



Periódicos Asociados Latinoamericanos

# Rate Catalog PAL 2010

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## Introduction

**Miami, July 2010.-** The Associated Newspapers organization American-PAL-held its second year of its founding. It is a network of 16 Latin American media made up of newspapers, magazines, Internet and Mobile Websites (WAP) in 10 countries in the region.

PAL markets Hispanic audiences with an emphasis on the premium segment and advice to media agencies and advertising agencies in the United States, providing direct negotiation with the media. It also offers greater latitude in pricing agreements and requirements of advertising guidelines.

It has 16 publishing houses, 27 newspapers and 100 magazines and supplements in 10 Latin American countries and reaches more than 6.5 million online users in the United States, becoming thus the best choice for advertisers, providing them ideal platform to leverage and enhance their brands.

As for their audiences, with Sunday circulation of newspapers is over 2.8 million copies, with magazines, the range of issues is very long to reach the intended audience and the Internet, offers more than 870 million pages views per month, a total of 45 million web users across all sites.

Andrés Mata, president of the association, says that PAL had its origin in an opportunity that we see in the market, advertisers were in need of our services. "Today, after two years of operations, we can say that was an excellent proposal for the U.S. market, which wants to reach that audience premium Latin American and Hispanic in the United States to expose the benefits of their brands. We offer these links throughout the region, not only on the platform of paper from newspapers and magazines, but also on other platforms like the Internet and social networking. We have the ability to publish in any media in any format required by our advertisers".







## History of PAL

PAL was officially born in June 2008 with 13 members initially, in order to market their resources to the regional agencies in the United States.

Its 13 original members were: "Clarín" of Argentina, "La Tercera" of Chile, "El Universal", "La Verdad" and "El Informador" of Venezuela, "El País", "El Universal", "El Colombiano" and "Vanguardia Liberal" of Colombia, "La Republica" of Peru, "El Diario De Hoy" of El Salvador, "Hoy" of Ecuador and "Diario Libre" of the Dominican Republic.

PAL since 2009 has direct operations in more than 30 agencies and media centers in Miami, Dallas, New York and Los Angeles. PAL manages the marketing of ads in newspapers, magazines and Internet to all its members.

In 2009, added 3 additional members such as "La Prensa" of Honduras, "La Prensa" of Nicaragua and "El Tiempo de Puerto La Cruz" in Venezuela.

In 2010, PAL has more than tripled its staff to improve the areas of marketing and sales, accounting and customer service to give better service to agencies and media centers in the United States.











## PAL members

PAL has 16 publishing houses, 27 newspapers and 100 magazines and supplements in 10 countries:

### Main newspapers:

**Argentina:** Clarín

**Chile:** La Tercera

**Colombia:** El Colombiano - El País - El Universal - Vanguardia liberal

**Ecuador:** Hoy

**El Salvador:** El Diario de Hoy

**Honduras:** La Prensa

**Nicaragua:** La Prensa

**Peru:** La República

**The Dominican Republic:** Diario Libre

**Venezuela:** El Universal – El Informador – La Verdad – El Tiempo

## Board

**President:** Andrés Mata Osorio – Diario El Universal (Venezuela)

**Vice President:** Saturnino Herrero Mitjans– Clarín (Argentina)

**Secretary:** Jaime Mantilla – Diario HOY (Ecuador)

**Treasurer:** Max Sichel - La Tercera (Chile)

**Vocal:** Alfredo Domínguez – El País (Colombia)

**Vocal:** Fabricio Altamirano – Diario de Hoy (EL Salvador)

## Credits

**General Management:** Vicente Jubes

**Customer Service:** Carmen Santos

**Graphic Design:** Enclave Corporation

**Accounting:** Jaime Rendón

**Attorneys:** Hogan Lovells

**Printer:** PK Graphics; 420 Lincoln Rd #390, Miami Beach, FL 33139

**Edition:** 2nd Edition, September 2010

**Contributors:** Iván Varela, Javiera Frías, Humberto Danuncio, Lorena Andrea Miljkovic, Cindy Rosales, Elena Crespo, Carolina Araujo, Francisco López, Virginia Durán, Amanda López, Kenia Torres, Manuel Welchez, Helena Mohme, Alberto Angel De La Barra López, Octavio Ibañez, Enrique Lizarzaburu Velasquez, Marilyn Alvarado Quiroz, Eugenio Chahuan, Billy D. Aldea-Martinez, Mauricio Merino Londoño, Mónica Zorrilla, Luis Ricardo Sorzano Serrano, Pedro Felipe Muñoz, Silvia Torres, Stalin Chapuel, Yanira Angulo M, Natalia C. Tonello, Claudia Mendez Visbal, Sandra Gómez, Laura Mena Peguero, Annetty Aquino V., Gabriela Porrello Lovaton, Bethania Manzueta, Marisol Fraga, Hugo González, Juan Carlos Bermeo, José Montiel, María Elena Ponte, and Risbel Mendoza.





## General Conditions

### RECEIPT OF ORDERS AND ORIGINAL

#### **Publication Orders:**

The publication order is a document issued by the agency or the client and used to support the publication of a notice on the Publisher.

The order must relate only to an original (material to publish), clearly identifying it with its own title, format, publication date, publisher/ product/ location, color or b/w comments or specific characteristics.

The order must indicate name and RUT customer's name and agency code number, and payment agreement.

Orders and materials must be delivered to PAL before the closing date. If sent via electronic form should be receiving and confirmation that the files are reviewed and meet the conditions of publication.

When the requested publication is a repetition of an ad already posted, the order must indicate clearly, the earlier publication date and include laser printing or clipping of the ad to be published.

The value assigned by the agency and/or customer to the order of publication was considered as a reference. It is the responsibility of the agency and/or client, check with the management of publisher/ PAL final value of the order. In any case, the value assigned to the release rate depends on the Publisher, product, location and specific business conditions indicated in the contracts or agreements of the client.

#### **Advertising Close:**

Advertising closing is called, the date by which an order of publication and their respective material can be delivered to PAL and the publisher.

The closing dates and times are indicated on the particular characteristics of the product.

#### **Materials List (original):**

If at the time of publication there is no material to publish, will repeat the last Advertisement available for the client/agency, in agreement with them. Absence of Advertisement and/or agreement, or the absence of contact will remove the Advertisement and will be charged 100% of the space requested.

#### **Changing materials:**

Any requests for changes in the Advertisement that have been requested, the client/agency must submit an order, clearly indicating the date (s) (s) that are required to make such changes.

### VALUES

The Advertising space purchased by advertisers may only be used to communicate their products, brands, services, companies, etc., being prevented from giving their use to third parties under any circumstances.

any discrepancy between the values reported by PAL, and values published by Publishers and publications directly in international tariffs, we will abide by the values of the Publishers.

Prices may change without notice.

### COLOR SPACE RESERVATION

Clients and their agencies should reserve advertising space in color, by a simple note or by phone. Should indicate the identification data, date of publication, size and location of the Advertisement.

Reservations by the way, must be issued before the closing date of the Publisher/product.

### TERM OF CANCELLATION OF ADVERTISING.

An order of publication may be canceled by an order of suspension in the Customer Service Department, PAL, before the closing date and time set for each publisher/product. In some cases they can be applied Cancellation costs.





**SUSPENSION CHARGES OUT OF TIME**

Cancellations after the deadline as may be exceptionally accepted by PAL or Publisher, will pay 50% of the value of the publication originally contracted, if it is requested until 10:00 am on the day following the closure corresponding to respective Publisher/product. After this period, the customer will cancel 100% of contracted space.

**ADVERTISEMENTS DISCREPANCY MEASURE**

In the event of any inconsistency between the measures ordered and their respective Ads original, PAL reserves the right to adopt the most conducive alternative.

**COMPENSATION FOR ADVERTISEMENTS**

Compensation may consist of a new publication of Advertisement concerned, or the refund of the purchased space to be used in future publications with a maximum of 30 days in an original or new material to publish.

PAL compensation awarded by an agency or client, does not exempt those from the complete and timely fulfillment of financial obligations to PAL.

An application for compensation must be made in writing within a maximum of 2 business days after the publication of the Advertisement. After this period, PAL takes the agreement of the agency and/or client.

**PUBLICATION OR REJECTION OF ADVERTISEMENTS**

The Publisher reserves the right to reject or not publish ads that warrant objection to layout and/or content, and technical material (photos, opaque, etc.). It shall inform the agency and/or client.

The client may publish at a later date another unpublished ads must comply with the size and location factor, if desired, the applicant may request a refund of the contract, deducted from a checking account or agreement.

**PAYMENTS**

The advertiser warrants that payments be made in full accordance with the agreed terms, and by the time of negotiating the advertiser has sufficient capacity to handle debt and pay the value for an obligation.

PAL publish the announcements ordered by the customer, as long as it pays its obligations in current terms. Any delay in the PAL obligation gives the power to unilaterally suspend the publication of the Ads without any compensation.

In the unlikely event that the advertiser fails to comply with its obligations to PAL in the purchase of advertising space, the advertiser agrees to cover all costs of collection agency designated by PAL, such as legal fees, the process costs, interest arrears, the penalty for returned checks.

**RATES**

PAL and each of the publications, reserves the right to unilaterally revise the rates, terms, rate plan and the agreements made with the advertiser, at any time without notice.

All Ads ordered payments are paid in full and in advance, except when they have established credit with PAL or the Publishers or independent publications, on which PAL reserves the right to terminate with or without notice to the advertiser.

**PROOF SHIPPING**

The voucher is sent by the office of the agency and billed separately from the rates of publication, under the condition requested by the agency.

**EXCLUSIVITY**

PAL does not undertake to give exclusivity in its pages to a customer or product. This means that a page could include competitive products together.

**VALIDITY OF TERMS OF USE**

These terms of use may vary without notice. Please contact PAL regularly for the latest version of them.







Periódicos Asociados Latinoamericanos

## PAL Newspapers Summary

Country	Newspaper	Average circulation Monday to Saturday	Average circulation Sunday	Average Readers Monday to Saturday	Average Readers Sunday
Argentina	Clarín	313,944	732,750	664,842	1,722,445
Argentina	Olé	75,000	75,000	183,000	183,000
Chile	La Tercera	98,627	203,369	314,995	395,575
Chile	La Cuarta	141,084	141,084	491,793	491,793
Chile	La Hora	96,020	-	354,178	-
Colombia	El Colombiano	74,167	130,000	230,700	488,900
Colombia	El País	68,000	105,000	170,400	314,200
Colombia	El Universal	25,000	32,000	113,700	127,600
Colombia	Vanguardia Liberal	32,000	55,000	98,300	178,200
Colombia	Q'hubo	408,000	-	1,963,000	-
Colombia	La República	40,000	40,000	20,000	16,400
Ecuador	HOY	48,325	60,438	100,275	100,275
Ecuador	MetroHoy y MetroQuil	69,560	-	147,814	-
El Salvador	El Diario de Hoy	96,000	93,000	574,200	155,400
El Salvador	MAS!	65,000	54,100	344,700	155,400
Honduras	La Prensa	55,736	41,125	307,364	210,866
Honduras	El Heraldo	42,000	22,789	274,240	157,688
Honduras	Diez	33,139	33,139	439,735	368,810
Nicaragua	La Prensa	42,379	43,140	254,274	258,840
Peru	La República	41,400	69,500	147,753	162,844
Peru	El Popular	342,000	303,000	560,175	517,892
Peru	Líbero	208,333	215,000	362,142	310,266
The Dominican Republic	Diario Libre	130,078	-	585,349	-
Venezuela	El Informador	45,000	65,000	225,000	325,000
Venezuela	El Tiempo	75,000	85,000	375,000	425,000
Venezuela	El Universal	65,000	220,000	208,000	704,000
Venezuela	La Verdad	54,000	61,000	270,000	305,000
	<b>TOTAL</b>	<b>2,784,792</b>	<b>2,880,434</b>	<b>9,780,928</b>	<b>8,075,394</b>

## Clarín

Country: Argentina

Website: [www.clarin.com](http://www.clarin.com)

Category: Paid newspaper / General Interest

Publisher: AGEA

Frequency: Daily

Average Circulation Monday to Saturday: 313,944

Average Circulation Sundays: 732,750

Daily readers Monday to Saturday: 664,842

Daily readers Sundays: 1,722,445

Commercial office location: Tacuari 1846 - Capital Federal

Distribution area: Argentina + Exterior

Total advertising columns: 5

### Description:

Argentine newspaper "Clarín" is the most read. Its pages are a great mirror that reflects, more than six decades, daily life with a transferable registration. Its clear and direct style rigorous yet friendly and deeply Argentine conquest hundreds of thousands of readers who have made "Clarín" in a local and international symbol. "Clarín" takes on its editorial offering, the rich and complex diversity of society in Argentina: its position as the leading national newspaper puts it in the preferences of all sectors of the population. In its evolution, the journal has managed to combine loyalty to his style and the assimilation of the profound social transformations, making the renewal an ongoing process. "Clarín" was born with the vocation to become the daily reference to Argentina society: the journal of all. This contributes to the breadth of its editorial offering and services designed to meet a variety of demands.

# Clarín



### Reader Profile

Gender	Men	60%
	Women	40%
Age	< 24 years	21%
	25 - 39 years	32%
	40 - 54 years	32%
	> 55 years	15%
Socio-economic level	Height (ABC1)	17%
	Upper-middle (C2)	18%
	Middle-middle(C3)	27%
Education	Elementary and/or High school	57%
	College and/or University	40%
	Postgraduate	2%
House	Owner	81%
	Tenant	19%
Owner of	House	81%
	Car	44%
	Cell phones	74%
Main travel destinations	Has had a vacation in the last year	59%
	Domestic	41%
	Abroad	3%
	Both	1%

Source: EGM Acum. Apr 08 - Mar 09'. Last period readers - Region: Cap Fed, GBA, M Plata, Mendoza, Rosario, Córdoba y Tucumán



## MONDAY TO THURSDAY RATES

SECTIONS	1/4 Page	1/2 Horizontal Page	RobaPage 48 Modules	Page
Page 4 COLOR*	13,769.80	27,539.60	33,047.52	55,079.20
Page 5 COLOR*	17,472.40	34,944.80	41,933.76	69,889.60
Page 12 COLOR*	13,189.00	26,378.00	31,653.60	52,756.00
Page 13 COLOR*	15,778.40	31,556.80	37,868.16	63,113.60
Page 16 B&W	9,946.20	19,892.40	23,870.88	39,784.80
Page 17 B&W	11,761.20	23,522.40	28,226.88	47,044.80
Page ODD before the Police	11,519.20	23,038.40	27,646.08	46,076.80
Page EVEN before the Police	9,116.80	18,233.60	21,880.32	36,467.20
Page CENTRAL B&W	8,494.20	16,988.40	20,386.08	33,976.80
Sports	7,187.40	14,374.80	17,249.76	28,749.60

## FRIDAY RATES

SECTIONS	1/4 Page	1/2 Horizontal Page	RobaPage 48 Modules	Page
Page 4 COLOR*	16,528.60	33,057.20	39,668.64	66,114.40
Page 5 COLOR*	20,957.20	41,914.40	50,297.28	83,828.80
Page 12 COLOR*	15,851.00	31,702.00	38,042.40	63,404.00
Page 13 COLOR*	18,948.60	37,897.20	45,476.64	75,794.40
Page 16 B&W	11,519.20	23,038.40	27,646.08	46,076.80
Page 17 B&W	13,624.60	27,249.20	32,699.04	54,498.40
Page ODD before the Police	13,358.40	26,716.80	32,060.16	53,433.60
Page EVEN before the Police	11,470.80	22,941.60	27,529.92	45,883.20
Page CENTRAL B&W	9,849.40	19,698.80	23,638.56	39,397.60
Sports	7,792.40	15,584.80	18,701.76	31,169.60

## SATURDAY RATES

SECTIONS	1/4 Page	1/2 Horizontal Page	RobaPage 48 Modules	Page
Page 4 COLOR*	19,021.20	38,042.40	45,650.88	76,084.80
Page 5 COLOR*	24,127.40	48,254.80	57,905.76	96,509.60
Page 12 COLOR*	18,174.20	36,348.40	43,618.08	72,696.80
Page 13 COLOR*	21,755.80	43,511.60	52,213.92	87,023.20
Page 16 B&W	13,406.80	26,813.60	32,176.32	53,627.20
Page 17 B&W	15,681.60	31,363.20	37,635.84	62,726.40
Page ODD before the Police	15,391.20	30,782.40	36,938.88	61,564.80
Page EVEN before the Police	13,334.20	26,668.40	32,002.08	53,336.80
Page CENTRAL B&W	11,422.40	22,844.80	27,413.76	45,689.60
Sports	8,155.40	16,310.80	19,572.96	32,621.60

## SUNDAY RATES

SECTIONS	1/4 Page	1/2 Horizontal Page	RobaPage 48 Modules	Page
Page 4 COLOR*	23,788.60	47,577.20	57,092.64	95,154.40
Page 5 COLOR*	35,017.40	70,034.80	84,041.76	140,069.60
Page 12 COLOR*	22,748.00	45,496.00	54,595.20	90,992.00
Page 13 COLOR*	31,145.40	62,290.80	74,748.96	124,581.60
Page 16 B&W	17,133.60	34,267.20	41,120.64	68,534.40
Page 17 B&W	22,651.20	45,302.40	54,362.88	90,604.80
Page ODD before the Police	20,110.20	40,220.40	48,264.48	80,440.80
Page EVEN before the Police	16,964.20	33,928.40	40,714.08	67,856.80
Page CENTRAL B&W	13,092.20	26,184.40	31,421.28	52,368.80
Sports	10,841.60	21,683.20	26,019.84	43,366.40

Sizes	Modules	Column x Module	Width (cm)	Height (cm)
1/4 Page	20	2 X 10	9.74	21.65
1/2 Horizontal Page	40	5 X 8	24.98	17.24
RobaPage 48 modules	48	4 X 12	19.90	26.05
Page	80	5 X 16	24.98	34.85

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

These prices reflect the official rates of the media in U.S. dollars at the time of printing this catalog.

The media can change the rates at any time without notice.

For current rates suggest communicate regularly with Periódicos Asociados Latinoamericanos – PAL

EXTRA CHARGES:

Color: 30% if not included

(\*) Single rate for color and B & W ads. Color Not applicable surcharge. Minimum size, color, in the main body 6 modules

## Olé

Country: Argentina  
 Website: [www.ole.com.ar](http://www.ole.com.ar)  
 Category: Paid newspaper / Sports  
 Publisher: AGEA  
 Frequency: Daily  
 Average Circulation Monday to Sunday: 75,000 a 100,000  
 Daily readers: 183,000  
 Commercial office location: Tacuarí 1846 - Capital Federal  
 Distribution area: National  
 Total advertising columns: 6

### Description:

"Olé" revolutionized the reading habits and managed to capture not only the prospect, but also a new generation of readers: young people. Its language really reflects the passion of the fan. Redesigned in 2006, maintaining its lively style, impressive and informal. It has a full color format.  
 "Olé" is the only sport printed newspaper in the country, a daily basis.  
 Its readers are dynamic and passionate.  
 This product is cheerful and friendly, young and relaxed.



### Reader Profile

Gender	Men	81%
	Women	19%
Age	15 - 24 years	43%
	25 - 34 years	23%
	35 - 49 years	24%
	>50 years	11%
Socio-economic level	Height (ABC1)	5%
	Upper-middle (C2)	11%
	Medio - Medio (C3)	22%
Worker or student Owners	Worker or student	95%
	Cell phones	68%
	Private health insurance	55%
	Internet access	45%
	Car	35%
	Credit card	15%
	Life insurance	12%
Olé readers preferences	Designers branded clothes	47%
	They buy something they need on credit rather than cash	30%
	Enjoy the danger and risk	21%
	Attend soccer fields	19%

Source: GM Acum Oct 06' - Sep 07' - Last 30 days readers.





## MONDAY, SATURDAY, MONDAY B&W RATES

SECTIONS	1/4 Page	1/2 Page	Page
Page 5	7,114.80	14,229.60	28,459.20
Page 7	6,697.35	13,394.70	26,789.40
Page 23 a IAC	4,918.65	9,837.30	19,674.60
Page 4	5,445.00	10,890.00	21,780.00
EVEN before Central Page	4,573.80	9,147.60	18,295.20
Central	6,152.85	12,305.70	24,611.40
EVEN After Central Page	4,374.15	8,748.30	17,496.60

## TUESDAY TO FRIDAY B&W RATES

SECTIONS	1/4 Page	1/2 Page	Page
Page 5	5,626.50	11,253.00	22,506.00
Page 7	5,354.25	10,708.50	21,417.00
Page 23 a IAC	3,956.70	7,913.40	15,826.80
Page 4	4,301.55	8,603.10	17,206.20
EVEN before Central Page	3,720.75	7,441.50	14,883.00
Central	4,882.35	9,764.70	19,529.40
EVEN After Central Page	3,484.80	6,969.60	13,939.20

## MONDAY, SATURDAY, MONDAY FULL COLOR RATES

SECTIONS	1/4 Page	1/2 Page	Page
Page 3	8,693.85	17,387.70	34,775.40
Page 5	8,530.50	17,061.00	34,122.00
Page 7	8,040.45	16,080.90	32,161.80
Page 23 a IAC	5,880.60	11,761.20	23,522.40
Page 2	7,187.40	14,374.80	28,749.60
Page 4	6,552.15	13,104.30	26,208.60
EVEN before Central Page	5,517.60	11,035.20	22,070.40
Central	6,152.85	12,305.70	24,611.40
EVEN After Central Page	5,299.80	10,599.60	21,199.20

## TUESDAY TO FRIDAY FULL COLOR RATES

SECTIONS	1/4 Page	1/2 Page	Page
Page 3	7,187.40	14,374.80	28,749.60
Page 5	6,806.25	13,612.50	27,225.00
Page 7	6,425.10	12,850.20	25,700.40
Page 23 a IAC	4,719.00	9,438.00	18,876.00
Page 2	5,662.80	11,325.60	22,651.20
Page 4	5,154.60	10,309.20	20,618.40
EVEN before Central Page	4,483.05	8,966.10	17,932.20
Central	4,882.35	9,764.70	19,529.40
EVEN After Central Page	4,174.50	8,349.00	16,698.00

SIZES	Colum x Module	Width (cm)	Height (cm)
1/4 Page	3 x 5	12.28	16.69
1/2 Page Horizontal	6 x 5	24.98	16.69
1/2 Page Vertical	3 x 10	12.28	34.15
Page	6 x 10	24.98	34.15

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

These prices reflect the official rates of the media in U.S. dollars at the time of printing this catalog.

The media can change the rates at any time without notice.

For current rates suggest communicate regularly with Periódicos Asociados Latinoamericanos – PAL

## La Tercera

Country: Chile  
 Website: [www.tercera.cl](http://www.tercera.cl)  
 Category: Paid newspaper / General Interest  
 Publisher: Copesa  
 Frequency: Daily  
 National Average Circulation Monday to Saturday: 98,627  
 National Average Circulation Sundays: 203,369  
 Daily readers Monday to Saturday Gran Santiago: 395,575  
 Daily readers Sundays Gran Santiago: 1,722,445  
 Subscribers: 114,500  
 Deadline for receipt of advertising: B&W Ads: up to 18 hours on the second business day prior to circulation. Color Ads: up to 18 hours of the fourth business day prior to circulation.  
 Commercial office location: Vicuña Mackenna 1962 comuna Ñuñoa  
 Distribution area: Chile  
 Total advertising columns: 39 cms x 6 cols.

