

Media Kit

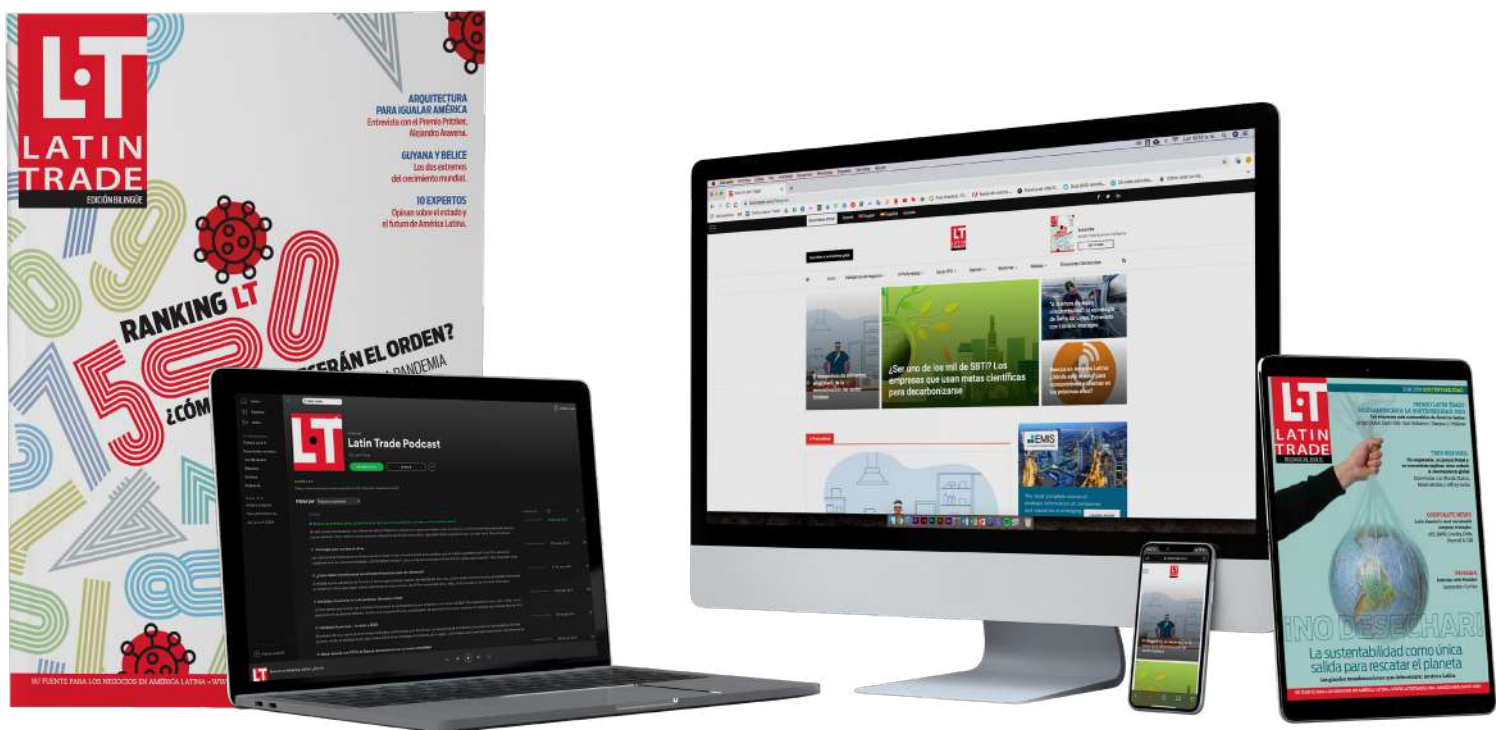
2021



Who we are?



More than 27 years of experience covering business information and innovative trends from across Latin America, the United States and the Caribbean.



Regionwide brand presence through our online and offline channels.

1

IMPACT MORE
THAN 10,000
COMPANIES IN
LATIN AMERICA

2

ENGLISH
AND SPANISH
CONTENT

3

OUR TARGET
IS C-SUITE
EXECUTIVES
IN LATIN AMERICA

Print Edition

Leading publication of international business information in the region.



