

**THE MAGAZINE OF TOURISM EXECUTIVES**

La Agencia de Viajes Latinoamérica Magazine is from January 2016 AV Latam. A re-launch that includes a modern layout, changes in content and improvements in distribution. Faced with the significant presence of Ladevi Ediciones in the main countries of the region through print and electronic media, AV Latam provide an informational differential by concentrating on the needs of the managerial level of the industry.

Articles about corporate management, business travel and meeting tourism, along with special reports, statistics, news about companies and products that mark a trend and in-depth interviews with travel and tourism referents will mark this new stage.

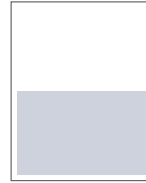
From two printing plants –one in Buenos Aires and another in Mexico City– AV Latam will reach an extensive database of decision makers in Latin America, the Caribbean and the United States every month.

**FREQUENCY AND CIRCULATION**

Monthly distribution by personalized subscription to the management level of tourism professionals, especially travel agents (92% of the circulation) in Latin America and the Caribbean. Total: 12,000 copies. Readership: 3.2 readers per copy, totaling a flow of 38,400 readers. Subscription: US\$ 72 per year.



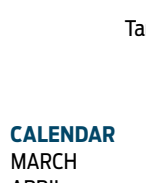
**OJO DE TAPA**  
4,2 x 4,3 cm. • 1<sup>27</sup>/<sub>32</sub> x 1<sup>17</sup>/<sub>16</sub> in.  
**US\$ 2.329 + VAT**



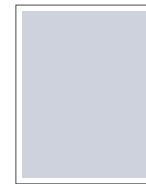
**PIE DE TAPA**  
19 x 5 cm. • 7<sup>31</sup>/<sub>64</sub> x 1<sup>27</sup>/<sub>32</sub> in.  
**US\$ 3.185 + VAT**



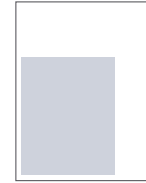
**1/4 VERTICAL**  
9 x 13 cm. • 3<sup>25</sup>/<sub>64</sub> x 5<sup>17</sup>/<sub>16</sub> in.  
**US\$ 771 + VAT**



**1/4 HORIZONTAL**  
18,8 x 5,1 cm. • 7<sup>23</sup>/<sub>32</sub> x 2<sup>1</sup>/<sub>64</sub> in.  
**US\$ 771 + VAT**



**1 PÁGINA INTERIOR**  
21 x 29,7 cm. • 8<sup>17</sup>/<sub>64</sub> x 11<sup>17</sup>/<sub>16</sub> in.  
**US\$ 2.548 + VAT**  
**RETIRACIÓN DE TAPA**  
**US\$ 3.185 + VAT**  
**RET. DE CONTRATAPA**  
**US\$ 5.096 + VAT**  
**CONTRATAPA**  
**US\$ 7.134 + VAT**



**1/2 PÁGINA AMERICANA**  
13,8 x 19,5 cm. • 5<sup>7</sup>/<sub>16</sub> x 7<sup>23</sup>/<sub>64</sub> in.  
**US\$ 1.682 + VAT**



**1/8 PÁGINA VERTICAL**  
9 x 5 cm. • 3<sup>25</sup>/<sub>64</sub> x 1<sup>27</sup>/<sub>32</sub> in.  
**US\$ 565 + VAT**

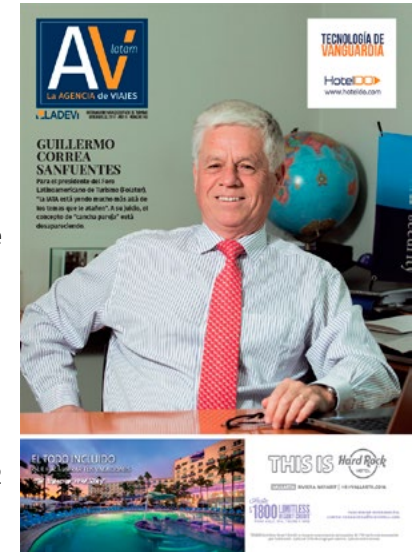
Tarifas expresadas en dólares estadounidenses.

