MEDIA KIT 2012

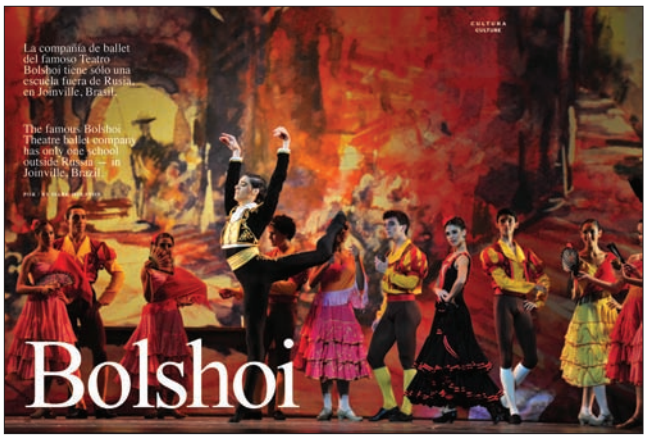
SPLENDID

NEGOCIOS. TECNOLOGÍA. VIAJES. MODA. ESTILO. ARTE.

BUSINESS. TECHNOLOGY. TRAVEL. FASHION. STYLE. ART.

SPLENDID

SPLENDID is the exclusive in-room magazine for the InterContinental Hotels Group (IHG) in Latin America and the Caribbean, serving all InterContinental, Crowne Plaza, Hotel Indigo, Staybridge Suites and Holiday Inn Hotels & Resorts in the region. With more than 65 years in Latin America, InterContinental Hotels Group is one of the region's largest and most established hotel brands, with more than 15,048 rooms in 77 hotels across 47 destinations. Published in Spanish and English, SPLENDID reaches more than 747,000 readers per issue. With an extensive and loyal readership, the magazine caters to business and government leaders as they unwind in the comfort of their preferred luxury accommodations.



SPLENDID

SPLENDID's content is an eclectic, intelligent collection of stories that fascinate, entertain and inform our readers. With a diverse demographic of business executives traveling in Latin America and the Caribbean, their spouses traveling with them and leisure travelers in the region, SPLENDID offers something for every reader. We intrigue with tourism-related stories, from city guides to urban profiles to incredible experiences. We profile top personalities in the region, from musicians and journalists to business leaders and top fashion designers. We touch on key business issues and trends. We cover culture, technology, fashion, grooming, and beauty – wherever there is an interesting story, SPLENDID will take our readers there.

Feature sections:

DESTINATIONS
SPLENDID'S readers are all travelers, and each issue of the magazine features stories about destinations around the world. Whether it's a native's guide to restaurants and nightlife in Buenos Aires, an exploration of Chilean wine country or a weekend in Bogotá, we let our readers' imaginations run wild, and give them inside tips for cities they may be visiting soon.

SPLENDID STYLE
The latest in architecture, fashion, accessories, furniture, grooming, beauty, jewelry and more. We show our readers the design trends, pieces and stylemakers they need to understand this season.

WINE & SPIRITS
The best drink recipes, the finest new spirits, the most exquisite vintage wines and more.

TRAVEL TRENDS
Important tips for travelers, including new airline routes and alliances, transit services, tour options and other traveler services.

SPORTS
The hemisphere's greatest events and sporting traditions.

10 THINGS TO DO IN
A quick rundown of the hottest restaurants, leading art galleries, museums, tours and worthy things to do in the region's top tourist destination.

SPLENDID

Total Market Presence

As the world's largest hotel company by number of rooms, InterContinental Hotels Group has more than 77 hotels across 47 destinations in Latin American and the Caribbean.

