

# LATIN TRADE MAGAZINE

## Your Business Source for Latin America

For executives doing business in the region, there is only one connection to Latin America business that offers an award-winning print platform. Latin Trade (LT) delivers your brand and your message to those who can influence your bottom line. Let Latin Trade be part of your advertising and marketing solution.

Latin Trade Magazine is the premier pan-regional business publication in Latin America. Published bi-monthly in Spanish and English, it provides more than 164,000 readers with indispensable, high quality information on the major issues and personalities that shape corporate developments in Latin America

No other pan-regional business magazine delivers the premium audience of Latin America's most powerful business and government leaders as well as access to its sophisticated consumers.

**Latin Trade Group is a one-stop multimedia source for brands and marketers, offering customized print, digital and event marketing solutions.**

### ▶ **Key Differentiators:**

- Recognized authority for 17 years
- Premium audience of top decision makers
- Award-winning editorial and design
- Editorial integrity
- Integrated multi-media marketing
- Custom marketing solutions



INSIGHTFUL  
 COMPREHENSIVE  
 AWARD-WINNING CONTENT

## EDITORIAL HIGHLIGHTS

With hard-hitting and wide-ranging coverage of news, events and trends around Latin America and the Caribbean, Latin Trade's seasoned journalists bring perspective, context and new ideas to give readers the insights and knowledge they need to stay ahead.

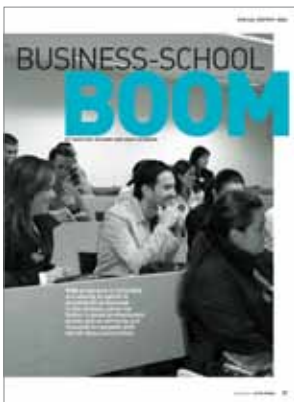


### COUNTRY REPORT

Each issue features an in-depth country report looking at recent trends and future outlook for business.

### INDUSTRY REPORTS

Each issue features an in-depth industry report that looks at a fast-growing sector, key trends and outlook.



### SPECIAL REPORTS

Each issue features an in-depth special report on various key issues ranging from education to CSR.

### ON THE ROAD

Latin Trade's essential guide for the business traveler gives readers information for faster and more efficient travel, tips from insiders and stories about the leading destinations for business travel.

### IN EVERY ISSUE: THE SCENE

Key trends in Latin American business.

### TECH TRENDS

Technologies that are helping companies in Latin America.

### MADE IN

Exports where Latin American countries excel globally.

# READERSHIP

Circulation: 40,990  
 Readership: 163,960

## Latin Trade Audience

Latin Trade's content reaches a premium audience across the Americas.

### The Basics

|               |     |
|---------------|-----|
| Male .....    | 78% |
| Female .....  | 22% |
| Married ..... | 69% |

93% of readers are between 25-59 years of age

### Highly Educated

A total of 95% have a college or university degree

### Powerful Leaders

Senior executives comprise the core of **Latin Trade** subscribers:

|                                                  |     |
|--------------------------------------------------|-----|
| CEO/Owner/Partner/Director/General Manager ..... | 41% |
| Senior executives and government officials ..... | 59% |

### Decision Makers

**Latin Trade** subscribers have either direct authority, make recommendations or influence the decision-making process regarding strategic initiatives, purchases or investment decisions within their companies in the following areas:

- >> Banking/Financial services
- >> Shipping & Transportation
- >> Computer hardware & software
- >> Travel services
- >> Electronics
- >> Telecommunications
- >> Professional services (consulting and legal)
- >> Office equipment solutions
- >> Real estate
- >> Aircraft purchase & lease
- >> Human Resources
- >> Health care
- >> Security

## Globetrotters

**Latin Trade** subscribers take an average of 18 international trips a year: an average of 61% of their travel is business-related.

In the last year, 46% of **Latin Trade** subscribers vacationed at a resort or spa and 30% enjoyed a cruise vacation.

## Diversified Investors

**Latin Trade** subscribers use these financial services:

- >> Brokerage firm
- >> Mutual funds
- >> Real estate
- >> Private bank
- >> Estate planning
- >> Securities (stocks and bonds)
- >> Financial advisor

## Sophisticated Clientele

Paying with plastic:

70% use a credit card, including corporate and exclusive credit cards

Shopping online:

61% frequently make purchases via Internet

**Latin Trade** subscribers routinely buy:

- Electronics
- Luxury clothing
- Perfume
- Automobiles
- Watches/Jewelry
- Liquor

Over half of **Latin Trade** subscribers own a second home, apartment or time-share.

