

EDITORIAL CONTENT

La Agencia de Viajes Perú has been edited monthly and with no interruptions since February 2011, 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

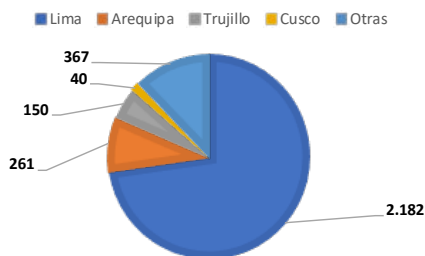
Monthly.

B2B CIRCULATION

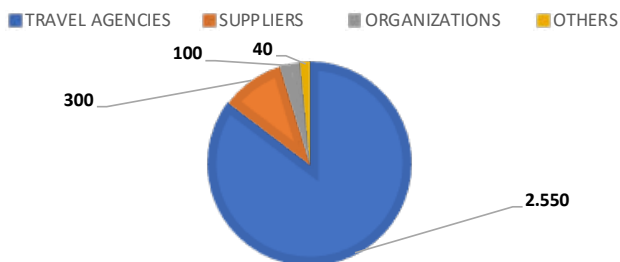
Distribution by personalized paid subscription to professionals in tourism, specially travel agents (85% of the edition).

Total: 3.000 bimonthly copies.

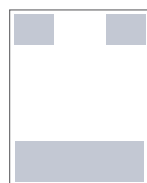
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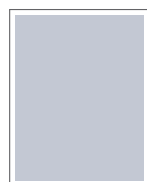
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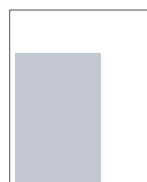
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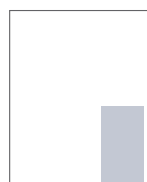
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Rates are in US dollars.

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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 115 grs. Insider color paper 80 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 peru@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: peru@ladevi.com.

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