

EDITORIAL CONTENT

Hospitalidad & Negocios was launched in Argentina in 2006 aiming at meeting information and commercial needs of a vast sector of the hospitality industry: hotels, restaurant, entertainment centers, catering, congresses and conventions, and similar companies.

Thus, month after month, this publication offers updated and reliable information to the professionals in tourism, namely businessmen and officers of the main establishments, institutions and companies in the sector.

FREQUENCY

Monthly (the first days of each month).

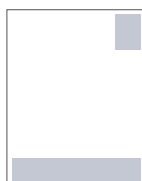
B2B CIRCULATION

Distribution by paid subscription to decision-makers in the industry.

Total: 7,000 copies audited by the Bureau of Circulation.

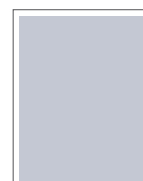
Readership 4,5 readers per copy.

ADVERTISING RATES



COVER EYE (I)
5 x 7 cm. • 1^{31/32} x 2^{31/64} in.
US\$ 930+VAT

COVER FOOTER
22,5 x 5,7 cm. • 8^{55/64} x 2^{11/16} in.
US\$ 1.457+VAT



1 PAGE
22,5 x 31 cm. • 8^{55/64} x 12^{13/64} in.
US\$ 1.457+VAT
INNER COVER
US\$ 2.760+VAT
INNER BACK COVER
US\$ 1.820+VAT
BACK COVER
US\$ 4.100+VAT



HALF PAGE
21,3 x 15 cm. • 8^{25/64} x 5^{29/32} in.
US\$ 800+VAT



1/4 HORIZONTAL PAGE
21,3 x 7,6 cm. • 8^{25/64} x 2^{53/64} in.
US\$ 390+VAT

Rates en US dollars.

FREQUENCY DISCOUNTS

They will be determined by the number of inserts agreed on and used during the period of 12 months.

3 ads **5%** • 6 ads **10%** • 9 ads **15%** • 12 ads **20%**.

Rates do not include the making up of ads and are subject to changes with no prior notice, according to operative and legal conditions in force.

Surcharge 25% due to preferential location.

Payment condition: in advance upon space booking (cash/check).

TECHNICAL SPECIFICATIONS

Bleed 23,1 x 31,6 cm. • Trim 22,5 x 31 cm. • Live area 21,3 x 30 cm.

Glossy paper of 80 grs. Offset printing 4 colors. Binding with 2 staples.

Digital files 300 dpi • Format JPG • PDF or TIFF in CMYK.

Vectorial file pictures 300 dpi, typographies converted to curves (Formats: EPS, PDF, AI or CDR).

Submit to ventas@ladevi.com and ventas@siscomar.com.ar.

Ask about FTP.

Advertising closing: 20 days before publication.

Fechas de publicación: 1st to 5th of each month.

RATES OF INSERTS

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

For further information contact: ventas@ladevi.com.



AUDITED BY:



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 N° 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