

The MEXICO Report

www.themexicoreport.com

“The GOOD News About Mexico”

The MEXICO Report is an influential, valuable and unique site created, authored and managed by professional writer, editor and Mexico enthusiast, Susie Albin-Najera. This Mexico-specific website reports and presents good news about Mexico, positive features and profiles on people, places, events, culture, non-profits, travel resources and more. More importantly, from this positive standpoint, it encourages the significant travel market to see Mexico as a premiere destination.

The MEXICO Report is helping to change the image of Mexico in a significant way by creating a positive movement of news sharing and reports throughout Mexico, America, Canada and beyond. Through consistent and constant communication via social media outlets (i.e. posts and share tools), The MEXICO Report has been creating a positive influence on travelers and potential travelers to Mexico since its inception in 2009 and has grown into a valuable and trusted resource for those looking for vacation options.

The MEXICO Report currently ranks number one on Google, and tops on other major search engines such Yahoo, AOL and Bing for ‘positive news about Mexico’.

‘A Top Blog in Mexico’ – Go Overseas

The goals and objectives of The MEXICO Report are to:

- Create a positive awareness and image of Mexico, its people, places and events taking place in Mexico or relating to Mexico, success stories, inspirational profiles, safety and family travel
- Increase travel and revenue to Mexico and tourism within Mexico
- Change the negative image of Mexico through education and by posting consistent positive articles, videos, photos and events showing that travel to Mexico is safe, from an American’s point of view
- Present positive stories taking place in Mexico and ones relating to Mexican culture and communicating those positive messages daily with viewers, subscribers, the general public and potential travelers to Mexico, as well as families who want to travel and explore Mexico together



Quick Stats on The MEXICO Report:

- A resourceful, trusted and well-branded website about Mexico travel and culture presenting positive content on news, people, places, hotels, profiles, events, non profit, culture and more
- Honored with distinctive recognition and featured in many publications, voted a Top Blog in Mexico by Go Overseas and recognized by Mexican Consulates and Mexico Tourism Boards
- Less than three years old, The MEXICO Report currently has a monthly visitorship of approximately **10,000** hits per month, growing significantly with each new post
- Branded as ‘the go-to site for good news about Mexico’, The MEXICO Report ranks number one on major search engines such as Google and tops on Yahoo!, AOL, Bing among others for ‘positive news about Mexico’
- The MEXICO Report generates a monthly e-Newsletter distributed to 500 subscribers
- **Facebook:** The MEXICO Report’s Facebook page has nearly **2,300** fans with an audience of travelers and potential travelers to Mexico, in addition to Hollywood influential directors, producers and entertainment professionals
 - Articles from the website are shared daily on the page and numerous other social media outlets – as well as weekly messages, generating increased website visits
 - On The MEXICO Report Facebook page and website, other positive bits of news are shared daily and relied upon by its audience
 - According to a recent study, ‘positive’ articles (behind sex) are the most shared posts on Facebook
- **Twitter:** The MEXICO Report on Twitter has more than **1,500** followers and counting, with each post usually being retweeted for maximum communication sharing
- **YouTube:** The MEXICO Report has a channel to post and share positive, real, educational, informational, entertaining videos about Mexico including celebrity testimonials
- **LinkedIn:** The MEXICO Report also manages the ‘Mexico Travel Writers’ group on LinkedIn and Facebook to share the positive news about Mexico
- The MEXICO Report website is capturing the growing tourism market; More than **21.5 million** international tourists visited Mexico in 2009 and **22.6 million** visitors in 2010.
- The concept is unique because it is from an American point of view, something Mexico needs now more than ever right now
- The site attracts singles, couples, adventurers, families, boomers, alternative lifestyleers, celebrities, honeymooners, English speakers, bilinguals, Americans, Mexicans, Canadians, Australians, Europeans and more
- Links to The MEXICO Report can be found on the most influential Mexico-related websites such as Mexico Tourism Board’s official specialists program – Magic of Mexico, Mexico Premiere, Mexico Boutique Hotels, Go Mexico Guide, Journey Mexico among others

BACKGROUND INFO

Sample Media / Recent News:

- [The MEXICO Report Receives Certificate of Recognition by Mexican Consulate, San Jose, CA – 2011](#)
- [The MEXICO Report Selected as a ‘Top Blog in Mexico’](#)
- [Editor of The MEXICO Report featured on Blog Talk Radio](#)
- [The MEXICO Report and Mexico Boutique Hotels Announce ‘Book a Boutique’ Hotel Incentive;](#)
- [The MEXICO Report Featured on Hispanic PR Blog; <http://wp.me/pIQZ1-8N>](#)
- [“The Wind Beneath Their Wings: Rick and Susie Najera – Hollywood’s Newest Power Couple”](#)
- [“Rick and Susie Najera Featured Writers at 6th Annual Puerto Vallarta Writers Conference”](#)
- [“Strengthening Hispanic Ties: Susie Albin’s Job and Volunteer Efforts Aim for Cross Border Harmony”](#)
- [“A Sharing Approach: Susie Albin Fosters International Understanding for Work and Pleasure”](#)

Editor of The MEXICO Report, Susie Albin-Najera – Bio: Writer / Editor / Hispanic Public Relations/ Mexico Travel & Tourism Marketing



Susie Albin-Najera is a professional writer and communications consultant with a focus on the Hispanic market and Mexico. She has been writing about Mexico for the last 12 years and traveling to the country all her life. In 2009, in response to all of the escalating negative news about Mexico in the headlines, she started The MEXICO Report, a site specifically presenting the positive news about Mexico.

