

## E-NEWS

### EDITORIALCONTENT

It is the informative digital bulletin for Argentina produced by Ladevi Ediciones. It contains a permanently updated summary of the market's activities with the journalistic treatment that turned Ladevi into a leader in tourist communication in Latin America and the Caribbean.

### FREQUENCY

Daily (Monday thru Friday).

### CIRCULATION

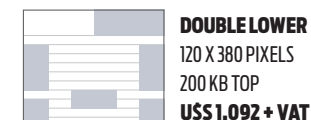
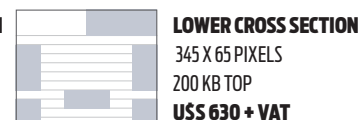
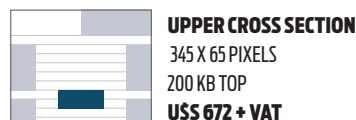
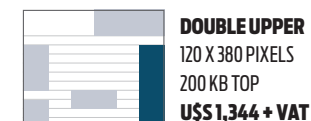
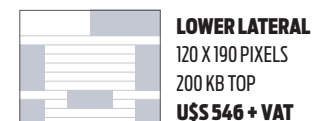
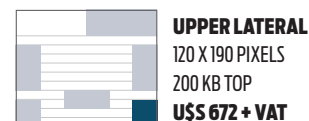
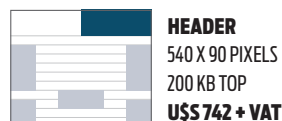
E-mail distribution to professionals in the tourist industry through a complete database that includes over 23.058 e-mail addresses (leisure and corporate).

### DISTRIBUTION BY REGION

CITY	QUANTITY
BOGOTÁ	6.672
MEDELLÍN	2.191
CALI	1.940
CARTAGENA	221
BARRANQUILLA	203
OTHERS	11.831
<b>TOTAL</b>	<b>23.058</b>

### DISTRIBUTION BY SEGMENT

SEGMENT	QUANTITY
TRAVEL AGENCIES	20,752
SUPPLIERS	1,354
ORGANIZATIONS	229
OTHERS	723
<b>TOTAL</b>	<b>23.058</b>



Rates expressed in US dollars weekly.

### DISCOUNTS FOR VOLUME

2 MONTHS	-5%
4 MONTHS	-10%
6 MONTHS	-15%
12 MONTHS	-20%

### TECHNICAL SPECIFICATIONS

Digital files in animated JPG or Gif format only, with a top weight of 200 kb.

Submit to [ventascolombia@ladevi.com](mailto:ventascolombia@ladevi.com),  
[comercial2@ladevi.com.co](mailto:comercial2@ladevi.com.co).

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