## TOTAL MARKET PRESENCE

Latin Trade is Latin America's premier business publication and most effective advertising platform, reaching 163,960 readers via publications in Spanish and English.

### CIRCULATION

| COUNTRY                   | TOTAL QUALIFIED |
|---------------------------|-----------------|
| Argentina                 | 1,119           |
| Brazil                    | 12,124          |
| Chile                     | 1,630           |
| Colombia                  | 1,950           |
| Costa Rica                | 950             |
| Dominican Republic        | 276             |
| Ecuador                   | 325             |
| El Salvador               | 745             |
| Guatemala                 | 502             |
| Honduras                  | 252             |
| Mexico                    | 14,800          |
| Nicaragua                 | 230             |
| Panama                    | 1,010           |
| Peru                      | 1,005           |
| Puerto Rico               | 668             |
| Venezuela                 | 1,015           |
| Other Latin Am./Caribbean | 87              |
| Total Latin Am./Caribbean | 38,688          |
| Total United States       | 2,302           |
| <b>Total Circulation</b>  | <b>40,990</b>   |
| <b>Total Readership</b>   | <b>163,960</b>  |

### AIRLINES

Latin Trade is distributed in first and business class of the following airlines in addition to VIP Clubs in select locations:

- American Airlines
- Avianca
- British Airways
- Continental Airlines
- Copa Airlines
- Delta Airlines
- Iberia
- LAN
  - Argentina
  - Chile
  - Ecuador
  - Peru
- United Airlines

### KEEPING TRAVELERS INFORMED

Latin Trade is available in the following hotel chains in select locations:

- Four Seasons Marquis
- Hilton
- Hyatt Regency
- InterContinental Hotels
- Marriott Hotels
- Ritz Carlton
- Sol Meliá
- Starwood Hotels
  - Sheraton
  - W Hotels

### GLOBAL TRADE ORGANIZATIONS

Latin Trade is distributed by American Chambers of Commerce, World Trade Centers and other trade organizations throughout Latin America and the Caribbean.

Argentina • Brazil • Colombia • Costa Rica • El Salvador  
 • Guatemala • Honduras • Mexico • Nicaragua • Panama

### BONUS DISTRIBUTION

Latin Trade is distributed at leading industry conferences worldwide, providing high quality exposure for your brand.\*

\* Please see editorial calendar for listings of conferences and events per issue.

# ADVERTISING RATES

## DISPLAY ADVERTISING RATES

**PAN-REGIONAL EDITION**  
**Latin America/US-International**  
**Spanish and English**

|           | 1x         | 3x     | 6x     |
|-----------|------------|--------|--------|
| Spread    | US\$20,400 | 19,000 | 17,300 |
| Full Page | 11,400     | 10,600 | 9,600  |
| 2/3 page  | 8,600      | 8,000  | 7,400  |
| 1/2 page  | 6,800      | 6,400  | 5,800  |

### Special Positions

|                                                   | 1x         | 3x     | 6x     |
|---------------------------------------------------|------------|--------|--------|
| Back Cover                                        | US\$14,200 | 13,200 | 12,000 |
| Inside Front Cover Spread                         | 23,400     | 21,600 | 19,800 |
| RH Opposite Editor's Letter,<br>RH Opposite T.O.C | 13,000     | 12,200 | 11,000 |

Right-Hand Requested Position + 10%

**ENGLISH EDITION**  
**Brazil/US-International**  
**English only**

|           | 1x        | 3x    | 6x    |
|-----------|-----------|-------|-------|
| Spread    | US\$8,600 | 8,000 | 7,200 |
| Full Page | 4,800     | 4,400 | 4,200 |

**SPANISH EDITION**  
**All Latin America(excluding Brazil)**  
**Spanish only**

|           | 1x         | 3x     | 6x     |
|-----------|------------|--------|--------|
| Spread    | US\$15,800 | 14,800 | 13,400 |
| Full Page | 8,800      | 8,200  | 7,600  |

\* All rates are gross in US dollars. Rates per insertion.