Magazine focused on innovative business trends and on the most important and influential people in corporate Latin America.

35,000

Subscribers

150,000

Readers

LATIN AMERICA/U.S. - INTERNATIONAL (SPANISH AND ENGLISH)

	1X	2X	3X
Double page spread	\$23,000	\$21,000	\$19,000
Page	\$13,000	\$11,800	\$11,000
2/3 Page	\$10,000	\$8,400	\$8,200
1/2 Page	\$8,000	\$7,000	\$6,000
1/3 Page	\$4,000	\$3,500	\$3,000
SPECIAL PLACEMENTS	1X	2X	3X
Back cover	\$17,000	\$14,800	\$13,800
Double page inside cover	\$27,000	\$24,200	\$22,500
Right, facing content table	\$15,000	\$13,500	\$12,600
Right, facing Editor's letter			
Right, placement upon request	+10%		

ENGLISH EDITION
BRAZIL/U.S. - INTERNATIONAL

	1X	2X	3X
	\$10,000	\$8,900	\$8,300
	\$5,500	\$5,000	\$4,600

SPANISH EDITION
LATIN AMERICA (EXCEPT BRAZIL)

	1X	2X	3X
Doble página	\$18,000	\$16,300	\$16,200
Página	\$10,000	\$9,000	\$8,400

*Prices are for insertion and include tax (U.S. dollars)

FORMATS

DOUBLE PAGE SPREAD

Cut

41,27 cm / 27,62 cm

Live Area

38,74 cm / 26,35 cm

Bleed

41,91 cm / 28,26 cm

SINGLE PAGE

Cut

20,64 cm / 27,62 cm

Live Area

19,37 CM-/ 26,35 cm

Bleed

21,27 cm / 28,26 cm

1/2 PAGE HORIZONTAL

17,78 cm / 12,38 cm

1/3 PAGE VERTICAL

5,72 cm / 25,4 cm

1/3 PAGE SQUARE

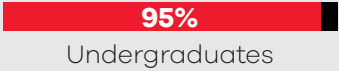
11,75 cm / 12,38 cm

2/3 PAGE VERTICAL

11,75 cm / 25,4 cm

1/2 PAGE VERTICAL

11,75 cm / 18,73 cm



Pan-regional presence

Content in



Spanish



English

Latintrade.com

More than 103,000 users
42% - Latin América | 32 % North America | 26% Other regions



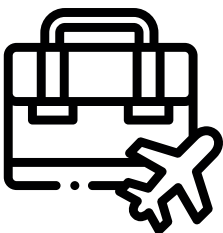
Readers:



164,000


Business Leaders

READER PROFILE



60%

Business travelers



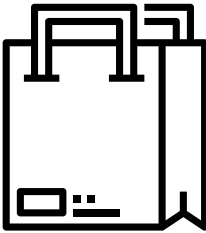
58%

Frequent travelers



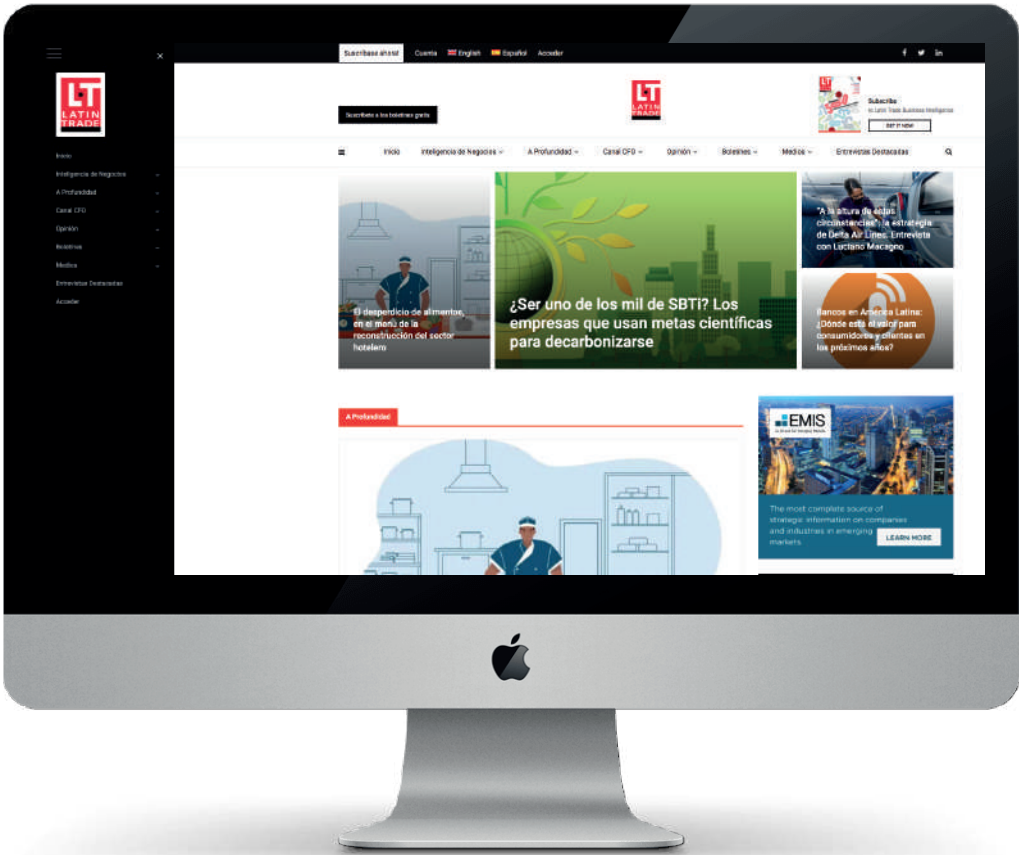
53%

Interested in health, wellbeing and sports



47%

Frequent shoppers



WIDE READERSHIP:



LT reaches all countries in the Hemisphere and most in Europe, Asia and Africa.

DIGITAL DISTRIBUTION



19,000
Executives



+10,000
Companies

Languages:  Spanish  English

Latintrade.com

Amplify your digital strategies and make an effective impact on your current and future clients through our website.

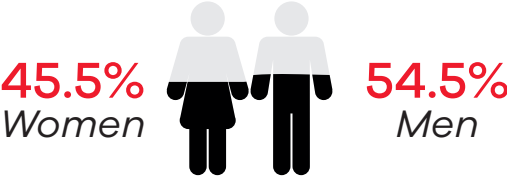


Our website has a young audience

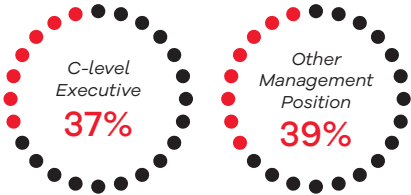
25-34 YEARS OLD

interested in business and trends.

WEBSITE VISITOR FIGURES



OCCUPATION



LATINTRADE.COM		
BANNER	Size	Price
POSITION A	728 x 90px	\$3,200
POSITION B	300 x 250px	\$3,000
POSITION C,D,E,F	300 x 250px	\$2,800

* 12-month duration: **10% discount**
* 6-month duration: **7% discount**
* 3-month duration: **5% discount**

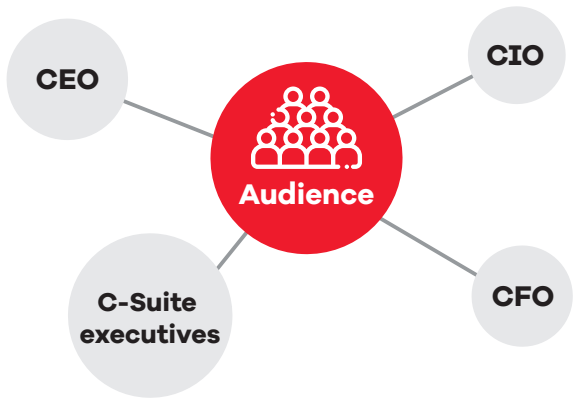
*Prices are for insertion and include tax (U.S. dollars) (Figures): 2021

Digital newsletters

Make an impact on the region's premium corporate audience through our newsletters, in the language of your choice (English or Spanish).