### Other products:

Supplements: Revista Mujer, Que Pasa, Revista +Decoración, Revista Viajes, Icarito, supplement Cultura, supplement Reportajes, supplement Sports, school supplement Sports, Revista Club La Tercera, special editions, Classified.

### Description:

It is a national newspaper, modern, innovative, flexible and with reference to the Chilean society, with a transverse segmentation and increasing penetration in the ABC1. It is a journal open to different ways of thinking and viewpoints that generates views and marks an agenda.

# LATERCERA



### Reader Profile

Gender	Men	51%
	Women	49%
Age	< 24 años	23%
	25 - 39 years	30%
	40 - 54 years	27%
	> 55 years	20%
Socio-economic level	Height (ABC1)	18%
	Upper-middle (C2)	33%
	Middle-middle (C3)	23%
	low (D)	26%
Education	Elementary school	10%
	High school	45%
	College	15%
	University	25%
	Postgraduate	4%
House	Don't know	1%
	Owner	77%
	Tenant	16%
	Other	7%
Owner of	House	77%
	Car	55%
	Computer	69%
	Cell phones	77%
Occupation (2)	Executive / Businessman	12%
	Employee	15%
	Professional independent worker	11%
	Student	21%
	Housewife	39%
	Construction worker	12%
	Other	7%

### SOURCE:

National net circulation: Valid. Simple average 2 semesters 2007.

Subscribers Sources: Promoservice December 2007.

Source National Readership: Readers Gran Santiago KMR 2007

## MONDAY TO THURSDAY RATES

SECTIONS	1/4 Page (5 x 3)	1/2 Page (5 x 6)	RobaPage (6 x 4)	Page (10 x 6)
Cronic Odd	5,129.41	8,892.19	7,836.01	17,097.99
Cronic Even	4,235.75	7,245.98	6,401.03	13,810.61
Sports Odd	3,699.55	6,258.24	5,540.04	11,838.19
Sports Even	3,342.09	5,599.76	4,966.05	10,523.23
Show business Odd	4,235.75	7,245.98	6,401.03	13,810.61
Show business Even	3,878.29	6,573.31	5,827.04	12,495.66
Insertion	5,129.41	8,892.19	7,836.01	17,097.10

## FRIDAY RATES

SECTIONS	1/4 Page (5 X 3)	1/2 Page (5 X 6)	RobaPage (6 X 4)	Page (10 X 6)
Cronic Odd	5,898.82	10,226.02	9,011.42	19,662.68
Cronic Even	4,871.11	8,332.87	7,361.19	15,882.20
Sports Odd	4,254.49	7,196.98	6,371.05	13,613.91
Sports Even	3,843.40	6,439.72	5,710.96	12,101.72
Show business Odd	4,871.11	8,332.87	7,361.19	15,882.20
Show business Even	4,460.02	7,575.61	6,701.09	14,370.01
Insertion	5,898.82	10,226.02	9,011.42	19,662.68

## SATURDAY RATES

SECTIONS	1/4 Page (5 X 3)	1/2 Page (5 X 6)	RobaPage (6 X 4)	Page (10 X 6)
Cronic Odd	8,720.00	15,116.72	13,321.23	29,066.57
Cronic Even	7,200.78	12,318.15	10,881.76	23,478.03
Sports Odd	6,277.62	10,639.01	9,418.08	20,124.91
Sports Even	5,681.55	9,519.59	8,442.29	17,889.50
Show business Odd	7,200.78	12,318.15	10,881.76	23,478.03
Show business Even	6,593.09	11,198.73	9,905.97	21,242.62
Insertion	8,720.00	15,116.72	13,321.23	29,066.57

## SUNDAY RATES

SECTIONS	1/4 Page (5 X 3)	1/2 Page (5 X 6)	RobaPage (6 X 4)	Page (10 X 6)
Cronic Odd	8,207.06	14,227.50	12,537.63	27,356.77
Cronic Even	6,777.20	11,593.56	10,241.65	22,096.97
Sports Odd	5,919.29	10,013.19	8,864.07	18,941.09
Sports Even	5,347.35	8,959.62	7,945.69	16,837.17
Show business Odd	6,777.20	11,593.56	10,241.65	22,096.97
Show business Even	6,205.26	10,539.98	9,323.27	19,993.05
Insertion	8,207.06	14,227.50	12,537.63	27,356.77

SIZES (cms x cms)	Modules
1/4 Page	5 ROWS X 3 COLUMNS
1/2 Page	5 ROWS X 6 COLUMNS
RobaPage	6 ROWS X 4 COLUMNS
Page	10 ROWS X 4 COLUMNS

## EXTRA CHARGES:

## COLOR /FORMAT AND DAY

SECTIONS	1/4 Page (5 X 3)	1/2 Page (5 X 6)	RobaPage (6 X 4)	Page (10 X 6)
MONDAY TO THURSDAY	661.11	661.11	661.11	1,101.85
FRIDAY	760.27	760.27	760.27	1,267.12
SATURDAY	1,123.88	1,123.88	1,123.88	1,873.14
SUNDAY	1,057.77	1,057.77	1,057.77	1,873.14

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

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For current rates suggest communicate regularly with Periódicos Asociados Latinoamericanos – PAL



## La Cuarta

Country: Chile  
 Website: [www.lacuarta.cl](http://www.lacuarta.cl)  
 Category: Paid newspaper / Popular  
 Publisher: COPESA  
 Frequency: Daily  
 Average National Circulation Monday to Sunday: 141,084  
 Daily readers Monday to Sunday: 491,793  
 Commercial office location: Vicuña Mackenna 1962  
 comuna Ñuñoa  
 Distribution area: Chile  
 Total advertising columns: 39 cms x 6 cols (234 cm/col)



### Other products:

Special Editions, La Cuarta, massive host of major events.  
 La Cuarta.cl, most trafficked website in Chile.  
 Monday: Supplement Constructor, La Cuarta Deportiva, Revista Comerciante  
 Tuesday: Cocina con cariño  
 Wednesday: Collectible Construction Techniques  
 Thursday: "Jueves de La Oferta"  
 Friday: En 4 ruedas, La Cuarta Espectacular  
 Saturday: Cards and collectibles, new sections devoted to family, women and youth  
 Sunday: Fichas ayudateareas, VAS

### Description:

"La Cuarta" is the largest newspaper and the best way to reach new consumers. "La Cuarta" is a leader in mass readership segments. It know the mass segment better than anyone. Know where they live. It share the same language, know their tastes and needs, it know what is entertaining and use their free time.

### Reader Profile

Gender	Men	56%
	Women	44%
Age	< 24 years	23%
	25 - 39 years	30%
	40 - 54 years	32%
	> 55 years	15%
Socio-economic level	Height (ABC1)	2%
	Upper-middle (C2)	6%
	Middle-middle (C3)	38%
	Low (D)	54%

SOURCE: TGI, ola I y II 2009. Gran Santiago.  
 Kantar Media Research March 2010- June 2010. Gran Santiago.

# La Cuarta



## MONDAY TO THURSDAY RATES

SECCIONS	1/4 Page	1/2 Page	RobaPage	Page
Cronic Odd	2,885.06	4,985.61	5,932.92	8,939.59
Cronic Even	2,584.99	4,387.66	5,197.43	7,774.58
Sports Odd	2,584.99	4,387.66	5,197.43	7,774.58
Sports Even	2,284.91	3,785.30	4,461.95	6,609.56
Show business Odd	2,484.96	4,185.40	4,952.27	7,386.24
Show business Even	2,184.88	3,585.25	4,216.78	6,221.23
Insertion	3,785.30	6,786.08	8,139.38	12,434.62

## FRIDAY AND SUNDAYS RATES

SECCIONS	1/4 Page	1/2 Page	RobaPage	Page
Cronic Odd	3,462.08	5,982.73	7,119.50	10,727.51
Cronic Even	3,101.98	5,262.55	6,236.92	9,329.49
Sports Odd	3,101.98	5,262.55	6,236.92	9,329.49
Sports Even	2,741.89	4,542.36	5,354.33	7,934.48
Show business Odd	2,981.95	5,022.49	5,942.73	8,863.49
Show business Even	2,621.86	4,302.29	5,060.14	7,465.47
Insertion	4,542.36	8,143.30	9,767.25	14,921.54

## SATURDAYS RATES

SECCIONS	1/4 Page	1/2 Page	RobaPage	Page
Cronic Odd	3,173.57	5,484.17	6,526.21	9,833.54
Cronic Even	2,843.49	4,824.00	5,717.17	8,552.03
Sports Odd	2,843.49	4,824.00	5,717.17	8,552.03
Sports Even	2,513.40	4,163.83	4,908.14	7,270.52
Show business Odd	2,733.45	4,603.94	5,447.50	8,124.86
Show business Even	2,403.37	3,943.77	4,638.46	6,843.35
Insertion	4,185.87	7,464.69	8,953.31	13,678.08

SIZES	(cms x Col)
1/4 Page	17 x 3
1/2 Page	17 x 6
RobaPage	25 x 5
Page	33 x 6

Color:	Extra Charge
MONDAY TO THURSDAY	784.51
FRIDAY AND SUNDAY	941.42
SATURDAY	862.97

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

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## La Hora

Country: Chile  
 Website: [www.lahora.cl](http://www.lahora.cl)  
 Category: Free newspaper / General Interest  
 Publisher: Copesa  
 Frequency: Daily  
 Average circulation Monday to Friday: 96,020  
 Daily readers Monday to Friday: 354,177.8  
 Commercial office location: Vicuña Mackenna 1962 comuna Ñuñoa.  
 Distribution area: Chile  
 Total advertising columns: 39 cms x 6 cols (234 cm/col)



### Other products:

It is part of Group Copesa with the newspapers La Tercera and La Cuarta, Paula magazines and Que Pasa, several radio stations such as ZERO, Carolina, Beethoven, DUNA, Radio Disney, and Paula and several websites.

### Description:

Deliver all the necessary information and the best entertainment to accompany their thousands of readers each week, plus excellent editorial magazine designed especially for them. Its distribution in the top 10 cities in the Country, all day from Monday to Friday, with more than 50 developers. Coverage of over 60% of the urban population in Chile.

# La Hora

### Reader Profile

Gender	Men	49%
	Women	51%
Age	12 to 24 years	30.00%
	25 to 39 years	36.00%
	40 to 54 years	25.00%
	55 to 75 years	9.00%
Socio-economic level	Height (ABC1)	11%
	Middle - (C2C3)	53%
	Low (D)	36%
Consumer profile	Plans to buy a house	28%
	Bought a car less than 4 years	29%
	Shopping in Malls	61%
	Have Savings	50%
	Purchased in Pharmacy	75%
	Purchased lottery in the last 30 days	49%

SOURCE: KMR August- November 2009, Gran Santiago.





## MONDAY TO WEDNESDAY RATES

SECTIONS	1/4 Page	1/2 Page	RobaPage	Page
Cronic Odd	3,838.85	6,760.96	6,643.37	12,261.40
Cronic Even	3,020.66	5,124.58	5,042.07	9,084.90
Requested	4,423.27	7,929.80	7,517.27	14,530.34

## THURSDAY RATES

SECTIONS	1/4 Page	1/2 Page	RobaPage	Page
Cronic Odd	4,222.73	7,437.05	7,311.00	13,487.54
Cronic Even	3,322.72	5,637.03	5,546.28	9,993.39
Requested	4,865.60	8,722.78	8,269.00	15,983.37

## FRIDAY RATES

SECTIONS	1/4 Page	1/2 Page	RobaPage	Page
Cronic Odd	4,606.62	8,113.59	7,975.64	14,713.67
Cronic Even	3,624.79	6,149.49	6,050.48	10,901.88
Requested	5,307.92	9,515.76	9,020.72	17,436.40

SIZES	(cms x Col)
1/4 Page	17 x 3
1/2 Page	17 x 6
RobaPage	25 x 5
Page	33 x 6

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

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### EXTRA CHARGES:

Color:	
MONDAY TO WEDNESDAY	550.04
THURSDAY	605.04
FRIDAY	660.05

## El Universal

Country: Colombia  
 Website: [www.eluniversal.com.co](http://www.eluniversal.com.co)  
 Category: Paid newspaper / General Interest  
 Publisher: Editora del Mar S.A.  
 Frequency: Daily  
 Average Circulation Monday to Saturday: 25,000  
 Average Circulation Sundays: 32,000  
 Daily readers Monday to Saturday: 113,700  
 Daily readers Sundays: 127,600  
 Subscribers: 12,000  
 Commercial office location: Cartagena, Barranquilla, Montería, Sincelejo, Bogotá and Medellín.  
 Distribution area: Cartagena, Bolivar, Sucre Córdoba, San Andrés.

### Other products:

Popular Newspaper: Q'hubo  
 Website: [www.eluniversal.com.co](http://www.eluniversal.com.co)  
 Regional newspapers: edition of Sucre and Córdoba.  
 (Regional editions).  
 Magazines: Friday, Dónde (monthly travel guide), Dónde Cartagena de Indias, deluxe edition quarterly, Empresas que Generan Confianza, Nueva, Automotores.

### Description:

El Universal, founded on March 8, 1948, is the leading newspaper in the city with coverage in the city of Cartagena, the departments of Bolivar, Sucre and Cordoba and the islands of San Andres and Providencia.

# EL UNIVERSAL



### Reader Profile

Gender	Men	53.0%
	Women	47.0%
Age	< 24 years	33.5%
	25 - 45 years	40.2%
	> 45 years	25.5%
Socio-economic level	Height	9.0%
	Upper-middle	25.0%
	Middle-middle	27.0%
	Low	39.0%
Education	High school	24.3%
	College	19.7%
	University	14.0%
	Postgraduate	5.0%
Civil Status	Single	33.8%
	Married	60.8%
	Divorced or separated	4.8%
	Widower	0.7%

EGM - Reader day Sunday N.S.E 1 to 6 2010-2  
 EGM - Reader day from yesterday N.S.E 1 to 6 2010-2

## MONDAY TO SUNDAY B&W RATES

SECTIONS	1/4 Page	1/2 Page	Page
NEWS (request Tercera primer cuadernillo)	1,731.00	3,462.00	6,924.00
NEWS (request ODD primer cuadernillo)	1,513.00	3,026.00	6,052.00
SPORTS (request primera de cuadernillo)	1,731.00	3,462.00	6,924.00
SPORTS (without request ODD)	1,345.00	2,690.00	5,380.00
NEWS (without request ODD, Page determinada)	1,345.00	2,690.00	5,380.00
Page UNDEFINED*	1,147.00	2,294.00	4,588.00

## MONDAY TO SUNDAY FULL COLOR RATES

SECTIONS	1/4 Pagina	1/2 Page	Page
NEWS (indicating Third first booklet)	3,214.00	6,428.00	12,856.00
NEWS (indicating odd first booklet)	2,660.00	5,320.00	10,640.00
SPORTS (indicating first booklet)	3,214.00	6,428.00	12,856.00
SPORTS (undefined Odd)	2,497.00	4,994.00	9,988.00
NEWS(undefined Odd, Defined Page)	2,497.00	4,994.00	9,988.00
Undefined Page*	2,205.00	4,410.00	8,820.00

\*The sections we have are: sports, local news, international, technology, national, economic, social, events, healthy living, people.

SIZES	Width Cm	Height Cm
1/4 Page Vertical	3 columns (14,6 cm)	27 cm
1/4 Page Horizontal	6 columns (29.6 cm)	13.5 cm
Robapage	4 columns (19,6 cm)	40 cm
1/2 Page Vertical	6 columns (29.6 cm)	27 cm
1/2 Page Horizontal	3 columns (14,6 cm)	54 cm
1 Page	6 columns (29,6 cm)	54 cm

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

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# El País

Country: Colombia  
 Website: [www.elpais.com.co](http://www.elpais.com.co)  
 Category: Paid newspaper / General Interest  
 Publisher: El País S.A.  
 Frequency: Daily  
 Average Circulation Monday to Saturday: 68,000  
 Average Circulation Sundays: 105,000  
 Daily readers Monday to Saturday: 170,400  
 Daily readers Sundays: 314,200  
 Subscribers: 26,300  
 Average readers by edition Monday to Saturday: 171,300  
 Deadline for receipt of advertising: One day before the publication up to 12m and weekends until Friday 12m  
 Commercial office location: Cali (9 Of.), Palmira, Buga, Tulua, B/ventura, Cartago, Popayan, Pasto, Bogotá, Medellín  
 Distribution area: South west Colombia  
 Total advertising columns: 6

## Other products:

Popular Newspaper: Q'hubo Cali, Palmira Q'hubo; Newspapers by district: North Cali, Cali West, Central & South Cali, Cali South  
 Regional Newspapers: Palmira Hoy, Cartago Hoy

## Description:

"El País" is a regional newspaper published in Cali Colombia. It was founded in 1950.

# El País



## Reader Profile

Gender	Men	49.0%
	Women	51.0%
Age	< 24 years	24.0%
	25 to 45 years	40.0%
	45 to 54 years	24.0%
	> 55 years	12.0%
Socio-economic level	Height (ABC1)	9.0%
	Upper-middle (C2)	19.0%
	Middle-middle (C3)	18.0%
	Middle-low	33.0%
	Low (D2)	15.0%
	Low-low	6.0%
	Elementary school	5.3%
Education	High school	38.8%
	College	19.4%
	University	32.0%
House	Postgraduate	4.5%
	Owner	61.2%
Owner of	Tenant	37.3%
	House	61.2%
Main travel destinations	Car	39.7%
	Computer	63.4%
Occupation	Cell phones	87.4%
	Domestic	22.6%
Occupation	Aboard	6.3%
	Executive/ Businessman	20.3%
Occupation	Employee	28.8%
	Independent worker	2.9%
Occupation	Student	15.7%
	Housewife	24.6%
Occupation	Other	7.6%

SOURCE: General Research of Medios OIa 2008 - 1  
 EGM - Reader day Sunday N.S.E 1 to 6 2010-2  
 EGM - Reader day from yesterday N.S.E 1 to 6 2010-2

## MONDAY TO SATURDAY B&W RATES

SECTIONS	1/4 Page	1/2 Page	Page
UNDEFINED	2,149.41	4,298.82	8,591.50
UNDEFINED - FIRST AND SECOND BODY	2,865.78	5,678.49	11,356.98
THIRD Page - FIRST BODY	4,416.12	8,750.46	17,500.92
ODD and LAST - first and Second Body	3,288.60	6,516.30	13,032.60
UNDEFINED - Third Body	2,536.92	5,026.86	10,053.72
ODD and Last - Third Body	3,006.72	5,957.76	11,915.52

## MONDAY TO SATURDAY FULL COLOR RATES

SECTIONS	1/4 Page	1/2 Page	Page
UNDEFINED	3,514.11	6,963.14	13,925.55
UNDEFINED - FIRST AND SECOND BODY	4,979.88	9,867.54	19,735.08
THIRD Page - FIRST BODY	7,328.88	14,522.04	26,044.08
ODD and LAST - first and Second Body	5,872.50	11,636.25	23,272.50
UNDEFINED - Third Body	4,134.24	8,191.92	16,383.84
ODD and Last - Third Body	4,651.02	9,215.91	18,431.82

SIZES	Col x cm
1/4 Page	3col x 27 cm
1/2 Page Horizontal	6col x 27 cm
1/2 Page Vertical	3col x 54 cm
Page	6col x 54 cm

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

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### EXTRA CHARGES:

Sunday should be applied to 12% on the previous rates.

for special locations must be considered a surcharge of 50% to the price requested.

## El Colombiano

Country: Colombia  
 Website: [www.elcolombiano.com.co](http://www.elcolombiano.com.co)  
 Category: Paid newspaper / General Interest  
 Publisher: El Colombiano  
 Frequency: Daily  
 Average Circulation Monday to Saturday: L-V 72,000 S-85,000  
 Average Circulation Sundays: 130,000  
 Daily readers Monday to Saturday: 230,700  
 Daily readers Sundays: 488,900  
 Subscribers: 30,000  
 Deadline for receipt of advertising: at noon the previous day  
 Commercial office location: cra 48 #30 su 119  
 Distribution area: Antioquia  
 Total advertising columns: 6  
 and Classifieds: 8 columnas

### Other products:

It has other products within the publishing house in the popular segment and independent free brand El Colombiano: popular and free Q' HUBO and GENTE. It has several magazines: Friday, El Colombianito, Generación, Resumen, Paladares, YOK, Propiedades and A Domicilio.

### Description:

In 2009, meets 97 years of being founded. It is the first newspaper in the city of Medellín.

## EL COLOMBIANO



### Reader Profile

Gender	Men	60%
	Women	40%
Age	<24 years	12%
	25 - 44 years	43%
	>45 years	45%
Socio-economic level	Height (ABC1)	20%
	Upper-middle (C2)	48%
	Low (D2)	31%
Education	Elementary school	13%
	High school	24%
	College	13%
	University	14%
	Postgrade	6%
Occupation	Executive / Businessman	12%
	Employee	23%
	Independent worker	16%
	Student	17%
	Housewife	18%
	Construction worker	7%
	Other	7%

SOURCE: EGM OLA 2008-1 COLOMBIA

EGM - Reader day Sunday N.S.E 2 to 6 2010-2

EGM - Reader day from yesterday N.S.E 1 to 6 2010-2



## MONDAY TO SATURDAY B&W RATES

SECTIONS	1/4 Page	1/2 Page	Page
UNDEFINED	2,388.24	4,776.47	9,546.12
SECTION A ODD	4,244.24	8,502.12	16,983.76
SECTION A UNDEFINED	3,295.76	6,591.53	13,176.24
SECTION ECONOMIC AND SPORTS UNDEFINED	3,241.18	6,496.00	16,369.65
SECTION ECONOMIC AND SPORTS ODD	4,094.12	8,188.24	12,978.35
OTHER SECTIONS UNDEFINEDS*	3,172.94	6,352.71	12,684.94
OTHER SECTIONS ODD*	3,589.18	7,164.71	14,329.41

## MONDAY TO SATURDAY FULL COLOR RATES

SECTIONS	1/4 Page	1/2 Page	Page
UNDEFINED	4,878.82	9,730.35	19,447.06
SECTION A ODD	8,536.24	17,079.29	29,435.29
SECTION A UNDEFINED	7,062.35	14,124.71	28,249.41
SECTION ECONOMIC AND SPORTS UNDEFINED	6,680.24	13,346.82	26,686.82
SECTION ECONOMIC AND SPORTS ODD	8,242.82	16,478.82	32,957.65
OTHER SECTIONS UNDEFINEDS*	6,325.41	12,644.00	25,281.18
OTHER SECTIONS ODD*	7,157.88	14,315.76	28,617.88

SIZE	COL x CM	CM x CM
1/4 Page	3 Col x 27 Cm	14.6 Cm x 27 Cm
1/2 Page Vertical	3 Col x 54 Cm	14.6 Cm x 54 Cm
1/2 Page Horizontal	6 Col x 27 Cm	29.6 Cm x 27 Cm
Page	6 Col x 54 Cm	29.6 Cm x 54 Cm

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

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Other sections include: Technology, Tourism, Farm, Health, Space, Cars, Education, Business reports, company reports, Life, Entertainment.

