

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.

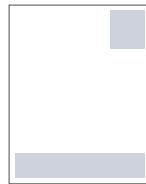
Total: 12,000 copies. Readership: 3.2 readers per copy, totaling a flow of 38,400 readers. Subscription: US\$ 72 per year.

DISTRIBUCIÓN POR REGIONES

COUNTRY	QUANTITY
MEXICO	1.463
BRAZIL	1.134
ARGENTINA	816
COLOMBIA	203
VENEZUELA	287
PERU	516
CHILE	207
ECUADOR	114
URUGUAY	174
OTHERS	7.086
TOTAL	12.000

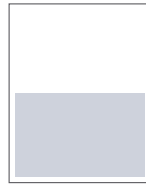
DISTRIBUCIÓN POR SEGMENTOS

SEGMENT	QUANTITY
TRAVEL AGENCIES	11.040
OFFICIAL ENTITIES	82
OTROS	878
TOTAL	12.000

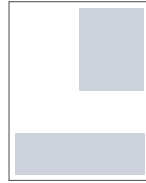


OJO DE TAPA
4,2 x 4,3 cm. • 1²⁷/₃₂ x 1¹¹/₁₆ in.
US\$ 2.329 + VAT

PIE DE TAPA
19 x 5 cm. • 7³¹/₆₄ x 1²⁷/₃₂ in.
US\$ 3.730 + VAT

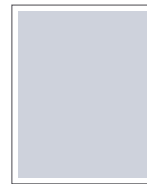


1/2 PÁGINA HORIZONTAL
18,8 x 13 cm. • 17²⁷/₃₂ x 5¹¹/₁₆ in.
US\$ 1.720 + VAT

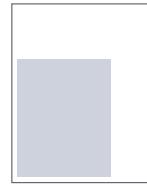


1/4 VERTICAL
9 x 13 cm. • 3³⁵/₆₄ x 5¹¹/₁₆ in.
US\$ 863 + VAT

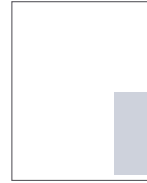
1/4 HORIZONTAL
18,8 x 5,1 cm. • 7²⁷/₃₂ x 2¹/₆₄ in.
US\$ 863 + VAT



1 PÁGINA INTERIOR
21 x 29,7 cm. • 8¹⁷/₆₄ x 11¹⁷/₁₆ in.
US\$ 2.548 + VAT
RETIRACIÓN DE TAPA
US\$ 8.742 + VAT
RET. DE CONTRATAPA
US\$ 5.828 + VAT
CONTRATAPA
US\$ 13.110 + VAT



1/2 PÁGINA AMERICANA
13,8 x 19,5 cm. • 5⁷/₁₆ x 7²³/₆₄ in.
US\$ 1.995 + VAT



1/8 PÁGINA VERTICAL
9 x 5 cm. • 3²⁵/₆₄ x 1²⁷/₃₂ in.
US\$ 475 + VAT

Tarifas expresadas en dólares estadounidenses.

CALENDAR

JANUARY	VISIT FLORIDA SECTION
FEBRUARY	VISIT FLORIDA SECTION
MARCH	VISIT FLORIDA SECTION
APRIL	VISIT FLORIDA SECTION
MAY	EUROPE / VISIT FLORIDA SECTION
JUNE	BEACHES / VISIT FLORIDA SECTION
JULY	MICE SEGMENT
AUGUST	CAR RENTAL AND MEDICAL ASSISTANCE
SEPTEMBER	CRUISE LINES
OCTOBER	UNITED STATES
NOVEMBER	WEDDINGS
DICEMBER	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).

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 and/or 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.

ARGENTINA

AV. CORRIENTES 880 PISO 13 • C1043AAV • BUENOS AIRES • (541) 5217 7700

CHILE

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

COLOMBIA

CRA 15 Nº 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

