

EDITORIAL CONTENT

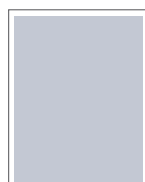
Viajando is a publication aimed at the end consumer, with first class editorial content for potential passengers looking for top level information and tourist information. Viajando is the only magazine in its genre, an excellent direct marketing tool that will provide updated information accompanied by the best and most varied tourist information. In each issue, a celebrity will tell about his/her travel experience. Carolina Cruz, Paola Rey, Laura Acuña, Isabel Cristina Estrada, Natalia Paris, among others, have already been on the cover of Viajando.

FREQUENCY

Special editions by season. Easter, June, September, and November.



ADVERTISING RATES



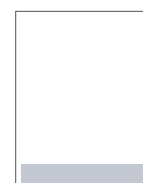
1 PAGE
 21,5 x 27,5 cm. • 8^{15/32} x 10^{23/54} in.
US\$ 1.900 + VAT
INNER COVER
US\$ 2.300 + VAT
INNER BACK COVER
US\$ 2.700 + VAT
BACK COVER
US\$ 2.700 + VAT



1/2 PAGE
 19,5 x 12,5 cm. • 7^{3/8} x 4^{29/64} in.
US\$ 1.250 + VAT



1/4 HORIZONTAL PAGE
 19,5 x 7,5 cm. • 7^{3/8} x 2^{61/64} in.
US\$ 750 + VAT



TICKER
 19,5 x 3 cm. • 7^{3/8} x 1^{3/16} in.
US\$ 1.100 + VAT

Rates expressed in US dollars.

CIRCULATION

Free of charge distribution of 10.000 copies to levels 5 and 6 of Bogotá's northern area, including Chicó, Rosales, La Cabrera, Santa Ana, exclusively by certified mail to private domiciles, previously determined by zone. Additionally, commercial center Retiro and Linas. Average readership: 70.000 readers.

DISCOUNTS FOR FREQUENCY

Ask about special discounts for Ladevi Ediciones advertisers.

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

BOOKING AND DELIVERY OF ORIGINALS

Space booking must be made 15 working days prior to the date of publication and originals must be submitted 10 days in advance.

TECHNICAL SPECIFICATIONS

Trim 21,5 x 27,5 cm. • Box 19,5 x 25,5 cm. Lacquered cover.

Glossy paper 80 grs.

Full color offset printing

Binding: Stapling

Submit ad in jpg format at 100% in 300 dpi CMYK.

SUBMISSION OF ADS

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 bmolina@ladevi.com.co and comercial2@ladevi.com.co.

Ask about FTP.

ARGENTINA: AV. CORRIENTES 880 PISO 13 • C1043AAV • BUENOS AIRES • (5411) 52177700 • 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