### EXTRA CHARGE:

Location: 80% of the rate of the Page requested.

Sundays: 13% of the rate of Monday through Saturday.

## Vanguardia Liberal

Country: Colombia  
 Website: [www.vanguardia.com](http://www.vanguardia.com)  
 Category: Paid newspaper / General Interest  
 Publisher: Galvis Ramirez y CIA., S.A.  
 Frequency: Daily  
 Average Circulation Monday to Saturday: 32,000  
 Average Circulation Sundays: 55,000  
 Daily readers Monday to Saturday: 98,300  
 Daily readers Sundays: 178,200  
 Subscribers: 15,000  
 Deadline for receipt of advertising: 2 Days in advance  
 Total advertising columns: 6  
 Commercial office location: Calle 34 No. 13-42 - Bucaramanga  
 Distribution area: Departamento de Santander

### Other products:

Online: [www.vanguardia.com](http://www.vanguardia.com) - Q'hubo (Diario Popular) - Gente de Cabecera / Gente de Cañaveral (Free by area) - Ubicar (Construction magazine) - Salud & Bienestar (Magazine specializing in Health & Beauty)

### Description:

Vanguardia Liberal is a newspaper with over 89 years of history, first newspaper in eastern Colombia, spokesman and the absolute leader in the region, committed to improving the Santander daily. Free from any partisan connotation, but with a principle that does not change: our liberal spirit, understood as the plurality of ideas and open-minded toward all political, economic and social. A modern newspaper, quick and easy to read.

## Vanguardia Liberal



### Reader Profile

Gender	Men	56.83
	Mujer	43.17
Age	12 - 17 years	13.11
	18 - 24 years	14.19
	25 - 34 years	19.24
	35 - 44 years	21.84
	45 - 54 years	17.62
	55 - 64 years	10.71
	> 65 years	3.28
Socio-economic level	Low-low	3.08
	Low	22.83
	Middle-low	36.58
	Middle-Middle	25.18
	Upper-Middle	5.79
	Height	6.53
Civil Status	Married/Free Union	45.81
	Divorced	7.36
	Widower	2.47
	Single	44.36

EGM - Reader day Sunday N.S.E 1 to 6 2010-2

EGM - Reader day from yesterday N.S.E 1 to 6 2010-2

## MONDAY TO SATURDAY RATES

SECTIONS	1/4 Page	1/2 Page	Page
NEWS (request ODD)	1,992.94	3,985.88	7,971.75
NEWS (Without request ODD)	1,711.11	3,422.22	6,844.43
SPORTS (request ODD)	1,992.94	3,985.88	7,971.75
SPORTS (Without request ODD)	1,711.11	3,422.22	6,844.43
ANY OTHER SECTION	1,509.80	3,019.60	6,039.21
CARS (MOTORES request ODD)*	1,992.94	3,985.88	7,971.75
CARS (MOTORES Without request ODD)*	1,711.11	3,422.22	6,844.43
UNDEFINED (Request ODD)	1,992.94	3,985.88	7,971.75
UNDEFINED (Without request ODD)	1,711.11	3,422.22	6,844.43

## SUNDAY RATES

SECTIONS	1/4 Page	1/2 Page	Page
NEWS (request ODD)	2,390.52	4,781.04	9,562.08
NEWS (Without request ODD)	2,048.30	4,096.60	8,193.19
SPORTS (request ODD)	2,390.52	4,781.04	9,562.08
SPORTS (Without request ODD)	2,048.30	4,096.60	8,193.19
ANY OTHER SECTION	1,816.79	3,633.59	7,267.18
TRAVEL GUIDE (request ODD)*	2,390.52	4,781.04	9,562.08
TRAVEL GUIDE (Without request ODD)*	2,048.30	4,096.60	8,193.19
UNDEFINED (Request ODD)	2,390.52	4,781.04	9,562.08
UNDEFINED (Without request ODD)	2,048.30	4,096.60	8,193.19

SIZES	WIDTH (cm)	HEIGHT (cm)
1/4 Page Group	19.5	20
1/4 Page Vertical	14.5	27
1/4 Page Horizontal	29.5	13.5
1/2 Page Vertical	14.5	54
1/2 Page Horizontal	29.5	27
Page	29.5	54

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

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For current rates suggest communicate regularly with Periódicos Asociados Latinoamericanos – PAL

EXTRA CHARGE:

Color: 75%



## Q'hubo

Country: Colombia  
 Website: [www.qhubo.com](http://www.qhubo.com)  
 Category: Paid newspaper/ Popular  
 Frequency: Daily  
 Average Circulation Monday to Friday: 408,000  
 Daily readers: 1,963,000  
 Regional readers: Medellin: 375,000, Bogota: 148,900, Cali: 466,400, Barranquilla: 175,000, Bucaramanga: 151,400, Pereira: 107,100, Cucuta: 88,200, Cartagena: 193,000, Manizalez: 38,300, Ibague: 73,600, Armenia: 6,600  
 Commercial office location: Cartagena de Indias, Barranquilla, Sincelejo, Monteria, Bogota, Medellin  
 Distribution area: Cartagena, Monteria, Sincelejo, San Andres Islas  
 Total advertising columns: 6 cols



### Description:

It is a popular newspaper of national circulation with emphasis regional.

Focused on 93% of the Colombian population, created from stories with people of everyday life. Focuses its attention on the people and what happens in their environment, with stories that will not lose effectiveness.

His themes revolve around sports, entertainment and especially in the judicial information of events taking place in the city. This is done with full respect for the reader, especially on the subject of images, something that is very sensitive to people who read us.

### FEATURES AND STRENGTHS:

- It is the first newspaper in circulation and readership in Colombia.
- The cheapest CPM (cost per thousand).
- The format is tabloid size, which allows easy reading.

### Reader Profile

Gender	Men	55%
	Women	45%
Age	12 - 17 years	12%
	18 - 24 years	19%
	25 - 34 years	24%
	35 - 44 years	20%
	45 - 54 years	16%
	55 - 64 years	7%
	> 65 years	2%
Socio-economic level	Low - Low	18%
	Low	38%
	Middle - Low	34%
	Middle - Middle	7%
	Upper-Middle	2%
	Height	1%

Source EGM 2 2010: National 16.672.600 Q' HUBO 1.823.400  
 Readership UP



## Q'hubo - NATIONAL

SECTIONS	1/4 Page	1/2 Page	Page
REGULAR - FULL COLOR	3,070.59	6,141.18	12,282.35
REGULAR - B&W	2,149.41	4,298.82	8,597.65

## Q'hubo - Barranca/ South Edition

SECTIONS	1/4 Page	1/2 Page	Page
REGULAR - FULL COLOR	168.88	337.76	675.53
REGULAR - B&W	119.75	239.51	479.01

## Q'hubo - BUCARAMANGA

SECTIONS	1/4 Page	1/2 Page	Page
REGULAR - FULL COLOR	669.39	1,338.78	2,677.55
REGULAR - B&W	469.80	939.60	1,879.20

## Q'hubo - CALI

SECTIONS	1/4 Page	1/2 Page	Page
REGULAR - FULL COLOR	776.86	1,553.72	3,107.44
REGULAR - B&W	423.74	847.48	1,694.96

## Q'hubo - CARTAGENA

SECTIONS	1/4 Page	1/2 Page	Page
REGULAR - FULL COLOR	598.50	1,197.00	2,394.00
REGULAR - B&W	419.85	839.70	1,679.40

## Q'hubo - MEDELLIN

SECTIONS	1/4 Page	1/2 Page	Page
REGULAR - FULL COLOR	689.18	1,364.71	2,729.41
REGULAR - B&W	327.53	655.06	1,303.29

## Q'hubo - PALMIRA

SECTIONS	1/4 Page	1/2 Page	Page
REGULAR - FULL COLOR	307.06	614.12	1,228.24
REGULAR - B&W	153.53	307.06	614.12

SIZES	COL x CM	CM x CM
1/4 Page	6 col x 7,5 cm	14.6 Cm x 27 Cm
1/3 Page Horizontal	6 col x 10 cm	29.6 Cm x 10 Cm
1/2 Page Vertical	3 col x 30 cm	14.6 Cm x 54 Cm
1/2 Page Horizontal	6 col x 15 cm	29.6 Cm x 27 Cm
Page	6 col x 30 cm	29.6 Cm x 54 Cm

NOTES: Prices in U.S. \$

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### EXTRA CHARGES:

- 1) PRESS 50%
- 2) SPECIAL PLACEMENT FIRST PAGE 300%
- 3) SPECIAL PLACEMENT INTERNAL PAGE 50%
- 4) CONSECUTIVE ADS 30%

## La República

Country: Colombia  
 website: [www.larepublica.com.co](http://www.larepublica.com.co)  
 Category: Financial Journal  
 Publisher: El Country S.A.  
 Frequency: Monday to Saturday  
 Average Circulation Monday to Saturday: 40,000  
 Average Circulation Sundays: 40,000  
 Daily readers Monday to Saturday\*: 20,000  
 Daily readers Sundays\*: 16,400  
 Subscribers: 94%  
 Distribution area: 49% Bogotá y Cundinamarca, 51% rest of the Country  
 Total advertising columns: 6

### Other products:

CSR - corporate social responsibility, logistics and trade exterior, agribusiness, the 10 business cases for the quarter, specialized editions and magazines.

### Description:

Journal specializing in economics and business. Tool for our readers, who are executives, men and women seeking to be informed on current issues that generate opportunities for Business. With 56 years of experience, "La República" is a benchmark in the market and is now part of the Publisher El Colombiano.

## LA REPUBLICA

**GRECIA PIDE SALVAVIDAS DE 45.000 MILLONES DE EUROS**

**BANCOS DAN VÍA LIBRE PARA QUE LIBERTY INYECTE CAPITAL A FRISA**

**FIN DE SEMANA**

# LA REPUBLICA

DIARIO ECONÓMICO, EMPRESARIAL Y FINANCIERO DE COLOMBIA

24 DE ABRIL DE 2010 • 2 SECCIONES • [www.larepublica.com.co](http://www.larepublica.com.co) • \$ 1.500

**EN MARCHA**  
**Fuertes controles a legales en Arizona**

**NEGOCIOS. LA OPERACIÓN SUMA ALREDEDOR DE 429 MIL MILLONES DE PESOS**  
**EEB quiere vender sus acciones de ISA e Isagen**

**LA RECUPERACIÓN "VA A TODA": G-20**

**COMERCIO. FALTA VOLUNTAD POLÍTICA: PLATA**  
**Uribe se irá del gobierno sin lograr TLC con EE.UU.**

**INDICE DE PÁGINAS**

**SECCIONES**

**FORO INTERNACIONAL**  
**sobre protocolos ITS para senaforización**



EGM - Reader day Sunday N.S.E 1 to 6 2010-2

EGM - Reader day DE AYER UP N.S.E 1 to 6 2010-2

\*The Journal's readership does not match the distribution, since a is measured in residential homes and most of the distribution, are in offices.



## ECONOMIC MONDAY B&W RATE

SECTIONS	1/4 Page	1/2 Page	Page
THIRD Page (BODY A)	3,476.52	6,953.04	13,906.08
LAST Page (BODY A)	3,946.32	7,892.64	15,785.28
Page ODD (BODY A)	3,006.72	6,013.44	12,026.88
Page EVEN (BODY A)	2,818.80	5,637.60	11,275.20
LAST Page (BODY B)	2,630.88	5,261.76	10,523.52
Page ODD (BODY B)	2,630.88	5,261.76	10,523.52
Page EVEN (BODY B)	2,442.96	4,885.92	9,771.84

## ECONOMIC MONDAY COLOR RATE

SECTIONS	1/4 Page	1/2 Page	Page
THIRD Page (BODY A)	6,201.36	12,402.72	24,805.44
LAST Page (BODY A)	6,483.24	12,966.48	25,932.96
Page ODD (BODY A)	5,355.72	10,711.44	21,422.88
Page EVEN (BODY A)	4,791.96	9,583.92	19,167.84
LAST Page (BODY B)	4,416.12	8,832.24	17,664.48
Page ODD (BODY B)	4,322.16	8,644.32	17,288.64
Page EVEN (BODY B)	4,040.28	8,080.56	16,161.12

## REST OF THE WEEK B&W RATE

SECTIONS	1/4 Page	1/2 Page	Page
THIRD Page (BODY A)	3,194.64	6,389.28	12,778.56
LAST Page (BODY A)	3,664.44	7,328.88	14,657.76
Page ODD (BODY A)	2,818.80	5,637.60	11,275.20
Page EVEN (BODY A)	2,630.88	5,261.76	10,523.52
LAST Page (BODY B)	2,442.96	4,885.92	9,771.84
Page ODD (BODY B)	2,349.00	4,698.00	9,396.00
Page EVEN (BODY B)	2,255.04	4,510.08	9,020.16

## REST OF THE WEEK COLOR RATE

SECTIONS	1/4 Page	1/2 Page	Page
THIRD Page (BODY A)	5,731.56	11,463.12	22,926.24
LAST Page (BODY A)	6,013.44	12,026.88	24,053.76
Page ODD (BODY A)	4,885.92	9,771.84	19,543.68
Page EVEN (BODY A)	4,322.16	8,644.32	17,288.64
LAST Page (BODY B)	4,040.28	8,080.56	16,161.12
Page ODD (BODY B)	3,946.32	7,892.64	15,785.28
Page EVEN (BODY B)	3,476.52	6,953.04	13,906.08

SIZES	WIDTH Cm	HEIGHT Cm
1/4 Page Vertical	3 Columnas (14,6 cm)	27 cm
1/4 Page Horizontal	6 columnas 29.6 cm	13.5 cm
1/2 Page Vertical	6 col (29.6 cm)	27 cm
1/2 Page Horizontal	3 Columnas (14,6 cm)	54 cm
1 Page	6 col (29.6 cm)	54 cm

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

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# HOY

Country: Ecuador

Website: [www.hoy.com.ec](http://www.hoy.com.ec)

Category: Paid newspaper / General Interest

Publisher: Grupo HOY

Frequency: Daily

Average Circulation Monday to Saturday: 48,325

Average Circulation Sundays: 60,438

Daily readers: 100,275

Commercial office location: Ecuador

Distribution area: National

## Other products:

Today is part of media group that includes: METROHOY (The first free newspaper in the country), METROQUIL (free), NOW TV, UHF channel 21, 66 Cable TV), HOY the radio I (FM), Radio Clasica AM Digital, Explorer (the most comprehensive database of Country), CELMEDIA (platform and services SMS), Fundación HOY in education, (working educational institutions).

## Description:

HOY is a pluralistic and independent newspaper, with an open attitude to all political, and opinion. HOY has a highly qualified group, through a technology works hard every day to you enjoy the most complete information early, in place of your choice.



## Reader Profile

Gender	Women	41%
	Men	59%
Income (US\$)	<500	4%
	500 - 1500	12%
	1500 - 3000	24%
	3000 - 5000	40%
	>5000	20%
Age	18 - 24 years	23%
	25 - 44 years	30%
	45 - 65 years	47%
Socio-economic level	Height	27%
	Middle	53%
	Low	20%

SOURCE: KMR 2010

## MONDAY TO SATURDAY B&W RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage	Page
STANDARD				
DEFINED	873.60	1,747.20	1,863.68	3,494.40
UNDEFINED	739.20	1,478.40	1,576.96	2,956.80
TABLOID				
DEFINED	319.20	638.40	744.80	1,276.80
UNDEFINED	218.40	436.80	509.60	873.60

## MONDAY TO SATURDAY COLOR RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage	Page
STANDARD				
DEFINED	1,848.00	3,696.00	3,942.40	7,392.00
UNDEFINED	1,713.60	3,427.20	3,655.68	6,854.40
TABLOID				
DEFINED	520.80	1,041.60	1,215.20	2,083.20
UNDEFINED	369.60	739.20	862.40	1,478.40

## SUNDAY B&W RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage	Page
STANDARD				
DEFINED	1,176.00	2,352.00	2,508.80	4,704.00
UNDEFINED	1,008.00	2,016.00	2,150.40	4,032.00
TABLOID				
DEFINED	436.80	873.60	1,019.20	1,747.20
UNDEFINED	319.20	638.40	744.80	1,276.80

## SUNDAY COLOR RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage	Page
STANDARD				
DEFINED	2,587.20	5,174.40	5,519.36	10,348.80
UNDEFINED	2,419.20	4,838.40	5,160.96	9,676.80
TABLOID				
DEFINED	722.40	1,444.80	1,685.60	2,889.60
UNDEFINED	520.80	1,041.60	1,215.20	2,083.20

SIZES SECTION A	COL x CM	CM x CM
1/4 Page	3 col x 10 mod	14.24 x 26.05
1/2 Page Vertical	3 col x 20 mod	14.24 x 52.46
1/2 Page Horizontal	6 col x 10 mod	28.89 x 26.05
Page	6 col x 20 mod	28.89 x 52.46
Roba Page	5 col x 16 mod	24.01

SIZES Tabloids	COL x CM	CM x CM
1/4 Page	3 col x 5 mod	12.8 x 14.14
1/2 Page Vertical	3 col x 10 mod	12.8 x 28.67
1/2 Page Horizontal	6 col x 5 mod	26 x 14.14
Page	6 col x 10 mod	26 x 28.67
Roba Page	5 col x 7 mod	21.6 x 19.95

NOTES: Prices in U.S. \$

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### EXTRA CHARGES:

25% increase over the rate for advertisement requested within 24 hours.

\$60 per shipment of physical proof.



## Metro Ecuador

### METROHOY

Country: Ecuador  
City: Quito  
Category: Free Newspaper  
Publisher: Grupo HOY  
Frequency: de Monday a Friday  
Circulation MetroHoy: 80,000  
Monday to Friday  
Distribution area: Quito

### METROQUIL

Country: Ecuador  
City: Guayaquil  
Category: Free Newspaper  
Publisher: Grupo HOY  
Frequency: de Monday a Friday  
Circulation MetroQuil: 60,000  
Monday to Friday  
Distribution: Guayaquil

Daily readers MetroHoy + MetroQuil: 147,814

### Description:

The free newspaper market requires a sophisticated method of distribution. The free press depends on the sale of advertising and advertisers need to know the profile of readers.

When choosing distribution channels ... Metro chooses its readers! Since July 2009 MetroHoy and MetroQuil are part of the largest and fastest growing chain of newspapers in the world, opening a new way for advertisers to influence an audience young, creative and professional.



### Reader Profile

Age	12 - 39 years	69%
	40 - 55 years	20%
	> 55 years	11%
Socio-economic level	Upper-middle	65%
Gender	Men	48%
	Women	52%

SOURCE: KMR 2009

## METRO ECUADOR (MH + MQ) COLOR RATES

SECTIONS	1/4 Page	1/2 Page	Robapage	Page
Page UNDEFINED	1,512.00	3,024.00	3,584.00	-
Page UNDEFINED (LEFT)	-	-	-	4,480.00
Page determinada (RIGHT)	-	-	-	6,048.00
Back cover	-	-	-	7,280.00
Over Cover (4 pages)	-	-	-	22,400.00
Double Page central	-	-	-	11,088.00
1/2 Double Page	-	5,544.00	-	-

## METROHOY or METROQUIL (MH or MQ) COLOR RATES

SECTIONS	1/4 Page	1/2 Page	Robapage	Page
Page UNDEFINED	1,008.00	2,016.00	2,464.00	-
Page UNDEFINED (LEFT)	-	-	-	3,360.00
Page determinada (RIGHT)	-	-	-	4,032.00
Back cover	-	-	-	4,704.00
Over Cover (4 pages)	-	-	-	14,560.00
Double Page central	-	-	-	7,280.00
1/2 Double Page	-	3,640.00	-	-

SIZES	col x module	cm
1/4 Page	3 x 5	12,8 x 15,9
1/2 Page Vertical	3 x 10	12,8 x 32,2
1/2 Page Horizontal	6 x 5	26 x 15,9
RobaPage	4 x 7	17,1 x 21,9
Page	6 x 10	25,8 x 31,4
Double Pages central	13 x 10	53 x 32,2
1/2 Double Page	13 x 5	53 x 15,9

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Extra Charges:

\$60 for shipping of physical vouchers

We offer the possibility of issuing commercial Advertisements in different formats and sizes, without limitation, anywhere on the Page and creative design that have conceived.

Call for more information about formats other than those above for METROHOY or METROQUIL (MH or MQ)

Ads will have a 15% discount.

For special formats, creative and requested locations will be charged an extra charge of 25%

No commercials: Factor 0,85

Submitted and General Interest: Factor 2,0

Classifieds (30 words): for MH or MQ \$10 and \$15 for ME

## El Diario De Hoy

Country: El Salvador  
 Website: [www.elsalvador.com](http://www.elsalvador.com)  
 Category: Paid newspaper / General Interest  
 Publisher: Editorial Altamirano Madriz SA  
 Frequency: Daily  
 Average Circulation Monday to Saturday: 96,000  
 Average Circulation Sundays: 93,000  
 Daily readers Monday to Saturday: 574,200  
 Daily readers Sundays: 385,800  
 Subscribers: 18,000  
 Average readers by edition: 4.5  
 Deadline for receipt of advertising: At noon the previous day  
 Commercial office location: 11 calle oriente 271 San Salvador El Salvador  
 Distribution area: All the Country  
 Total advertising columns: 6 cols x 13 inches

### Other products:

El Diario de Hoy has a portfolio of 4 magazines targeting to different market segments:  
**MUJERES:** a monthly magazine whose theme reflects the interests El Salvador's modern woman. Free to subscribers.  
**BUEN APETITO:** monthly culinary magazine that seeks to make cooking an art of living well. Free to subscribers.  
**SPEED:** A monthly magazine specialized in the automotive world.  
**D7:** weekly entertainment as an alternative to pure, hard news everyday. Free in the Sunday edition.  
 Web site: [elsalvador.com](http://elsalvador.com) is the site with the highest number of domestic visitors, with the name of its competitive advantage as it generates a great identification with the Salvadorans worldwide.

### Description:

"El Diario de Hoy" is one of the most valuable and respected brands in the Latin American newspaper industry. Founded 74 years ago, has stood out as a reference to the public, an active proponent of the rule of law and individual initiative and enterprise of the Salvadorans. Is the leading newspaper and a powerful commercial vehicle for thousands of brands every day advertising their products on their pages.

