

EDITORIAL CONTENT

La Agencia de Viajes Ecuador has been edited monthly and with no interruptions since Marzo 2014, providing the most updated and complete information for professionals in 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

Monthly.

B2B CIRCULATION

Distribution by personalized paid subscription to professionals in tourism, specially travel agents (90% of the edition).

Total: 2.500 bimonthly copies.

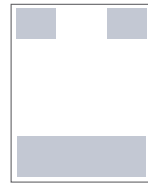
DISTRIBUTION BY REGION

REGION	QUANTITY
QUITO	1,247
GUAYAQUIL	597
CUENCA	248
LOJA	159
MACHALA	95
OTHERS	154
TOTAL	2,500

DISTRIBUTION BY SEGMENT

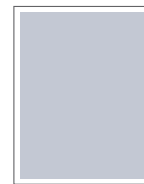
SEGMENTATION	QUANTITY
TRAVEL AGENCIES	2,175
SUPPLIERS	215
ORGANIZATIONS	110
TOTAL	2,500

ADVERTISING RATES



COVER EYES (2)
7 x 5 cm. • 2^{3/4} x 1^{31/32} in.
US\$ 1,750 + VAT

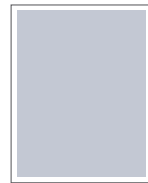
COVER FOOTER
26 x 10 cm. • 10^{15/64} x 3^{15/16} in.
US\$ 1,750 + VAT



2nd COVER
28 x 39 cm. • 11^{1/32} x 15^{23/64} in.
US\$ 2,800 + VAT

3rd COVER
US\$ 1,750 + VAT

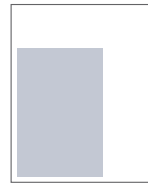
BACK COVER
US\$ 3,920 + VAT



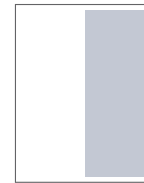
1 PAGE
28 x 39 cm. • 11^{1/32} x 15^{23/64} in.
US\$ 1,400 + VAT



1/2 PAGE
26 x 18,3 cm. • 10^{15/64} x 7^{13/64} in.
US\$ 840 + VAT



JUNIOR PAGE
17,2 x 27 cm. • 6^{49/64} x 10^{5/8} in.
US\$ 980 + VAT



1/2 PAGEV
12,8 x 37 cm. • 5^{3/64} x 14^{56/69} in.
US\$ 840 + VAT



1/6 PAGE
8,4 x 18,3 cm. • 3^{9/16} x 7^{13/64} in.
US\$ 352 + VAT



1/4 PAGEV
12,8 x 18,3 cm. • 5^{3/64} x 7^{13/64} in.
US\$ 504 + VAT

Rates are in US dollars.

FREQUENCY DISCOUNTS

Per contract over a period of 12 consecutive issues or 12 months.

Ask about discounts for campaign prepayment.

3 ADS	-3%
6 ADS	-5%
9 ADS	-10%
12 ADS	-15%

Surcharge: 25% for preferred location.

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

Payment conditions: in advance upon booking the space (cash/cheque/Bank Transfer).

BOOKING AND DELIVERY OF ORIGINALS

Space booking must be made 20 working days prior to the date of publication and originals must be submitted 10 days in advance.

Originals will be provided by the advertiser or its advertising agency.

TECHNICAL SPECIFICATIONS

Bleed 28,6 x 39,6 cm. • Trim 28 x 39 cm. • Live area 26 x 37 cm. • 6 columns of 4 cm.each. • Aisle 0,4 cm. Module 4 cm. wide x 4,75 cm. tall.

Cover in glossy paper 90 grs. Insider color paper 90 grs. Four-color offset printing. Binding: 2 staples.

AD SPECIFICATIONS

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 ladevicuador@gmail.com y ecuador@ladevi.com.

Ask about FTP.

INSERTION RATES

JBrochures, commercial manuals, flyers, etc. may be distributed together with the publications. Rates are given by the weight and form of segmentation of the database.

For further information contact: ladevicuador@gmail.com y ecuador@ladevi.com.

ARGENTINA

AV. CORRIENTES 880 PISO 13 • C1043AAV • BUENOS AIRES • (5411) 5217 7700

CHILE

SANTA MAGDALENA 75 OFS. 604 • PROVIDENCIA SANTIAGO DE CHILE • (562) 2244 1111

COLOMBIA

CRA 15 N° 93A-84 OFICINA 312 • BOGOTÁ • (571) - 744-7238

ECUADOR

LUXEMBURGO N34-251 Y HOLANDA - EDIFICIO PIACEVOLE TEL. (593-2) 6013910

MÉXICO

OAXACA 72. PISO 4º COL. ROMA NORTE, C.P. 06700 DELEG. CUAUHTEMOC, MÉXICO, D.F. - TEL: 55-67218834

PERÚ

JR. LOS PINOS 190 OF 1302, MIRAFLORES (511) 784 1092

URUGUAY

GARCÍA CORTINAS 2541 AP. 502 • 11300 • MONTEVIDEO • (5982) 712 0993

USA

abertini@ladevi.com • (305) 680 2083