



MEDIA KIT 2026-2027

CUSCO & MACHU PICCHU TRAVEL GUIDE

Partner with the guide that answers travelers' real questions, written from Cusco and published in four languages.

cusco peru.site

Español · English · Português · Français

A guide built for trip planning

Cusco Perú is an independent travel guide to Cusco, Machu Picchu and the surrounding region. Every guide answers a specific traveler question (tickets, getting there, weather, altitude, treks, things to do) with facts checked against official sources and the date of its last review.

27

practical guides per language

30

destinations in Cusco, Machu Picchu and the valleys

4

languages: Spanish, English, Portuguese and French

268+

pages indexed on Google

17

years of the author in Cusco tourism

100%

facts with an official source cited

Who we reach

- Travelers in the planning stage: they look up tickets, transportation, itineraries and what to book.
- Spanish-speaking readers (Mexico, Spain, Argentina, Colombia) and travelers from the US, Brazil and France.
- Readers who compare before booking tours, treks, hotels and experiences.

Most searched topics

Machu Picchu tickets

Getting there

Circuits

Rainbow Mountain

Sacred Valley

Cusco weather

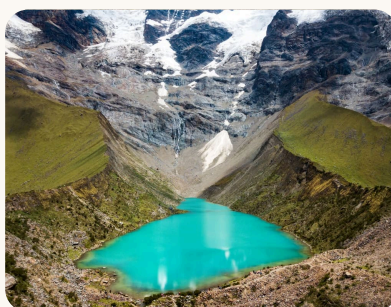
Inca Trail

Salkantay

Humantay Lake

Altitude sickness

Up-to-date traffic and audience figures (Google Analytics and Search Console) are available on request.



Paul Pumalloclla



Tourism marketing specialist and CEO of Cusco Creativos. He lives in Cusco, has worked in tourism since 2009 and writes and reviews every guide on the site.

- Working in tourism since 2009; in digital tourism marketing since 2015.
- SEO project lead for Cusco travel companies and founder of Cusco Creativos (2021).
- 48 digital tourism projects for agencies, tour operators and hotels.
- Talks to marketing students at Universidad Andina del Cusco and lecturer at Instituto Khipu.
- Google Analytics certified.

He knows Cusco tourism from the inside: **what travelers look for and what agencies need** to reach them with useful, verifiable information.

What you get from working with us

- **Visibility at the moment of decision:** your business appears in the guide travelers read right before they book.
- **Four languages** in one agreement: you reach Spanish-speaking, English-speaking, Brazilian and French travelers.
- **A link to your website** from specialized content about Cusco and Machu Picchu.
- **Professional content and photos** you can use on your website and social media (press trip).

Choose how you want to appear

Every partnership is labeled as a partner link or sponsored content. The facts in our guides never change because of a commercial agreement: that's what makes readers trust them.

01

Featured partner

Your business appears on our partners page and with a partner link in the guides related to your service, in all four languages.

From US\$60 per month

02

Sponsored article

A guide or article about your experience, tour or lodging, written by our author with real facts, labeled as sponsored and linking to your website.

From US\$250 per article

03

Press trip

Your agency covers the full trip and we take it, photograph it and write about it in the guide. You get content, professional photos and a link to your website.

Trade: you cover the trip

04

Commission per booking

Your own link or code in our guides; you only pay for the bookings or inquiries that come from the site, with a monthly report.

Commission to agree



YOU COVER THE TRIP, WE TELL THE STORY

Professional photography and content in exchange for the experience, with a permanent link to your website.

What the agency covers

- The full tour, trek or package, just as a customer experiences it.
- Transportation, lodging and meals during the trip.
- Entry tickets and permits (Machu Picchu, Inca Trail, archaeological sites).
- A place for the author and, if needed, a support photographer.

What the agency gets

- A full guide or article (over 1,500 words) in Spanish, with English, Portuguese and French versions.
- Between 20 and 40 edited photos licensed for your website and social media (with credit).
- A permanent partner link to your website from the article and the destination guide.
- A mention as a partner on our partners page for 6 months.

1

Proposal

You send us the route, dates and services.

2

Agreement

We agree on itinerary, deliverables and dates in writing.

3

Trip

We take the trip like any other customer and shoot the photos.

4

Publishing

Article and photos ready in 2 to 4 weeks.

Terms

- We tell the story honestly: the trip doesn't guarantee a positive review. If something doesn't work, we tell you privately first.
- The article is labeled as a partnership and the link carries the sponsored-link attribute Google requires.
- Multi-day trips, video or extra deliverables are quoted separately.

Clear prices, in US dollars

Service	What's included	Price
01 · FEATURED PARTNER (MONTHLY)		
Basic	Listing on the partners page and a partner link in 1 related guide, in 4 languages.	US\$60 / month
Featured	All of the above plus links in up to 3 guides about your service or destination.	US\$120 / month
Premium	Links in up to 6 guides, a featured card and a monthly click report.	US\$200 / month
02 · SPONSORED ARTICLE		
One language	1,000 to 1,500 words in Spanish, with photos and a link to your website.	US\$250
Four languages	The same article in Spanish, English, Portuguese and French.	US\$600
03 · PRESS TRIP		
Trade	Your agency covers the trip; we deliver an article in 4 languages, 20 to 40 photos and a permanent link.	Trip covered
Trade + extras	Multi-day trips, a short video or extra photos.	On quote
04 · COMMISSION PER BOOKING		
Direct affiliate	Your own link or code; you only pay for the bookings or inquiries that come from the site.	From 10%

2026–2027 launch rates in US dollars; taxes not included. Discounts: 10% on quarterly and 20% on annual featured-partner contracts.

Transparency first

Reader trust is what gives every partnership its value. That's why we work by these rules.

What we accept

- Licensed agencies, hotels, restaurants, transportation, guides and experiences (valid licenses and permits; agencies registered with DIRCETUR Cusco).
- Clear, verifiable information: what the service includes, schedules and conditions.
- Proposals that add real value for travelers.

What we don't accept

- Unlicensed services or services that break the rules of Machu Picchu and protected sites.
- Fake reviews, unverifiable promises or hidden links.
- Changing official facts (prices, schedules, rules) because of a commercial agreement.



Let's talk

Send your proposal at cuscoperu.site/en/partners or email us at pauldesingweb@gmail.com

We'll reply by email with the options that fit your business.

