

EDITORIAL CONTENT

La Agencia de Viajes México has been monthly edited since September 2012, providing the most updated and complete information to professionals in 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

Monthly.

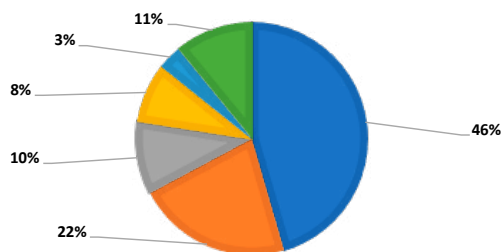
B2B CIRCULATION

Distribution by personalized paid subscription to professionals in tourism, specially travel agents (86% of the edition).

Total: 5.500 bimonthly copies.

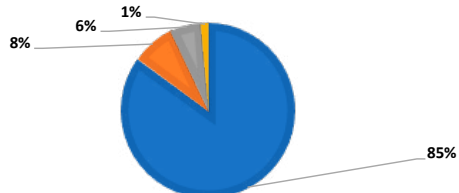
DISTRIBUTION BY REGION

■ FEDERAL DISTRICT ■ JALISCO ■ MEXICO ■ NUEVO LEÓN ■ QUINTANA ROO ■ OTROS

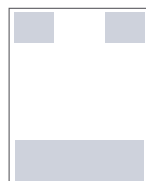


DISTRIBUTION BY SEGMENT

■ TRAVEL AGENCIES ■ SUPPLIERS ■ ORGANIZATIONS ■ OTHERS

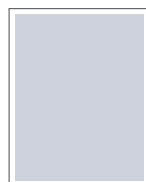


ADVERTISING RATES



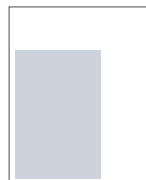
COVER EYES (2)
7 x 5 cm. • 2^{3/4} x 1^{3/32} in.
US\$ 2,500 + VAT

COVER FOOTER
26 x 10 cm. • 10^{5/8} x 3^{5/16} in.
US\$ 2,500 + VAT



1 PAGE
28 x 39 cm. • 11^{1/32} x 15^{23/64} in.

US\$ 2,000 + VAT



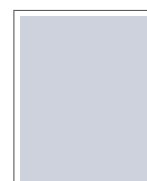
JUNIOR PAGE
17,2 x 27 cm. • 6^{49/64} x 10^{5/8} in.

US\$ 1,320 + VAT



1/6 PAGE
8,4 x 18,3 cm. • 3^{2/16} x 7^{13/64} in.

US\$ 443 + VAT



2nd COVER
28 x 39 cm. • 11^{1/32} x 15^{23/64} in.

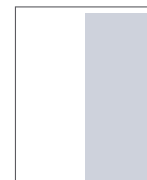
US\$ 4,000 + VAT

3rd COVER
US\$ 2,500 + VAT
BACK COVER
US\$ 5,600 + VAT



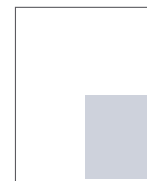
1/2 PAGE
26 x 18,3 cm. • 10^{5/8} x 7^{13/64} in.

US\$ 1,100 + VAT



1/2 PAGEV
12,8 x 37 cm. • 5^{3/64} x 14^{66/69} in.

US\$ 1,100 + VAT



1/4 PAGEV
12,8 x 18,3 cm. • 5^{3/64} x 7^{13/64} in.

US\$ 605 + VAT

Rates are in US dollars.

FREQUENCY DISCOUNTS

Per contract over a period of 12 consecutive editions or 12 months. Ask about discounts for campaign prepayment.

3 ADS	-3%
6 ADS	-5%
9 ADS	-10%
12 ADS	-15%

Surcharge: 25% for preferred location.

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

Payment conditions: Documented upon booking the space (cash or cheque).

BOOKING AND DELIVERY OF ORIGINALS

Space booking must be made 20 working days prior to the date of publication and originals must be submitted 10 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. Insider color paper 80 grs. Four-color 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 and 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: ventaslmexico@ladevi.com.

ARGENTINA: AV. CORRIENTES 880 PISO 13 - C1043AAV - BUENOS AIRES - (5411) 5217 7700 - ARGENTINA@LADEVI.COM

CHILE: SANTA MAGDALENA 75 OFS. 604 - PROVIDENCIA SANTIAGO DE CHILE - (562) 2244 1111 - CHILE@LADEVI.COM

COLOMBIA: CRA 15 Nº 93A-84 OFICINA 312 - BOGOTÁ - (571) - 744-7238 - COLOMBIA@LADEVI.COM

ECUADOR: LUXEMBURGO N34-251 Y HOLANDA - EDIFICIO PIACEVOLE TEL. (593-2) 6013910 - ECUADOR@LADEVI.COM

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

PERÚ: JR. LOS PINOS 190 OF 1302, MIRAFLORES (511) 784 1092 - PERU@LADEVI.COM

URUGUAY: GARCÍA CORTINAS 2541 AP. 502 - 11300 - MONTEVIDEO - (5982) 712 0993 - URUGUAY@LADEVI.COM

USA: abertini@ladevi.com • (305) 680 2083

WWW.LADEVI.COM