

2026 MEDIA KIT

MODO TURISTA

Viajes y Experiencias

con Peli & Eli

**TRAVEL VLOGGERS,
INFLUENCERS &
CONTENT CREATORS**



Hi there! We're **Peli Cohen and Eliana Moyano**, a traveling couple and the creators of **Modo Turista**, a multiplatform experience that blends tourism and entertainment.

We're one of the most recognized Argentine accounts in the travel sector, with a strong presence on social media and a Spanish-speaking community of **over 1 million followers** who join us on every adventure.

Most of our audience comes from **Argentina**, as well as from Chile, México and Uruguay, mainly **women** between 35 and 55 years old, who are often the ones making travel decisions for their families and friends. This strong **female engagement** plays a key role in shaping our community and the content we create.

What sets us apart is our **professional background** in media and over **15 years of experience in television**, with studies in Audiovisual Production & Direction, Film & TV, and Graphic Design. Since 2011, we've also worked on digital platforms, expanding our skill set with training in screenwriting, video editing, community management, and storytelling.

We create meaningful content that **inspires, informs, and entertains** — from travel ideas and tips on where to eat or stay, to discovering unique products, landscapes, and experiences.

We share our journey with a **fun, relaxed, and approachable style**, making our audience feel like they're part of the story and can relate to what we show.

We believe in communicating through emotion, with a **spontaneous and authentic** perspective, to truly connect with the people who follow us.

+730k
 FOLLOWERS
 ON INSTAGRAM
[@modoturista](#)

+120k
 SUBSCRIBERS
 ON YOUTUBE
[@modoturista](#)

+20k
 MONTHLY
 BLOG VIEWS
[modoturista.com.ar](#)

+270k
 FOLLOWERS
 ON TIKTOK
[@modoturista](#)

+165k
 FOLLOWERS
 ON FACEBOOK
[@modoturistaok](#)

+4k
 FOLLOWERS
 ON TWITTER
[@modoturista](#)



"What can we do together?"

Destination, Experience, and Event Promotion

Promotion of domestic and international travel
 Coverage for destinations, hotels, airlines, and tourism offerings
 Participation and promotion of events, fairs, and themed experiences

Reviews and Recommendations

Hotels, dining, and local experiences
 Pet-friendly activities and offerings
 Family trips and excursions with kids
 Girls' trips
 Spaces and initiatives related to LGBT+ tourism

Original Audiovisual Content

Short and long videos (Reels, YouTube, YouTube Shorts, TikTok)
 Travel guides, reviews, and tutorials
 Exclusive content on our social media and broadcast channels

Brand and Product Collaborations

Unboxing and reviews of products or services
 Creative integration in travel contexts and real-life use

Advertising on Our Own Media

Available space on our blog for banners, mentions, or sponsored articles
 Editorial collaborations and highlighted recommendations



Find us on:

Instagram: @modoturista
TikTok: @modoturista
Facebook: @modoturistaok
YouTube: @modoturista
www.modoturista.com.ar



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