### LATIN TRADE GROUP - A GROUP OF PRODUCTS OF MIAMI MEDIA LLC: TERMS AND CONDITIONS OF SALE

- This Insertion Order constitutes an agreement between Miami Media LLC (Miami Media) and its advertiser, either directly or through its advertising agency hereinafter collectively referred to as "Advertiser," both of whom shall be considered jointly and severally liable for payment and compliance with all conditions of the agreement. As the advertising contracted for herein will be consolidated with other advertisements to facilitate production and publication, cancellation is not allowed.
- Advertisers shall supply advertising materials to Miami Media pursuant to Miami Media's current and prevailing mechanical specification requirements. If the required production materials are not supplied by Advertiser, then Advertiser will be charged for Miami Media creating the necessary material(s).
- Advance payment for advertisements is required of all Advertisers until credit has been established. If credit has been established Advertiser agrees to pay Miami Media at the "per insertion" rate set forth above within ten (10) days of the receipt of Miami Media's invoice with tearsheet(s).
- Advertiser agrees to pay Miami Media for service charges equal to 1 1/2% of the outstanding balance per month on all balances outstanding in excess of thirty (30) days.
- Miami Media is responsible for errors up to the cost of the ad in advertising credit. Advertiser agrees that unless it makes written objection to the billing amount set forth in Miami Media's invoices or if there is an error in the ad within thirty (30) days of invoice date, the amount due shall be deemed correct in all respects. Miami Media does not assume liability for omissions, or in the event of an error, for any claim to exceed the cost to the advertiser of the actual space occupied by the advertisement or section thereof in which the error occurs.
- Advertiser represents and warrants that its advertisement will not contain any matter that is obscene or libelous, or violates the rights of any third party including any person's right of privacy or constitutes copyright infringement, or is otherwise contrary to law. Advertiser agrees to hold Miami Media harmless from all liabilities, claims, losses or damages of every kind arising out of any advertisement submitted to Miami Media, by or on behalf of the Advertiser. Advertiser agrees, at his or her own expense, to defend to final judgement any and all suits, actions, etc., and satisfy all orders, judgements, etc. against Miami Media resulting from publication of any advertisement submitted to Miami Media by or on behalf of the Advertiser.
- Multiple insertion advertisers are granted a discounted rate per insertion as quoted above. Should

- Advertiser not fulfill above advertising schedule or fail to pay bills as per agreement, it is agreed that the Advertiser shall pay for the number of insertions actually published at the current open rate (the one-time, non-discounted rate) per insertion. Any changes to schedule must be in writing and received by Miami Media 10 days prior to ad close date of contracted issue. Failure to give proper notice will result in liability for cost of space reserved.
- In the event the Advertiser breaches the terms of this agreement or if there is a default in payment necessitating the utilization of an attorney and/or a collection firm, the Advertiser agrees to pay all legal/ collection fees - 35% surcharge in addition to the open rate charged per insertion, plus any applicable service charges.
- The undersigned is duly authorized to enter into this agreement and personally guarantees performance of this agreement.
- Miami Media shall have the right to omit advertising, to limit the amount of advertising in any issue under this contract or order, to designate the proper classification of all advertising and the rate applicable thereto, to reject any advertising copy, to cancel any advertising contract or order at any time for reasons satisfactory to the management and to lighten or change type, borders and cuts without penalty to either party. Miami Media does not guarantee placement of advertisement on any particular page or portion of the publication unless otherwise specified in the agreement.
- Neither Miami Media, nor its printer(s) shall be responsible for delays in publication, delivery or distribution due to strikes, lockouts, embargoes, labor problems, fuel or power storages, fire, floods, accidents, civil disturbances, war, acts of god, or other causes beyond their reasonable control.
- No additional terms or conditions pertaining to this agreement will be recognized by Miami Media except those endorsed herein in writing and authenticated by the signature of both parties.
- In the event of any dispute arising out of this agreement both parties hereby consent to the jurisdiction of the courts of the State of Florida or by arbitration (upon the sole discretion of Miami Media), before the American Arbitration Association of Florida. Any award of the arbitrator shall be final and binding, and the parties hereby consent to the jurisdiction of the courts of the State of Florida for the purpose of entry and enforcement of any judgment which may arise out of any decision of the American Arbitration Association regarding this matter.