## EL DIARIO DE HOY



### Reader Profile

Gender	Men	49%
	Women	51%
Age	< 24 years	25%
	25 - 34 years	33%
	35 - 44 years	22%
	45 - 65 years	19%
Socio-economic level	Height (ABC1)	8%
	Upper-height (C2)	31%
	Middle-middle (C3)	28%
	Low (D2)	33%
Education	Elementary school or less	10%
	Complete or Incomplete high school	34%
	College/university incomplete	22%
House	University Complete or more	16%
	Owner	73%
Owner of	Tenant	27%
	House	73%
	Car	36%
	Computer	41%
Economic Activity	Cell phones	92%
	Use Bank services	58%
	eat in Fast food restaurants	64%
	Have debit card	45%
	Visit a Mall last month	99%
Occupation	Visit a hardware store last month	51%
	Professional/executive/manager/owner	9%
	Salesman/governmental	30%
	Producer/industrial/agricultor/other	11%
	Student	14%
	unemployed /housewife/informal job	36%

SOURCE: Research Urban and Associates 2009/2010



## MONDAY TO SUNDAY RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage	Page
Nationals ODD	-	-	-	2,556.06
Nationals even	-	-	-	2,115.36
Business ODD	594.95	1,189.89	1,525.50	2,379.78
Business even	484.77	969.54	1,243.00	1,939.08
InterNationals ODD	528.84	1,057.68	1,356.00	2,115.36
InterNationals even	418.67	837.33	1,073.50	1,674.66
SPORTS ODD	396.63	793.26	1,017.00	1,586.52
SPORTS Even	352.56	705.12	904.00	1,410.24
Metro / Culture and Society ODD	462.74	925.47	1,186.50	1,850.94
Metro / Culture and Society even	374.60	749.19	960.50	1,498.38
Country ODD	528.84	1,057.68	1,356.00	2,115.36
Country even	440.70	881.40	1,130.00	1,762.80
Sceneries ODD	418.67	837.33	1,073.50	1,674.66
Sceneries even	374.60	749.19	960.50	1,498.38
Monday Sports (1st Part ODD	594.95	1,189.89	1,525.50	2,379.78
Monday Sports (1st Part) even	484.77	969.54	1,243.00	1,939.08
Monday Sports (2nd Part) ODD	462.74	925.47	1,186.50	1,850.94
Monday Sports (2nd Part) even	396.63	793.26	1,017.00	1,586.52
SECTIONS special ODD*	440.70	881.40	1,130.00	1,762.80
SECTIONS special even*	396.63	793.26	1,017.00	1,586.52

SIZES	Col x Pulgadas	Pulgadas
1/4 Page	3 x 6.5	5.062 x 6.5
1/2 Page vertical	3 x 13	5.062 x 13
1/2 Page horizontal	6 x 6.5	10.25 x 6.5
RobaPage	5 x 10	8.52 x 10
Page	6 x 13	10.25 x 13

NOTES: Prices in U.S. \$

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### EXTRA CHARGES:

Full Color	100%
Page number or specific placement	20%
First Half of the Newspaper	20%
Whimsical Format	25%
Consecutive From the second one	20%
Faced (per ad)	10%
Doble Page less than 13" HEIGHT	25%
Black and white headbands	25%
Headbands smaller than 6c x 3.5" b/w	25%

\*SECTIONS Special Incluyen

Next	Monday
Ciencia	Tuesday
Moda	Wednesday
Sabor	Thursday
Viernes	Friday
Autos	Saturdays

## MAS!

Country: El Salvador  
 Category: Popular quality newspaper / paid  
 Publisher: Editorial Altamirano Madriz SA  
 Frequency: Daily  
 Average Circulation Monday to Saturday: 65,000  
 Average Circulation Sundays: 54,100  
 Daily readers Monday to Saturday: 344,700  
 Daily readers Sundays: 155,400  
 Subscribers: 622  
 Deadline for receipt of advertising: At noon the day before  
 Commercial office location: 11 calle oriente y 2a Ave Norte #642,  
 San Salvador, El Salvador  
 Distribution area: All the Country  
 Total advertising columns: 6 cols x 13 inches



### Description:

MAS! is the only popular newspaper in El Salvador, being an ally for companies that have products and services targeted to this segment. It is characterized by a direct report and entertaining, using a language comprehensible to everyone that helps it connect well with their readers. In addition, plays a critical role by providing materials for education of children.



### Reader Profile

Gender	Men	51%
	Women	49%
Age	18 - 24 years	22%
	25 - 34 years	29%
		24%
	more than 45 years	25%
Socio-economic level	ABC+	2%
	C/C-	22%
	D+	30%
	D-	46%
Education	High School or less	48%
	Complete/imcomplete High School	32%
	College/University imcomplete	20%
House	Owner	71%
	Tenant	29%
Owner of	House	71%
	Car	29%
	Computer	29%
	Cell phones	90%
Occupation	Professional/manager/business owner	6%
	Salesman/Governmental	30%
	Producer/industrial/farmer/other	16%
	Student	10%
	unemployed /housewives/ informal job	38%

SOURCE: Urban and Associates 2009/2010  
 Base: National market ( 1,272,700 )



## MONDAY TO SUNDAY RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage (5x10)	Page
Page 5	264.42	528.84	678.00	1,057.68
National	242.39	484.77	621.50	969.54
Galery	220.35	440.70	565.00	881.40
Sports	198.32	396.63	508.50	793.26
Back Cover Full Color	506.81	1,013.61	1,299.50	2,027.22
Rates and Balances	132.21	264.42	339.00	528.84
Obituaries and Tenders	176.28	352.56	452.00	705.12
Adjudications	176.28	352.56	452.00	705.12
Double Page Central	-	-	-	705.12
Double Page without Placement	-	-	-	705.12

SIZES	Col x Pulgadas	Pulgadas
1/4 Page	3 x 6.5	5.062 x 6.5
1/2 Page vertical	3 x 13	5.062 x 13
1/2 Page horizontal	6 x 6.5	10.25 x 6.5
RobaPage	5 x 10	8.52 x 10
Page	6 x 13	10.25 x 13

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

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### EXTRA CHARGES:

Full Color	100%
Page number or specific placement	20%
First Half of the Newspaper	20%
Whimsical Format	25%
Consecutive From the second one	20%
Faced (per ad)	10%
Double Page less than 13" HEIGHT	25%
Black and white headbands	25%
Headbands smaller than 6c x 3.5" b/w	25%



## La Prensa

Country: Honduras  
 Website: [www.laprensa.hn](http://www.laprensa.hn)  
 Category: Paid newspaper / General Interest  
 Publisher: Grupo OPSA  
 Frequency: Daily  
 Average circulation Monday to Saturday: 55,736  
 Average circulation Sunday: 41,125  
 Daily readers Monday to Saturday: 307,364  
 Daily readers Sundays: 210,866  
 Subscribers: 10,885  
 Deadline for receipt of advertising: 48 hours before publication  
 Commercial office location: San Pedro Sula, Tegucigalpa, Ceiba, El Progreso  
 Distribution area: Honduras  
 Total advertising columns: 6

### Description:

"La Prensa" was founded on October 26, 1964, and is the largest newspaper in readership and circulation up to now, being a national reference. Its publishing model consists of a fair and objective journalism, in adherence to democratic values and laws of the Country. Today "La Prensa" has a broad audience of readers through its multimedia platform with which to satisfy any demand for information for all ages and socioeconomic status.



### Other products:

Sports supplement "Golazo" (Monday), magazine "Dinero & Negocios" (Tuesday), "La Prensa Chicos" (Wednesday) Youth magazine "Click" (Thursday), women's magazine "Amiga" (Friday), sports magazine "Adrenalina" (Saturday)

## La Prensa



### Reader Profile

Gender	Men	56%
	Women	44%
Age	18 - 24 years	26%
	25 - 34 years	29%
	35 - 44 years	22%
	45 - 65 years	23%
Socio-economic level	ABC1	34%
	C/C-	33%
	D1	33%
	D2	32%
Education	Elementary	36%
	High school	21%
	University	23%

SOURCE:  
 Strategic research 2008

## MONDAY TO SUNDAY B&W RATE

SECTIONS	1/4 Page	1/2 Page Horizontal	1/2 Page vertical	RobaPage E4	RobaPage E5	Page
UNDEFINED	360.00	690.00	690.00	1,116.00	1,134.00	1,320.00

SIZES	SIZES (Inches) (HEIGHT x Width)	Modules
1/4 Page	6.395X 5.046	9
1/2 Page Horizontal	6.395 X10.25	18
1/2 Page vertical	13 X 5.046	18
RobaPage E4	10.798 X 6.78	20
RobaPage E5	10.798 X 8.515	25
Page	13 X 10.25	36

NOTES: Prices in U.S. \$

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### EXTRA CHARGES:

Full Color	100%
1 Specific Color	50%
Specific Placement	10%
Specific SECTION	10%
Continuos Placement or Faced	10%

## El Heraldo

Country: Honduras  
 Website: [www.elheraldo.hn](http://www.elheraldo.hn)  
 Category: Paid newspaper / General Interest  
 Publisher: Grupo OPSA  
 Frequency: Daily  
 Average circulation Monday to Saturday: 42,000  
 Average circulation Sunday: 22,789  
 Daily readers Monday to Saturday: 274,240  
 Daily readers Sundays: 157,688  
 Subscribers: 9,000  
 Deadline for receipt of advertising: 48 hours before publication  
 Commercial office location: San Pedro Sula, Tegucigalpa, Ceiba, El Progreso  
 Distribution area: Honduras  
 Total advertising columns: 6

### Other products:

Sports supplement "Zona Deportiva" (Monday), magazine "Dinero & Negocios" (Tuesday), "Mi Super Diario" (Wednesday) Youth magazine "Click" (Thursday), women's magazine "Mia" (Friday), sports magazine "Adrenalina" (Saturday)

### Description:

El Heraldo is the regional newspaper for central-south-east, founded on November 26, 1976, is a multimedia journal of greater readership and reference information, with strong investigative reporting and close to the capital, which is the area of influence of this newspaper.

# El Heraldo



### Reader Profile

Gender	Men	51%
	Women	49%
Age	18 - 24 years	25%
	25 - 34 years	30%
	35 - 44 years	20%
	45 - 65 years	25%
Socio-economic level	ABC1	24%
	C/C2	22%
	D1	22%
	D2	19%
	E	18%
Education	Elementary	30%
	Incomplete High school	21%
	Complete High school	25%
	University	16%

SOURCE: Strategic research 2008





## MONDAY TO SUNDAY B&W RATE

SECTIONS	1/4 Page	1/2 Page Horizontal	1/2 Page vertical	RobaPage E4	RobaPage E5	Page
UNDEFINED	288.00	552.00	552.00	893.00	907.00	1,100.00

SIZES	SIZES (Inches) (HEIGHT x Width)	Modules
1/4 Page	6.395 X 5.046	9
1/2 Page Horizontal	6.395 X 10.25	18
1/2 Page Vertical	13 X 5.046	18
RobaPage E4	10.798 X 6.78	20
RobaPage E5	10.798 X 8.515	25
Page	13 X 10.25	36

NOTES: Prices in U.S. \$

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### EXTRA CHARGES:

Full Color	100%
1 Specific Color	50%
Specific Placement	15%
English or Opposites	10%

## Diez

Country: Honduras  
 Pagina Web: [www.diez.hn](http://www.diez.hn)  
 Category: Paid newspaper/Sports  
 Publisher: Grupo OPSA  
 Frequency: Daily  
 Nationwide circulation: 33,139  
 Daily readers Monday to Saturday: 439,735  
 Daily readers Sundays: 368,810  
 Deadline for receipt of advertising: 48 hours before publication  
 Commercial office location: San Pedro Sula, Tegucigalpa, Ceiba, El Progreso  
 Distribution area: Honduras  
 Total advertising columns: 5



### Description:

"Diez" is the newspaper with national circulation founded on May 28, 2006. Is a multimedia newspaper leader in readership, sports reference, national and international, being the only newspaper in the sports area has been established as the fastest growing newspaper in the country. Among sports fans, "Diez" is the preferred medium.



### Reader Profile

Gender	Men	78%
	Women	22%
Age	18 - 24 years	37%
	25 - 34 years	31%
	35 - 44 years	19%
	45 - 65 years	13%
Socio-economic level	ABC1	17%
	C/C2	17%
	D1	15%
	D2	18%
	E	17%
Education	Elementary	31%
	Incomplete High school	20%
	Complete High school	27%
	University	22%

SOURCE: Strategic research 2008



## MONDAY TO SUNDAY COLOR RATE

SECTIONS	1/2 Page Horizontal	RobaPage 12 Modules	RobaPage 18 Modules	Page
UNDEFINED	596.55	414.99	713.27	-
Page 7	-	-	-	1,296.85
Page 9, 11 y 13	-	-	-	1,037.49
Internals	-	-	-	1,037.49
Back Cover	-	-	-	1,037.49

SIZES	SIZES (Inches) (HEIGHT x Width)	Modules
Page	13 x 10.25	30
C5 (1/2 Page horizontal)	6.395 x 10.25	15
RobaPage F2	13 x 4.01	12
RobaPage F3	13 x 6.01	18
C3 (1/4 Page)	6.395 x 6.01	9

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## MONDAY TO SATURDAY B&W RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage	Page
PRINCIPAL or SECTION "A"	1,165.36	2,330.72	3,329.60	4,661.43
ODD SECTION "A" (Pages 3, 5, and 7)	1,192.17	2,384.33	3,406.19	4,768.66
Business and Economy	1,165.36	2,330.72	3,329.60	4,661.43
SECTION "B" or 2nd SECTION *	1,119.72	2,239.43	3,199.19	4,478.86
NO SECTION REQUESTED (It means that the client does not choose the position that it wants to publish)	896.21	1,792.41	2,560.59	3,584.83

## MONDAY TO SATURDAY COLOR RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage	Page
PRINCIPAL or SECTION "A"	1,747.14	3,494.26	4,991.81	6,988.53
ODD SECTION "A" (Pages 3, 5, and 7)	1,786.26	3,572.51	5,103.59	7,145.02
Business and Economy	1,747.14	3,494.26	4,991.81	6,988.53
SECTION "B" or 2nd SECTION *	1,680.84	3,361.68	4,802.40	6,723.36
NO SECTION REQUESTED (It means that the client does not choose the position that it wants to publish)	1,343.59	2,687.17	3,838.82	5,374.34

## SUNDAY STANDARD EDITION B&W RATE

DESCRIPTION	1/4 Page	1/2 Page	RobaPage	Page
PRINCIPAL or SECTION "A" **	1,165.36	2,330.72	3,329.60	4,661.43
ODD SECTION "A" (Pages 5 and 7)	1,192.17	2,384.33	3,406.19	4,768.66

## SUNDAY STANDARD EDITION COLOR RATE

DESCRIPTION	1/4 Page	1/2 Page	RobaPage	Page
PRINCIPAL or SECTION "A" **	1,747.14	3,494.26	4,991.81	6,988.53
ODD SECTION "A" (Pages 5 and 7)	1,786.26	3,572.51	5,103.59	7,145.02

## SUNDAY TABLOID EDITION B&W RATE

DESCRIPTION	1/4 Page	1/2 Page	RobaPage	Page
Here are published Politic News and Interviews	442.31	884.61	965.03	1,769.23

## SUNDAY TABLOID EDITION COLOR RATE

DESCRIPTION	1/4 Page	1/2 Page	RobaPage	Page
Here are published Politic News and Interviews	663.56	1,327.11	1,447.76	2,654.22

SIZES (Inches)	STANDARD EDITION	TABLOID EDITION	PRENSIGUÍA	Page
1/4 Page	10.5" HEIGHT X 5.708" WIDTH	5.5" HEIGHT X 4.812" WIDTH	5.5" HEIGHT X 5.16" WIDTH	2,024.00
1/2 Page	10.5" HEIGHT X 11.583" WIDTH	5.5" HEIGHT X 9.870" WIDTH	5.5" HEIGHT X 10.50" WIDTH	2,428.80
RobaPage	18" HEIGHT X 9.625" WIDTH	9" HEIGHT X 6.750" WIDTH	9" HEIGHT X 5.16" WIDTH	2,428.80
Page	21" HEIGHT X 11.583" WIDTH	11" HEIGHT X 9.870" WIDTH	11" HEIGHT X 10.50" WIDTH	2,833.60

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\* (Sports, Revista, Sucesos, Deeventamentos, Eventos empresariales, Vida social, InterNationals)

\*\*The Standard Edition is made of the national, international and sports sections.

## La República

Country: Peru

Website: [www.larepublica.com.pe](http://www.larepublica.com.pe)

Category: Paid newspaper/ General interest

Publisher: Grupo La República S.A.

Frequency: Daily

Average Circulation Monday to Saturday: 41,400

Average Circulation Sundays: 69,500

Daily readers Monday to Saturday: 147,753

Daily readers Sundays: 162,844

Subscribers: 1,000

Deadline for receipt of advertising: Tuesday-Saturday Publications

(Mon-Fri 12:00 pm), Sunday-Monday Publications (Wed 12:00 pm)

Commercial office location: LIMA: Jr. Camaná 320 Cercado de Lima

Distribution area: Nationwide

Total advertising columns: 55 Mod / Col



### Other products:

On Sundays, includes a magazine of socio-political style

Now we have the newspapers: "El Popular" and "Libero".

Additionally have a 30% channel 4 (América TV) and channel N.

### Description:

It is a newspaper with political style. It has 29 years in the market. Has a tabloid format with 40 Pages, clear and concise style. Seriousness and reliability.

Complete information quick read, modern, attractive and independent. It helps to have an opinion and position.

SECTIONS: Politics, Opinion, Economy, World, Central (Monday: ("Soy Empresa"), Tuesday ("Autos"), Wednesday ("Ciencia"), Thursday ("Ozio"), Friday ("Empareja2"), Saturday ("Andares-Turismo"), Sunday ("Bienestar"), Society, Police, Entertainment, Cultural, Fame, Sports.

### Reader Profile

Gender	Men	54%
	Women	46%
Age	12-17	16%
	18-25	17%
	26-37	26%
	38-49	25%
	50-74	15%
	75+	1%
Socio-economic level	A/B	52%
	C	32%
	D/E	15%
	Other	1%

SOURCE: Kantar Media - August-09 to July-10

## La República





## MONDAY TO SATURDAY RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage 1	RobaPage 2	Page
UNDEFINED	1,223.51	2,705.47	4,845.66	2,885.84	7,403.10
THIRD Page	-	5,410.95	-	-	14,806.19
FIFTH Page	-	3,246.57	5,814.80	3,463.01	8,883.72

## SUNDAY RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage 1	RobaPage 2	Page
UNDEFINED	1,439.42	3,182.91	5,700.78	3,395.10	8,709.53
THIRD Page	-	6,365.82	-	-	17,419.05
FIFTH Page	-	3,819.49	6,840.94	4,074.12	10,451.43

SIZES	Modules x Col	cm HEIGHT x cm WIDTH
1/4 Page	6x3 Mod Col	16.7 cm HEIGHT x 14.7 cm WIDTH
1/2 Page	6x5 Mod.Col	16.7 cm HEIGHT x 25cm WIDTH
RobaPage 1	9x5 Mod.Col	25.4 cm HEIGHT x 25cm WIDTH
RobaPage 2	8x4 Mod.Col	22.5cm HEIGHT x 19.9cm WIDTH
Page	11x5 Mod. Col	31.2cm HEIGHT x 25cm WIDTH

NOTES: Prices in U.S. \$

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## El Popular

Country: Peru  
 Website: [www.elpopular.com.pe](http://www.elpopular.com.pe)  
 Category: Paid newspaper / Popular  
 Publisher: Grupo La República publicaciones  
 Frequency: Daily  
 Average Circulation Monday to Saturday: L-V: 206,000 y S: 279,160  
 Average Circulation Sundays: 275,270  
 Daily readers Monday to Saturday: 560,175  
 Daily readers Sundays: 517,892  
 Average readers: 3  
 Deadline for receipt of advertising:  
 Tuesday-Saturday publications (Mon-Fri 12:00 pm)  
 Sunday-Monday publications (Sat 12:00 pm).  
 Commercial office location: LIMA: Jr. Camaná 320 Cercado de Lima  
 Distribution area: National  
 Total advertising columns: 60 Mod / Col



### Description:

Has 26 years in the market.  
 Has a tabloid format with 16 Pages. It is one of the leaders in the popular sectors of the population. It offers educational tools and information for students (Books, Albums)  
 Greater familiarity with and proximity to the popular reader  
 Readers online: familiarity, closeness, confidence and respect-ability.  
 SECTIONS: News (political and social), Entertainment and Sports

### Other products:

Now we have the newspapers: "El Popular " and "Libero".  
 Additionally have a 30% channel 4 (América TV) and channel N.



### Reader Profile

Gender	Men	39%
	Women	61%
Age	12-17	16%
	18-25	17%
	26-37	26%
	38-49	25%
	50-74	15%
Socio-economic level	A/B	10%
	C	40%
	D/E	50%

SOURCE: Kantar Media - August-09 to July-10



## TUESDAY TO SATURDAY RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage 1	RobaPage 2	Page
UNDEFINED	975.38	2,180.25	3,672.00	2,677.50	5,355.00
THIRD Page	1,463.06	3,270.38	5,508.00	4,016.25	7,586.25

## SUNDAY TO MONDAY RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage 1	RobaPage 2	Page
UNDEFINED	1,083.75	2,422.50	4,080.00	2,975.00	5,950.00
THIRD Page	1,625.63	3,633.75	6,120.00	4,462.50	8,925.00

SIZES	Modules x Col	cm HEIGHT x cm WIDTH
1/4 Page	5x3 ModxCol	13.8 cm HEIGHT x 12.3 cm WIDTH
1/2 Page	5x6 ModxCol	13.8 cm HEIGHT x 25cm WIDTH
RobaPage 1	8x6 ModxCol	22.5 cm HEIGHT x 25cm WIDTH
RobaPage 2	7x5 ModxCol	19.6 cm HEIGHT x 20.7cm WIDTH
Page	10x6 ModxCol	28.3cm HEIGHT x 25cm WIDTH

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## Líbero

Country: Peru  
 Website: [www.libero.pe](http://www.libero.pe)  
 Category: Paid newspaper / Sport  
 Publisher: Grupo La República publicaciones  
 Frequency: Daily  
 Average Circulation Monday to Saturday: 208,333  
 Average Circulation Sundays: 215,000  
 Daily readers Monday to Saturday: 362,142  
 Daily readers Sundays: 310,266  
 Average readers: 3  
 Deadline for receipt of advertising: Tuesday-Saturday publications: (Mon-Fri 12:00 pm), Sunday-Monday publications (Wed 12:00 pm)  
 Commercial office location: LIMA: Jr. Camaná 320 Cercado de Lima.  
 Distribution area: National  
 Total advertising columns: 60 Mod / Col



### Description:

Has a tabloid format with 16 Pages (Tue-Sat) and 24 Pages (Sun-Mon). It is one of the leaders in the popular sectors of the population. M-S (16 Pages); it has 15 years in the market. It is the largest newspaper and sold nationally in the category of sports newspapers. Not only informs about the football event also creates views, thanks to the wise comments of prominent columnists. Among them we have the main sports journalists and the great personalities of national football.

### Other products:

In addition to having a print edition, Líbero has a news website under the same brand: [www.libero.pe](http://www.libero.pe). Currently has the newspapers: "La República", "El Popular" and "Líbero". Additionally have a 30% channel 4 (América TV) and channel N.

