

## EDITORIAL CONTENT

La Agencia de Viajes México has been monthly edited since September 2012, providing the most updated and complete information to 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 (86% of the edition).

**Total:** 5.500 bimonthly copies.

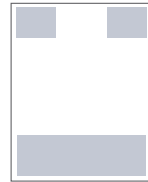
## DISTRIBUTION BY REGION

| REGION           | QUANTITY     |
|------------------|--------------|
| FEDERAL DISTRICT | 2.500        |
| JALISCO          | 1.200        |
| MEXICO           | 560          |
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| QUINTANA ROO     | 184          |
| OTROS            | 599          |
| <b>TOTAL</b>     | <b>5.500</b> |

## DISTRIBUTION BY SEGMENT

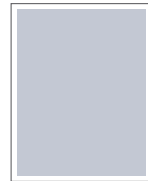
| SEGMENTATION    | QUANTITY     |
|-----------------|--------------|
| TRAVEL AGENCIES | 4.730        |
| SUPPLIERS       | 452          |
| ORGANIZATIONS   | 318          |
| <b>TOTAL</b>    | <b>5,500</b> |

## ADVERTISING RATES



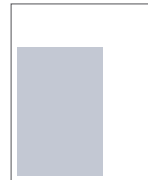
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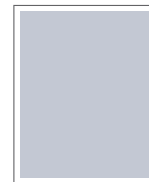
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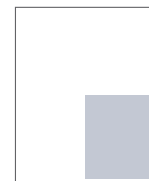
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|        |             |
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Originals will be provided by the advertiser or its advertising agency.

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## 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).

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