**RESERVATION AND DELIVERY OF ARTWORKS**

The reservation of space must be made 10 working days before the date of publication and the originals must be delivered with 5 days in advance. The originals will be provided by the advertiser or their advertising agency.

**TECHNICAL SPECIFICATIONS**

Full page: 21 x 29.7 cm. (8 17/64 x 11 11/16 in.) • Live area: 18.8 x 27.7 cm. (7 13/32 x 10 29/32 in.) • Bleeding: 3 mm. • Binding: 2 pins.



**SENDING ADS**

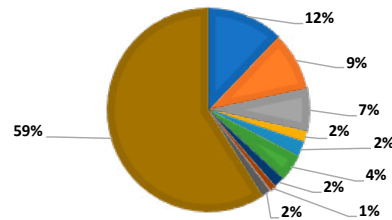
300 dpi digital files • JPG, PDF or TIFF format in CMYK. Vector files 300 dpi photos, fonts converted to curves (formats: EPS, PDF, AI or CDR). Send to: [ventas@ladevi.com](mailto:ventas@ladevi.com) and/or [ventas@siscomar.com.ar](mailto:ventas@siscomar.com.ar). FTP consult.

**INSERTATION RATES**

Along with the publication can be distributed brochures, commercial manuals, flyers, etc. The rates are determined by the weight and the way of segmentation of the database. For more information ask: [ventas@ladevi.com](mailto:ventas@ladevi.com).

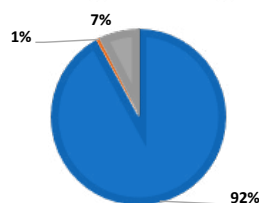
**DISTRIBUTION BY REGION**

- Mexico
- Brasil
- Argentina
- Colombia
- Venezuela
- Peru
- Chile
- Ecuador
- Uruguay
- Others



**DISTRIBUTION BY SEGMENT**

- TRAVEL AGENCIES
- SUPPLIERS
- ORGANIZATIONS



**CALENDAR**

|           |  |
|-----------|--|
| MARCH     | DESCUBRA FLORIDA SECTION                             |
| APRIL     | EUROPE   |
| MAY       | DESCUBRA FLORIDA SECTION                             |
| JUNE      | ISLAND AND BEACHES                                   |
| JULY      | MICE SEGMENT   GBTA (2 SECTIONS)                     |
| AUGUST    | CAR RENTAL AND MEDICAL ASSISTANCE   DESCUBRA FLORIDA |
| SEPTEMBER | CRUISE LINES   |
| OCTOBER   | UNITED STATES (FIT)                                  |
| NOVEMBER  | WEDDINGS   DESCUBRA FLORIDA SECTION                  |
| DECEMBER  | TECHNOLOGY   |

**DISCOUNTS BY FREQUENCY**

Will be determined by the number of insertions scheduled and used during a period of 12 months. For 3 ads: -5%; for 6 ads: -10%; for 10 warnings: -15%; for 12 ads: -20%.

All artwork should be "camera ready" and is due at deadline. Productions costs incurred after the publisher receives advertisements (layout, typesetting, mechanical, etc.) will be charged to the client. **Payment conditions:** in advance when reserving the space (cash or check).

**ARGENTINA:** AV. CORRIENTES 880 PISO 13 • C1043AAV • BUENOS AIRES • (541) 5217 7700 • [ARGENTINA@LADEVI.COM](mailto:ARGENTINA@LADEVI.COM)

**CHILE:** SANTA MAGDALENA 75 OFS. 604 • PROVIDENCIA SANTIAGO DE CHILE • (562) 2244 1111 • [CHILE@LADEVI.COM](mailto:CHILE@LADEVI.COM)

**COLOMBIA:** CRA 15 Nº 93A-84 OFICINA 312 • BOGOTÁ • (571) -744-7238 • [COLOMBIA@LADEVI.COM](mailto:COLOMBIA@LADEVI.COM)

**ECUADOR:** LUXEMBURGO N34-251 Y HOLANDA • EDIFICIO PIACEVOLE TEL. (593-2) 6013910 • [ECUADOR@LADEVI.COM](mailto:ECUADOR@LADEVI.COM)

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**PERÚ:** JR. LOS PINOS 190 OF 1302, MIRAFLORES (511) 784 1092 • [PERU@LADEVI.COM](mailto:PERU@LADEVI.COM)

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