

CONTRASEÑAS



NO *hagas negocios* SIN ELLA™

Profile



EDITORIAL:

An editorial product of the highest graphic quality with interesting contents: Travel, cuisine and wines, design, life styles... Strong graphic display and exquisite design.

MARKETING DRIVERS:

CEO's, Directors and Management of the most important International and National Companies. Business Managers, Private Small Companies Owners. Professional men and women. Frequent shoppers Consumers. Frequent business or pleasure travelers.

READERS:

AMERICAN EXPRESS CORPORATE ASSOCIATES.

70%

Men

30%

Women

CHARACTERISTICS:

DISTRIBUTION:

74%

CABA and GBA Inside the country

26%

Average age: 30-50
Income average: High / Very high

Frecuency: bimonthly publication
Run: 17.000 copies
Format: 9,1 x 11,8 in
CMYK / Offset



C

THE MAGAZINE
FOR THE HIGH
END ARGENTINE
MARKET

MARKETING
PRIME
EDITORIAL

PRIME
Digital

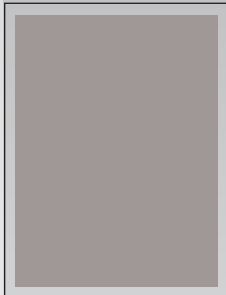


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Ad technical measurements and rates 2019

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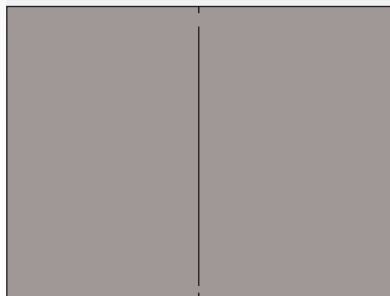
FULL PAGE:



Bleed: 23x30cm

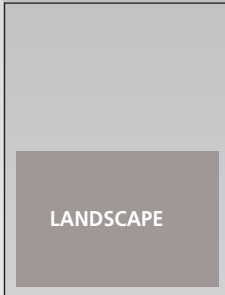
Back cover	U\$D 6160
Inside or back cover	
Pages 5 o 7	U\$D 4300
Inside pages	U\$D 3600

DOUBLE PAGE: U\$D 4750

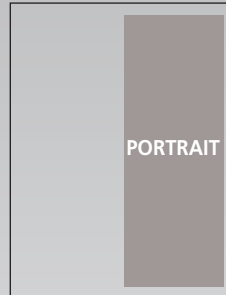


Bleed: 46x30cm

1/2 PAGE: U\$D 1750

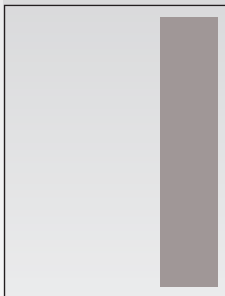


Bleed: 23x15cm



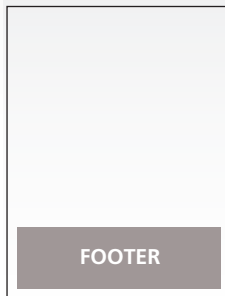
Bleed: 11x30cm

COLUMN: U\$D 1100

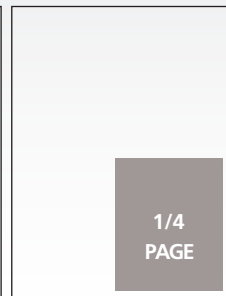


6x26cm

FOOTER 1/4 PAGE U\$D 920

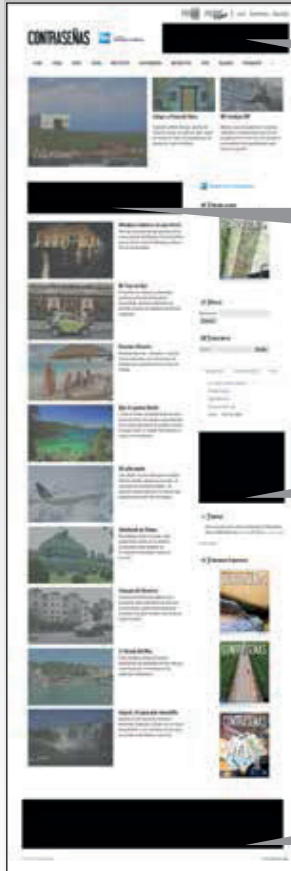


20x6cm



9.7x12.7cm

DIGITAL EDITION / WEB SITE



HEADER
444 X 100 PX

Home USD 940
Sections USD 580

SIDEBAR
550 X 100 PX

Home USD 700

SIDEBAR
300 X 250 PX

Home USD 580
Sections USD 350

FOOTER
920 X 170 PX

Home USD 470
Sections USD 290

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ANNUAL SCHEDULE:

February (FLORIDA SPECIAL EDITION)
March
May
August
September
November
December

IVA del 2,5%

DELIVERY CONDITIONS:

Material is to be turned in the following formats: **InDesign:** Fonts used must be sent attached and file images in CMYK. **Adobe Illustrator:** Ai or EPS in four colors (M) with all fonts converted to curves. **Adobe Photoshop:** Tiff, in CMYK (without compression), JPG or EPS always in CMYK, 300 dpi. **Corel Draw:** Exported into Adobe Illustrator, or JPG in four colors (CMYK) with all fonts converted to curves and all images embedded in the file. All files must be in Macintosh platform. *Non-bleed ads must be kept at 5 mm from all sides to allow for trim.*



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