

# The Costa Rica Star®

► Local ► National & International News

[www.news.co.cr](http://www.news.co.cr)

NEWS 24/7



# MEDIA KIT 2020





# WHO WE ARE



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## The Costa Rica Star®

► Local ► National & International News

NEWS  
24/7

## Our Story

The Costa Rica Star has been online since late 2010 and is the largest English language news publication in Costa Rica. The company is owned and operated as a subsidiary of Luxe Marketing and Consulting. LMC is an international investment company based out of San José Costa Rica.

The focus of TCRS currently caters to the international English speaking expatriate, Costa Rican and Latin American Population. Particularly those living in the Central Valley, The Central Pacific, Guanacaste and Limon.

## Style of Reporting

The Costa Rica Star uses the AP style guidelines as a direction for our news coverage. Many of the articles published by The Costa Rica Star are based on unique content researched by our journalists along with relevant news stories brought to us by Spanish language media websites in Costa Rica. The editors add context deemed useful to expatriate readers and foreigners.

The Costa Rica Star always has an open invitation for op ed contributions from citizen journalists. Contributions can be submitted to [news@news.co.cr](mailto:news@news.co.cr).



TCRS also works with leading news wire services such as EFE, AP, Reuters and AFP bringing the most relevant world news to Costa Rica and our readers globally.



# 250,000

unique visits per month\*

\*(varies + or - monthly)

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# THE 5 W's OF NEWS REPORTING

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## Who

The Costa Rica Star will blur the line between Tico and foreigner and bring everyone interested in Costa Rica together to empower and educate our readers in a transparent fashion, through the digital publication of English News Media. TCRS was purchased in late 2014 from its original founder by Luxe Investment Group which is an International Investment Company. TCRS team now consists of a CEO and leadership team, multiple writers, an editor in chief, creative director, sales manager, SEO specialist, front end developer, server specialist and a social media manager.

## What

The Costa Rica Star publishes news articles across a plethora of the most important categories, focusing on Costa Rica national news often with content from Latin America and World News. Many of our highest read topics include Travel, Real Estate Business, Entertainment, Medical tourism, Sports and Technology news.

## When

The Costa Rica Star was founded in December 2011 by a Canadian Citizen who now lives in Costa Rica as a permanent full-time resident. Graduating from highschool at the American International School of Heredia Costa Rica as well as attending the University of Victoria in BC Canada for business studies, and acquiring a professional website development diploma from the Institute of Advanced Media, now called Van Arts.

## Where

The Costa Rica Star is located in a private office in Santa Ana Costa Rica. We also have satellite offices around the country for our writers and field staff. Meetings in our Santa Ana business office can always be arranged for our clients through private appointments.

## Why

Why should YOU read and subscribe to The Costa Rica Star? Because you will come away empowered and educated, not only on the current events in Costa Rica, but as an individual you will get a chance to shape English news media through your feedback and suggestions.

We work closely within our social media channels to ensure that we are providing the news content you want to read and answering your questions openly on the mediums of communication that you use most.



**Over 75,000 Indexed Articles Published**

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● GEO Readership Locations



# AS PUBLISHED IN

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WIKIPEDIA  
The Free Encyclopedia



INTERNATIONAL BUSINESS TIMES

BBC  
NEWS



The  
New York  
Times



NOTICIAS 24/7  
**crhoy.com**

LA NACIÓN



AP



REUTERS



MIAMI  
NewTimes





## Top Articles

The Costa Rica Star News has been used as reference for breaking news or relevant events by the BBC news website.



News

Sport

Weather

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## NEWS NEWS FROM ELSEWHERE

Home UK Africa Asia Australia Europe Latin America Mid-East US & Canada Business Health Sci/Environment Tech Entertainment Video

In June, the [Costa Rica Star](#) news site reported that there were one million stray dogs roaming the streets of a country which has a human population of fewer than five million. However, it distinguishes between these true strays, which are often diseased and tear through rubbish bags in search of food, and "neighbourhood" dogs - known as zaguates - which are kept off the lead and fed by the community as a whole.