### ADVERTISING CONTACT:

Silvia Clarke  
(305) 749-0889  
sclarke@latintrade.com

Maria Lourdes Gallo  
(305) 755-4714  
mgallo@latintrade.com

Rosemary Winters  
(305) 755-4713  
rwinters@latintrade.com

# MATERIAL SPECIFICATIONS ADS DUE

## AD MATERIALS DUE:

### JAN/FEB

Materials due:  
December 30

### MAR/APRIL

Materials due:  
March 8

### MAY/JUNE

Materials due:  
May 5

### JULY/AUG

Materials due:  
June 16

### SEPT/OCT

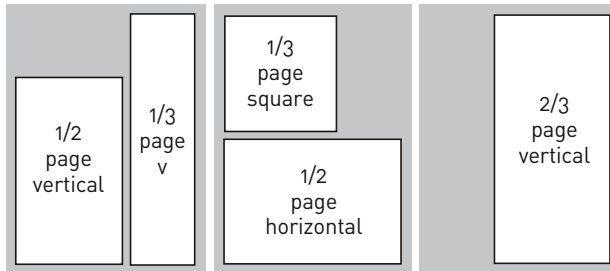
Materials due:  
September 7

### NOV-DEC

Materials due:  
November 3

## MECHANICAL REQUIREMENTS

### DISPLAY



| SIZE                    | WIDTH   | HEIGHT  |
|-------------------------|---------|---------|
| 2-Page Spread           | 16 1/4" | 10 7/8" |
| 2-Page Bleed Spread     | 16 3/4" | 11 1/8" |
| Full Page (Live Matter) | 7"      | 10"     |
| Full Page Bleed         | 8 3/8"  | 11 1/8" |
| Full Page Trim Size     | 8 1/8"  | 10 7/8" |
| 2/3 Page                | 4 5/8"  | 10"     |
| 1/2 Page Vertical       | 4 5/8"  | 7 3/8"  |
| 1/2 Page Horizontal     | 7"      | 4 7/8"  |
| 1/3 Page Vertical       | 2 1/4"  | 10"     |
| 1/3 Page Square         | 4 5/8"  | 4 7/8"  |

### CLASSIFIED

| SIZE                 | WIDTH  | HEIGHT  |
|----------------------|--------|---------|
| 1/2 Page Vertical    | 3 3/8" | 10"     |
| 1/2 Page Horizontal  | 7"     | 4 7/8"  |
| 1/4 Page             | 3 3/8" | 4 7/8"  |
| 1/8 Page Vertical    | 1 5/8" | 4 7/8"  |
| 1/8 Page Horizontal  | 3 3/8" | 2 5/16" |
| 1/16 Page Vertical   | 1 5/8" | 2 5/16" |
| 1/16 Page Horizontal | 3 3/8" | 1"      |

## HIGH-RESOLUTION PDF FILES

### DIGITAL SPECIFICATIONS:

A SWOP calibrated color proof must be submitted with all electronic files.

**Laser proofs are not acceptable for matching color on press. All digital material must conform to SWOP standards**

Platform: Macintosh compatible

Programs: Photoshop, Illustrator, InDesign

Formats: High-resolution PDF files, JPEG, TIFF, EPS

\*Include all graphics, art, fonts and any other related files.

### DOCUMENT SET-UP:

- Start document at trim size 8 1/8" X 10 7/8".
- Always keep live matter at least 0.1875 (3/16") from trim.
- Always include at least 0.125 (1/8") bleed.
- Check that all files including ads supplied are designed to the proper trim size of the publication for which it is intended.

### IMAGES:

- Line screen 300-DPI.
- All crop marks must be outside the image area.
- No RGB, JPEG, LAB, or INDEX color images, CMYK or B/W only.
- Don't colorize any TIFF images in Quark, color them in the application they were built and then place in Quark.
- No JPEG compression in EPS images.
- No halftone screen or transfer functions in EPS images.
- No alpha channels.

### SPOT COLORS:

- Convert all spot colors to CMYK.

### FONTS:

- Fonts in black must use 100% black, no CMYK.
- No True Type fonts. Postscript fonts only.
- Must include both printer and screen fonts.
- Don't stylize any fonts in Quark (ex: if you're using Helvetica-Bold, don't type in Helvetica and select bold in the measurements palette.)