SPLENDID is read by 747,855 frequent travelers per issue

SPLENDID Distribution Points

Exclusive in-room distribution- Executive Floor Suites & Lounges - Lobby - Business Center - Select Spa locations- Select Conferences & Conventions in the following hotels:

- InterContinental Hotels
- Crowne Plaza
- Hotel Indigo
- Holiday Inn
- Holiday Inn Express
- Holiday Inn Resorts
- Staybridge Suites

SPLENDID Readership by Country

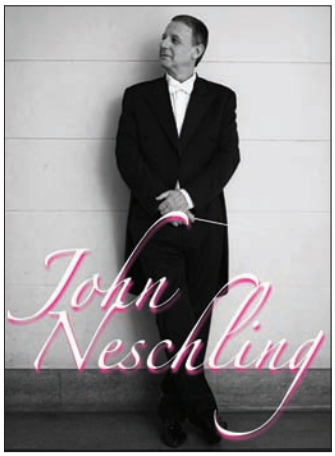
COUNTRY	READERSHIP
Argentina	**55,650**
Buenos Aires	
Ciudad de Guaymallen	
Cordoba	
Rosario	
Santa Fe	
Brazil	**131,460**
Belem	
Curitiba	
Fortaleza	
Manaus	
Natal	
Porto Alegre	
Sao Paulo	
Cuiabá	
Sao Luis	
Chile	**65,520**
Antofagasta	
Concepcion	
Iquique	
Puerto Montt	
Santiago	
Temuco	
Colombia	**69,300**
Bogota	
Cali	
Cartagena	
Medellin	
Costa Rica	**59,640**
San Jose	
Ecuador	**6,930**
Quito	
El Salvador	**44,100**
San Salvador	
Guatemala	**32,130**
Guatemala City	
Honduras	**29,400**
San Pedro Sula	
Tegucigalpa	
Nicaragua	**24,150**
Managua	
Panama	**37,800**
Panama City	
Peru	**8,400**
Lima	
Paraguay	**8,400**
Asuncion	
Uruguay	**4,200**
Montevideo	
Venezuela	**46,200**
Caracas	
Maracaibo	
Dominican Republic	**25,200**
Santo Domingo	
Aruba	**12,600**
Palm Beach	
Jamaica	**12,600**
Montego Bay	
Puerto Rico	**33,600**
San Juan	
Ponce	
Mayagüez	
Trinidad & Tobago	**12,600**
Port of Spain	
Trincity	
United States	**25,830**
Miami	
Bonus Distribution	**2,145**
Total Readership	**747,855****

*** Readership includes pass-along readership per issue based on the average occupancy rates in IHG hotels in Latin America and the Caribbean.*

SPLENDID

Published in English and Spanish

Issue	Features	Special Reports
APRIL **Reservations:** March 5, 2012 **Materials:** March 19, 2012	• Health Care Hospitality: An overview of executive health and wellness programs and special services for international patients around the western hemisphere. • PerúModa: The iconic fashion and textile trade show showcases the country's best, from emerging Peruvian designers to sustainable textile processes to some of the world's finest textiles. • SPLENDID Style: Stylish Sports Gear Special • Destination: Porto Alegre — Southern Brazil's most important city and industrial center. • Sports: Polo — An Argentine tradition that draws the world's best players for the most important tournaments in the club world. • Traditions: Guatemalan Palm Weaving — dates back centuries and continues today in Guatemala, where petate are created for use as everything from floor mats to bottle decoration. • Wine & Spirits: Caribbean Focus • 10 Things To Do in Peru	• Guatemala • Perú • Tourism • Fashion
OCTOBER **Reservations:** Sept 3, 2012 **Materials:** Sept 17, 2012	• Annual Frequent Flier Guide • Holiday Gift Guide — Top duty-free gift ideas for your favorite traveler (or yourself), plus tips for smart duty-free shopping. • SPLENDID Style — Watches Special • Destination: Cartagena, Colombia — A gem of spanish colonial architecture and a UNESCO world heritage site. • Sports: Grand Prix Brazil — A look at the history of this exciting Formula 1 auto racing event, which takes place every November. • 10 Things To Do in Costa Rica	• Colombia • Costa Rica • Tourism • Fashion
IN EVERY ISSUE	**Splendid Style • Wine & Spirits • Travel Trends • Sports • Destinations • 10 Things to Do In**	



