

## THE MAGAZINE OF TOURISM EXECUTIVES

La Agencia de Viajes Latinoamérica Magazine is from January 2016 AV Latam. A re-launch that includes a modern layout, changes in content and improvements in distribution. Faced with the significant presence of Ladevi Ediciones in the main countries of the region through print and electronic media, AV Latam provide an informational differential by concentrating on the needs of the managerial level of the industry.

Articles about corporate management, business travel and meeting tourism, along with special reports, statistics, news about companies and products that mark a trend and in-depth interviews with travel and tourism referents will mark this new stage.

From two printing plants –one in Buenos Aires and another in Mexico City– AV Latam will reach an extensive database of decision makers in Latin America, the Caribbean and the United States every month.

## FREQUENCY AND CIRCULATION

Monthly distribution by personalized subscription to the management level of tourism professionals, especially travel agents (92% of the circulation) in Latin America and the Caribbean.

Total: 12,000 copies. Readership: 3.2 readers per copy, totaling a flow of 38,400 readers. Subscription: US\$ 72 per year.

COUNTRY	QUANTITY
ARGENTINA	613
BOLIVIA	23
BRASIL	755
CHILE	455
COLOMBIA	422
COSTA RICA	113
CUBA	110
ECUADOR	327
EL SALVADOR	106
GUATEMALA	193
HONDURAS	99
MÉXICO	4287
NICARAGUA	86
PANAMA	446
PARAGUAY	235
PERÚ	1430
PUERTO RICO	369
REP. DOMINICANA	459
URUGUAY	436
USA	672
VENEZUELA	364
<b>TOTAL</b>	<b>12.000</b>

SEGMENT	QUANTITY
AGENCIAS DE VIAJES	11.040
TRANSPORTE MARÍTIMO	82
OTROS	880
<b>TOTAL</b>	<b>12.000</b>

<b>OJO DE TAPA</b> 4,2 x 4,3 cm. • 1 <sup>7/32</sup> x 1 <sup>11/16</sup> in. <b>US\$ 2.329 + VAT</b>	<b>1 PÁGINA INTERIOR</b> 21 x 29,7 cm. • 8 <sup>17/64</sup> x 11 <sup>11/16</sup> in. <b>US\$ 2.548 + VAT</b> <b>RETIRACIÓN DE TAPA</b> <b>US\$ 3.185 + VAT</b> <b>RET. DE CONTRATAPA</b> <b>US\$ 5.096 + VAT</b> <b>CONTRATAPA</b> <b>US\$ 7.134 + VAT</b>
<b>1/2 PÁGINA HORIZONTAL</b> 18,8 x 13 cm. • 17 <sup>7/32</sup> x 5 <sup>1/8</sup> in. <b>US\$ 1.401 + VAT</b>	<b>1/2 PÁGINA AMERICANA</b> 13,8 x 19,5 cm. • 5 <sup>7/16</sup> x 7 <sup>3/64</sup> in. <b>US\$ 1.682 + VAT</b>
<b>1/4 VERTICAL</b> 9 x 13 cm. • 3 <sup>35/64</sup> x 5 <sup>1/8</sup> in. <b>US\$ 771 + VAT</b> <b>1/4 HORIZONTAL</b> 18,8 x 5,1 cm. • 7 <sup>3/32</sup> x 2 <sup>1/64</sup> in. <b>US\$ 771 + VAT</b>	<b>1/8 PÁGINA VERTICAL</b> 9 x 5 cm. • 3 <sup>35/64</sup> x 1 <sup>31/32</sup> in. <b>US\$ 565 + VAT</b>

Tarifas expresadas en dólares estadounidenses.

## CALENDAR

MARCH	DESCUBRA FLORIDA SECTION
APRIL	EUROPE
MAY	DESCUBRA FLORIDA SECTION
JUNE	ISLAND AND BEACHES
JULY	MICE SEGMENT   GBTA (2 SECTIONS)
AUGUST	CAR RENTAL AND MEDICAL ASSISTANCE   DESCUBRA FLORIDA
SEPTEMBER	CRUISE LINES
OCTOBER	UNITED STATES (FIT)
NOVEMBER	WEDDINGS   DESCUBRA FLORIDA SECTION
DICEMBER	TECHNOLOGY

## DISCOUNTS BY FREQUENCY

Will be determined by the number of insertions scheduled and used during a period of 12 months. For 3 ads: -5%; for 6 ads: -10%; for 10 warnings: -15%; for 12 ads: -20%.

All artwork should be "camera ready" and is due at deadline. Productions costs incurred after the publisher receives advertisements (layout, typesetting, mechanical, etc.) will be charged to the client.

**Payment conditions:** in advance when reserving the space (cash or check).

## RESERVATION AND DELIVERY OF ARTWORKS

The reservation of space must be made 10 working days before the date of publication and the originals must be delivered with 5 days in advance. The originals will be provided by the advertiser or their advertising agency.

## TECHNICAL SPECIFICATIONS

Full page: 21 x 29,7 cm. (8 17/64 x 11 11/16 in.) • Live area: 18,8 x 27,7 cm. (7 13/32 x 10 29/32 in.) • Bleeding: 3 mm. • Binding: 2 pins.

## SENDING ADS

300 dpi digital files • JPG, PDF or TIFF format in CMYK. Vector files 300 dpi photos, fonts converted to curves (formats: EPS, PDF, AI or CDR). Send to: [ventas@ladevi.com](mailto:ventas@ladevi.com) and/or [ventas@siscomar.com.ar](mailto:ventas@siscomar.com.ar). FTP consult.

## INSERTATION RATES

Along with the publication can be distributed brochures, commercial manuals, flyers, etc. The rates are determined by the weight and the way of segmentation of the database. For more information ask: [ventas@ladevi.com](mailto:ventas@ladevi.com).

**ARGENTINA:** AV. CORRIENTES 880 PISO 13 • C1043AAV • BUENOS AIRES • (5411) 5217 7700 • [ARGENTINA@LADEVI.COM](mailto:ARGENTINA@LADEVI.COM)

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**COLOMBIA:** CRA 15 N° 93A-84 OFICINA 312 • BOGOTÁ • (571) 744-7238 • [COLOMBIA@LADEVI.COM](mailto:COLOMBIA@LADEVI.COM)

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