Cheap petrol draws Finns to Russia

Twitter

You can follow the latest updates on Twitter

...and on Facebook

You can also become a fan of BBC Monitoring on Facebook

This is one example of a CRS article used by CBC News to develop their story. It produced very high traffic for our site as well as our Facebook and Twitter pages and engaged many of our expat followers.

## Pallister owns 2 companies in Costa Rica; NDP wants to know why public wasn't told

He conducts no business and owns no revenue-generating property in Costa Rica: PC spokesperson

By Joanne Levasseur, CBC News Posted: Apr 17, 2016 1:39 PM CT | Last Updated: Apr 18, 2016 10:46 AM CT



Pallister owns 2 companies in Costa Rica; NDP wants to know why public wasn't told 3:40

Stay Connected with CBC News



PC Leader Brian Pallister owns two companies, and the NDP are questioning why he didn't disclose that publicly when he disclosed the fact he has a vacation home and bank account in Costa Rica. (CBC)

HUFFINGTON POST

## Dreamy Costa Rica Sanctuary Is Home To 900 Lucky Dogs

And visitors are encouraged to drop by for a cuddle!

04/04/2016 10:02 am ET

44 K

Carla Herrera Associate Editor, HuffPost News

Costa Rica's untouched beaches, perfect and playful surf and Pura Vida ideas already make it a holy grail for tropical travelers.

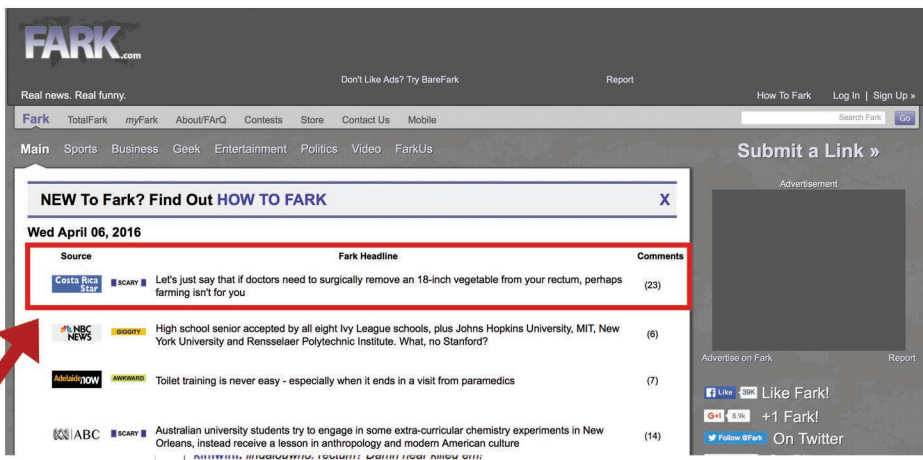
But we've just discovered one more reason Costa Rica is absolutely worth a spot on your bucket list: It's home to a dog lovers paradise.



FOLLOW HUFFPOST



El Financiero is the biggest Costa Rican publication that concentrates on business related topics and is constantly working in collaboration with The Costa Rica Star.







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Job



Write a post...