### TRAPPING:

- All trapping is the responsibility of the customer.
- Black must always overprint.
- Colors must always knockout or trap each other.
- Text using any color that is on a white background must either knockout or over-print, otherwise you will get FAT type.
- When running a 5th color, all text including black must knockout as that color is the last color to go down on press.

### FILE NAMES:

- No repetition of file names.
- No illegal non-alphanumeric characters can be included in the names of images: ↓ ↑ / ? [ ] ! @ \$ % ^ & \* { } + { } " ; :

### CONTACT INFORMATION:

**Elizabeth Carlisle**  
Art and Production Director  
305 755 4715  
ecarlisle@latintrade.com

# MATERIAL SPECIFICATIONS IN CENTIMETERS ADS DUE

## AD MATERIALS DUE:

### JAN/FEB

Materials due:  
December 30

### MAR/APRIL

Materials due:  
March 8

### MAY/JUNE

Materials due:  
May 5

### JULY/AUG

Materials due:  
June 16

### SEPT/OCT

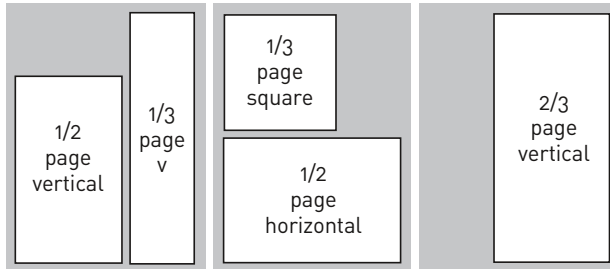
Materials due:  
September 7

### NOV-DEC

Materials due:  
November 3

## MECHANICAL REQUIREMENTS

### DISPLAY



| SIZE IN CM              | WIDTH   | HEIGHT  |
|-------------------------|---------|---------|
| 2-Page Spread           | 41.275  | 27.6225 |
| 2-Page Bleed Spread     | 42.545  | 28.2575 |
| Full Page (Live Matter) | 17.78   | 25.4    |
| Full Page Bleed         | 21.2725 | 28.2575 |
| Full Page Trim Size     | 20.6375 | 27.6225 |
| 2/3 Page                | 11.7475 | 25.4    |
| 1/2 Page Vertical       | 11.7475 | 18.7325 |
| 1/2 Page Horizontal     | 17.78   | 12.3825 |
| 1/3 Page Vertical       | 5.715   | 25.4    |
| 1/3 Page Square         | 11.7475 | 11.7475 |

## HIGH-RESOLUTION PDF FILES

### DIGITAL SPECIFICATIONS:

A SWOP calibrated color proof must be submitted with all electronic files.

**Laser proofs are not acceptable for matching color on press. All digital material must conform to SWOP standards**

Platform: Macintosh compatible

Programs: Photoshop, Illustrator, InDesign

Formats: High-resolution PDF files, JPEG, TIFF, EPS

\*Include all graphics, art, fonts and any other related files.

### DOCUMENT SET-UP:

- Start document at trim size 8 1/8" X 10 7/8".
- Always keep live matter at least 0.1875 (3/16") from trim.
- Always include at least 0.125 (1/8") bleed.
- Check that all files including ads supplied are designed to the proper trim size of the publication for which it is intended.

### IMAGES:

- Line screen 300-DPI.
- All crop marks must be outside the image area.
- No RGB, JPEG, LAB, or INDEX color images, CMYK or B/W only.
- Don't colorize any TIFF images in Quark, color them in the application they were built and then place in Quark.
- No JPEG compression in EPS images.
- No halftone screen or transfer functions in EPS images.
- No alpha channels.

### SPOT COLORS:

- Convert all spot colors to CMYK.

### FONTS:

- Fonts in black must use 100% black, no CMYK.
- No True Type fonts. Postscript fonts only.
- Must include both printer and screen fonts.
- Don't stylize any fonts in Quark (ex: if you're using Helvetica-Bold, don't type in Helvetica and select bold in the measurements palette.)

### TRAPPING:

- All trapping is the responsibility of the customer.
- Black must always overprint.
- Colors must always knockout or trap each other.
- Text using any color that is on a white background must either knockout or over-print, otherwise you will get FAT type.
- When running a 5th color, all text including black must knockout as that color is the last color to go down on press.

