

### EDITORIAL CONTENT

Publication thought as a magazine for travelers. Through a well-cared presentation, it offers articles, sections and columns made by a renowned team of journalists.

In its pages, *Viajando* depicts the renewed offer of products and services in the market, providing the reader with an interesting range of alternative to plan their vacations or weekend trips. Also, with the aim of providing information to the business traveler, the magazines has a specific section for this segment: *Viajando Corporate*.

### FREQUENCY

Quarterly + Special editions FIT and Northern Argentina.

### B2C CIRCULATION

**Total:** 20,000 copies.

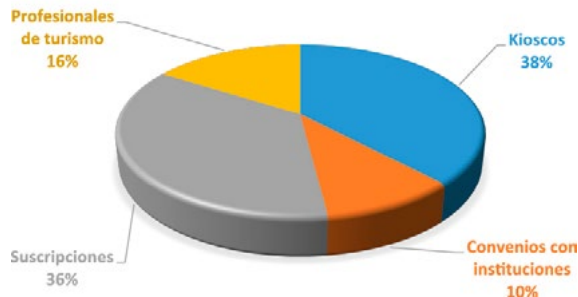
**Readership:** 3,9 readers per copy.

### READER'S PROFILE

Balanced participation of men and women, mostly between 30 and 50 years old, who invest time and money on lifestyle pleasures, always caring for their body and image.

This segment builds its identity through knowledge and pleasure, with a great preference for trips.

### DISTRIBUCIÓN VIAJANDO AL CONSUMIDOR FINAL



### ADVERTISING RATES

**1 PAGE**  
 22,5 x 28 cm. • 8<sup>5/64</sup> x 11<sup>1/32</sup> in.  
**US\$ 2.700 - + VAT**  
 INNER FRONT COVER  
**US\$ 3.370 - + VAT**  
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**1/2 PAGE**  
 20,5 x 12,5 cm. • 8<sup>5/64</sup> x 4<sup>29/64</sup> in.  
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**DOUBLE PAGE**  
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**1/4 HORIZONTAL PAGE**  
 20,5 x 7,5 cm. • 8<sup>5/64</sup> x 2<sup>51/64</sup> in.  
**US\$ 810 - + VAT**

**INFOMERCIAL**  
**US\$ 2,430 + VAT**

Rates expressed in US dollars.

### DISCOUNTS FOR FREQUENCY

**Surcharges:** 25% for preferred location.

**Conditions:** in advance upon space booking (cash or cheque).

Rates do not include the making of ads and are subject to modifications without prior notice, pursuant to the operative and legal conditions in force.

### BOOKING AND DELIVERY OF ORIGINALS

Space booking must be made 15 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 23,1 x 28,6 cm. • Trim 22,5 x 28 cm. • Live area 20,5 x 26 cm.  
 Lacquered cover • Glossy paper 80 grs. Full color offset printing.  
 Binding: Binder. Submit ad in jpg format at 100% in 300 dpi CMYK.

### 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 [ventas@ladevi.com](mailto:ventas@ladevi.com) and [ventas@siscomar.com.ar](mailto:ventas@siscomar.com.ar). Ask about FTP.

### RATES OF INSERTS

Brochures, 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: [ventas@ladevi.com](mailto:ventas@ladevi.com).



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