Community

See All

Invite your friends to like this Page

91,852 people like this

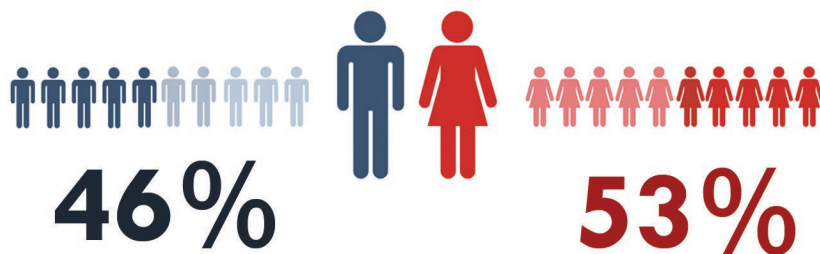
91,915 people follow this

## Social Demographics

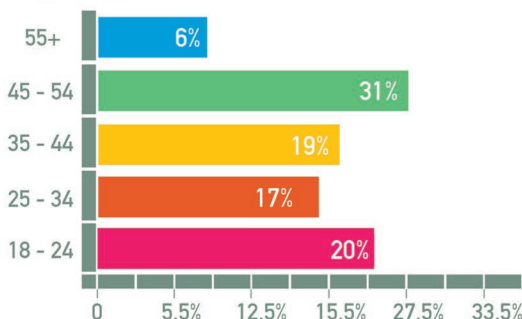
## Followers Age



## Who are our friends &amp; followers



## Age



## Likes



Embajada de Estados Unidos en Costa Rica  
Government Organization



National Geographic  
Media/News Company



Sea Shepherd Global  
Environmental / Nonprofit Organization



Casa Presidencial Costa Rica  
Government Organization



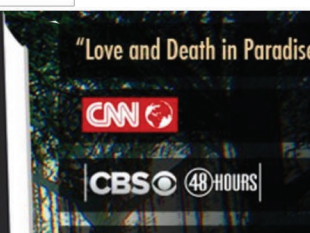
Laura Chinchilla Miranda  
Politician · Interest



twitter  
by Carol Blair Vaughn

Tweets 42.2 mil  
Siguiendo 1.009  
Seguidores 9.748  
Me gusta 1.018

Street millionaire John Bender  
Costa Rica with his exotic wife Ann  
and \$600 million dollars - then wound up shot dead in his bedroom leaving



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Interesting Expat...  
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Show more



The Costa Rica Star  
36 subscribers

SUSCRIBIRSE 36

YouTube



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The Costa Rica Star  
Media/News Company  
The Costa Rica Star is the leading English Costa Rican news source covering Local, National and International News 24/7/365.  
Website news.co.cr/  
San José, Costa Rica

Edit Profile

Promotions

Contact





# The Costa Rica Star®

Read ▶ Comment ▶ Share


## Popular Tweets & Posts

 Paul Watson retweeted an article from the Costa Rica Star's timeline which became one of the most commented cases in Costa Rica

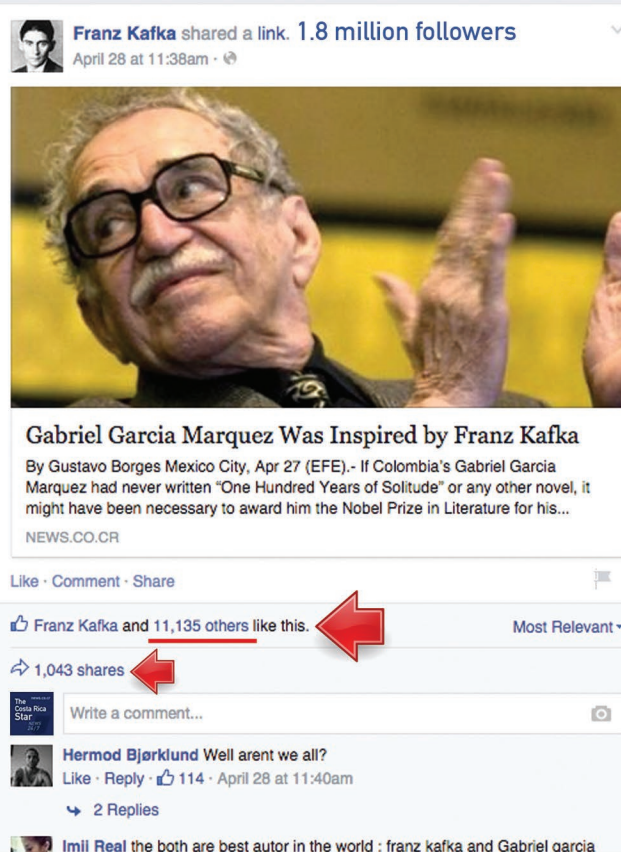


The Costa Rica Star has many celebrity followers on social media. Below is an example of the Barbi Twins who regularly retweet our environmental posts.