# LÍBERO



### Reader Profile

Gender	Men	87%
	Women	13%
Age	12-17	17%
	18-25	30%
	26-37	32%
	38-49	13%
	50-74	8%
Socio-economic level	A/B	14%
	C	37%
	D/E	49%

SOURCE: Kantar Media - August-09 to July-10

## TUESDAY TO SATURDAY RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage 1	RobaPage 2	Page
UNDEFINED	510.35	1,256.28	3,051.06	2,224.73	3,668.56
THIRD Page	765.53	1,884.42	4,576.60	3,337.10	5,197.12

## SUNDAY TO MONDAY RATE

SECTIONS	1/4 Page	1/2 Page	RobaPage 1	RobaPage 2	Page
UNDEFINED	567.06	1,395.87	3,390.07	2,471.93	4,076.18
THIRD Page	850.58	2,093.81	5,085.11	3,707.89	6,114.26

SIZES	Modules x Col	cm HEIGHT x cm WIDTH
1/4 Page	5x3 ModxCol	13.8 cm HEIGHT x 14.7cm WIDTH
1/2 Page	5x5 ModxCol	13.8 cm HEIGHT x 25cm WIDTH
RobaPage 1	8x5 ModxCol	22.5 cm HEIGHT x 25cm WIDTH
RobaPage 2	7x4 ModxCol	19.6 cm HEIGHT x 19.9cm WIDTH
Page	10x5 ModxCol	28.3cm HEIGHT x 25cm WIDTH

NOTES: Prices in U.S. \$

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## Diario Libre

Country: República Dominicana  
 Website: [www.diariolibre.com](http://www.diariolibre.com)  
 Category: Free newspaper / General Interest  
 Frequency: Daily  
 Average Circulation Monday to Saturday: 130,078  
 Average Circulation Sundays: no circulation  
 Daily readers Monday to Saturday: 585,349

### Description:

It is part of the Dominican company Omnimedia Multimedia Group, which also owns OnTV channel and publishes other publications such as the "Mujer Única" magazine, "Estilos" and "Habitat".

Its first edition was launched in May 2001 and since its inception, shattered the other markets in the short term positioning as a leader in newspaper readership over the rest of the Country. Is an independent media that provides its readers the most important news and major business deals in a compact and attractive format.

It consists of a single body and three distinct sections, to ensure full and rapid reading.

It has a full color design and a high visual impact.



### Other products:

TV Channel ONTV, newspaper "Plaza Libre", magazines as "Mujer Única", "Estilos" and "Habitat" and the websites [www.diariolibre.com](http://www.diariolibre.com) and [www.plazalibre.com](http://www.plazalibre.com)

### Reader Profile

General	General	24.4%
Socio-economic level	AB	44.6%
	ABC	35.7%
	ABCD	26.8%
	ABCDE	27.0%
	CD	24.2%
	CDE	24.8%
	C	28.8%
	D	23.1%
	E	28.0%
	DE	24.0%
Readership Ranking	general readership	20.9%

SOURCE: Database CDI- From July 6 to September 6, 2008





## MONDAY TO SATURDAY B&W RATE

SECTIONS	1/4 Page	1/2 Page	Page
UNDEFINED	1,429.64	2,859.29	5,718.59
Page Requested	1,644.09	3,288.18	6,576.38

## MONDAY TO SATURDAY COLOR RATE

SECTIONS	1/4 Page	1/2 Page	Page
UNDEFINED	1,429.64	2,859.29	5,718.59
Page Requested	1,644.09	3,288.18	6,576.38

## FRONT COVER RATE

FRONT COVER	COLUM	INCHES	PRICE F/C
SMALL WINDOW	1	1	266.57
HORIZONTAL WINDOW	2	1	533.20
BIG WINDOW	2	2	799.80
HEADBAND	4	1	799.80
FALSE COVER	13	13	19,824.45

SIZES	CM	INCHES	COL x PUL
1/4 Page	12.8 x 16.50	5.04 x 6.5	3 x 6.5
1/2 Page Vertical	12.8 x 33.02	5.04 x 13	3 x 13
1/2 Page Horizontal	25.99 x 16.5	10.23 x 6.5	6 x 6.5
Page	25.99 x 33.02	10.23 x 13	6 x 13

NOTES: Prices in U.S. \$

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# El Universal

Country: Venezuela  
 Website: [www.eluniversal.com](http://www.eluniversal.com)  
 Category: Paid newspaper / General Interest  
 Publisher: Diario El Universal  
 Frequency: Daily  
 Circulación Promedio Monday a Saturday: 65,000  
 Average Circulation Sundays: 220,000  
 Daily readers Monday to Saturday: 208,000  
 Daily readers Sundays: 704,000  
 Commercial office location: 3 in Caracas  
 and 1 in Puerto La Cruz  
 Distribution area: Venezuela  
 Total advertising columns: 8

## Other products:

Classifieds "El Universal", the website [www.ElUniversal.com](http://www.ElUniversal.com), magazine "Aquista", magazine "Estampas Venezuela", magazine "Estampas Temática", Inserts.

## Description:

"El Universal" is the longest-printed newspaper in Venezuela. For over 100 years, his vision, image and content, have adapted to the needs of the readers to decide.

# EL UNIVERSAL



## Reader Profile

Gender	Men	53%
	Women	47%
Age	< 24 years	22%
	25 - 45 years	50%
	> 46 years	28%
Socio-economic level	Height (ABC1)	9%
	Middle - Height (C2)	25%
	Middle - Middle (C3)	27%
	Low (D2)	39%
Education	Elementary school	47%
	High school	4%
	College	14%
	University	30%
	Postgraduate	5%
Estado Civil	Single	41%
	Married	48%
	Divorced/ separated	0.07
	Widower	4%

SOURCE: Presale 2007



## MONDAY TO SATURDAY RATE

SECTIONS	1/4 Page	RobaPage 50 Modules	1/2 Page	RobaPage 72 Modules	Page
NEWS (request ODD)	4,017.93	7,688.15	8,035.87	11,075.55	16,071.74
NEWS (Without request ODD)	3,673.68	7,029.95	7,348.77	10,123.23	14,697.78
SPORTS (request ODD)	3,698.34	7,076.83	7,396.95	10,190.96	14,794.16
SPORTS (Without request ODD)	3,382.14	6,471.26	6,764.54	9,318.66	13,529.34
ANY OTHER SECTION	3,935.62	7,530.05	7,871.52	10,843.43	15,743.29
CARS (MOTORES request ODD)	3,361.12	-	6,723.36	-	13,448.96
CARS (MOTORES Without request ODD)	3,074.40	-	6,148.80	-	12,298.72
UNDEFINED (Request ODD)	3,362.08	6,433.49	6,724.42	9,264.48	13,449.12
UNDEFINED (Without request ODD)	3,074.79	5,882.87	6,148.80	8,471.37	12,299.43

## SUNDAY RATE

SECTIONS	1/4 Page	RobaPage 50 Modules	1/2 Page	RobaPage 72 Modules	Page
NEWS (request ODD)	6,428.69	12,301.04	12,857.38	17,720.87	25,714.79
NEWS (Without request ODD)	5,877.89	11,247.92	11,758.03	16,197.17	23,516.45
SPORTS (request ODD)	5,917.35	11,322.93	11,835.12	16,305.53	23,670.65
SPORTS (Without request ODD)	5,411.43	10,354.01	10,823.27	14,909.85	21,646.95
ANY OTHER SECTION	6,297.00	12,048.08	12,594.43	17,349.48	25,189.27
TRAVEL GUIDE (request ODD)	5,497.86	-	11,210.75	-	22,421.50
TRAVEL GUIDE (Without request ODD)	5,447.68	-	11,108.61	-	22,217.22
UNDEFINED (Request ODD)	5,379.33	10,293.59	10,759.08	14,823.17	21,518.59
UNDEFINED (Without request ODD)	4,919.67	9,412.59	9,838.08	13,554.19	19,679.08

SIZES	Modules	Col x ROW	WIDTH(cm)	HEIGHT (cm)
1/4 Page Agupado	32	4 col x 8 Row	14.40	25.82
1/4 Page Vertical	32	2 col x 16 Row	7.00	52.00
1/4 Page Horizontal	32	8 col x 4 Row	29.20	12.73
RobaPage 50 modules	50	5 col x 10 Row	18.10	32.36
1/2 Page Vertical	64	4 col x 16 Row	14.40	52.00
1/2 Page Horizontal	64	8 col x 8 Row	29.20	25.82
RobaPage 72 modules	72	6 col x 12 Row	21.80	38.91
Page	128	8 col x 16 Row	29.20	52.00
UNDEFINED (Without request ODD)	\$4,919.67	\$9,412.59	\$9,838.08	\$13,554.19

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

These prices reflect the official rates of the media in U.S. dollars at the time of printing this catalog.

The media can change the rates at any time without notice.

For current rates suggest communicate regularly with Periódicos Asociados Latinoamericanos – PAL

EXTRA CHARGES:

Color: 1 Color 40%, 2 Colors 50%, 3 Colors 60%



## El Informador

Country: Venezuela  
 Website: [www.elinformador.com.ve](http://www.elinformador.com.ve)  
 Category: Paid newspaper/ General Interest  
 Publisher: El Informador  
 Frequency: Daily  
 Average Circulation Monday to Saturday: 45,000  
 Average Circulation Sundays: 65,000  
 Average readers Monday to Saturday: 225,000  
 Average readers Sundays: 325,000  
 Deadline for receipt of advertising: 48 hours before publication  
 Commercial office location: Carrera 21 esquina calle 23 edificio El Informador, Barquisimeto, estado Lara  
 Distribution area: Lara, Portuguesa, Barinas, Yaracuy, Caracas  
 Total advertising columns: 8

### Other products:

Magazine "Estampas Larenses", free inserted every Sunday inside El Informador.  
 website [www.elinformador.com.ve](http://www.elinformador.com.ve)  
 Collectibles.

### Description:

"El Informador" born with a tabloid format, then moved to standard size, and was the first newspaper in the country abound in the use of color, has over 40 years of existence and currently is the leader in circulation in the Central West.

## EL INFORMADOR



### Reader Profile

Gender	Men	53%
	Women	47%
Age	< 24 years	17%
	25 - 44 years	64%
	> 45 years	19%
Socio-economic level	Height (ABC1)	45%
	Middle - Height (C2)	30%
	Low (D2)	25%
	Low (D1)	25%
Education	Elementary school	5%
	High school	8%
	College	27%
	University	40%
	Postgraduate	20%
Main travel destinations	Domestic	47%
	Latin America	17%
	North America	22%
	Europe	9%
	Other	5%
Occupation	Executive / Businessman	34%
	Employee	18%
	Independent worker	22%
	Student	10%
	Housewife	11%
	Construction worker	4%
	Other	1%

SOURCE: RANK AND RECALL

## MONDAY TO SATURDAY B&W RATE

SECTIONS	1/4 Page	1/2 Page	Page
UNDEFINED	1,080.47	2,174.12	4,348.24
Request ODD	1,188.52	2,391.53	4,783.06
Request BODY	1,242.54	2,500.24	5,000.47

## SUNDAY B&W RATE

SECTIONS	1/4 Page	1/2 Page	Page
UNDEFINED	1,296.56	2,608.94	5,217.88
Request ODD	1,426.22	2,869.84	5,739.67
Request BODY	1,491.05	3,000.28	6,000.56

SIZES	COL x CM	CM WIDTHx CM HEIGHT
1/4 Page	3 X 26	15 X 26
1/2 Page Vertical	3 X 51	15 x 51
1/2 Page Horizontal	6 X 26	30 X 26
Page	6 X 51	30 X 51

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

These prices reflect the official rates of the media in U.S. dollars at the time of printing this catalog.

The media can change the rates at any time without notice.

For current rates suggest communicate regularly with Periódicos Asociados Latinoamericanos – PAL

### EXTRA CHARGES:

1 COLOR	25%
2 COLORS	40%
FULL COLOR (CMYK)	60%
HIGH PLACEMENT	20%
REQUEST ODD	10%
REQUEST SECTION	15%

## La Verdad

Country: Venezuela  
 Website: [www.laverdad.com](http://www.laverdad.com)  
 Category: Paid newspaper  
 Publisher: Sinergia editorial  
 Frequency: Daily  
 Average Circulation Monday to Saturday: 54,000  
 Average Circulation Sundays: 61,000  
 Average readers Monday a Sabado: 270,000  
 Average readers Sundays: 305,000  
 Deadline for receipt of advertising: 2 days before  
 Commercial office location: Avenida 13 entre calles 82 y 83 Edif. Diario La Verdad  
 Distribution area: State "Zulia"  
 Total advertising columns: 8

### Other products:

Magazines: Estampas Zuliana, + Bienes Raíces and Turismo.

### Description:

"La verdad" was born April 19, 1998, made by 143 shareholders who are pushing the Synergy Group Publishing C, A. These shareholders bet offer a newspaper truthful, timely and impartial to begin a new chapter of journalism in the region of Zulia, then they have spent 10 years of outstanding journalism and hard work that has positioned the newspaper "La verdad" in Zulia state.

# LA VERDAD



### Reader Profile

Gender	Men	50%
	Women	50.4
Age	< 24 years	24.8
	25 - 39 years	26
	40 - 54 years	39
	> 55 years	9
Socio-economic level	Height (ABC1)	21.3
	Middle - Height (C2)	36
	Middle-middle (C3)	36
	Low (D2)	4.9
Education	Elementary	11.3
	High school	42.1
	College	9.8
	University	11.8
	Postgraduate	0.4

SOURCE: Data provided by the publisher.



## MONDAY TO SATURDAY B&W RATE

SECTIONS	1/4 Page	1/2 Page	Page
UNDEFINED	2,800.00	5,469.77	10,080.00
Request ODD	3,080.00	6,016.75	11,088.00
UNDEFINED (SECTION A)	3,220.00	6,290.23	11,592.00
Request Page (SECTION A)	4,060.00	7,931.17	14,616.00
Request SECTION (SECTION A)	3,640.00	7,110.70	13,104.00
UNDEFINED (SECTION B)	3,080.00	6,016.74	12,096.00
Request Page (SECTION B)	3,780.00	7,384.18	13,608.00
Request SECTION (SECTION B)	3,360.00	5,860.47	12,096.00

## SUNDAY B&W RATE

SECTIONS	1/4 Page	1/2 Page	Page
UNDEFINED	3,360.00	6,563.72	12,096.00
Request ODD	3,696.00	7,220.09	13,305.60
UNDEFINED (SECTION A)	3,864.00	7,548.28	13,910.40
Request Page (SECTION A)	4,872.00	9,517.41	17,539.20
Request SECTION (SECTION A)	4,368.00	8,532.84	15,724.80
UNDEFINED (SECTION B)	3,696.00	7,220.09	14,515.20
Request Page (SECTION B)	4,536.00	8,861.02	16,329.60
Request SECTION (SECTION B)	4,032.00	7,032.56	14,515.20

SIZES	COL x CM	CM WIDTHx CM HEIGHT
1/4 Page	3 x 24.84	14.05 x 24.84
1/2 Page Vertical	3 x 50.00	14.05 x 50.00
1/2 Page Horizontal	6 x 24.84	28.50 x 24.84
Page	6 x 50.00	28.50 x 50.00

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

These prices reflect the official rates of the media in U.S. dollars at the time of printing this catalog.

The media can change the rates at any time without notice.

For current rates suggest communicate regularly with Periódicos Asociados Latinoamericanos – PAL

EXTRA CHARGES:

COLOR 60%

REQUEST SUNDAYS 20%

REQUEST ODD 10%

## El Tiempo

Country: Venezuela  
 Website: [www.eltiempo.com.ve](http://www.eltiempo.com.ve)  
 Category: Paid Newspaper  
 Publisher: Editores Orientales C.A  
 Frequency: Daily  
 Average Circulation Monday to Saturday: 75,000  
 Average Circulation Sundays: 85,000  
 Daily readers Monday to Saturday: 375,000  
 Daily readers Sundays: 425,000  
 Deadline for receipt of advertising: 2 days before  
 Commercial office location: Av. Municipal, No. 153, Edif. Diario El Tiempo, Puerto La Cruz, Venezuela  
 Distribution area: Anzoátegui (Zona Urbana, Oeste, Sur, Centro), Sucre, Monagas, Nueva Esparta  
 Total advertising columns: 6

### Other products:

Magazines: Ardentia, Urbania, Tiempo en Casa, Guía Semanal and Professional directory.

### Description:

"El Tiempo" is a regional newspaper, one of the largest in the East of Venezuela located in the city of Puerto La Cruz, with over 50 years experience in the market. It has two editions: Edition Anzoátegui, local coverage since 1958. South-Central Edition, local coverage since 2005. According to company data, "El Tiempo" is the preferred brand of newspapers around the eastern Venezuela and third nationally.

# EL TIEMPO



### Reader Profile

Gender	Men	50.10%
	Women	49.90%
Age	25 - 30 years	29.10%
	31 - 40 years	44.80%
	41 - 50 years	16.90%
	51 - 60 years	9.30%
Socio-economic level	A/B	3.80%
	C	22.60%
	D	44.10%
	E	29.50%

SOURCE: Targeting readers of the press in August, 2009 © Datanalisis.



## NORTH RATE

SECTIONS	1/2 Page Horizontal	1/2 Page Vertical	Page
UNDEFINED	1,300.99	1,341.65	2,683.30
Request ODD	1,394.98	1,438.57	2,877.14
Page 4, 6 or 8	2,145.97	2,213.03	4,426.07
Page 5	2,440.96	2,517.24	5,034.47

## SOUTH RATE

SECTIONS	1/2 Page Horizontal	1/2 Page Vertical	Page
UNDEFINED	513.06	529.09	1,058.19
Request ODD	553.54	570.84	1,141.67
Page 4	851.43	878.04	1,756.08
Page 5	968.57	998.83	1,997.67

SIZES	COL x CM
1/2 Page Vertical	3 x 33
1/2 Page Horizontal	6 x 16
Page	6 x 33

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

These prices reflect the official rates of the media in U.S. dollars at the time of printing this catalog.

The media can change the rates at any time without notice.

For current rates suggest communicate regularly with Periódicos Asociados Latinoamericanos – PAL

### EXTRA CHARGES:

Request Sunday:	10%
Final Art of Creative:	15%
HEIGHT or LOW:	10%
LEFT or RIGH:	10%
WITHOUT SPECIFIC PLACEMENT:	25%
1 COLOR:	30%
2 COLORS:	45%
FULL COLOR:	60%







### More than 20 Web Pages:

We have over 870 million pages viewed per month, a total of 44.4 million web users across all sites and 6.2 million are in the United States (U.S. HISPANIC)

Check our database you will see below these lines, where you will find rates, formats, etc. Country.



Periódicos Asociados Latinoamericanos

## Internet PAL

COUNTRY	PUBLISHER	WEBSITE	MONTHLY USERS (MM)	MONTHLY PAGES VIEWS (MM)	CPM ROS (US\$)	CPM SECTIONS (US\$)	CPM HOME (US\$)
Argentina	GRUPO CLARÍN	www.clarin.com	20.3	524.4	N/A	CALL	CALL
Chile	GRUPO COPESA	www.latercera.com	6.1	223	\$10.20	N/A	N/A
Colombia	EL COLOMBIANO	www.elcolombiano.com/	1.3	14.1	\$7.00	\$8.00	\$8.00
Colombia	EL UNIVERSAL	www.eluniversal.com.co	0.4	5	\$8.00	\$9.00	\$9.00
Colombia	EL PAIS	www.elpais.com.co/	1.2	9.4	\$8.00	\$9.00	\$9.00
Colombia	LA VANGUARDIA	www.vanguardia.com/	0.7	5.6	\$8.00	\$9.00	\$9.00
Ecuador	HOY	www.hoy.com.ec/	0.7	2	\$5.71	\$5.71	\$5.71
El Salvador	AMÉRICA INTERACTIVA	www.elsalvador.com	0.7	12	\$9.10	\$9.10	\$9.10
Honduras	EI HERALDO	www.elheraldo.hn/	1.3	4.2	\$10.00	\$10.00	\$12.00
Honduras	DIEZ	www.diez.hn/	1.2	4.1	\$10.00	\$10.00	\$12.00
Honduras	LA PRENSA	www.laprensa.hn	2.3	8.1	\$10.00	\$10.00	\$12.00
Nicaragua	LA PRENSA	www.laprensa.com.ni	1.4	5.8	\$4.29	CALL	CALL
Peru	LA REPÚBLICA	www.larepublica.pe	0.6	7.9	\$10.00	\$10.00	\$10.00
Peru	EL POPULAR	www.elpopular.com.pe	0.1	1.4	\$8.00	\$8.00	\$8.00
Peru	LÍBERO	www.libero.com.pe	0.4	6	\$10.00	\$10.00	\$10.00
The Dominican Republic	DIARIO LIBRE	www.diariolibre.com	1.8	8	\$5.00	\$8.00	\$8.00
Venezuela	EL INFORMADOR	www.elinformador.com.ve	0.2	0.1	\$5.00	\$6.00	\$7.00
Venezuela	EL TIEMPO	www.eltiempo.com.ve	0.5	2.6	\$5.00	\$6.00	\$7.00
Venezuela	LA VERDAD	www.laverdad.com	0.6	3.4	\$5.00	\$6.00	\$7.00
Venezuela	EL UNIVERSAL	www.eluniversal.com	2.6	24.5	\$11.20	N/A	N/A
		<b>TOTAL</b>	<b>44.4</b>	<b>871.6</b>			





**Name:** El Heraldo  
**Country:** Honduras  
**Publisher:** Grupo OPSPA  
**Themes:** News, General Interest  
**URL:** www.elheraldo.hn  
**Monthly visitors (aprox.):** 1.0 millions  
**Page Views (aprox):** 3.5 millions  
**Visits in USA:** 34%  
**Local visits:** 42%  
**Formats:** 728x90, 120x600, 300x250, 200x90, 552x90, Rich Media  
**Sections:** News, Politics, Economy, Journalists, Society, Internationals, Sports, Entertainment.  
**Description:** Website aimed at modern executives and decision makers with an average age of 29 who belong to the NSE ABC interested in technology. Interested in political, economic, social, Internationals and Entertainment.



**Name:** La Prensa  
**Country:** Honduras  
**Publisher:** Grupo OPSPA  
**Themes:** News, General Interest  
**URL:** www.laprensa.hn  
**Monthly visitors (aprox.):** 1.8 millions  
**Page Views (aprox):** 7.2 millions  
**Visits in USA:** 48%  
**Local visits:** 35%  
**Formats:** 728x90, 120x600, 300x250, 200x90, 552x90, Rich Media  
**Sections:** News, Politics, Economy, Journalists, Society, Internationals, Entertainment, Sports.  
**Description:** Website aimed at men and women between 20 and 40. With information on national and international news, shows and entertainment. Users typically interact with our news very openly.



**Name:** Diez  
**Country:** Honduras  
**Publisher:** Grupo OPSPA  
**Themes:** Sports  
**URL:** www.diez.hn  
**Monthly visitors (aprox.):** 1.3 millions  
**Page Views (aprox):** 4.1 millions  
**Visits in USA:** 47%  
**Local visits:** 40%  
**Formats:** 728x90, 120x600, 300x250, 200x90, 552x90, Rich Media  
**Sections:** Local Soccer, International soccer, National Team, other Sports, Legionnaires, Journalists.  
**Description:** Website aimed at young modern adults with an average age of 25 who belong to the ABC NSE, bowed to technology and very interested in sport.



