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
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.

**FEATURES**
In-depth news analysis, original reports on industries and trends and corporate and executive profiles all emphasize crucial developments in the region.

**CORPORATE SPOTLIGHT**
Correspondents around the region take a fresh look at the corporate world, with accounts of high-performing or emerging companies and interviews with the top-level corporate, financial and marketing executives who run them.

**RESEARCH**
Latin Trade’s research team presents expansive reports on leading companies and enterprises as well as economic forecasts, travel, MBA surveys and more.

**NEW!** Exclusive regional indexes that assess nations on key issues such as technology, the business climate, tourism and more.

**TRADING VIEWS / THE SCENE**
Top experts and pundits offer up diverse opinions, astute analysis and thoughtful proposals about the economic, business, financial, political and social issues confronting Latin America today.

**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 sought-after destinations for the connoisseur.

**IN EVERY ISSUE: HARDWARE**
Gear, gadgets and gifts from the practical to the extravagant for the discerning business executive.

**THE ANSWERS**
Interviews with influential politicians, CEOs, celebrities and social leaders.

www.latintrade.com
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.

Survey conducted in September 2006 by Media Solutions Research.
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**

<table>
<thead>
<tr>
<th>Country</th>
<th>Total Qualified</th>
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<tbody>
<tr>
<td>Argentina</td>
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<tr>
<td>Brazil</td>
<td>12,124</td>
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<td>Chile</td>
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<td>Colombia</td>
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<td>Costa Rica</td>
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<td>Dominican Republic</td>
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<td>Ecuador</td>
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<td>El Salvador</td>
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<td>Guatemala</td>
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<td>Mexico</td>
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<td>Peru</td>
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<td>Puerto Rico</td>
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<tr>
<td>Venezuela</td>
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<td>Other Latin Am./Caribbean</td>
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<tr>
<td>Total Latin Am./Caribbean</td>
<td>38,688</td>
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<tr>
<td>Total United States</td>
<td>2,302</td>
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<tr>
<td><strong>Total Circulation</strong></td>
<td><strong>40,990</strong></td>
</tr>
<tr>
<td><strong>Total Readership</strong></td>
<td><strong>163,960</strong></td>
</tr>
</tbody>
</table>

**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.

www.latintrade.com
<table>
<thead>
<tr>
<th>ISSUE/DEADLINES</th>
<th>FEATURES</th>
<th>NEW! REGIONAL INDEXES/RANKINGS</th>
<th>EVENTS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>BEST OF TRAVEL 2011 Latin Trade’s annual survey of business travel, including new air route listings and hotel openings for 2011.</td>
<td>Latin Tourism Index Detailing the impact of tourism in each Latin American country.</td>
<td>• Inter-American Development Bank (IDB), Calgary</td>
</tr>
<tr>
<td></td>
<td>M&amp;A RECAP The experts analyze the most important mergers and acquisitions of the year.</td>
<td>Latin Tax Index Measures the overall tax climate in each Latin American country.</td>
<td>• Intermodal Annual Congress &amp; Expo., Sao Paulo</td>
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<tr>
<td></td>
<td>URBAN INFRASTRUCTURE Highlights of the projects, plans and innovations in key cities.</td>
<td></td>
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<tr>
<td>MAR/APRIL</td>
<td>THE INTERNATIONALIZATION OF THE MBA The growing trends in business administration education, including joint law-business programs and a ranking of leading institutions.</td>
<td>Latin Security Index Measures the safety level in each country for foreign multinationals and executives.</td>
<td>• World Economic Forum (WEF), Rio de Janeiro</td>
</tr>
<tr>
<td></td>
<td>HOTEL DEVELOPMENT Where hotel operators and investors are investing, which destinations are growing, a chart of projects in the pipeline and a progress report on Brazil.</td>
<td>The Technology Index A unique comparison of the technology penetration level in each country.</td>
<td>• EuroFinance – International Cash &amp; Treasury Management, Miami</td>
</tr>
<tr>
<td></td>
<td>INNOVATIONS IN ENERGY Trends in the oil and gas sectors and alternative energy sources.</td>
<td></td>
<td>• Brazilian American Chamber of Commerce – Brazil Summit, New York</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>LOGISTICS AND TRANSPORTATION TRENDS A report on the recovery in international commerce from the perspective of global and regional carriers, ports and other companies involved in trade.</td>
<td>Top Ports The leading ports around Latin America, based on the volume of cargo.</td>
<td>• AACCLA – Business Future of the Americas, Cartagena</td>
</tr>
<tr>
<td></td>
<td>CORPORATE SOCIAL RESPONSIBILITY Trends and highlights of best practices.</td>
<td>Latin Business Index Analysis of the current and future business climate in each country, using five key categories and 27 subcategories.</td>
<td>• South America Hotel &amp; Tourism Investment (SAHIC),</td>
</tr>
<tr>
<td></td>
<td>THE BUSINESS OF BANKING Investment and corporate banking activity in the region.</td>
<td></td>
<td>• The Latin American Banking Automation Conference (CLAB)</td>
</tr>
<tr>
<td></td>
<td>LATIN 500 The renowned annual ranking of Latin America’s biggest companies, including state-run enterprises. Plus interviews with top CEOs and analysis of key sectors.</td>
<td></td>
<td>• Brazilian American Chamber of Commerce – 2011 Economic Conference, Washington, D.C.</td>
</tr>
<tr>
<td></td>
<td>EMERGING COMPANIES A showcase of up-and-coming entrepreneurial talent and newer enterprises that are making an impact.</td>
<td></td>
<td>• Latin America Association of Collegiate Business Schools and Programs (CLADEA)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EuroFinance – International Treasury Management for Companies in Brazil, Sao Paulo</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Annual Meeting of the Federation of Latin American Banks (FELABAN)</td>
</tr>
<tr>
<td>SEPT-OCT</td>
<td>BRAVO BUSINESS AWARDS SPECIAL ISSUE Profiles of the 2011 recipients of Latin Trade’s annual awards for excellence and achievement in the region.</td>
<td></td>
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<tr>
<td></td>
<td>FINANCIAL INSTITUTIONS A report on retail banking plus rankings of the region’s leading institutions: Best Banks, Top Credit Card Issuers and the Top 100 Insurance Companies.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>OUTLOOK FOR 2012 Key issues and trends to watch for in the year ahead including forecasts of GDP, inflation and other economic performance indicators for Latin America’s largest economies.</td>
<td>Latin Technology Index Is Latin America closing its technology gap? A look at progress and the challenges for countries and sectors that are lagging behind.</td>
<td>*Subject to change</td>
</tr>
<tr>
<td></td>
<td>Latin America’s 100 Best Companies Analyzing over 700 publicly-traded companies in the region, Latin Trade narrows down the 100 best performing companies.</td>
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</table>

