

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

Twice a week (Tuesdays and Thursdays).

CIRCULATION

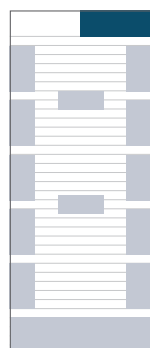
E-mail distribution to professionals in the tourist industry through a complete database that includes over 7.285 e-mail addresses (leisure and corporate).

DISTRIBUTION BY REGION

REGION	QUANTITY
LIMA	1.912
CUSCO	438
AREQUIPA	368
YANAHUARA	348
CALLAO	341
OTHERS	1.707
TOTAL	7.285

DISTRIBUTION BY SEGMENT

SEGMENT	QUANTITY
TRAVEL AGENCIES	6.192
SUPPLIERS	928
OFFICIAL ENTITIES	38
OTHERS	127
TOTAL	7.285



HEADER
540 X 90 PIXELS
200 KB TOP
US\$ 140 + VAT



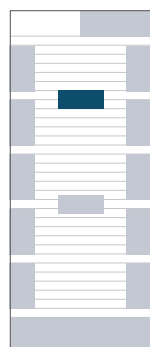
UPPER LATERAL
120 X 190 PIXELS
200 KB TOP
US\$ 84 + VAT



LOWER LATERAL
120 X 190 PIXELS
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UPPER DOUBLE
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LOWER CROSS SECTION
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120 X 380 PIXELS
200 KB TOP
US\$ 112 + VAT

Rates expressed Weekly in US dollars.

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 peru@ladevi.com.

ARGENTINA

AV. CORRIENTES 880 PISO 13 • C1043AAV • BUENOS AIRES • (5411) 5217 7700

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

COLOMBIA

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ECUADOR

LUXEMBURGO N34-251 Y HOLANDA - EDIFICIO PIACEVOLE TEL. (593-2) 6013910

MÉXICO

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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