**Name:** El Colombiano  
**Country:** Colombia  
**Publisher:** El Colombiano  
**Themes:** News, General Interest, Classifieds  
**URL:** www.elcolombiano.com  
**Monthly visitors (aprox.):** 1.25 Millones  
**Page Views (aprox):** 13.5 Millions  
**Visits in USA:** 7%  
**Local visits:** 74%  
**Formats:** 728x90, 220x90, 300x250, 300x50, 980x30/300, 160x600, Layers 400x400, Formats: Rich Media (e-planning AdMagic)  
**Sections:** Antioquia, Colombia, International, Economy, Fincas, Environment, Science, Armed Conflict, Education, Research, Car, Health, Opinion, Sports, Soccer, Astrology, Tourism, Life and Society, Gossip, Culture, Technology, Entertainment, Lotteries, Multimedia, Blogs, Tips, Classifieds.  
**Description:** News website of the Publisher El Colombiano, with all the information for people with interests in Medellín and Antioquia. Continuously updated by a team of journalists specializing in digital. The information is supplemented by multimedia content exclusive and international agencies. Today more than 13 millions of pages viewed monthly by more than 1.2 millions unique visitors per month from Colombia, U.S., Spain and the rest of the world.



**Name:** El Universal  
**Country:** Venezuela  
**Publisher:** Diario El Universal  
**Themes:** News, General interest  
**URL:** www.eluniversal.com  
**Monthly visitors (aprox.):** 2.6 millions  
**Visitas al mes:** 8.0 millions  
**Visits in USA:** 12%  
**Local visits:** 72%  
**Formats:** 728 x 90, 336 x 280, 234 x 90, 250 x 100, 373 x 80, 336 x 280  
**Sections:** National Politics, Events, Opinion, Economy, Sports, Caracas, International, Art and Entertainment, Life.  
**Rates:** US\$ 12 CPM, ROS in standard format.  
**Description:** Our advertising is distributed along the Page, located adjacent to areas of interest, thus, attract more target and dramatically favoring the cost of your investment. Publicity for the website of "El Universal" is measurable and reliable for its advertisers, because their measurement tools and our cost-effective and efficient placements.







**Name:** Libero  
**Country:** El Perú  
**Publisher:** Grupo La Republica  
**Themes:** Sports  
**URL:** www.libero.com.pe  
**Monthly visitors (aprox.):** 0.5 millions  
**Visitas al mes:** 6 millions  
**Visits in USA:** 6%  
**Local visits:** 80%  
**Formats:** 728x90, 980x90, 160x600, 300x300 Layer Flotante, 300x250, 210x245, 120x240, 310x40, 100x25  
**Sections:** Soccer, International, Tournaments, Tennis, More Sports.  
**Description:** Peruvian Prime Sports website, aimed primarily at users between 15 and 35. Most are students, academics and workers in medium and HEIGHT range. They are usually always in fashion and are fond of technology.



**Name:** La Prensa  
**Country:** Nicaragua  
**Publisher:** La Prensa S.A.  
**Themes:** News, General Interest  
**URL:** www.laprensa.com.ni  
**Monthly visitors (aprox.):** 1.4 millions  
**Page Views (aprox):** 5.8 millions  
**Visits in USA:** 31 %  
**Local visits:** 44 %  
**Formats:** 728x90, 300x250, 160x600, 250x250, 125x125  
**Sections:** Home, Nationals, Politics, Sports, Economy, Internationals, Events, Apartments, Magazine, Opinion, Social, Business, Press TV  
**Description:** The website La Prensa of Nicaragua, is structured in an interactive environment, allowing users to easily navigate using a menu at the top which will lead to different Sections.



**Name:** El Tiempo  
**Country:** Venezuela  
**Publisher:** Diario El Tiempo  
**Themes:** News, General Interest  
**URL:** www.eltiempo.com.ve  
**Monthly visitors (aprox.):** 0.47 millions  
**Page Views (aprox):** 2.6 millions  
**Visits in USA:** 19.8 %  
**Local visits:** 69.5 %  
**Sections:** National Politics, Events, Opinion, Economy, Sports, Caracas, International, Art and Entertainment, Life.  
**Description:** This is the website of the Newspaper El Tiempo of Puerto La Cruz, Venezuela.



**Name:** Diario Libre  
**Country:** República Dominicana  
**Publisher:** Omnimedia, S.A.  
**Themes:** News, General Interest  
**URL:** www.diariolibre.com  
**Monthly visitors (aprox.):** 1.8 millions  
**Page Views (aprox):** 8.0 millions  
**Visits in USA:** 19%  
**Local visits:** 70%  
**Formats:** 728x90, 468 x 60, 300x250, 108 x 60, 234 x 60, 330x156, Layers, False Cover, Rich Media  
**Sections:** General News, Economy, Opinion, Echoes, Sports, Magazine (Entertainment), Readings, Photos, DL English, Virtual DL, and Videos.  
**Description:** This website has all the content of the print edition of Diario Libre, issued in a modern Web design, with international standard advertising formats. It is now positioned as the site of most current Internet News and innovative of the country with a monthly average of more than 7 millions of pages viewed. Diariolibre.com is an ideal choice as an advertising medium for advertisers seeking to offer deals on their products and services to ABC audiences, both locally and abroad, between ages 20 to 45 years.



**Name:** Copesa Ad Network  
**Country:** Chile  
**Publisher:** COPESA  
**Themes:** News, General Interest  
**URL:** www.latercera.com  
**Monthly visitors (aprox.):** 7 millions  
**Page Views (aprox):** 245 millions  
**Visits in USA:** 3.5 millions  
**Formats:** 728x90, 120x600, 300x250, 200x90, 552x90, Rich Media  
**Sections:** LaTercera Home LaTercera Canales: Politics, National, World, Business, Sports, Trends, Entertainment, Culture, Education, Style, Opinion, 3Blogs, 3Radio, plus other websites that belong to Copesa Network.  
**Description:** Website aimed at men and women between 20 and 40. Containing News, shows and entertainment. Users typically interact openly with our News.



**Name:** El Popular  
**Country:** El Peru  
**Publisher:** Grupo La República  
**Themes:** News, General Interest  
**URL:** www.elpopular.com.pe  
**Monthly visitors (aprox.):** 0.13 millions  
**Page Views (aprox):** 1.4 millions  
**USA Visits:** 6%  
**Local Visits:** 76%  
**Formats:** 728x90, 980x90, 160x600, 300x300 Layer  
 Flotante, 300x250, 210x245, 120x240, 310x40, 100x25  
**Sections:** News, Police, Shows, Sports, Services, Province.  
**Description:** website aimed at men and women between 20 and 40. With shows and entertainment content. Users typically interact openly with our news.



**Name:** La Verdad  
**Country:** Venezuela  
**Publisher:** Diario La Verdad  
**Themes:** News, General Interest  
**URL:** www.laverdad.com  
**Monthly visitors (aprox.):** 0.64 millions  
**Page Views (aprox):** 3.4 millions  
**USA Visits:** 6.8 %  
**Local Visits:** 80.0 %  
**Formats:** 850x90, 120x300, 120x120, 120x65,  
 200x150, 200x300, 300x240  
**Sections:** National, Politics, Events, Opinion, Economy,  
 Sports, Caracas, International, Art and Entertainment, Life.  
**Description:** Website of the regional Newspaper La Verdad of Venezuela published in Maracaibo, Estado Zulia.



**Name:** El Universal  
**Country:** Colombia  
**Publisher:** Editora del Mar S.A.  
**Themes:** News, General Interest  
**URL:** www.eluniversal.com.co  
**Monthly visitors (aprox.):** 0.44 millions  
**Page Views (aprox):** 7.0 millions  
**USA Visits:** 6.7%  
**Local Visits:** 83.1%  
**Formats:** 728x90, 230x90, 300x250, 300x600  
**Sections:** Entertainment, General News, Opinion, Supplements, Classifieds, Tourism, Services, Multimedia, El Universal, Global.  
**Description:** eluniversal.com.co is the most visited news website in the city, offering the latest information, local news, Nationals and internationals.



**Name:** Grupo Clarín  
**Country:** Argentina  
**Publisher:** AGEA  
**Themes:** News, General Interest.  
**URL:** www.clarin.com  
**Monthly visitors (aprox.):** 20.3 millions  
**Page Views (aprox):** 214,89 millions;  
 web: 213,963,002 mobile: 928,794  
**USA Visits:** 5%  
**Formats:** 998x50, 998x50px/250 (Richmedia),  
 998x50/250 (Richmedia), 998x50, 300x50/220,  
 300x250, 300x50, 468x280, 468x60, 184x90/320,  
 200x90, 200x 450, 295x50/220  
**Local Visits:** 87% - 82%  
**Sections:** News, Politics, Sports, Business, World, Entertainment,  
 Society, Police, Cities, Internet, Multimedia.  
**Description:** In 1995 "Clarín" launched Clarin.com. It is the most visited news website in the country. According IAB Argentina, Clarin Group registered 20,334,486 users in April 2010



**Name:** El Informador  
**Country:** Venezuela  
**Publisher:** Diario El Informador  
**Themes:** News, General Interest  
**URL:** www.elinformador.com.ve  
**Monthly visitors (aprox.):** 0.2 millions  
**Page Views (aprox):** 0.6 millions  
**USA Visits:** 12%  
**Formats:** 988x90, 778x90, 490x60, 200x90, 468x350,  
 468x250, 468x100, 468x60, 300x600, 300x300,  
 300x250, 200x200  
**Local Visits:** 82% - 85%  
**Sections:** National Politics, Events, Opinion, Business,  
 Sports, Caracas, International, Arts & Entertainment, Life.  
**Description:** "El Informador" has always been, and continue to be a partial website, objective as regards the dissemination of ideas, with full respect to each of the trends. In its pages are always accommodate the views of all political and union leaders in the defense of their causes or events to criticize the opponent, whether or not in a position to government, which like all have opened their pages to defend themselves.



**Name:** Diario HOY  
**Country:** Ecuador  
**Publisher:** Grupo HOY  
**Themes:** News, General Interest  
**URL:** www.hoy.com.ec  
**Monthly visitors (aprox.):** 0.72 millions  
**Page Views (aprox):** 1.9 millions  
**USA Visits:** 75,000  
**Local Visits:** 70%  
**Formats:** 728x90, 300x250, 120x600, 120x360, 120x240, 120x120, 120x90, Layers, Rich Media  
**Sections:** General News, Opinion, Culture, Sports, Business, Entertainment, Country, Society, Special Supplements, Multimedia.  
**Description:** It is one of the pioneering websites in South America and now renovated using the latest technology in the online world. It is also one of the best platforms in Ecuador, and one of the most popular.



**Name:** El País  
**Country:** Colombia  
**Publisher:** El País S.A.  
**Themes:** News, General Interest  
**URL:** www.elpais.com.co  
**Monthly visitors (aprox.):** 1.1 millions  
**Page Views (aprox):** 13.3 millions  
**USA Visits:** 22.4%  
**Local Visits:** 77%  
**Formats:** 120x600, 150x122, 300x250, 88x30, 890x26, 200x90, 728x90  
**Sections:** General News, Opinion, Supplements, Classifieds, Tourism, Services, Multimedia, El Universal, Global.  
**Description:** It is the most important digital media and the Southwest Cali Colombia.



**Name:** Vanguardia Liberal  
**Country:** Colombia  
**Publisher:** Galvis Ramirez y CIA  
**Themes:** News, General Interest, Classifieds  
**URL:** www.vanguardia.com  
**Monthly visitors (aprox.):** 0.72 Millions  
**Page Views (aprox):** 6.1 Millions  
**USA Visits:** 2.6 %  
**Local Visits:** 81.8 %  
**Formats:** 728x90, 300x250  
**Sections:** International, Economy, Sports, Soccer, Tourism, Multimedia, Blogs, Tips, Classifieds.  
**Description:** News websites of La Vanguardia Liberal.



**Name:** El Diario de Hoy (elsalvador.com)  
**Country:** El Salvador  
**Publisher:** Grupo Editorial Altamirano  
**Themes:** News, General Interest  
**URL:** www.elsalvador.com  
**Monthly visitors (aprox.):** 650,000  
**Page Views (aprox):** 12 millions  
**USA Visits:** 40%  
**Formats:** 728x90, 300x250, 120x240, Rich Media  
**Local Visits:** 40%  
**Sections:** NEWS, Politics, Events, Services, Business, Local, International, Sports, Entertainment, Health, Online Services.  
**Description:** With a history of more than a decade in the area, is the first Website in "El Salvador" that was born with a hybrid concept between news media and advertising, with the support of journalists from "El Diario de Hoy" today with over a million and a half monthly visits between national and foreign, reason that positions us as the most trafficked site in the Country, accessed by the Salvadoran community based abroad and domestically.  
**"Elsalvador.com"** complements the news information with a multiple deployment of Themes of interest to multiple audiences, sport, entertainment, multimedia spaces made 100% at home, and a space dedicated to community



**Name:** La República  
**Country:** El Peru  
**Publisher:** Grupo La República  
**Themes:** News, General Interest  
**URL:** www.larepublica.pe  
**Monthly visitors (aprox.):** 0.72 millions  
**Page Views:** 7.9 millions  
**USA Visits:** 7%  
**Formats:** 728x90, 980x90, 160x600, 300x300 Layer Flotante, 300x250, 210x245, 120x240, 310x40, 100x25  
**Local Visits:** 70%  
**Sections:** Politics, Economics, Journalist, Society, International, Entertainment, Culture, Sports, Regional, Business, Cars, Technoscience, Leisure, Sexuality, Tourism, Health, Horoscopes.  
**Description:** website aimed at modern executives and decision makers from 25 to 50 years and belong to the ABC NSE inclined to technology. With interests in Political, Economic, Social, Internationals and entertainment.







## Magazines PAL Summary

Periódicos Asociados Latinoamericanos

COUNTRY	THEME	FORMAT	NAME	PUBLISHER	CIRCULATION	COLOR Page	1/2 Page
Argentina	Real Estate	Magazine	ARQ	AGEA – Diario Clarín	26,000	\$11,325.60	\$5,662.80
Argentina	Health	Supplement	Buena Vida	AGEA – Diario Clarín	303,863	\$10,164.00	\$5,082.00
Argentina	Sports	Supplement	El Deportivo	AGEA – Diario Clarín	299,852	\$28,341.83	\$14,170.92
Argentina	Economy	Supplement	IECO	AGEA – Diario Clarín	700,478	\$59,899.84	\$29,949.92
Argentina	Children	Magazine	Jardín de Genios	AGEA – Diario Clarín	92,290	\$3,228.28	\$1,528.00
Argentina	Women	Supplement	Mujer	AGEA – Diario Clarín	331,550	\$17,738.60	\$8,869.30
Argentina	Food	Supplement	Ollas	AGEA – Diario Clarín	303,743	\$22,428.56	\$11,214.28
Argentina	Children	Magazine	Revista Genios	AGEA – Diario Clarín	65,000	\$10,257.17	\$5,216.00
Argentina	Cultural	Magazine	Revista Ñ	AGEA – Diario Clarín	50,000	\$19,733.89	\$9,866.95
Argentina	Business	Magazine	Revista Pymes	AGEA – Diario Clarín	59,701	\$11,376.42	\$5,688.21
Argentina	Shopping guide	Magazine	Revista Shop & Co	AGEA – Diario Clarín	174,194	\$10,257.17	\$5,216.00
Argentina	Variety	Magazine	Revista Viva	AGEA – Diario Clarín	700,478	\$31,331.74	\$15,111.00
Argentina	Tourism	Supplement	Viajes	AGEA – Diario Clarín	700,478	\$30,985.68	\$15,492.84
Chile	Real Estate	Supplement	Más Decoración	Copesa	215,000	\$10,261.87	\$4,543.01
Chile	Women	Magazine	Mujer	Copesa	307,000	\$9,620.50	\$4,676.63
Chile	Variety	Magazine	Qué Pasa	Copesa	30,000	\$7,492.59	\$4,816.66
Chile	Cultural	Special Section	Reportajes	Copesa	215,000	\$21,760.58	-
Chile	Children	Magazine	Revista Icarito	Copesa	277,998	\$2,004.27	-
Chile	Women	Magazine	Revista Paula	Copesa	39,000	\$10,436.11	\$5,619.44
Chile	Technology	Supplement	Tendencias	Copesa	215,000	\$27,846.00	\$15,148.22
Colombia	Cars	Magazine	AutoMotores	Periódicos Asociados	306,000	\$8,848.41	\$5,069.03
Colombia	Tourism	Magazine	Dónde	El Universal	30,000	\$2,893.18	\$1,446.59
Colombia	Tourism	Magazine	Dónde Cartagena de Indias	El Universal	7,000	\$1,091.76	-
Colombia	Health	Magazine	Education Tecnológica	Vanguardia Liberal	35,000	\$1,910.59	\$1,023.53
Colombia	Children	Magazine	El Colombianoito	El Colombiano	72,000	\$1,412.47	\$709.65
Colombia	Variety	Magazine	Gaceta	El País	105,000	\$1,533.93	-
Colombia	Variety	Magazine	Generación	El Colombiano	130,000	\$1,658.12	\$832.47
Colombia	Variety	Magazine	Gente	El País	26,800	\$1,533.93	-
Colombia	Shopping guide	Magazine	Guía a Domicilio	Vanguardia Liberal	60,000	\$1,218.00	\$754.00
Colombia	Health	Magazine	Guía de la Salud	El Colombiano	90,000	\$1,432.94	\$887.06
Colombia	Health	Magazine	Guía Médica	Vanguardia Liberal	60,000	\$1,194.12	\$730.12
Colombia	Cars	Magazine	Informe Sector Automotor	El País	65,000	\$22,550.40	\$11,275.20
Colombia	Real Estate	Magazine	Metro X Metro	El País	75,000	\$2,286.56	\$1,482.07
Colombia	Women	Magazine	Novias	El País	68,000	\$1,227.55	-
Colombia	Women	Magazine	Novias	Vanguardia Liberal	40,000	\$1,364.71	\$682.35
Colombia	Women	Magazine	Nueva	Periódicos Asociados	85,000	\$8,210.75	\$4,746.62
Colombia	Food	Magazine	Paladares	El Colombiano	30,000	\$2,388.24	\$1,432.94
Colombia	Education	Magazine	Postgrados	Vanguardia Liberal	40,000	\$1,910.59	\$1,023.53
Colombia	Real Estate	Magazine	Propiedades	El Colombiano	85,000	\$3,275.29	\$1,910.59
Colombia	Women	Magazine	Qué me pongo	El Colombiano	30,000	\$2,388.24	\$1,432.94
Colombia	News	Magazine	Resumen	El Colombiano	72,000	\$6,107.06	-
Colombia	Variety	Magazine	Revista Viernes	El Universal	25,000	\$2,292.71	\$1,146.35
Colombia	Entertainment	Special Section	Rumba, rabo y oreja	El País	65,000	\$1,948.12	\$973.72
Colombia	Health	Magazine	Salud & Bienestar	Vanguardia Liberal	35,000	\$1,160.00	\$580.00
Colombia	Health	Magazine	Salud & Vida	El País	77,000	\$1,871.01	\$1,125.88
Colombia	Real Estate	Magazine	Ubicar	Vanguardia Liberal	40,000	\$1,910.59	-
Colombia	Youth	Magazine	Viernes	El Colombiano	72,000	\$3,172.94	\$1,603.53
Colombia	Health	Magazine	Yok	El Colombiano	72,815	\$3,752.94	\$2,251.76
Ecuador	Children	Magazine	Cometa	Grupo HOY	60,438	\$582.40	\$448.00
Ecuador	Business	Magazine	Diario de Negocios	Grupo HOY	48,300	\$1,344.00	\$672.00
Ecuador	Variety	Magazine	Domingo	Grupo HOY	60,436	\$1,008.00	\$728.00
Ecuador	Cars	Magazine	Garage	Grupo HOY	120,000	\$784.00	\$448.00
Ecuador	Real Estate	Magazine	Guía Inmobiliaria	Grupo HOY	25,000	\$896.00	\$504.00
Ecuador	Business	Magazine	Newsweek en español	Grupo HOY	90,630	\$1,344.00	-