+1.4 MILLION sends per month > 13% open rate



FREQUENCY	
DAILY	
33,000 Sends (combined English and Spanish)	86,000 Monthly impressions
WEEKLY	
33,000 Sends	4,300 Opens
MONTHLY	
91,463 Sends	11,800 Monthly impressions



NEWSLETTER DESCRIPTIONS

Daily:

A summary of the top news, analysis and statistics of the Latin American and Caribbean business world.
Every morning from Monday to Friday.
Spanish name: *Latin Trade Noticias Diarias*
English name: *Latin Trade Daily*

Business Transformation:

The key intelligence tool that provides news, analysis and statistics from Latin America's business scene. (Sponsors can include their own content in this newsletter).

Monthly:

CFO: News, interviews and reports for financial executives in Latin America.
CIO: Corporate technology news and highlights.
Logistics: Top news from the continent's logistics industry, including, infrastructure, routes and supply chain technology.
Legal: News for lawyers in Latin America.
Latin Business Traveler (LBT): News for the region's business travelers, covering new flight routes, hotels, destinations, travel accessories and more.

	Frequency	Total Emails
Latin Trade Daily (English)	22	714,076
Latin Trade Daily (Spanish)	22	699,358
Latin Business Traveler (English)	1	22,870
Latin Business Traveler (Spanish)	1	21,237
CFO Newsletter (English)	1	2,590
Logistics (English and Spanish)	1	18,106
CIO Newsletter (English)	1	1,750
CIO Newsletter (Spanish)	1	1,750
LegalNewsletter (English and Spanish)	1	1,500
TOTAL	51	1,483,237

LATIN TRADE DAILY, BUSINESS TRANSFORMATION, LATIN BUSINESS TRAVELER, CFO, CIO, LOGISTICS, LEGAL		
BANNER	Size	Price
POSITION A	728 x 90px	\$3,200
POSITION B	300 x 250px	\$3,000
POSITION C,D,E,F	300 x 250px	\$2,800

- * 12-month duration: **10% discount**
- * 6-month duration: **7% discount**
- * 3-month duration: **5% discount**

PACKAGE (FOUR NEWSLETTERS)			
POSITION	A	B	C,D,E,F
Monthly price	\$11,000	\$10,700	\$10,000

*Prices are for insertion and include tax (U.S. dollars)



Send your message to the most influential leaders in Latin America and the Caribbean

Special Reports

Establish an innovative, smart and interesting conversation with groups of your interest.



Editorial content options with a variety of pages.



Position your brand with key messages on the report's cover and back cover.



Available in two languages, English and Spanish.



Published on our website for more visibility.



A PDF with full use rights is delivered to the client.

RANKING

Price: \$3,000



Sponsor and position your brand through these rankings.

The LT500/1000 includes 16 indicators with annual data that you can access.



Annual indicators to measure sectors and their impact on company performance for followers of Latin American businesses.



As an added value, the ranking is sent to Latin Trade's database of Latin America's most prominent companies, including the most important C-level executives.



Como valor agregado, el reporte será enviado a la base de datos de Latin Trade conformada por las empresas más importantes de Latinoamérica, que incluye a los C-levels más importantes.

SPECIAL REPORT	
Pages	Price
12*	\$24,000
6	\$14,000
4	\$10,000

*Includes 1,000 print issues.

**LATIN TRADE, YOUR EXPERT,
INDEPENDENT ALLY TO PUBLISH
TOPICS OF YOUR INTEREST.**

LATIN TRADE INDEXAMERICAS



IADB PRESIDENT - MAURICIO CLAVER-CARONE



PEPSICO



GRUPO SURA



DANONE



BID

The winners of the Latin Trade IndexAmericas Sustainability Award

Companies chosen by an Editorial Council from a list of the 100 most sustainable companies, chosen by the Inter-American Development Bank.
The Bank ranks 5,000 companies based on 400 indicators.

EXCLUSIVE SPONSORSHIP BY CATEGORY:

You won't find better B2B results.

PLATINUM CATEGORY.


- Welcome remarks
- Corporate video shown before the event, with a maximum duration of 30 seconds
- Banner, video or interview for four weeks on Latin Trade's Daily Newsletter
- 1 subscription to Latintrade.com
- 30-second logo on post-event video
- Logo on Latin Trade's special report of the event

Price: USD \$10.000 net.

