

I A AGENCIA DE VIA IES

ARGENTINA MEDIA KIT 2017

E-NEWS

EDITORIAL CONTENT

It is the informative digital bulletin for Argentina produced by Ladevi Ediciones. It contains a permanently updated summary of the market's activities with the journalistic treatment that turned Ladevi into a leader in tourist communication in Latin America and the Caribbean.

FREQUENCY

Daily (Monday thru Friday).

CIRCULATION

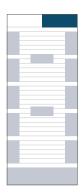
E-mail distribution to professionals of the tourist industry through a complete database that includes over 28.361 electronic addresses (leisure and corporate).

DISTRIBUTION BY REGION

REGION	QUANTITY
BUENOS AIRES AREA	9.885
CÓRDOBA-ROSARIO	5.470
NORTHWEST	4.350
MENDOZA	1.425
PATAGONIA	980
OTHERS	420
TOTAL	28.361

DISTRIBUTION BY SEGMENT

SEGMENT	QUANTITY
TRAVEL AGENCIES	25.524
SERVICE PROVIDERS	1.836
OFFICIAL ENTITIES	324
OTHERS	677
TOTAL	28.361



HEADER 540 X 90 PIXELS **200 KB TOP U\$S 446 + VAT**



UPPER LATERAL 120 X 190 PIXELS

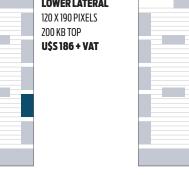
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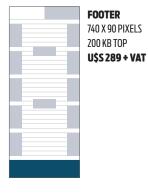
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LOWER CROSS SECTIONAL 345 X 65 PIXELS 200 KB TOP U\$\$ 187 + VAT



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