SPLENDID

SPLENDID reaches a premium audience of active travelers across Latin America and the Caribbean

The Basics

Age Band	% of readers
25-34	22%
35-44	32%
45-54	23%
Male	70%
Female	30%
Married	80%
Professional/Senior Manager	70%
Avg. Hotel Nights per Year (Business)	32
Avg. Hotel Nights per Year (Leisure)	14

FIVE REASONS FOR TRAVEL

Meeting w/clients	32%
Meeting w/colleagues	21%
Purchasing/outsourcing/info. gathering	12%
Meeting w/suppliers	11%
Conference for 100-500	11%

The choice of business executives, goverment leaders and celebrities

1. Alvaro Uribe, former Colombian president, at the hotel, signing the Libro de Oro, accompanied by Luis Manuel Velarde, marketing director and Gabriel Borralles, room division director, Real InterContinental Costa Rica. **2.** Olmedo Herrera, general manager, Intercontinental V Centenario greeting Mr. Luis Fortuno, governor of Puerto Rico. **3.** Porfirio Lobo Sosa, president of Honduras, being greeted upon arriving at Real InterContinental San Pedro Sula, by general manager, Jesús Gonzalez. **4.** Luiz Inacio "Lula" da Silva, former Brazilian president with Milena Conejo, hotel sales director, Real InterContinental Costa Rica. **5.** Jesús Gonzalez, general manager of Real InterContinental San Pedro Sula welcoming songwriter, Ola Tañon. **6.** Liliana Garcia, hotel public relations director at InterContinental Cali welcoming Spanish singer Rafael.

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7. During her visit to Costa Rica, Hillary Clinton, Secretary of State of the United States, is welcomed by Ramon Diago, general manager, Real InterContinental Hotel & Club Tower Costa Rica. **8.** Juan Manuel Santos, President of Colombia, upon his arrival to the hotel is welcomed by Olmedo Herrera, general manager, InterContinental V Centennial Santo Domingo. **9.** Ximena Navarret, Miss Universe 2010 and Estuardo Gudiel, General Manager, Crowne Plaza Guatemala. **10.** Hans Schoilte, general manager of Real InterContinental Metrocentro Managua welcomes George RiccoDiaz, president of the New York City fire department Hispanic association. **11.** Colombian performer Juanes joined by Ferney Garcia, general manager, Holiday Inn Santo Domingo. **12.** Iliana Calabro, Argentian actress, singer and dancer with Julieta Boggiano, reception coordinator at Holiday Inn Rosario. **13.** Jorge Gestoso, well known televisión reporter and former Spanish CNN reporter, as he arrives at the Real InterContinental Guatemala.

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SPLENDID 2012 GENERAL RATE CARD
Pan-Regional Edition
Spanish & English

	1x	2x
Spread	US$12,600	11,900
Full Page	7,000	6,700
2/3 Page	5,600	5,320
1/2 Page	3,700	3,520

Special Positions

	1x	2x
Back Cover	US$8,740	8,380
Inside Front Spread	15,000	14,280
RH Opposite T.O.C or RH Opp President's Letter	8,000	7,700
RH Requested Position	+10%	

- Gross rates in US dollars. Rates per insertion.

Latin Trade Group - a group of products of Miami Media LLC: Terms and Conditions of Sale

1. 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.

2. 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).

3. 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).

4. 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.

5. 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.

6. 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 al orders, judgements, etc. against Miami Media resulting from publication of any advertisement submitted to Miami Media by or on behalf of the Advertiser.

7. 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.

8. 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.

9. The undersigned is duly authorized to enter into this agreement and personally guarantees performance of this agreement.

10. 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.

11. 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.

12. 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.

13. 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:

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SPLENDID

Magazine Specs

SPLENDID is produced 100% computer-to-plate. Trim size is 8.125″ x 10.875″, perfect bound, printed on 60 lb body stock and 100 lb UV coated cover stock. Digital data is preferred on ad submission. DMAX = 300. Linescreen = 133.