GOLD CATEGORY.

- Banner or brand video for two weeks on Latintrade.com
- 1 subscription to Latintrade.com
- 30-second logo on post-event video
- Logo on Latin Trade's special report of the event

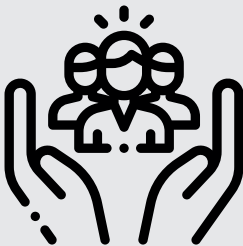
Price: USD \$8.000 net.

Ceremony: 100 guests
Date: April 15, 2021 | 9:00am
 Language: Spanish

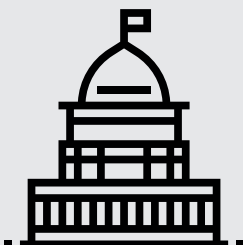
CATEGORIES



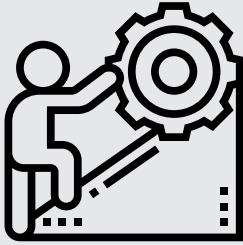
Environment



Social



Governance



Development



Multilaterals

Digital Events



Latin Trade offers several virtual events to position your brand and create opportunities, making an impact before, during and after each event with a high-level audience.

ROUNDTABLES

Price: \$6,000



- Format:**
- External speaker
 - One Latin Trade moderator
 - Five additional participants

Option of 4 or 6 sessions

A 35-minute debate, led by us, of a relevant topic for your brand, plus 15 additional minutes for a Q&A format podcast.

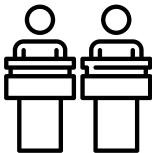
Segmented by industry, according to affinity.

Participants are suggested by the client and their participation is customized.

We write a summary based on all of the sessions that is published on our website and shared on our daily newsletter. We publish the Q&A sessions as a podcast.

WEBINAR

Price: \$4,500



- Format:**
- 1 hour, live
 - One Latin Trade moderator
 - Average live audience: 100

15-second brand mentions during opening and close.

A 35-minute debate, led by us, of a relevant topic for your brand.

Latin Trade will promote the event through our website and daily newsletters.

Invitations to the event are sent to more tha 10,000 contacts with affinity to the topic and sponsor.

Post-webinar audio and video is distributed on: *Latintrade.com, YouTube, daily newsletters, Spotify, RadioPublic, Breaker, Google Podcasts and Pocket Casts.*

LATIN TRADE WEEK

KEY ELEMENTS

TO DECODE 2022

A practical and relevant tool for the 2022 planning cycle.

High-level speakers offer a thorough look into relevant aspects of Latin America’s business scene, before the beginning of the new year.



- PLATINUM CATEGORY:**
- Acknowledged as the main sponsor during the four-day event
- Welcome remarks by the CEO
 - Logo at the beginning of each session (four days)
 - Logo included in the summary at the end of the event
 - Published in Latintrade.com and the following edition of the print magazine
 - At no additional cost, you receive a four-page Special Editorial Report
- Price: \$13,000 net.

- GOLD CATEGORY:**
- Logo at the beginning of each session (four days)
 - Logo included in the event summary
 - Published in Latintrade.com and the following edition of the print magazine
 - A full-page ad Latin Trade’s digital and print editions of 20/21
- Price: \$11,000 net.

BRAND VIDEOS

Price for 20: \$14,000



Videos are three to five minutes long



One of the most effective ways to position your brand to a premium audience.



Possibility of distributing the video through our YouTube channel and exclusive newsletters that reach C-suite executives across the region to maximize your brand’s reach.



Your company logo in the intro, outro and during the whole video (your choice)

PODCAST

Price \$3,000



We create conversations about relevant topics for the audience related to your brand.



15-second brand mentions



Possibility of inviting an expert for the recording.



Distributed on: Spotify, Apple, Google Podcast, Anchor, among others.

*Price in U.S. dollars

OUR AUDIENCE IS LOCATED IN:

- Colombia 28%
- USA 2
- Mexico 12%
- Chile 12%
- Peru 2%



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*We offer our channels to develop
your message and deliver them to our audience*

CONTACT US TODAY!

SOME OF OUR CLIENTS

