



ADVERTISING RATES

DESCRIPTION	ONCE	2 TIMES	3 TIMES	4 TIMES
4 th . Cover	\$ 7,700.00	\$ 7,315.00	\$ 6,949.25	\$ 6,601.79
2 nd . Cover	\$ 6,800.00	\$ 6,460.00	\$ 6,137.00	\$ 5,830.15
3 rd . Cover	\$ 6,100.00	\$ 5,795.00	\$ 5,505.25	\$ 5,229.99
Interior Page	\$ 5,450.00	\$ 5,177.50	\$ 4,918.63	\$ 4,672.69

SPECIAL PUBLICATIONS

Gatefold 4 th Cover	\$ 10,500.00	\$ 9,800.00	\$ 9,500.00	\$ 9,200.00
Newsletter	\$ 1,600.00	\$ 1,300.00	\$ 1,100.00	\$ 1,000.00
Inserts	\$ 0.50 each			

(Prices in USCY. Valid since September 2009)

GENERAL CHARACTERISTICS

Bilingual edition: English and Spanish

Regularity: Quarterly

Print run: 20,000 issues

Readers by issue: 4 persons

Distribution: National and International

Dimensions: 23 x 30 cm.

Printing: offset (CMAN)

Binding: Hot melt

Front Cover: Imported Couche creagloss 250gr.

Interior Pages: Imported Couche creagloss 135 gr.

Minimum pages: 56

Full color: 4 Ink

Readers: Men 75% Women 25%

Age Range: from 30 to 65 years old

Social Status: Highend

NOTE:

- * The payments in national currency will be accepted to the exchange rate of the day.
- * Full Rates.
- * They do not include I.V.A. (TAX)
- * Cancellations will not be accepted after the closing date.
- * Special designs will be quoted according to the characteristics.

CLOSING DATES and MATERIAL DELIVERY

Spring	15th of April
Summer	1 st . of July
Autumn	1 st . of October
Winter	1st. of January

MATERIALS

DIGITAL FILES: In MAC platform Freehand or Illustrator path, Quarkxpress, Photoshop or EPS, TIFF and JPG files in High Resolution (300 DPI)

Scanned Photos in High Resolution: 300 DPI or separately deliver slides or negatives in formats 4 x 5" or 2 1/4 x 2 1/4".

LOGOTYPES: Original black and white line or digital file Freehand or Illustrator, Photoshop or EPS, TIFF and JPG files in High Resolution (300 DPI)