

EDITORIAL CONTENT

La Agencia de Viajes Colombia has been edited bimonthly and with no interruptions since March 2003 providing the most updated and complete information to professionals of the industry.

Its content combines news about products and services with interviews, articles and columns about destinations, marketing, management and stats, among other topics approached by specialists.

FREQUENCY

Bimonthly (Mondays).

B2B CIRCULATION

Distribution by personalized paid subscription to professionals in tourism, specially travel agents (83% of the edition).

Total: 5.500 bimonthly copies.

Readership: 3 readers per copy.

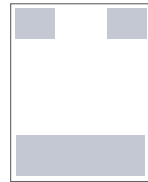
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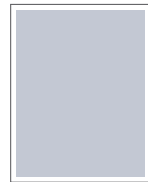
SEGMENTATION	QUANTITY
TRAVEL AGENCIES	4.565
SUPPLIERS	630
ORGANIZATIONS	305
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ADVERTISING RATES

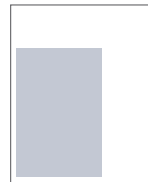


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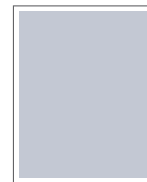
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Aisle 0,4 cm. Module 4 cm. wide x 4,75 cm. tall.

Cover in glossy paper of 90 grs. Inside color paper 80 grs.

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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 ventascolombia@ladevi.com, comercial2@ladevi.com.

Ask about FTP.

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