguese](#)

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**About Us**  
Ruta Pantera is an essential source of inspiration and advice



Ruta Pantera

## Contact Us

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