 This is an example of a popular article shared by the official pages of **Franz Kafka** and **Gabriel Garcia Marquez** with more than **22.000 likes** in their timelines.

This is yet another example of the demographic variety and cultural level of our readership.






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NEWS  
24/7

# The Costa Rica Star®






► Local ► National & International News

## Our Daily Newsletter



## 10.000 + subscribers

Top Conversion Rates By Locations

	USA	62.3%
	Costa Rica	30.0%
	Canada	2.3%
	United Kingdom	1.1%
	Mexico	1.1%

## Daily Newsletter

In our daily newsletter we offer an update to our subscribers, bringing all the latest articles and excerpts of every new article published in the last 24 hours.

It's an incredible tool to drive traffic to the site and also offers an important service to our subscribed readership.

Our new 2020 format now offers 6 advertising spots on our newsletter to showcase your service or product straight in to our readers inbox.



The Costa Rica Star is a top English-language news publication that has been online since late 2011. The focus of this website is to cater to the English-speaking expatriate and local population in Costa Rica, particularly those living in the Central Valley and in the province of Guanacaste.



Updates from

## Costa Rica Star News

Costa Rica News

In the 09/05/2019 edition:

- [Costa Rica Seeks to Position Itself as a Destination to Connect with Life's Essential Values](#)
- [Costa Rican Congress Approves in First Debate Bill That Will Regulate Strikes](#)
- [Costa Rica National Soccer Team Loses Its Head Coach](#)

## Top Categories

### National News

<http://news.co.cr/costa-rica>

### World News

<http://news.co.cr/world/>

### Business

<http://news.co.cr/business/>

### Real Estate

<http://news.co.cr/real-estate/>

### Politics

<http://news.co.cr/politics/>

### Lifestyle

<http://news.co.cr/entertainment/>

### Technology

<http://news.co.cr/technology/>

### Guanacaste News

<http://news.co.cr/guanacaste/>

### Jaco News

<http://news.co.cr/jaco/>

### Tamarindo news

<http://news.co.cr/tamarindo/>

Our mailing address is:  
Santa Ana, San Jose, Costa Rica  
(506) 8418-8087  
news@news.co.cr



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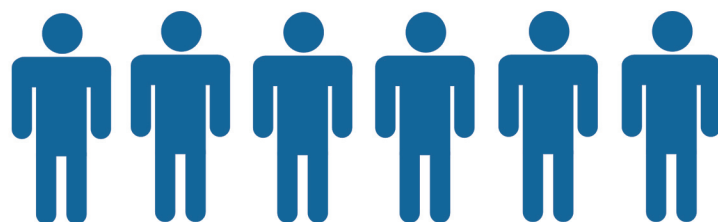
# The Costa Rica Star®