COUNTRY	THEME	FORMAT	NAME	PUBLISHER	CIRCULATION	COLOR Page	1/2 Page
El Salvador	Women	Magazine	Belleza	Editorial Altamirano Madriz SA	25,000	\$2,825.00	\$1,469.00
El Salvador	Food	Magazine	Buen Provecho	Editorial Altamirano Madriz SA	25,000	\$2,373.00	\$1,356.00
El Salvador	Entertainment	Magazine	D7	Editorial Altamirano Madriz SA	86,000	\$1,243.00	\$565.00
El Salvador	Children	Magazine	Guanaquín	Editorial Altamirano Madriz SA	93,500	\$1,130.00	\$550.00
El Salvador	Women	Magazine	Mujeres	Editorial Altamirano Madriz SA	25,000	\$2,373.00	\$1,356.00
El Salvador	Cars	Magazine	Speed	Editorial Altamirano Madriz SA	21,000	\$2,034.00	\$1,130.00
Honduras	Women	Magazine	Amiga	La Prensa Honduras	55,736	\$2,180.00	\$1,000.00
Honduras	Food	Magazine	Buen Provecho	Grupo OPSA	25,000	\$1,800.00	\$930.00
Honduras	Interior Design	Magazine	Casa & Hogar	Grupo OPSA	15,000	\$1,800.00	\$950.00
Honduras	Life Style	Magazine	Estilo	Grupo OPSA	10,000	\$1,500.00	\$950.00
Honduras	Interior Design	Magazine	Estilo Casas	Grupo OPSA	10,000	\$1,500.00	\$950.00
Honduras	Brides	Magazine	Estilo Novias	Grupo OPSA	10,000	\$1,500.00	\$950.00
Honduras	Tourism	Magazine	Estilo Viajes	Grupo OPSA	12,000	\$1,500.00	\$950.00
Honduras	Tourism	Magazine	Honduras Tips	Grupo OPSA	60,000	\$1,700.00	\$980.00
Honduras	Women	Magazine	Mia	El Heraldo Honduras	42,000	\$1,750.00	\$800.00
Honduras	Cars	Magazine	Motores	Grupo OPSA	15,000	\$1,800.00	\$930.00
Honduras	Brides	Magazine	Novias	Grupo OPSA	15,000	\$1,800.00	\$930.00
Honduras	Technology	Magazine	Tecno Magazine	Grupo OPSA	15,000	\$1,800.00	\$930.00
Nicaragua	Variety	Magazine	Domingo	La Prensa de Nicaragua	43,110	\$2,654.22	\$1,327.11
Nicaragua	Business	Magazine	Magazine	La Prensa de Nicaragua	10,000	\$1,025.80	\$512.90
Nicaragua	Youth	Magazine	Aquí entre nos	La Prensa de Nicaragua	42,379	\$2,411.34	\$1,205.67
Nicaragua	Women	Magazine	Nosotras	La Prensa de Nicaragua	42,379	\$2,696.37	\$1,373.28
Nicaragua	Women	Magazine	Nosotras Bodas	La Prensa de Nicaragua	10,000	\$2,956.40	\$1,547.76
Perú	Tourism	Section Special	Andares	Grupo La República	39,286	\$8,809.68	\$3,219.51
Perú	Health	Special Section	Bienestar	Grupo La República	72,440	\$10,364.33	\$3,787.66
Perú	Variety	Magazine	Domingo	Grupo La República	72,440	\$2,023.00	\$606.90
Perú	Sexuality	Special Section	Enpareja2	Grupo La República	38,653	\$8,809.68	\$3,219.51
Perú	Entertainment	Special Section	Ozio	Grupo La República	37,928	\$8,809.68	\$3,219.51
Perú	Cars	Special Section	Sobreruedas	Grupo La República	37,738	\$8,809.68	\$3,219.51
Perú	Business	Special Section	SoyEmpresa	Grupo La República	37,524	\$8,809.68	\$3,219.51
Perú	Technology	Special Section	Tecnociencia	Grupo La República	39,259	\$8,809.68	\$3,219.51
República Dominicana	Women	Magazine	Estilos	Omnimedia	78,200	\$3,428.57	\$1,714.29
República Dominicana	Real Estate	Magazine	Habitat	Omnimedia	15,000	\$1,262.86	\$631.43
República Dominicana	Real Estate	Magazine	La Casa	Omnimedia	10,000	\$1,142.85	\$571.42
República Dominicana	Women	Magazine	Mujer Única	Omnimedia	17,000	\$1,257.14	\$628.57
Venezuela	Real Estate	Magazine	+ Bienes raíces	La Verdad	61,000	\$15,724.80	\$8,532.84
Venezuela	Women	Magazine	Ardenfia	El Tiempo	85,000	\$3,111.16	\$1,555.58
Venezuela	Youth	Supplement	Dominiquitas	Diario El Universal	220,000	-	\$1,857.14
Venezuela	Cars	Supplement	Especial de Motores	Diario El Universal	65,000	\$13,448.96	\$6,723.36
Venezuela	Variety	Magazine	Estampas	Diario El Universal	220,000	\$7,641.09	\$3,820.54
Venezuela	Variety	Magazine	Estampas LARENSE	El Informador	52,000	\$2,505.78	\$1,252.16
Venezuela	Variety	Magazine	Estampas THEMETICA	Diario El Universal	65,000	\$5,806.08	\$2,903.04
Venezuela	Variety	Magazine	Estampas ZULIANA	La Verdad	61,000	\$2,788.65	\$1,394.02
Venezuela	Cars	Supplement	Guía Automotriz	Diario El Universal	65,000	\$9,681.39	\$4,687.53
Venezuela	Real Estate	Magazine	Guía Inmobiliaria	Diario El Universal	220,000	\$15,490.22	\$7,500.05
Venezuela	Jobs	Special Section	Guía Laboral	Diario El Universal	220,000	\$15,012.80	\$7,268.70
Venezuela	Tourism	Supplement	Guía Turística	Diario El Universal	220,000	\$14,013.44	\$7,006.72
Venezuela	Economy	Supplement	Negocios & Clasificados	El Informador	60,000	\$789.32	\$394.66
Venezuela	Real Estate	Magazine	Proyectos Inmobiliarios Caracas	Diario El Universal	80,000	\$3,261.54	\$1,522.02
Venezuela	Real Estate	Magazine	Proyectos Inmobiliarios Oriente	Diario El Universal	30,000	\$1,776.26	\$857.35
Venezuela	Tourism	Magazine	Turismo	La Verdad	61,000	\$15,724.80	\$8,532.84
Venezuela	Real Estate	Magazine	Urbania	El Tiempo	15,000	\$787.84	\$472.71
Venezuela	Entertainment	Supplement	ZonaLibre	El Informador	60,000	\$6,957.18	\$3,478.59

NOTES: Prices in U.S. \$

Gross rates. Rates include all local taxes if necessary.

These prices reflect the official rates of the media in U.S. dollars at the time of printing this catalog.

The media can change the rates at any time without notice.

For current rates suggest communicate regularly with Periódicos Asociados Latinoamericanos – PAL



**Name:** Estilo  
**Country:** Honduras  
**Publisher:** Grupo OPSA  
**Theme:** Life Style  
**Publication Date:** Monthly  
**Description:** Is the reference journal on the social life of Honduras, which allows readers to know and learn the most relevant information about the major social events of our Country, as well as interviews with prominent personalities nationally and internationally, with a current approach to fashion and trends, tourist destinations in the world of fashion, decoration, haute cuisine recipes, health tips, among others.



**Name:** Estilo Casas  
**Country:** Honduras  
**Publisher:** Grupo OPSA  
**Theme:** Decoration  
**Publication Date:** Annual  
**Description:** With the same style of leadership issues in this field worldwide, since 2005 "Estilo Casas" invites you to discover original environment where the secret lies in a personalized decoration. This book collection is characterized by its spectacular photographic coverage that reflects good taste and lifestyle of the Hondurans, and the talent of designers, architects, decorators, painters, sculptors and artisans of the country.



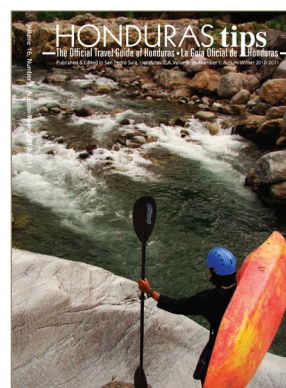
**Name:** Estilo Viajes  
**Country:** Honduras  
**Publisher:** Grupo OPSA  
**Theme:** Tourism  
**Publication Date:** Annual  
**Description:** This magazine is the passport that any traveler needs. "Estilo Viajes" invites you to discover the adventure, the party and the modernity of the cities of Honduras and the world. The world's hottest destinations, with details of sites that can not fail to visit you, make every page of this magazine in an exciting journey. Travel stories, travel tips to achieve their dreams, and even tips if you go alone or with family, nothing is missing from this year's collection.



**Name:** Amiga  
**Country:** Honduras  
**Publisher:** La Prensa (Honduras)  
**Theme:** Women  
**Publication Date:** Friday  
**Description:** "Amiga" Magazine of La Prensa, is perfect for Honduran woman who aspires to excel in all roles of life as a wife, professional, mother, daughter, partner and friend, who wants to be social and want to be home, you want to be on fashion and want to be practical, the woman who wants to buy and want to save. All that women need in one magazine that is made for her and thinking about her.



**Name:** Estilos Novias  
**Country:** Honduras  
**Publisher:** Grupo OPSA  
**Theme:** Brides  
**Publication Date:** Annual  
**Description:** It is a specialized magazine that broke the outlines of the traditional wedding publications in Honduras, with fresh and original ideas, in tune with the needs of readers and advertisers. "Estilos Novias" presents a look at the latest fashion trends, accessories, events, themed weddings and a complete shopping guide for today's bride.



**Name:** Honduras Tips  
**Country:** Honduras  
**Publisher:** Grupo OPSA  
**Theme:** Tourism  
**Publication Date:** Twice a year  
**Description:** Is the official guide of the Honduran Institute of Tourism presented in all tourism fairs as a promotional effort that is made and distributed free at major hotels, airports, borders of the country and the different cities and representative offices in Honduras USA, Mexico, Central America and Europe.





**Name:** Buen Provecho  
**Country:** Honduras  
**Publisher:** Grupo OPSA  
**Theme:** Gastronomy  
**Publication Date:** Bimonthly  
**Description:** It is a glossy paper magazine specializing in Honduran and international cuisine, which offers in each edition varied and tasty recipes to prepare delicious dishes typical for each season. Aimed at women and men between 20 and 55, who appreciate and enjoy good food.



**Name:** Tecno Magazine  
**Country:** Honduras  
**Publisher:** Grupo OPSA  
**Theme:** Technology  
**Publication Date:** Three times a year  
**Description:** The magazine features the latest technology for everyday use. "Tecno" is a guide for people today, is ultra modern and functional for the addict to technology but also to instruct on the use of technology and its usefulness in today's world. Its approach includes men and women 18 to 45 years, medium-high socioeconomic level, with an interest in knowing the technology and its usefulness.



**Name:** Novias  
**Country:** Honduras  
**Publisher:** Grupo OPSA  
**Theme:** Brides  
**Publication Date:** Bimonthly  
**Description:** It is a fascinating magazine, the perfect guide for the bride who thinks that special day to mark the beginning of her new life. "Novias" is the guide to plan everything to perfection, and guidance on local and international service. This magazine is the essential for a day full of magic and enchantment, which will remain in the memories forever.



**Name:** Mia  
**Country:** Honduras  
**Publisher:** El Heraldo (Honduras)  
**Theme:** Women  
**Publication Date:** Friday  
**Description:** The journal "Mia" of El Heraldo, is perfect for Honduran woman who aspires to excel in all roles of life as a wife, professional, mother, daughter, companion and friend. This magazine is aimed at young women between 18 and 44 who like well advised to topics from fashion to motherhood.



**Name:** Motores  
**Country:** Honduras  
**Publisher:** Grupo OPSA  
**Theme:** Cars  
**Publication Date:** Every three months  
**Description:** "Motores" with its extensive and detailed content, is the national magazine that offers the most varied and complete the motor world, with national and international events. its focus includes men and women aged 18 to 45 years, medium-high socioeconomic level, which have vehicle or who intend to buy.



**Name:** Casa & Hogar  
**Country:** Honduras  
**Publisher:** Grupo OPSA  
**Theme:** Interior Design  
**Publication Date:** Bimonthly  
**Description:** "C&H" is a magazine that seeks to entertain and delight, offering suggestions for making a home look fabulous. With topics covering everything from textures, fabrics and tables, and even fibers and plants, "C&H" add dimension and personality to the task of contributing, re-model or decorate. Gives a broad overview for advertisers such as department stores, lighting stores, carpet stores, hardware stores, distributors of windows, ceilings, ceramics, painting, swimming, landscapers, garden centers etc.





**Name:** Buen Provecho  
**Country:** El Salvador  
**Publisher:** Editorial Altamirano Madriz SA  
**Theme:** Gastronomy  
**Publication Date:** Second Thursday of each month  
**Description:** Its main contents are practical, innovative and delicious recipes that can be produced in home for day to day, as for special occasions.



**Name:** D7  
**Country:** El Salvador  
**Publisher:** Editorial Altamirano Madriz SA  
**Theme:** Entertainment  
**Publication Date:** Sunday  
**Description:** The magazine goes for everything he or she who loves movies, music, television, show business, the places you can go for walks.  
 The magazine is written in a youth, and for any adult interested in show business.



**Name:** Guanaquin  
**Country:** El Salvador  
**Publisher:** Editorial Altamirano Madriz SA  
**Theme:** Children  
**Publication Date:** Sunday  
**Description:** This magazine promotes the development of learning skills through play, and the promotion of reading comprehension, and healthy family entertainment in the home.



**Name:** Revista Mujeres  
**Country:** El Salvador  
**Publisher:** Editorial Altamirano Madriz SA  
**Theme:** Women  
**Description:** It is a magazine that was launched in 2002 and whose theme reflects the interests of modern woman Salvadoran.



**Name:** Speed  
**Country:** El Salvador  
**Publisher:** Editorial Altamirano Madriz SA  
**Theme:** Cars  
**Publication Date:** First Saturday of each month  
**Description:** Main content is the topic of cars and engines in general, they give the magazine that value and that touch of passion, which means that only live same passion for speed.



**Name:** Belleza  
**Country:** El Salvador  
**Publisher:** Editorial Altamirano Madriz SA  
**Theme:** Women  
**Publication Date:** 1 per year.  
**Description:** Born in October 2007 as Special Women Magazine, whose success led to subsequent publications.





**Name:** Cometa  
**Country:** Ecuador  
**Publisher:** Grupo Hoy  
**Theme:** Children  
**Publication Date:** Saturday  
**Description:** "Cometa" is the children's magazine of the "Diario Hoy", unique, amazing and fun, interacting with their young readers, children 6 to 12 years of age. Contains humorous spaces, games, comics, crafts and fun facts.



**Name:** Domingo  
**Country:** Ecuador  
**Publisher:** Grupo Hoy  
**Theme:** Variety  
**Publication Date:** Sunday  
**Description:** It is the Sunday magazine of the Journal today. Contains Themes of sexuality, health and wellness, food, profiles and interviews, family issues, fashion, horoscopes and "Aleida" with her particular humor and sixth sense.



**Name:** Garage  
**Country:** Ecuador  
**Publisher:** Grupo Hoy  
**Theme:** Cars  
**Publication Date:** Monthly  
**Description:** "Garage" magazine is a product that contains updated information on the automotive, tips, latest models, technological advances, engine, innovation, benchmark prices for new cars and used, among others. GARAGE magazine seeks to become a useful tool with which the reader can always count on when it comes to talking about wheels. It contains simple language, illustrations and pictures of excellent quality.



**Name:** Newsweek en español  
**Country:** Ecuador  
**Publisher:** Grupo Hoy  
**Theme:** Business  
**Publication Date:** Monday  
**Description:** Newsweek in Spanish, 11 years is the first magazine of News International in Spanish, considered one of the most important journals of daily journalism. Since October 2005, TODAY Group, known for its strength in print media such as, Journal METROHOY and HOY, acquired the license of Newsweek in Spanish for marketing and distribution in Ecuador.



**Name:** Guía Inmobiliaria  
**Country:** Ecuador  
**Publisher:** Grupo Hoy  
**Theme:** Real Estate  
**Publication Date:** Monthly  
**Description:** The new magazine is a product of GI Group HOY designed to effectively promote your real estate project or brand, and all areas related to financial services, real estate, construction finishes, furniture, appliances, decor, classifieds, etc.



**Name:** Diario de Negocios  
**Country:** Ecuador  
**Publisher:** Grupo Hoy  
**Theme:** Business  
**Publication Date:** Monday to Sunday  
**Description:** Is a journal of special information on macro and micro economics. Financial indicators provided by Deloitte. Special Report from "El Pais", the main economic and financial newspaper in Spain. Complete information on business, finance, investment, marketing, technology & telecommunications. Average of 100,000 + daily readers. We arrived at major companies and directors of the Country.



**Name:** EnPareja2 - Centrales ESPECIALIZADAS  
**Country:** Peru  
**Publisher:** Grupo La República  
**Theme:** Sexualidad y sexo  
**Publication Date:** Sunday

**Description:** The central and specialized pages of The Republic is aimed at men and women of NSE B and C of 30 years or more. Are urban and modern, highly educated, interested in contributing in leading the Country and enjoy life, confident in themselves and their own opinions.



**Name:** Bienestar - Centrales ESPECIALIZADAS  
**Country:** Peru  
**Publisher:** Grupo La República  
**Theme:** Health  
**Publication Date:** Sunday

**Description:** The central and specialized pages of The Republic is aimed at men and women of NSE B and C of 30 years or more. Are urban and modern, highly educated, interested in contributing in leading the Country and enjoy life, confident in themselves and their own opinions.



**Name:** Andares - Centrales ESPECIALIZADAS  
**Country:** Peru  
**Publisher:** Grupo La República  
**Theme:** Tourism  
**Publication Date:** Sunday

**Description:** The central and specialized pages of The Republic is aimed at men and women of NSE B and C of 30 years or more. Are urban and modern, highly educated, interested in contributing in leading the Country and enjoy life, confident in themselves and their own opinions.



**Name:** Ozio - Centrales ESPECIALIZADAS  
**Country:** Peru  
**Publisher:** Grupo La República  
**Theme:** Entertainment  
**Publication Date:** Sunday

**Description:** The central and specialized pages of The Republic is aimed at men and women of NSE B and C of 30 years or more. Are urban and modern, highly educated, interested in contributing in leading the Country and enjoy life, confident in themselves and their own opinions.



**Name:** Sobre ruedas - Centrales ESPECIALIZADAS  
**Country:** Peru  
**Publisher:** Grupo La República  
**Theme:** Cars  
**Publication Date:** Sunday

**Description:** The central and specialized pages of The Republic is aimed at men and women of NSE B and C of 30 years or more. Are urban and modern, highly educated, interested in contributing in leading the Country and enjoy life, confident in themselves and their own opinions.



**Name:** TecnoCiencia - Centrales ESPECIALIZADAS  
**Country:** Peru  
**Publisher:** Grupo La República  
**Theme:** Science and Technology  
**Publication Date:** Sunday

**Description:** The central and specialized pages of The Republic is aimed at men and women of NSE B and C of 30 years or more. Are urban and modern, highly educated, interested in contributing in leading the Country and enjoy life, confident in themselves and their own opinions.



**Name:** Soy Empresa- Centrales ESPECIALIZADAS  
**Country:** Peru  
**Publisher:** Grupo La República  
**Theme:** Business, Pyme  
**Publication Date:** Sunday

**Description:** The central and specialized pages of The Republic is aimed at men and women of NSE B and C of 30 years or more. Are urban and modern, highly educated, interested in contributing in leading the Country and enjoy life, confident in themselves and their own opinions.







**Name:** Domingo  
**Country:** Peru  
**Publisher:** Grupo La República  
**Theme:** Variety  
**Publication Date:** Sunday  
**Description:** "Domingo" magazine has short-term issues in politics, society, education, entertainment, culture, Sports, Science and technology advances, consumer protection. Sunday magazine is agile and light reading, but thought-provoking, through its leading columnists. Sunday has an attractive layout and a good photographic coverage. Sunday has more than 300,000 readers monthly.



**Name:** Aquí entre Nos  
**Country:** Nicaragua  
**Publisher:** La Prensa de Nicaragua  
**Theme:** Youth  
**Publication Date:** Friday  
**Description:** A fresh and current publication for young people who like entertainment, celebrity, sexuality, jokes, music, fashion, and academic information.



**Name:** Magazine  
**Country:** Nicaragua  
**Publisher:** La Prensa de Nicaragua  
**Theme:** Business  
**Publication Date:** Biweekly  
**Description:** Pleasant reading, literary, and narrative, with reports and interviews. Men and women over 25 years.



**Name:** Nosotras  
**Country:** Nicaragua  
**Publisher:** La Prensa de Nicaragua  
**Theme:** Women  
**Publication Date:** Tuesday  
**Description:** It is a rewarding and entertainment option for Nicaraguan women, young and ready, middle class, and high. It is a useful and practical guide for women seeking balance between their performance, or both work and personal. He has been Minister of beauty, cooking, decorating, psychology and more.

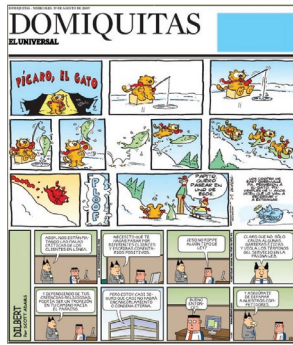


**Name:** Domingo  
**Country:** Nicaragua  
**Publisher:** La Prensa de Nicaragua  
**Theme:** Variety  
**Publication Date:** Weekly  
**Description:** "Domingo" is a magazine that includes daily information through reports, interviews and reviews of various topics, with special emphasis on amenity and the depth of their treatment. Is a proposal that has greater durability, or be kept for all week to read or collect for future reference. Designed for groups of segments A, B, and C, men and women over 20 years.



**Name:** Nosotras Bodas  
**Country:** Nicaragua  
**Publisher:** La Prensa de Nicaragua  
**Theme:** Women  
**Publication Date:** Tuesday  
**Description:** The magazine "Nosotras Bodas" is dedicated to weddings and brides. It is a rewarding and entertainment option for Nicaraguan women, young and ready, upper-middle class.





**Name:** Domiquitas  
**Country:** Venezuela  
**Publisher:** Diario El Universal  
**Theme:** Youth  
**Publication Date:** Sunday  
**Description:** The Sections of "Domiquitas": Comics (pages 1 to 3): "Pícaro el Gato", "Maldades de dos pilluelos", "Quintín Pérez", "Dilbert", "Periquita", "Rosa es Rosa". Games (page 4): Sudoku, Kakuro, Hidato.



**Name:** Guía Automotriz  
**Country:** Venezuela  
**Publisher:** Diario El Universal  
**Theme:** Cars  
**Publication Date:** Saturday  
**Description:** The magazine runs every Saturdays and includes valuable information ranging from an editorial in tune with the automotive market and price indicators: advertising and an extensive offer for the purchase and sale of cars, motorcycles, boats, machinery, aircraft and services.



**Name:** Guía Laboral  
**Country:** Venezuela  
**Publisher:** Diario El Universal  
**Theme:** Jobs  
**Publication Date:** Sunday and Monday  
**Description:** The supplement of the newspaper El Universal jobs that circulates Sundays and Monday. The publication can also be viewed on the internet.



**Name:** Guía Inmobiliaria  
**Country:** Venezuela  
**Publisher:** Diario El Universal  
**Theme:** Real Estate  
**Publication Date:** Monthly  
**Description:** The supplement "Guía Inmobiliaria" showcases a wide range of buying and selling real estate in the Greater Caracas. It is sold at major newsstands in Caracas, and dormitory cities (San Antonio de Los Altos, Los Teques, Guarenas, Guatire). It has a handy size with excellent finish and full color, including in their ads, photographs of the three most important areas of a building.

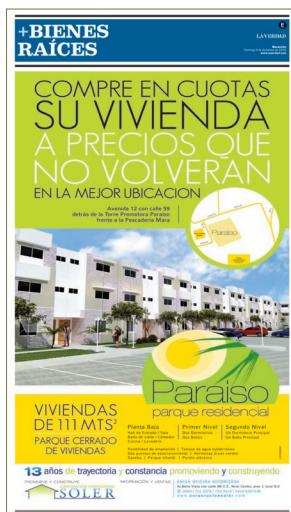


**Name:** Proyectos Inmobiliarios  
**Country:** Venezuela  
**Publisher:** Diario El Universal  
**Theme:** Real Estate  
**Publication Date:** Monthly  
**Description:** "Proyectos Inmobiliarios Caracas" is a magazine aimed at the primary market for the construction, meets the residential and commercial construction taking place in the Greater Caracas, and has relevant information from the sector. "Proyectos Inmobiliarios Oriente" is a magazine that captures all the construction sites located in the eastern area, this includes Margarita, Porlamar, Pampatar, Puerto La Cruz, Dairy, El Morro and Maturín.



**Name:** Negocios & Clasificados  
**Country:** Venezuela  
**Publisher:** El Informador  
**Theme:** Economy  
**Publication Date:** Daily  
**Description:** It is a special section for Business and classified.





**Name:** + Bienes Raices  
**Country:** Venezuela  
**Publisher:** La Verdad  
**Theme:** Real Estate  
**Publication Date:** Weekly  
**Description:** Comprised of adult contemporary, with an interest in the establishment and pursuit of investment properties, mainly buying power medium-high, and socioeconomic classes ABC +, seeking information about projects and opportunities for Business and investment in real estate or construction.



