

E-NEWS

EDITORIAL CONTENT

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

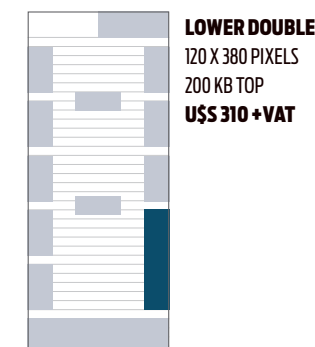
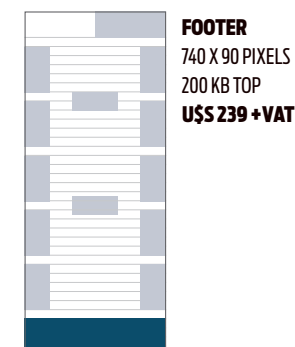
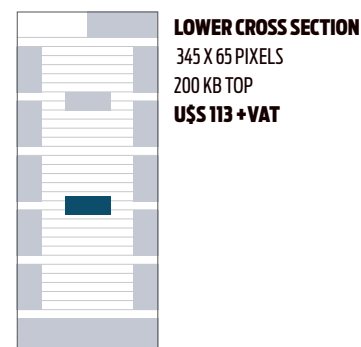
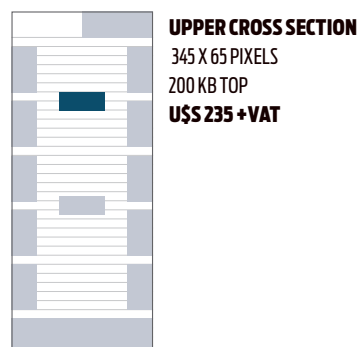
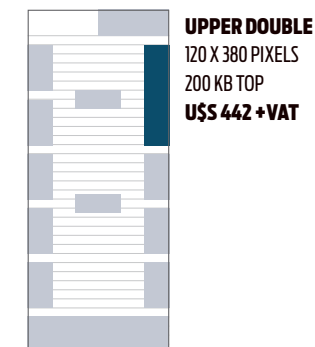
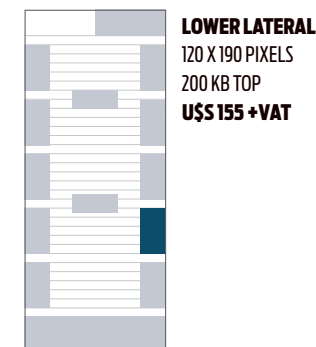
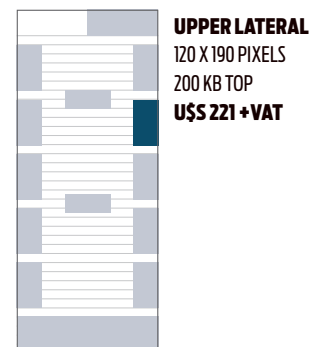
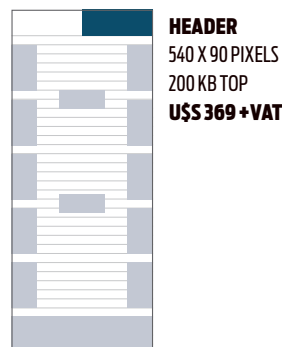
E-mail distribution to professionals in the tourist industry through a complete database that includes over 12.610 e-mail addresses (leisure and corporate).

DISTRIBUTION BY REGION

REGION	QUANTITY
MÉXICO DF	4.905
LEÓN	1.057
JUÁREZ	392
PUEBLA	158
TIJUANA	54
OTHERS	6.044
TOTAL	12.610

DISTRIBUTION BY SEGMENT

SEGMENT	QUANTITY
TRAVEL AGENCIES	10.844
SUPPLIERS	869
ORGANIZATIONS	152
OTHERS	715
TOTAL	12.610



Rates expressed monthly in US dollars, per week.

DISCOUNTS FOR VOLUME

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

TECHNICAL SPECIFICATIONS

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

Submit to publicidad@ladevi.com.

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