Susie Albin-Najera has an excellent reputation in the industry and among her colleagues in Mexico. A Mexico enthusiast, she has traveled extensively throughout Mexico for the last 20 years from Baja to Chiapas to the Riviera Maya. During her travels, there has been one place she calls her ‘home away from home’ - Puerto Vallarta. Frequenting Vallarta and the Jalisco/Nayarit coast, she has also traveled to many other cities and states in Mexico such as throughout Oaxaca including Monte Alban, Mitla, Tlacolula, Yagul, Teotitlan del Valle and Tlacoahuaya, San Bartolo Coyotepec, Huatulco and Puerto Escondido; Chiapas including Tuxtla-Gutierrez, San Cristobal, Palenque, the Riviera Maya including Playa del Carmen, Paamul, Puerto Aventuras and Tulum; Yucatan including Merida, Mayapan and Izamal. Plus many trips to D.F.-Mexico City, Xochimilco, Cuernavaca and Acapulco, Baja California including Tijuana, Rosarito, Ensenada, Tecate, Valle de Guadalupe, San Jose del Cabo, Cabo and more.

As a freelance writer in the field of travel, tourism, arts, entertainment, community and culture, Susie has been published in several publications including San Diego Magazine, Latino Future, Latin Star, Latin Style, Vallarta Tribune, LatinoLA, La Prensa San Diego, Baja Traveler, Baja Breeze, Sister Cities, Popular Hispanics, Ready-Set-Grow, CompraLatino, LatinoLA and more. She has created, produced, contributed to and edited many corporate newsletters as well. Currently she is a Community Manager with Mexico Today and the editor **of The MEXICO Report**, <http://www.themexicoreport.com>, a comprehensive site for the good news about Mexico.



Maria Conchita Alonso, Rick Najera, Susie Albin-Najera

Susie has written cover articles and features on celebrities such as comic legend Cheech Marin, actress Kate del Castillo, Maria Conchita Alonso, professional world champion boxer Oscar De La Hoya, triple platinum recording artist Brian McKnight, singer-songwriter Sammy Hagar, host and philanthropist Marco Antonio Regil, among many others. She has conducted in depth interviews with celebrities, film directors, artists, authors, comedians, writers and producers and has written reviews and features on world-class resorts, gourmet restaurants, destination spas, sporting events, language schools, award shows, entertainment news, border issues and

philanthropic community stories.

Susie has more than 12 years experience in public relations, media, marketing and market research. Specializing in the Hispanic market, she has worked in the arena of entertainment, travel/tourism, consumer, healthcare, corporate and non-profit practices.

As a communications professional and consultant, Susie has managed accounts for Fortune 500 companies, led grass roots marketing efforts, served as Hispanic Press Rep for a Broadway comedy, developed a Hispanic division in one of the largest global PR firms, created social media marketing campaigns and more. Press releases, bios and media, community and celebrity relations are her specialty.

Susie currently serves on the Board of Directors for One Town at a Time, a non-profit serving the community of Cabo Corrientes, about 45 minutes south of Puerto Vallarta, Jalisco, Mexico. She is also on the Advisory Committee for lucha libre company, Masked Republic (Mexican Wrestling) based in San Diego/Mexico City. She previously served on the board for the San Diego Media Arts Center (Latino Film Festival/Cine Mexicano) and San Diego County Hispanic Chamber of Commerce. While on the board, she co-chaired the public relations, membership, marketing, editorial, education and annual installation dinner committees.

Volunteering in the community has always been extremely important to Najera. She has volunteered with dozens of non-profits throughout the years including Project Concern International and Corazon de Vida and donated PR services pro-bono and raised funds for bilingual education for Multicultural Learning Center and PEACE Mexico. She has become an advocate of collecting clothes for underprivileged populations in Southern California and Baja California, Mexico as well.

She has been honored with San Diego Metropolitan's "20/20 Tijuana/San Diego Regional Leadership Award" and the distinguished "40 Under 40 Achievement Award." She was also nominated for the San Diego Business Journal's "Multicultural Heritage Award" and "Women Who Mean Business Award."

Susie holds a Bachelor of Arts degree in Communications and Hispanic Studies from San José State University. She also completed a certificate program in Spanish at Instituto Cultural Oaxaca in Oaxaca, Mexico and studied Spanish at Universidad de Guadalajara extension in Puerto Vallarta, Jalisco, Mexico. She is married to award-winning writer/performer Rick Najera.

###