**Name:** Suplemento Turismo  
**Country:** Venezuela  
**Publisher:** La Verdad  
**Theme:** Tourism  
**Publication Date:** Weekly  
**Description:** The supplement "Tourismo" contains data on a variety of destinations both domestic and international



**Name:** Especial de Motores  
**Country:** Venezuela  
**Publisher:** Diario El Universal  
**Theme:** Cars  
**Publication Date:** About the months of March, May, June September and November  
**Description:** Special Supplement "Motores" of El Universal, each month will bring, news, CARS, concepts and trademarks of the automotive segment, as the market moves, motorcycles, opening of new dealerships, care and maintenance of automobiles and indicators of the month.



**Name:** Guía Turística.  
**Country:** Venezuela  
**Publisher:** Diario El Universal  
**Theme:** Cars  
**Publication Date:** Sunday  
**Description:** The tourism section is published every Sundays as a supplement.



**Name:** Zona Libre  
**Country:** Venezuela  
**Publisher:** El Informador  
**Theme:** Entertainment  
**Publication Date:** Daily  
**Description:** Is a guide to entertainment and quality of life.





**Name:** Estampas Caracas  
**Country:** Venezuela  
**Publisher:** Diario El Universal  
**Theme:** Variety  
**Publication Date:** Sunday  
**Description:** "Estampas" is a magazine with 56 years in the market. Besides being the reference for each Sunday for the Venezuelan woman intends to offer today's woman useful and entertaining content to support, advise and guide it in its many facets.



**Name:** Estampas Temática  
**Country:** Venezuela  
**Publisher:** Diario El Universal  
**Theme:** Variety  
**Publication Date:** Saturday  
**Description:** "Estampas Temática" has 11 different topics that circulate during the year and to suit the preferences and needs of the Venezuelan readership:  
 Taste, Health, Beauty, Bride, Style, Baby, Travel, Children, Fashion, family, body.



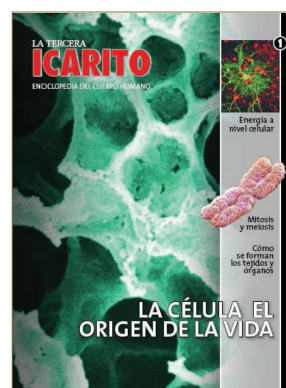
**Name:** Estampas Regionales  
**Country:** Venezuela  
**Publisher:** La Verdad (Zulia), El Informador (Lara)  
**Theme:** Variety, Shopping Guide, News, Woman  
**Publication Date:** Sundays  
**Description:** Besides being the reference for each Sunday for the Venezuelan woman intends to offer today's woman useful and entertaining content to support, advise and guide it in its many facets. "Estampas Venezuela" is now the best option for advertisers to have simultaneous participation in regional versions: Estampas Zuliana and Estampas Larensé.



**Name:** Urbania  
**Country:** Venezuela  
**Publisher:** El Tiempo  
**Theme:** Real Estate  
**Publication Date:** Bimonthly  
**Description:** Better than a real estate guide and with the support of the traditional quality editorial in El Tiempo, "Urbania" magazine, combines advertising with utilitarian information and notes on construction, planning and architecture.



**Name:** Ardentia  
**Country:** Venezuela  
**Publisher:** El Tiempo  
**Theme:** Variety  
**Publication Date:** Bimonthly  
**Description:** Since 2006 have moved more than 200 edits 85 thousand copies every Sunday. Over 425 thousand people read the magazine from the East, all Sundays. Ardentia now has a new design for people from the east continue to show their customs, histories and aspirations.



**Name:** Revista Icarito  
**Country:** Chile  
**Publisher:** Copesa  
**Theme:** Children  
**Publication Date:** Wednesday  
**Description:** Nació en septiembre de 1968 y desde esa fecha a acompañado a varias generaciones escolares. Es el mejor material evena tareas y trabajos escolares.



**Name:** Mas Decoración  
**Country:** Chile  
**Publisher:** Copesa  
**Theme:** Real Estate  
**Publication Date:** Saturday  
**Description:** It is a leading journal in the areas of architecture and decoration, representing different lifestyles that make up the universe of our readers. It addresses current issues, both internationally and domestically. Present practical suggestions to provide inspiration, and both are educational for the readers. Magazine + Shopping is a product near to which readers may feel identified.



**Name:** Mujer  
**Country:** Chile  
**Publisher:** Copesa  
**Theme:** Women  
**Publication Date:** Sunday  
**Description:** Modern editorial with photographs and a graphic design according to its definition.  
 Each issue features news on beauty, fashion, trend and International news



**Name:** Que Pasa  
**Country:** Chile  
**Publisher:** Copesa  
**Theme:** Variety  
**Publication Date:** Friday  
**Description:** It is a news magazine, with sharp features, has content relevant to a current executive, with local and international look, and varied Sections



**Name:** Revista Paula  
**Country:** Chile  
**Publisher:** Copesa  
**Theme:** Women  
**Publication Date:** first and third Saturday of each month  
**Description:** Magazine "PAULA", with 40 years of proven track record, leads the women's publishing market. Paula is an indisputable leader in the national women's field, highlighted by its credibility in the reportage, fashion, cooking, services and trends.



**Name:** Reportajes  
**Country:** Chile  
**Publisher:** Copesa  
**Theme:** Cultural  
**Publication Date:** Sunday  
**Description:** It is a special section dedicated to news reports.



**Name:** Tendencias  
**Country:** Chile  
**Publisher:** Copesa  
**Theme:** Technology  
**Publication Date:** Saturday  
**Description:** "La Tercera" launched in November 2008 supplement of trends, which has covered all the trends in technology, health, science and social behavior, and became an input into conversation, and a reference in everyday life reader.





**Nombre:** Paladares  
**Country:** Colombia  
**Publisher:** El Colombiano  
**Theme:** Gastronomy  
**Publication Date:** 11 times a year  
**Description:** "Paladares", is a magazine dedicated to the world of gastronomy that includes all stages of this art: the charm of looking for the ingredients, the creativity in mixing them, magic to choose the perfect drink and the pleasure of sharing the results with a good company. And if it is going for a walk, here you will also find many criteria to find the best place and the best menu, especially when it comes to cuisine.



**Nombre:** Propiedades  
**Country:** Colombia  
**Publisher:** El Colombiano  
**Theme:** Real Estate  
**Publication Date:** Monthly  
**Description:** It is a guide for home buyers and those who want to invest in this sector of the economy. This magazine is divided by sectors, the city, the Aburrá Valley and other regions, so that any reader will find quick and agile housing in accordance with their wishes and needs.



**Nombre:** Resumen  
**Country:** Colombia  
**Publisher:** El Colombiano  
**Theme:** News  
**Publication Date:** December 31  
**Description:** It is part of the culture take stock and make plans for the future each time a year ends. The magazine "Resumen" in this process accompanies the readers with guidelines for understanding what happened, who were the stars and look at the prospects for the coming 12 months. Understand past events is a key to understanding the present and make decisions short and medium term.



**Nombre:** El Colombiano  
**Country:** Colombia  
**Publisher:** El Colombiano  
**Theme:** Children  
**Publication Date:** Wednesday, biweekly  
**Description:** What pre-teens think, what experiences they live, what their hobbies, what things make them vibrate in music, fashion and entertainment, what stand out, and what worries them is the informational material that enriches "El Colombiano". This monthly publication has grown in this small universe so unfathomable to many and has accompanied the younger audience in its development.

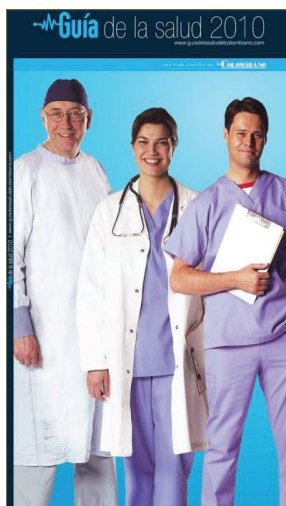


**Nombre:** Dónde  
**Country:** Colombia  
**Publisher:** Editora del Mar S.A.  
**Theme:** Tourism  
**Publication Date:** Monthly  
**Description:** "Dónde" is a Travel Guide with useful information for tourists. Founded in March 2007, this guide was created as a comprehensive proposal to promote tourism and commercial benefits offered by the city. Printing: 23,000 copies are distributed among member hotels and Asotelca Cotelco among the subscribers of the newspaper, in strata 5 and 6. And in the establishments that advertise. Format: Tabloid, polychrome. Paper: White 54 gr.

**Nombre:** Dónde Cartagena de Indias  
**Country:** Colombia  
**Publisher:** Editora del Mar S.A.  
**Theme:** Tourism  
**Publication Date:** three times a year  
**Description:** "Dónde Cartagena de Indias" is an entertaining journal of excellent quality, designed to allow more users to enjoy the city. Both visitors and natives. It will give relevant information about our history but also tell you where the best fish to eat, buy a custom made guayabera shirt, where to stay or where to go for drinks with friends. Advertising management is gorgeous photos and a journalistic report that leave an impression among readers. Landscape magazine format.







**Nombre:** Guía de Salud  
**Country:** Colombia  
**Publisher:** El Colombiano  
**Theme:** Health  
**Publication Date:** 1 time per year.  
**Description:** This guide is designed for readers to use as an additional form of consultation, practical, fast and complete, when they need to make decisions about your health or the health of other people around them.



**Nombre:** Guía Médica  
**Country:** Colombia  
**Publisher:** Vanguardia Liberal  
**Theme:** Health  
**Publication Date:** Call for info  
**Description:** It is the only specialized, aimed at the entire community of all social strata, to provide information in an easy and quick reference to specific health needs: Doctors, Dentists, Beauticians, Clinics, Pharmacies among others which will be classified according to all medical disciplines.



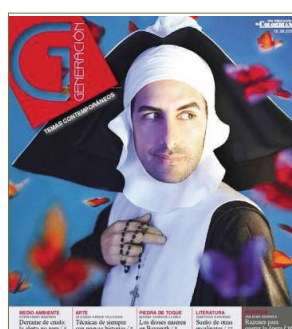
**Nombre:** Especial Sector Automotor  
**Country:** Colombia  
**Publisher:** El País  
**Publication Date:** February  
**Theme:** Automotive news magazine.



**Nombre:** Viernes  
**Country:** Colombia  
**Publisher:** El Universal  
**Theme:** Variety  
**Publication Date:** Friday  
**Description:** It is a magazine with local information and current affairs, music, cooking, health, beauty, sexuality, technology and events that happen in the week. Special editions are published according to the month and season.



**Nombre:** Guía a Domicilio  
**Country:** Colombia  
**Publisher:** Vanguardia Liberal  
**Theme:** Shopping Guide  
**Publication Date:** Call for info  
**Description:** It is a guide that contains the supply of commercial establishments that make home deliveries in Bucaramanga, Canaveral, and Ritoque. Discloses the various offers of goods and services so you can order from the comfort of your home or workplace. Similarly offers a comprehensive directory of sites of interest and specialties. Is the unique local guide specializing in home deliveries. Regular readers reaches 258.100 in Bucaramanga.



**Nombre:** Generación  
**Country:** Colombia  
**Publisher:** El Colombiano  
**Theme:** Variety, Business, News  
**Publication Date:** Sundays  
**Description:** It is reading for a break, reading for a Sunday. That's "Generación". Every week, readers live this supplement, topical issues and contemporary develop in depth the latest trends in literature, film, music, Business and the arts.



**Nombre:** AutoMotores  
**Country:** Colombia  
**Publisher:** El Colombiano, El Universal, El País, Vanguardia liberal y La República  
**Theme:** Automobile, Men  
**Publication Date:** Biweekly (Wednesday)  
**Description:** For over 10 years "AutoMotores" Magazine has become one of the specialized media in the auto industry leader in Colombia through its service. Is the press in the automotive sector, which has grown more. "AutoMotores" circulates within the most widely read newspapers of the region and with the financial daily La Republica El Colombiano.



**Nombre:** Metro x Metro  
**Country:** Colombia  
**Publisher:** El País  
**Theme:** Real Estate  
**Publication Date:** Monthly (first day of the week)  
**Description:** It is the guide for new housing and real estate in Cali most accessed by people interested in buying houses, apartments, lots, for a faster search, agile and effective, the magazine is divided into four zones (north, west, south and East) and price range. The magazine is distributed free at the main shops, supermarkets, shopping centers, drugstores, banks, Hardware, Builders, Houses and Apartments Models.



**Nombre:** Salud & Vida  
**Country:** Colombia  
**Publisher:** El País  
**Theme:** Health  
**Publication Date:** First Saturday of each month  
**Description:** "Salud & Vida" is the most important magazine in the region on various medical subjects, health and aesthetic involving beauty, personal care, healthy food. The magazine is a reflection of modern life in which look and feel good, mark the style of daily living. It is preferred by women over 18 in all the socioeconomic levels, the high readership of the journal promotes and generates a positive impact, positioning its brand in the minds of our readers.



**Nombre:** Yok  
**Country:** Colombia  
**Publisher:** El Colombiano  
**Theme:** Health  
**Publication Date:** 8 times a year  
**Description:** Yok speaks of Health, sport, travel, technology, personal growth, self esteem, and our audience hears us. Yok is a unique publication in its category within the set of journals that are available in the market.



**Nombre:** Nueva  
**Country:** Colombia  
**Publisher:** El Colombiano, El Universal, El País, Vanguardia liberal y La República  
**Theme:** Women, Variety  
**Publication Date:** Saturday  
**Description:** Magazine "Nueva" has over 20 years bringing a variety of information to families and especially women in Colombia. Current affairs, fashion, health, education, sexuality, beauty, cuisine and views, among others.



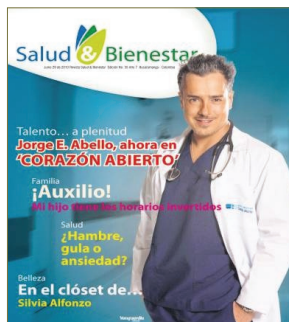
**Nombre:** Viernes  
**Country:** Colombia  
**Publisher:** Editora del Mar S.A.  
**Theme:** Variety  
**Publication Date:** Friday  
**Description:** It is a tabloid magazine. Runs every Friday with all the local edition of the newspaper. Contains local information and current affairs, music, cooking, health, beauty, sexuality, technology and events that happen in the week. Special editions are published with topics according to the dates. These issues have a greater number of pages and printed on white paper 54 gr.







**Nombre:** Ubicar  
**Country:** Colombia  
**Publisher:** Vanguardia Liberal  
**Theme:** Real Estate  
**Publication Date:** Semestral  
**Description:** It is directed to potential buyers of new buildings in the strata of 4 to 6 of Bucaramanga, interested in offers and information available to make the best decision.



**Nombre:** Salud y Bienestar  
**Country:** Colombia  
**Publisher:** Vanguardia Liberal  
**Theme:** Health  
**Publication Date:** Bimonthly  
**Description:** The first edition was circulated in October 2004. The content relates to health and aesthetics, which involves simple and practical topics such as beauty, healthy eating, sexuality, personal care, sports, tips on grooming, general and specialized medicine.



**Nombre:** Postgrados  
**Country:** Colombia  
**Publisher:** Vanguardia Liberal  
**Theme:** Education  
**Description:** It is a magazine that is published biannually. The content relates to the provision of formal educational institutions that provide complementary information, which helps the professional in your decision to choose graduate in order to face new challenges.



**Nombre:** Educación Tecnología  
**Country:** Colombia  
**Publisher:** Vanguardia Liberal  
**Theme:** Education  
**Publication Date:** Semestral  
**Description:** It is directed to parents and students aged between 16 and 24 years (high school) who wish to continue their education and seeking information that will facilitate a decision on technical education institutions.



**Nombre:** Rumba Rabo y Oreja  
**Country:** Colombia  
**Publisher:** El País  
**Theme:** Entertainment  
**Publication Date:** 8 times a year  
**Description:** It is special magazine about the Fair of Cali.



**Nombre:** Novias  
**Country:** Colombia  
**Publisher:** Vanguardia Liberal  
**Theme:** Women  
**Publication Date:** Semestral  
**Description:** Its content is intended for future spouses with regard to organizing and planning your wedding, from bridal shower to possible destinations for the honeymoon. Designers, banqueting houses, event organizers, jewelry, other details that assist in the purchase decision of the couple.





**Nombre:** Gaceta  
**Country:** Colombia  
**Publisher:** El Pais  
**Theme:** Variety, Cultural  
**Publication Date:** Sunday  
**Description:** It is the most widely read news magazine in Cali. Culture, movies, the chronicles of our people are the pillars of the magazine. Its content is known for the variety and depth. "Gaceta" reading focuses on middle class, upper middle and high over 18 years.



**Nombre:** Gente  
**Country:** Colombia  
**Publisher:** El Pais  
**Theme:** Variety, Social  
**Publication Date:** Friday  
**Description:** The magazine "Gente" consolidates every day as one of the most consulted journals in Cali, becoming the window of Cali society, fashion, entertainment venues, places, events, meetings, celebrations are recorded by our lens. His biggest readership stands at over 25 years with high purchasing power.



**Nombre:** Qué me pongo  
**Country:** Colombia  
**Publisher:** El Colombiano  
**Theme:** Women  
**Publication Date:** Monthly  
**Description:** Su pasión es la moda, el estilo y las pasarelas. Una mirada cómplice y de tacón HEIGHT al buen vestir y las tendencias.



**Nombre:** Novias  
**Country:** Colombia  
**Publisher:** El Pais  
**Theme:** Women  
**Publication Date:** 3 times a year (March, June, September) last Saturday.  
**Description:** Magazine that revolves around the theme of marriage. Illustrates and tells everything about the latest trend in fashion accessories, designers, catering houses, jewelry, specialized places for the wedding list, organizing and planning the bridal shower, wedding and honeymoon.



**Nombre:** Hábitat  
**Country:** The Dominican Republic  
**Publisher:** Omnimedia  
**Theme:** Real Estate  
**Publication Date:** Monthly  
**Description:** "Hábitat" is a publication specializing in construction, urban planning and real estate. For architects, engineers and construction sector.



**Nombre:** La Casa  
**Country:** The Dominican Republic  
**Publisher:** Omnimedia  
**Theme:** Real Estate  
**Publication Date:** Quarterly  
**Description:** "La Casa" aims to cover the needs in the areas of decoration and design of a youth segment, independent, educated and affluent interested in new trends. It will also be a showcase for commercial establishments increasingly specialized and cutting-edge installed in the Country. Be the window to meet the new designers Dominicans, many already trained abroad and to further the careers of already established.



**Nombre:** Mujer Única  
**Country:** The Dominican Republic  
**Publisher:** Omnimedia  
**Theme:** Women  
**Description:** It is a women's magazine with fresh themes of beauty, fashion, health, social, family, interviews and national and international, offering a quick read, updated and entertaining for your readers. The leading magazine in the female segment, ABC aimed at women over 18 years. The magazine is distributed through subscription, on newsstands in major shops, supermarkets, pharmacies, department stores and others.



**Nombre:** Estilos  
**Country:** The Dominican Republic  
**Publisher:** OMNIMEDIA  
**Theme:** Women, Fashion, Variety  
**Publication Date:** Weekly  
**Description:** Saturday circulation weekly magazine in homes and commercial outlets linked to our target, first free social magazine.



**Nombre:** Mujer  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Women  
**Publication Date:** Saturday  
**Description:** Fashion and trends, two words that define the essence of the contents of "Clarín Mujer". A supplement with news from the world of beauty, design and decoration, research on women's issues and women players such as emblematic figures.



**Nombre:** Genios  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Children  
**Publication Date:** Every other Friday  
**Description:** Each year, "Genios" surprises with a full launch of new products. New collections, gifts and unique promotions.



**Nombre:** Ollas  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Gastronomy  
**Publication Date:** Wednesday  
**Description:** Different content each week, with all the issues that revolve around the kitchen and the gastronomic world, with a journalistic and cultural content.



**Nombre:** Jardín de Genios  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Children  
**Publication Date:** Monthly  
**Description:** Includes stories, games, basic practices, cartoons and many proposals to encourage the little ones.





**Nombre:** Revista Shop & Co  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Shopping Guide  
**Publication Date:** First Friday of each month  
**Description:** It is a magazine focused entirely on the consumer market, to buy and save money. Has several productions to guide and facilitate monthly purchasing decisions in the areas of: apparel, cosmetics & beauty, technology, automotive, entertainment and decoration. Not just a catalog, a shopping guide but journalistic vision, productions, ideas and advice.



**Nombre:** Revista Viva  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Variety  
**Publication Date:** Sunday  
**Description:** "Revista Viva" moves, thrills, fun and surprises. In its pages there is information, news, trivia, trends and life stories. Is the magazine that best represents the Argentines, because it also shows social phenomena and problems that concern people.



**Nombre:** Viajes  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Tourism  
**Publication Date:** Sunday  
**Description:** It is a reading material thought to be as a stimulus for the senses, a way to begin to travel without leaving the house more comfortable chair. Travel & Tourism is distinguished by the chronicles of special envoys to domestic destinations and abroad. Each coverage is built with major service areas, a real tool for the traveler. Details on accommodation, different rates, unique sites recommendations, and where you can enjoy the local cuisine.



**Nombre:** iECO  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Economy  
**Publication Date:** Sunday  
**Description:** "iEco" is the new economic supplement of Clarín. It was created in June 2007 with the premise of offering readers a deeper analysis of the economy, the secrets of the leading companies, personal finance, marketing and the labor market. "iEco" editorial accompanying its bid with the website [www.ieco.com.ar](http://www.ieco.com.ar) through which you can follow the market minute by minute, and the latest business interest.



**Nombre:** Buena Vida  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Health  
**Publication Date:** Every other Friday  
**Description:** "Buena Vida" is a query tool where the reader will find the information the reader needs, for the latest and newest trends on how to achieve a healthy lifestyle for the whole family. "Buena Vida" selects the most interesting content about healthy habits, nutrition, training, spiritual harmony, and everything related to improving the quality of life.



**Nombre:** El Deportivo  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Sports  
**Publication Date:** Monday  
**Description:** It is the sports supplement of Clarín. Clarín, the newspaper with the highest read rates in all sectors of society, with an average daily readership of 664,842 Monday to Saturdays and Sundays 1,722,445 readers.





**Nombre:** N  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Cultural  
**Publication Date:** Saturday  
**Description:** It is a modern magazine, without ignoring the classic, transgressive, provocative, ironic, humorous. Serious but entertaining. It also offers a high level of service, through its recommendations, practical advice and monitoring of the main cultural activities, along with various information sources, support for consultations on the issue (publications, internet, etc).



**Nombre:** Pymes  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Business  
**Publication Date:** First Monday each month  
**Description:** Since March 2004, the "Small Business Magazine Clarin" is the only one that addresses the current issues that touch close to small and medium enterprises. A journal of information and services aimed at small and medium enterprises in the industry, commerce, agriculture and services, professionals, entrepreneurs, importers and exporters.



**Nombre:** Revista ARQ  
**Country:** Argentina  
**Publisher:** AGEA  
**Theme:** Architecture, Design and Construction  
**Publication Date:** Tuesday.  
**Description:** ARQ focuses attention on the events happening in the world of architecture, design and construction, with emphasis placed on public demand, the need to improve their quality of life, and to report on the industry and these businesses. Architects, construction companies and services. Potential users of professional services of architects, designers and engineers. regular and potential consumers of building products. Professionals. Students and teachers of the subject-related careers.







# Rate Catalog PAL 2010



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