### FILE NAMES:

- No repetition of file names.
- No illegal non-alphanumeric characters can be included in the names of images: ↓ ↑ / ? [ ] ! @ \$ % ^ & \* ( ) + { } " ; :

### CONTACT INFORMATION:

Elizabeth Carlisle  
Art and Production Director  
305 755 4715  
ecarlisle@latintrade.com

# LATINTRADE.COM ADVERTISING RATES

## HOME PAGE

| Size                                           | Monthly | 3 months | 6 months | 1 year   |
|------------------------------------------------|---------|----------|----------|----------|
| <b>A</b> 728x90 Top Leaderboard (exclusive)    | \$2,880 | \$6,912  | \$12,096 | \$22,464 |
| <b>A</b> 728x90                                | \$1,800 | \$4,320  | \$7,560  | \$14,040 |
| <b>B</b> 300x60 Top Small Banner (exclusive)   | \$2,400 | \$5,760  | \$10,080 | \$18,720 |
| <b>B</b> 300x60 Top Small Banner               | \$1,500 | \$3,600  | \$6,300  | \$11,700 |
| <b>C</b> 468x60 Medium Banner (exclusive)      | \$1,760 | \$4,224  | \$7,392  | \$13,728 |
| <b>C</b> 468x60 Medium Banner                  | \$1,100 | \$2,640  | \$4,620  | \$8,580  |
| <b>D</b> 300x250 (top - exclusive)             | \$2,720 | \$6,528  | \$11,424 | \$21,216 |
| <b>D</b> 300 x 250 (top)                       | \$1,700 | \$4,080  | \$7,140  | \$13,260 |
| <b>E-G</b> 300 x 250 (other -exclusive)        | \$2,400 | \$5,760  | \$10,080 | \$18,720 |
| <b>E-G</b> 300x250 (others)                    | \$1,500 | \$3,600  | \$6,300  | \$11,700 |
| <b>H</b> 728x90 Bottom Leaderboard (exclusive) | \$1,440 | \$3,456  | \$6,048  | \$11,232 |
| <b>H</b> 728x90 Bottom Leaderboard (exclusive) | \$900   | \$2,160  | \$3,780  | \$7,020  |

## INSIDE PAGES

| Size                                           | Monthly | 3 months | 6 months | 1 year   |
|------------------------------------------------|---------|----------|----------|----------|
| <b>A</b> 728x90 Top Leaderboard (exclusive)    | \$2,720 | \$6,528  | \$11,424 | \$21,216 |
| <b>A</b> 728x90                                | \$1,700 | \$4,080  | \$7,140  | \$13,260 |
| <b>B</b> 300x60 Top Small Banner (exclusive)   | \$2,240 | \$5,376  | \$9,408  | \$17,472 |
| <b>B</b> 300x60 Top Small Banner               | \$1,400 | \$3,360  | \$5,880  | \$10,920 |
| <b>C</b> 468x60 Medium Banner (exclusive)      | \$1,600 | \$3,840  | \$6,720  | \$12,480 |
| <b>C</b> 468x60 Medium Banner                  | \$1,000 | \$2,400  | \$4,200  | \$7,800  |
| <b>D</b> 300x250 (top - exclusive)             | \$2,560 | \$6,144  | \$10,752 | \$19,968 |
| <b>D</b> 300 x 250 (top)                       | \$1,600 | \$3,840  | \$6,720  | \$12,480 |
| <b>E-G</b> 300 x 250 (other -exclusive)        | \$2,240 | \$5,376  | \$9,408  | \$17,472 |
| <b>E-G</b> 300x250 (others)                    | \$1,400 | \$3,360  | \$5,880  | \$10,920 |
| <b>H</b> 728x90 Bottom Leaderboard (exclusive) | \$1,280 | \$3,072  | \$5,376  | \$9,984  |
| <b>H</b> 728x90 Bottom Leaderboard (exclusive) | \$800   | \$1,920  | \$3,360  | \$6,240  |

**FORMATS ACCEPTED:**

jpg, png, gif, animated gifs, flash  
Size limits: under 300 K max.

**Contact:**

Ana Berger  
Special Projects Coordinator  
Tel: (305) 749-0882  
E-mail: [aberger@latintrade.com](mailto:aberger@latintrade.com)