Digital Specs

Mac InDesign CS3 with all fonts (screen and printer) and artwork (photos, logos, illustrations). No TrueType or Multiple Master fonts are acceptable. Include all CMYK images as EPS (no JPEG encoding) or TIFF (no LZW compression) at 300 dpi or greater. Please convert text in Adobe Illustrator files to outlines. PDF files must have fonts embedded and Acrobat 4 compatibility. Finished size is 8.125″x 10.875″, please provide safety of 1/4″ All Four Sides. All live matter must be within safety. Bleed must extend at least 1/8″ beyond trim at each edge and gutter. Crop marks must be offset by at least 12 pt.

Level 2 Postscript (Fat Postscript) is acceptable provided all fonts and high-resolution images are included when Postscript file is saved. Use only Type 1 fonts – No True Type fonts or font substitutions are allowed. Images must be SWOP (CMYK or grayscale), TIFF or EPS format between 200 and 400 dpi. No JPEG files. No RGB. Do not nest EPS files into other EPS files. No DCS files. No TIFF/IT files. All required image trapping must be included in the file.

The digital ad must contain standard trim, bleed and center marks in all separations, but the marks have to be 1/2″ outside of trim. The files have to be Right Reading, portrait mode only; no rotations; 100% size.

Film Specs

SPLENDID is produced 100% computer-to-plate. If film is provided, it will be converted to digital via copy dot scanning and a $125 fee will be charged.

Proofs

Contract SWOP proofs must be provided, preferably with colorbars and registration marks. We recommend Kodak Approval or 3M Digital Matchprint for the best-printed result. A laser printout or non-contract proof is not acceptable to compare color. If a laser proof is not provided, SPLENDID will provide one and a $75 production charge will be incurred by the advertiser. Additionally, SPLENDID will not accept responsibility for color fidelity of the ad. No corrections should be noted on proofs.

Ads created by SPLENDID

Please contact Manny in the production department at 305-755-4717 if you intend for SPLENDID to create an ad. Production charges will apply.

Material Submission

Files can be submitted on Zip disc (100 mb), CD-ROM, DVD-ROM or sent via email to: mmelo@miamimedia.net. Please carbon-copy ("cc") the Account Executive. All printing materials and instructions (digital data, proofs, copy instructions and a duplicate copy of the insertion order) should be sent to: Miami Media, Production Department, 1001 Brickell Bay Drive., Suite 2700, Miami, FL 33131. Using ftp software, ads can be posted to our ftp site.

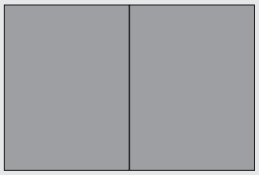
General Information

Reproduction quality is at the advertiser's risk if SPLENDID's specifications are not met or if material is received after closing date, even if on extension. All digital data, film and proofs will be destroyed three (3) months after the last issue date unless SPLENDID has received written instruction to return immediately after insertion or to hold the material for a specific future date. Disks will be returned if requested in writing.

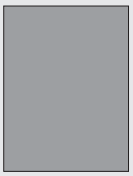
SEND MATERIALS TO:

Manuel Melo
Art & Production Director
T: 305 755 4717
mmelo@miamimedia.net

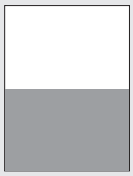
TWO PAGE SPREAD
Trim 16.25″ x 10.875″
Bleed 16.5″ x 11.375″



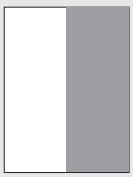
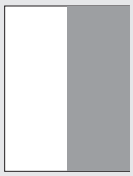
FULL PAGE
Trim 8.125″x 10.875″
Bleed 8.625″x 11.375″



HALF PAGE HORIZONTAL
6.925″ x 4.7″



HALF PAGE VERTICAL
3.545″ x 9.575″



2/3 PAGE VERTICAL
4.5″ x 9.575″