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## Google Analytics

# 250,000

Unique visits x month\*



### Page Views

How many Page Views does our newspaper receives monthly\*

## 500,000 P.V.

### Daily Unique Visits\*

## 5-40K

### Returning Visitors\*

## 32%

### Time Spent on Site

1. How much time our average readers spent daily on our site

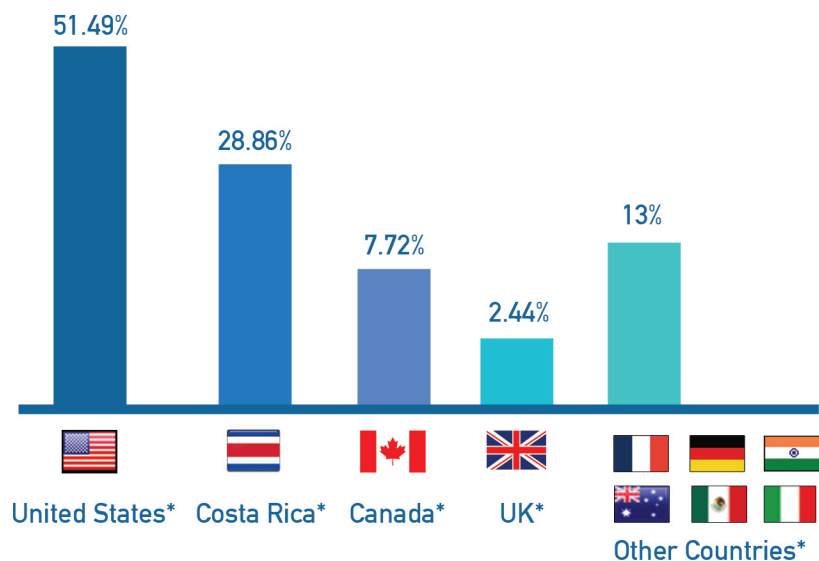
## 2' 38"

2. How much time will our return readers spend reading the most popular articles.

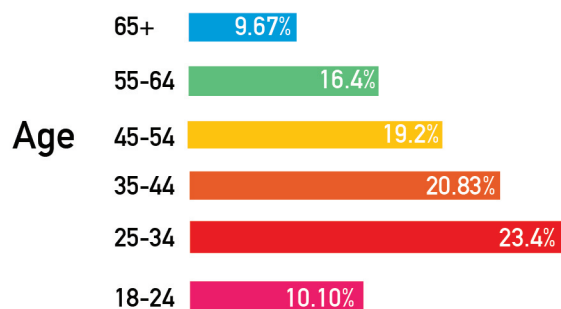
## 6' 53"

## Geo Traffic Sources

From which countries are our readers coming from?



## Demographic





Your  
Ad  
Here

## Premium Homepage Banners: 1, 2. (728x90px)

**1** 728x90px

**2** 728x90px

**1** Current Pricing (728x90) CONTACT US  
By purchasing this ad you get a 3 stage Animated Banner and a Press Release included\*  
One simple way to drive lots of new prospective costumers to your business is through the most viewed Ad on our site.  
This is the best and most prominent spot available on the homepage and paper wide with over 4 million monthly impressions.

**2** Current Pricing (728x90) CONTACT US

Premium Home Page Banners

## Premium Home Page Real Estate Section 3. (728x90px) 4,5,6 (336x280px)

**3** 728x90px

**4** 336x280px

**5** 336x280px

**6** 336x280px

**3** Current Pricing (728x90) CONTACT US

**4 5 6** Current Pricing (336x280) CONTACT US

*i* These 3 spaces are highly visible on our Home Page "Real Estate" section. Get maximum visibility & clicks with this premium ad.



# The Costa Rica Star®

Tuesday, April 10, 2018 | San José: 26° Thunderstorm | \$ Exchange 559.00 Buy

728x90px



National News

World News

Business

Technology

Science News

Lifestyle

Sports

Politics

Education

Real Estate

Travel

powered by Google



2

728x90px

3

728x90px

4

336x280px

5

336x280px

6

336x280px

7

336x280px

## Technology News



### Costa Rica Joined Sleep and Bipolar Disorder Research Study

Wikimedia Commons In the first study of its kind, a team of international scientists led by UT Southwestern Medical Center and UCLA researchers have identified a dozen inherited traits related to sleep, wake, and activity cycles that are associated with severe bipolar disorder. Researchers also were able to tie the traits to specific chromosomes, providing important clues to the genetic nat...



