

## EDITORIAL CONTENT

La *Agencia de Viajes Argentina* has been edited on a weekly basis and with no interruptions since February 1989, providing the most updated and complete information to professionals of the industry.

Its content combines news about products and services with interviews, articles and columns about destinations, marketing, management and stats, among other topics approached by specialists.

## FREQUENCY

Weekly (Mondays).

## B2B CIRCULATION

Distribution by personalized paid subscription to professionals in tourism, specially travel agents (90% of the edition).

**Total:** 5,200 weekly copies audited by the Official Bureau of Circulations.

**Readership:** 3 readers per copy.

## DISTRIBUTION BY REGION

REGION	QUANTITY
BUENOS AIRES AREA	3,126
CÓRDOBA-ROSARIO	890
NORTHWEST	483
MENDOZA	322
PATAGONIA	280
OTHERS	99
<b>TOTAL</b>	<b>5,200</b>

## DISTRIBUTION BY SEGMENT

SEGMENTATION	QUANTITY
TRAVEL AGENCIES	3,120
SUPPLIERS	325
ORGANIZATIONS	202
<b>TOTAL</b>	<b>5,200</b>

AUDITED BY:



## ADVERTISING RATES



**COVER EYES (2)**  
7 x 5 cm. • 2<sup>3/4</sup> x 1<sup>3/32</sup> in.  
**US\$ 2,500 + VAT**

**COVER FOOTER**  
26 x 10 cm. • 10<sup>5/64</sup> x 3<sup>5/16</sup> in.  
**US\$ 2,500 + VAT**



**2nd COVER**  
28 x 39 cm. • 11<sup>1/32</sup> x 15<sup>23/64</sup> in.  
**US\$ 4,000 + VAT**

**3rd COVER**  
**US\$ 2,500 + VAT**

**BACK COVER**  
**US\$ 5,600 + VAT**



**1 PAGE**  
28 x 39 cm. • 11<sup>1/32</sup> x 15<sup>23/64</sup> in.  
**US\$ 2,000 + VAT**



**1/2 PAGE**  
26 x 18,3 cm. • 10<sup>5/64</sup> x 7<sup>13/64</sup> in.  
**US\$ 1,200 + VAT**



**JUNIOR PAGE**  
17,2 x 27 cm. • 6<sup>49/64</sup> x 10<sup>5/8</sup> in.  
**US\$ 1,400 + VAT**



**1/2 PAGEV**  
12,8 x 37 cm. • 5<sup>3/64</sup> x 14<sup>56/69</sup> in.  
**US\$ 1,200 + VAT**



**1/6 PAGE**  
8,4 x 18,3 cm. • 3<sup>9/16</sup> x 7<sup>13/64</sup> in.  
**US\$ 503 + VAT**



**1/4 PAGEV**  
12,8 x 18,3 cm. • 5<sup>3/64</sup> x 7<sup>13/64</sup> in.  
**US\$ 720 + VAT**

Rates are in US dollars.

## FREQUENCY DISCOUNTS

Discount per contract over a period of 52 consecutive editions (12 months).

Ask about discounts for advanced payment of all the campaign.

9 ADS	-5%
13 ADS	-10%
26 ADS	-15%
52 ADS	-30%

**Surcharge:** 25% for preferred location.

Rates do not include the artworks and are subject to modifications without prior notification, pursuant to the operative and legal conditions in force.

**Payment conditions:** in advance upon booking the space (cash /cheque/ Bank Transfer).

## BOOKING AND DELIVERY OF ORIGINALS

Space booking must be made 10 working days prior to the date of publication and originals must be submitted 5 days in advance.

Originals will be provided by the advertiser or its advertising agency.

## TECHNICAL SPECIFICATIONS

Bleed 28,6 x 39,6 cm. • Trim 28 x 39 cm. • Live area 26 x 37 cm. • 6 columns of 4 cm. each. • Module 4 cm. wide x 4,75 cm. tall. Cover in glossy paper 115 grs. Inside color paper 80 grs. Four-color and black and white offset printing • Binding 2 staples.

## AD SPECIFICATIONS

Digital files at 300 dpi • jpg, pdf or tiff format in CMYK. Vectorial files: pictures at 300 dpi, typographies converted to curves (EPS, PDF, AI or CDR format).

Submit to [ventas@ladevi.com](mailto:ventas@ladevi.com) and [ventas@siscomar.com.ar](mailto:ventas@siscomar.com.ar).

Ask about FTP.

## INSERTION RATES

Brochures, commercial manuals, flyers, etc. may be distributed together with the publications. Rates are given by the weight and form of segmentation of the database.

For further information contact: [ventas@ladevi.com](mailto:ventas@ladevi.com).

### ARGENTINA

AV. CORRIENTES 880 PISO 13 • C1043AAV • BUENOS AIRES • (5411) 5217 7700

### CHILE

SANTA MAGDALENA 75 OFS. 604 • PROVIDENCIA SANTIAGO DE CHILE • (562) 2244 1111

### COLOMBIA

CRA 15 N° 93A-84 OFICINA 312 • BOGOTÁ • (571) - 744-7238

### ECUADOR

LUXEMBURGO N34-251 Y HOLANDA - EDIFICIO PIACEVOLE TEL. (593-2) 6013910

### MÉXICO

OAXACA 72, PISO 4º COL. ROMA NORTE, C.P. 06700 DELEG. CUAUHTEMOC, MÉXICO, D.F. - TEL: 55-67218834

### PERÚ

JR. LOS PINOS 190 OF 1302, MIRAFLORES (511) 784 1092

### URUGUAY

GARCÍA CORTINAS 2541 AP. 502 • 11300 • MONTEVIDEO • (5982) 712 0993

### USA

abertini@ladevi.com • (305) 680 2083