

E-NEWS

EDITORIAL CONTENT

It is the digital informative bulletin for Uruguay produced by Ladevi Ediciones. It contains an updated summary of the market's activities with the journalistic treatment that turned Ladevi into a leader in tourist communication in Argentina, Chile, Venezuela, Peru, Mexico and Colombia.

FREQUENCY

Weekly (Tuesdays).

B2B CIRCULATION

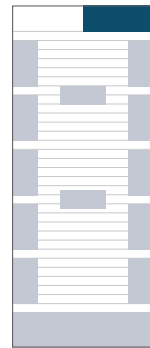
E-mail distribution to professionals in the tourist industry through a complete database that includes over 1.199 e-mail addresses (leisure and corporate).

DISTRIBUTION BY REGION

REGION	QUANTITY
MONTEVIDEO	772
MALDONADO	138
COLONIA	74
SALTO	26
OTHERS	622
TOTAL	1.199

DISTRIBUTION BY SEGMENT

SEGMENT	QUANTITY
TRAVEL AGENCIES	702
SUPPLIERS	454
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TOTAL	1.199



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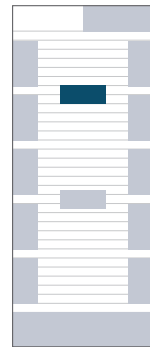
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DISCOUNTS FOR VOLUME

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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.

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