

EDITORIAL CONTENT

Publication thought as a magazine for travelers. Through a well-cared presentation, it offers articles, sections and columns made by a renowned team of journalists.

On the other hand, Viajando has entered into an important distribution agreement with Sportlife gyms, through its branches in Santiago (La Dehesa, Las Condes, San Carlos de Apoquindo, Escuela Militar, Vitacura, Nueva Las Condes, Birmann, Lyon, La Reina, Ñuñoa, Santiago Centro, Ciudad Empresarial and Maipú), Antofagasta, La Serena, Coquimbo, Viña del Mar, Talca, Los Ángeles, Chillán, Concepción, Temuco, Puerto Montt and Punta Arenas. Readership: 2.6 readers per copy, with a total of 26.000 readers. Also, Le Club de Viajando, our fortnightly distributed news letter, reaches over 175.000 contacts, who can read the magazine online or download it in a PDF format.

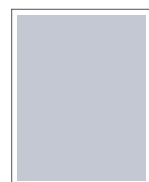
FREQUENCY

Bi-monthly.

CIRCULATION

10,000 (ten thousand) bi-monthly copies submitted free of charge to a select database, among which are business travelers, frequent travelers and tourists of the ABC1 and C2 segment. We have a high percentage of readers of the premium corporate segment: general managers, area

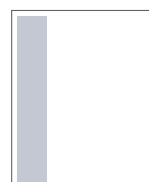
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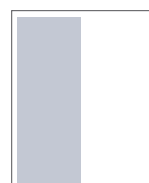
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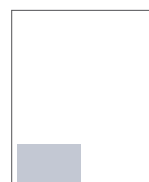
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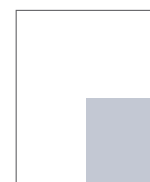
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managers and their "decision making" secretaries, gerentes de áreas y sus respectivas secretarias.

Sectorization: Vitacura, Las Condes, Providencia, Santiago Centro and Ciudad Empresarial. **Total:** 10,000 copies.

Readership: 2,4 readers per copy.

DISCOUNTS FOR FREQUENCY

4 issues 5%, 48 issues 10%, 12 issues 15%, 26 issues 20%.

Recargos: 25% for preferred location.

Conditions: advance upon space booking (cash or cheque).

Rates do not include the making up of ads and are subject to modifications without prior notice, pursuant to the operative and legal conditions in force.

BOOKING AND DELIVERY OF ORIGINALS

Space booking must be made 20 working days prior to the date of publication and originals must be submitted 15 days in advance.

TECHNICAL SPECIFICATIONS

Bleed 23,1 x 28,6 cm. • Trim 22,5 x 28 cm. • Live area 20,5 x 26 cm. Cover: opaque couché paper 170 grs. Inside 100 grs.

Full color offset printing. Binding: Binder. Submit ad in jpg format at 100% in 300 dpi CMYK.

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).

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

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