### The Mysterious Death of a Linux Foundation Member

Source: Archiv.is Washington, Dec 31 (EFE; additional context by The Costa Rica Star).- Ian Murdock, the founder of Debian, a member of the Linux Foundation and one of the top promoters of free software, died this week, according to the blog at the open software developers' platform Docker. He was 42. "With a heavy heart Debian mourns the passing of Ian Murdock, stalwart proponent of Free O...



### Lifeguards in Brazil Use Drones for Rescue Operations

Source: Wikimedia Commons Rio de Janeiro, Dec 29 (EFE).- Rio de Janeiro firefighters are beginning to use drones equipped with cameras and floating life preservers for quicker rescues and to prevent people from drowning at beaches like Ipanema and Copacabana, authorities said Tuesday. A drone's camera will be able to transmit the exact position of a person in danger and its life preserver c...



### Another Scandal in Costa Rica: Illegal Handling of Public Funds Leaves Losses of \$80 million.

A forensic audit carried out at he National Institute for the Promotion of Cooperatives (Instituto Nacional de Fomento Cooperativo-INFOCOOP) revealed that during the past 10 years this entity "lost" close to \$80 million dollars due to the illegal handling of public funds destined to the financing of cooperatives. The audit was carried out in the finances from 2009 through 2016 by accounting firm K...



"Once people reach the category they are interested in, nothing drives a flood of eager customers to your business faster then getting an above the fold ad in this section. These above the fold ads are shown on all categories of our newspaper"



1 Current Pricing (728x90)

CONTACT US

2

3

4 Current Pricing (336x280)

CONTACT US

5

6

7



728x90px

2 728x90px

3 728x90px

4 336x280px

## Guanacaste, Costa Rica Hotels Pay \$120K/Month on Water for Guests

By Wendy Anders — September 19, 2016

Costa Rica News Hotels, Resorts, Villas

Share this article



By Wendy Anders

Hotels in Guanacaste, Costa Rica's northern Pacific province, report spending an average of US\$120,000 per month to provide [drinking water](#) to their guests, reported CRHoy, a Costa Rican Spanish digital news media, earlier this month.

Business leaders, who say they will probably need to lay off workers to cut costs due to the additional water-related expenses, met with Water and Sewerage Institute (AyA) officials to discuss the urgency of the situation.

All hotels in the area are reporting drinking water shortages, said Priscila Solano,



Dreams Las Mareas Guanacaste, Costa Rica

Hotels are not for everyone, in many cases it's the high prices that will get you looking for other alternatives, in other cases the impersonal service, perhaps privacy is a factor, and others simply prefer a more "homey" environment when they vacation, or maybe you have a big family and/or pets and hotels are just not an option for you; whatever the reason may be, the fact is that vacation rentals have become a trend, a convenient alternative for many.

In Costa Rica many tourists opt for this, there is a big demand of [vacation rental homes](#) in Guanacaste, along the "Gold Coast" and particularly in Tamarindo and Flamingo.

5 336x280px

6 336x280px

7 336x280px

i

"Every article page receives direct traffic from Google search results Facebook .Twitter and our daily newsletter. This makes it the strongest above the fold advertising option on our newspaper"



Current Pricing (728x90)

CONTACT US

4 Current Pricing (336x280)

CONTACT US

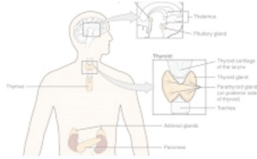




## Costa Rica's Credit Rating Suffers; Banks In

Source: Wikimedia Commons Despite a recent decision by the Costa Rica to allow the United States dollar (USD) to float against the country's sovereign debt remains very high while the banks struggle to manage. As a result, The Costa Rica Star has recently received a downgrade from Fitch Ratings, which indicate that the sovereign debt...

Your  
Pop-Up  
Banner  
Here



## Major Endocrinology Science Symposium in Costa Rica

Partial Endocrine System February 02, 2015 12:21 PM - JACKSONVILLE, Fla.-- (BUSINESS WIRE)--The American Association of Clinical Endocrinologists (AAACE) will convene the first-ever, Pan-American Scientific Symposium: Clinical Endocrinology in Latin America on February 26-28 in San Jose, Costa Rica. "It's a transcultural opportunity for us to share and adapt our AAACE guidelines and educationa...