www.latintrade.com
### DISPLAY ADVERTISING RATES

#### PAN-REGIONAL EDITION

<table>
<thead>
<tr>
<th>Medium</th>
<th>Spread 1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>Latin America/US-International Spanish and English</td>
<td>US$20,400</td>
<td>19,000</td>
<td>17,300</td>
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<tr>
<td></td>
<td>11,400</td>
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<td></td>
<td>8,600</td>
<td>8,000</td>
<td>7,400</td>
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<tr>
<td></td>
<td>6,800</td>
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#### Special Positions

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<tbody>
<tr>
<td>Back Cover</td>
<td>US$14,200</td>
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<td>12,000</td>
</tr>
<tr>
<td>Inside Front Cover Spread</td>
<td>23,400</td>
<td>21,600</td>
<td>19,800</td>
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<tr>
<td>RH Opposite Editor’s Letter, RH Opposite T.O.C</td>
<td>13,000</td>
<td>12,200</td>
<td>11,000</td>
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<tr>
<td>Right-Hand Requested Position</td>
<td>+10%</td>
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#### ENGLISH EDITION

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<th>Spread 1x</th>
<th>3x</th>
<th>6x</th>
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</thead>
<tbody>
<tr>
<td>Brazil/US-International English only</td>
<td>US$8,600</td>
<td>8,000</td>
<td>7,200</td>
</tr>
<tr>
<td></td>
<td>4,800</td>
<td>4,400</td>
<td>4,200</td>
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#### SPANISH EDITION

<table>
<thead>
<tr>
<th>Medium</th>
<th>Spread 1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>All Latin America(excluding Brazil) Spanish only</td>
<td>US$15,800</td>
<td>14,800</td>
<td>13,400</td>
</tr>
<tr>
<td></td>
<td>8,800</td>
<td>8,200</td>
<td>7,600</td>
</tr>
</tbody>
</table>

* 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

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 the judgment any and all suits, actions, etc., and satisfy all orders, judgments, 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 (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 any reason 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 storage, fires, floods, accidents, civil disturbances, war, acts of god, or other causes beyond their reasonable control.

12. Miami Media shall have the right to omit, limit the amount of advertising in any issue, and/or change type, borders, and cuts without penalty to either party. 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.

13. 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.

### 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

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### MECHANICAL REQUIREMENTS

#### DISPLAY

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>10 7/8&quot;</td>
</tr>
<tr>
<td>2-Page Bleed Spread</td>
<td>16 3/4&quot;</td>
<td>11 1/8&quot;</td>
</tr>
<tr>
<td>Full Page (Live Matter)</td>
<td>7&quot;</td>
<td>10&quot;</td>
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<tr>
<td>Full Page Bleed</td>
<td>8 3/8&quot;</td>
<td>11 1/8&quot;</td>
</tr>
<tr>
<td>Full Page Trim Size</td>
<td>8 1/8&quot;</td>
<td>10 7/8&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4 5/8&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4 5/8&quot;</td>
<td>4 7/8&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot;</td>
<td>4 7/8&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2 1/4&quot;</td>
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</tr>
<tr>
<td>1/3 Page Square</td>
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### CLASSIFIED

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<tbody>
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<td>3 3/8&quot;</td>
<td>10&quot;</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot;</td>
<td>4 7/8&quot;</td>
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<tr>
<td>1/4 Page</td>
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<td>4 7/8&quot;</td>
</tr>
<tr>
<td>1/8 Page Vertical</td>
<td>1 5/8&quot;</td>
<td>4 7/8&quot;</td>
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<tr>
<td>1/8 Page Horizontal</td>
<td>3 3/8&quot;</td>
<td>2 5/16&quot;</td>
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<tr>
<td>1/16 Page Vertical</td>
<td>1 5/8&quot;</td>
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<tr>
<td>1/16 Page Horizontal</td>
<td>3 3/8&quot;</td>
<td>1&quot;</td>
</tr>
</tbody>
</table>

### 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