## Say Hello to the Floating US Dollar in Costa Rica

The Greenback Starting this Monday, February 2nd, the strongest international currency in the world will no longer be subject to the caps and limits imposed by the Central Bank of Costa Rica over the last eight years. Since October 2006, the value of the United States dollar (USD) against the colón (CRC) was controlled by "bandas cambiarias" (exchange bands), which established a floor and ceil...



## There's No Stopping Johnny Rockets in Costa Rica

Source: Johnny Rockets A new Johnny Rockets restaurant opened in Costa Rica during January, and the California fast-food chain is not planning to slow down its expansion in our country. The new franchise location is situated in the heart of Downtown San Jose, precisely in the Plaza Universal food court on the Avenida Central pedestrian boulevard. According to a news report filed by Nancy Al...



## Booking Engine from Costa Rica Plans Expansion

Source: Pure LAS VEGAS, Jan. 27, 2015 /PRNewswire/ -- Pure Hospitality Solutions, Inc., (OTC: PNOV) announced today, that the Company has moved to engage the services of the Sabre Travel Network, potentially adding 125,000 base hotels to the Oveedia platform. Aside from Pure's Central American-Caribbean niche, Sabre brings an affiliate network of over 400 airlines, 16 cruise lines and more tha...



## Air Costa Rica May Soon Start Flying

Boeing 737 engine Ever since the esteemed airline LACSA ceased operations, air travelers and the aviation community have been anxiously waiting for the day Costa Rica will once again have its very own international airline. That day may come later this year as the General Directorate of Civil Aviation (Spanish initials: DGAC) is preparing to officially certify Air Costa Rica in the next few mo...



## Another Scandal in Costa Rica: Illegal Handling of Public Funds Leaves Losses of \$80 million.

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368x100px

368x100px

368x100px

368x100px

368x100px

Expands to 368 x 500px

368x100px

368x500px

368x100px

368x100px

i

Here you have a great option to showcase your brand every day with our Pop-Up banners.

**Your ad increases to 5 times the original size!  
Best Bang for your Buck on the newspaper.**

\$

Current Pricing (368x100)  
Extensive Pop-Up to (368x500)

CONTACT US



# Add-on Marketing Services

## 1. Sponsored Content (SEO Based Article)

With regards to Internet Marketing **content is king**. There is no better way to promote your business or activity on our newspaper than offering unique content that is **relevant to our readership** giving them useful information, creating conversation and engaging with them in a more thoughtful way, all while promoting your specific business.

Let our professional writing staff write something for you today!



Current Pricing: **CONTACT US**

Written by our professional team of writers and edited by our Editor in Chief

\*Monthly contract required

## 2. Newsletter Banners

Our Newsletter has **more than 10K engaged subscribers** which we send to daily. TCRS offers you 2 banner options on top of our **"Costa Rica Star News"** section to create maximum awareness and exposure among our readership.



Current Pricing: **1**

**2 3 4 5 6**

**CONTACT US**

## 3. Press Release

The main objective of a press release is to announce something potentially newsworthy. It can showcase a range of news articles, including scheduled events, personal promotions, awards, new products and services, sales accomplishments, etc.

It can also be used to generate a feature story. Clients are more likely to consider a product or idea if they first receive a press release. It is a fundamental tool for public relations which leads to the maintenance and growth of your prospective clients.



Current Pricing: **CONTACT US**



### What's important when Creating Content

- Original / Engaging Content
- Strong Headlines
- Actionable Content
- Solutions To Problems
- Answers To Questions
- Accurate In Your Source of Information
- Make Sure To Have Images And Video



Updates from  
**Costa Rica Star News**  
Costa Rica News

In the 09/09/2019 edition: