

Prensario *Internacional*

Media Kit

2017/18

www.prensario.net

PRENSARIO INTERNACIONAL | PRENSARIO TI LATIN AMERICA | PRENSARIO MÚSICA & VIDEO | PRENSARIO CE

Readership 2017

Distribution

PRENSARIO INTERNACIONAL is a monthly publication, distributed simultaneously from Buenos Aires and Miami. The magazine is mailed First Class by Air Mail, avoiding the delays suffered by packages sent as Printed Matter. This guarantees immediate delivery across the region.

Circulation

Basic circulation is 8,500. Bonus circulation at trade events (see Calendar) ranges from 1,000 to 3,500 copies, according to the size of the convention. Per-copy readership is extremely high: research shows that the issue is passed along the organization. An average of six to seven people read each copy during the first thirty days after delivery.

Target audience

The publication aims at decision makers at broadcast television stations, pay TV systems, program producing companies and other professional suppliers and users of television contents, services and products. Wireless content providers is another key group. It is also read by advertisers, ad agency executives, government officials, lawyers, consultants and others.

The language

Research shows that in Latin America only 3% of the population read English fluently, and only 6% understand spoken English. So, a publication intending to reach Latin Americans must be written in Spanish. But, to help Non-Latin Americans to understand what is happening in the region, additions distributed at advertising upfronts, NATPE Miami, NCTA, L.A. Screenings, MIP TV, NAB, TEPAL, Andina Link, ABTA, Punta TV Show and MIPCOM feature articles written in English. The Discop Istanbul, Natpe Europe and ATF editions are fully in English.

E-mail service

An e-mail news service keeps the subscriber updated and builds up interest in the stories featured in the publication. The e-mail service does not "compete" with the printed version because it includes only brief news and excerpts from the stories.

Website

Our website recaps the e-mail news and features articles, the Calendar and documents that are relevant to the business.

DISTRIBUTION OF PRENSARIO INTERNACIONAL BY REGION AND COUNTRY

Argentina	11%
Bolivia	2%
Brazil	10%
Central America	10%
Chile	7%
Colombia	9%
Uruguay	4%
Ecuador	2%
Peru	3%
Mexico	15%
U.S. Hispanic	9%
Paraguay	1%
Venezuela	9%
Spain	5%
Other countries	3%

DISTRIBUTION OF PRENSARIO INTERNACIONAL BY TYPE OF READER

Pay TV	41%
Broadcast	22%
Advertisers & Agencies	15%
TV Producers	5%
TV Post Production	4%
Programming suppliers	3%
Equipment suppliers	3%
Telecommunications, Internet access, Wireless	2%
Government Officials	1%
Lawyers, Consultants	1%
Bankers, Financial	1%
Satellite-related services	1%
Other businesses	1%

Now can reach all the Latin American markets with a single publication.

And more

For the first time, U.S.-based advertisers can reach all the Latin American television markets through PRENSARIO INTERNACIONAL, the Spanish-language trade monthly publication. On top of that, we offer reaching worldwide programming buyers that attend European conventions MIPTV, MIPCOM, NATPE Europe and ATF.

Developed by the publishers of Prensario/TV & Cable, the leading South American TV trade magazine, Prensario Internacional is aimed at the needs of:

- **TV Broadcasters**
- **Cable TV, DTH and wireless operators**
- **Advertisers, ad agencies, media centers**
- **Telcos & wireless communications companies**
- **Wireless communications contents providers**
- **Internet access content providers**
- **Programming suppliers**
- **Pay TV channels**
- **Equipment suppliers**

Prensario Internacional has been developed after several years of research:

- It combines the best features of a magazine with the straightforward approach of a newsletter. It can be read in twenty minutes, yet provides the information a businessperson needs about the region.
- Its sleek format allows us to send it as a letter. So, it is immediately received through the region; your ad reaches your target in a few days, not weeks or months.
- The publication is distributed from Buenos Aires and Miami at the same time, to ensure fast delivery. No cornerscutting such as "air speed delivery" to third countries where the mail is cheaper.
- The publication carries no press releases, no hype. Readers get 100% news & commentary... and they appreciate it.
- Updated statistics: we care about supplying accurate figures about the TV, satellite, cable, wireless and telecommunications situation all through the region, be it in Chile or Panama. And we also include Spain!

• WHAT WE REPORT

We know the needs of Latin American businesspeople. We write in their language, and get there first! We understand the changes and developments in the industry. Our staff has been writing about it for thirty years. And we have correspondents in the main Latin American countries, as well as access to a wealth of data that gives us the needed background. As a bonus, our subscribers receive e-mail updates whenever something important happens in the region.

• INTERNATIONAL CONVENTIONS

We attend all the major International trade shows in the States, Europe and Latin America. That's why we can offer bonus distribution at NATPE Miami, NCTA, NAB, LA Screenings, SCTE, Andina Link, TEPAL, MIPTV, MIPCOM, NATPE Europe, advertising upfronts, and the Argentina and Brazil shows. See Calendar. The editions covering International conventions carry stories and reports in English and Spanish. Ads may be placed in Spanish, English and Portuguese languages. The NATPE Europe and ATF editions are fully in English. Our readers know that we cover in person these shows and will deliver top quality reports about them. We keep permanent correspondents in Mexico, Colombia and Chile.

• E-MAIL NEWS SERVICE AND WEBSITE

Thousands of industry pros receive our e-mail news service Prensario Internacional Online in Spanish and English. Our website www.prensario.net compiles these reports and features a fully updated Calendar of events. The website also provides access to official documents, links to related websites and other industry information.

• TO ADVERTISE IN PRENSARIO INTERNACIONAL

Send us an e-mail or call. We'll get in touch with you and develop an advertising plan tailored to your needs.

*subject to changes

2017/18 Calendar

ISSUE	BONUS DISTRIBUTION AT:	DEADLINE:	
March	• 2017 FTTH Latam Conferece (28-30) - Buenos Aires, Argentina	February 15	• Broadcasting / Digital Technology
March	• Punta Show 2017 (21-22) - Montevideo, Uruguay	February 18	• CableTV / Triple Play / Pay TV
April	• MIP TV 2017 (3-6) - Palais des Festivals, Cannes, France	March 10	• Programming
April	• NAB 2017 (22-27) - Las Vegas Convention Center, USA	March 15	• Broadcasting
April	• NexTv Summit - Brasil 2017 (19) - Sao Pablo, Brazil • IX Cumbre APTC 2017 (26-27) - Swissotel, Lima, Perú • Special AdSales, Argentina	March 17	• OTT / Triple Play / Digital Technology • CableTV / Pay TV • Advertising
May	• Feria Tecné 2017 (23-24) - Santiago, Chile • Bolivia Media Show (23-24) - Santa Cruz de la Sierra, Bolivia • ExpoCable 2017 (25-26) - Guatemala City, Guatemala • Foro Asotic 2017 (24-25) - Bogota, Colombia	April 15	• Broadcasting • Cable TV / Triple Play / Digital Technology • Cable TV / Triple Play / Digital Technology • Cable TV / Triple Play / Digital Technology
May	• LA Screenings 2017 (16-24) - Los Angeles, USA	April 20	• Programming
June	• NexTV South America Summit 2017 (14-15) - Buenos Aires, Argentina	May 20	• Cable TV / Triple Play / Digital Technology
June	• Natpe Budapest 2017 (19-22) - Intercontinental Hotel, Budapest Hungary	May 20	• Eastern Europe Programming
June	• Encuentro Regional de Telecom 2017 (28-29) - Rosario, Argentina	May 20	• CableTV / Triple Play / Broadcasting
June	• Expo-convención Tepal 2017 (21-22) - Panama City, Panama	May 20	• Cable TV / Triple Play / Digital Technology
July	• ConvergenciaShow.mx 2017 (11-13) - WTC, Mexico City, Mexico • Expocine, Video, TV 2017 (12-14) - WTC, Mexico City, Mexico	June 15	• Cable TV / Triple Play / Digital Technology • OTT / Broadcasting Expo
August	• Asunción Media Show 2017 (9-10) - Asuncion, Paraguay	July 20	• Cable TV / Triple Play / Digital Technology
August	• SET 2017 Feira e Congresso, (21-24) - Expo Center Norte, São Paulo • Brazil Special Edition	July 20	• Broadcasting • Special Portuguese Language Report
September	• Andina Link C.A. 2017 (5-7) - San Jose, Costa Rica • IBC 2017 (14-18) - Amsterdam, Netherlands	August 15	• Cable TV / Triple Play / Digital Technology • Broadcasting / Digital Technology
September	• Jornadas Internacionales 2017 (*) - Hilton Hotel, Buenos Aires, Argentina	August 20	• Cable TV / Triple Play / Digital Technology
October	• Mipcom 2017 (16-19) - Cannes, France • Sportel Monaco 2017 (23-26) - Grimaldi Forum, Monaco • MyContent 2017 (20-30) - Dubai International Convention and Exhibition	September 15	• Programming • Programming / Sports / New Media • Programming
October	• Futurecom 2017 (2-5) - São Paulo, Brazil • NexTv Summit - Mexico & C.A. 2017 (3-4) - Mexico City, Mexico • Expo Cable-Tec SCTE 2017 (17-20) - Denver, Co, USA • CAPER 2017 (25-27) - Costa Salguero, Buenos Aires, Argentina • Discop Africa 2017 (25-27) - Johannesburg, South Africa	September 25	• Broadcasting / Digital Technology • OTT / Triple Play / Digital Technology • Broadcasting / Digital Technology • Broadcasting / Digital Technology • Programming
November	• NexTv CEO's Summit 2017 (1-3) - Miami, USA • MIPCancun 2017 (15-17) - Cancun, Mexico • Forum Brasil de Televisão (*) - São Paulo, Brazil • Mar del Plata Film Festival 2017 (*) - Mar del Plata, Argentina • Ventana Sur 2017 (*) - Buenos Aires, Argentina	October 18	• OTT / Triple Play / Digital Technology • Programming • Programming / Content / New Media • Cine • Programming
November	• Chile Media Show 2017 (21-22) - Santiago, Chile	October 19	• Cable TV / Triple Play / Digital Technology
November	• Tecnotelevisión 2017 (14-16) - Bogota, Colombia • NexTv Summit Colombia 2017 (30) - Bogota, Colombia	October 20	• Broadcasting • OTT / Triple Play / Digital Technology
December	• Asia TV Forum 2017 (29/11-1/12) - Singapore	November 15	• Programming
December	• Yearbook Issue • U.S. Hispanic Market Special Report • Ad Sales Venezuela	November 20	• Cable TV / Triple Play / Digital Technology • US Hispanic Market • Advertising
January	• Natpe 2018 (16-18) - Fountainebleau Resort, Miami Beach, Florida	December 15	• Programming
March	• RioContentMarket 2017 (7-9) - Rio de Janeiro, Brazil	February 12	• Programming / New Media
March	• Andina Link 2017 (*) - Cartagena, Colombia	February 15	• CableTV / Triple Play / Pay TV

(*) Date so far not confirmed. Other conventions may be added. Check website: www.prensario.net/agenda.aspx for regular updates

TECHNICAL SPECS	If sending artwork heavier than 10 Mb through the Internet (e-mail, FTP), ask for requirements. by sending an e-mail message to: anuncios@prensario.com	Lighter files can be sent directly to this address, but send separate message with details. Questions? Send an e-mail to: anuncios@prensario.com
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www.prensario.net and Prensario International Online

All the power of the internet

Keeping pace with the expansion of the Internet, Prensario has developed a website: www.prensario.net and a weekly e-mail newsletter, PRENSARIO INTERNATIONAL ONLINE (PIO), with a 2013 circulation reaching 150,000 industry professionals per month, 210,000 businesspeople in 2013, and 260,000 around the world in 2015. On top of this, special reports—in English and Spanish—are issued during the most important trade shows; and, listings of buyers from around the world are delivered to its advertisers.

The Website and the newsletter PRENSARIO INTERNATIONAL ONLINE (PIO) help cable operators, advertisers, producers, distributors, journalists and other industry participants to stay fully updated about the news in the industry. Website www.prensario.net is updated on a daily basis, from Monday through Friday, with more than one daily update when deemed necessary. During conventions such as Mipcom or MIPTV, they are also updated on Saturdays and Sundays.

To the companies advertising in PRENSARIO INTERNATIONAL magazine, the website and the e-mail newsletter are an excellent way to supplement their communication campaigns with instantly-reaching news about programming, product development, executive appointments, advertising sales and other important decisions they want to let be known.

Advertising options in the way of Banners, are available at the Website and the newsletter. Insertions are ordered on a weekly basis, from Tuesday through Monday. Those companies advertising in the printed edition of Prensario International magazine are entitled to special rates, according to the number of weeks in the year they sign up for. Packages offer 13, 26 or 52 weeks per year.

Banners in the Special e-mail newsletter reports issued during the major trade show are also available: see Calendar and media kit. These trade shows include NATPE, L.A. Screenings, Tepal, Jornadas and the aforementioned Mipcom and MIPTV, among others.

See the Calendar or visit our website.

• AD RATES

THE SERVICE INCLUDES:

1. Banner during one week at www.prensario.net website

2. Banner in one issue of Spanish-language weekly e-mail newsletter Prensario International Online, distributed on thursday to registered users in Latin America, the U.S. and Canada.

Weeks run from Tuesday to Monday.

**Net rate per week:
\$ 500**

**Multiple insertion rate 13 to 25 weeks:
\$ 450 per week**

**Multiple insertion rate 26 to 51 weeks:
\$ 400 per week**

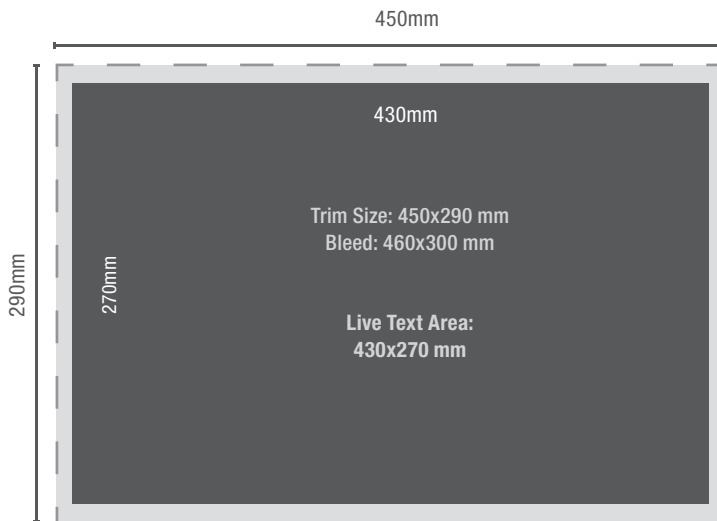
**Full year insertion:
\$ 300 per week**

Rates in U.S. dollars.

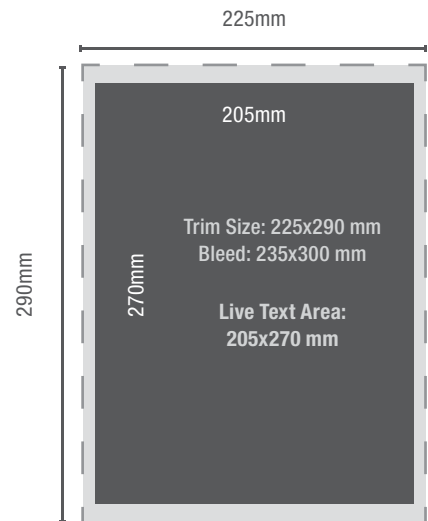
Spanish language is used for Website and e-mail newsletter, though certain stories appear in English when considered relevant to audience.

Technical Specs

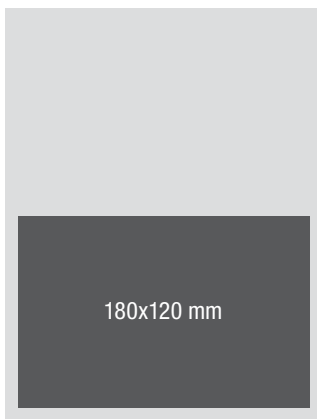
Spread



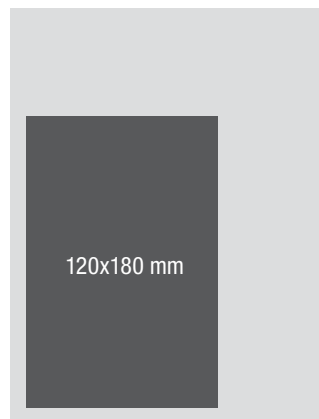
One page



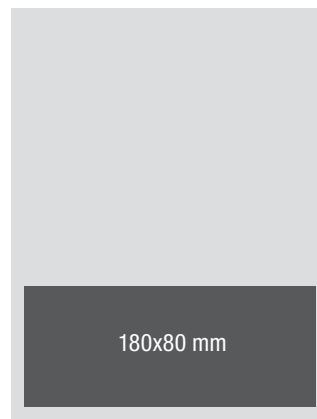
1/2 Page Horizontal



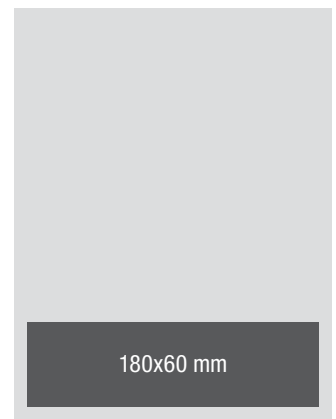
1/2 Page Americana



1/3 Page



1/4 Page



Important: The size of the magazine is **not** the U.S. standard.



**ARTWORK
RECEIPT**

You can send by e-mail: files JPG, TIF ó PDF, high resolution (300 dpi); color CMYK
To send files bigger than 30 MB please contact us.
Send artworks to:
anuncios@prensario.com

Digital Banners

• Website: www.prensario.net

MAIN HOME - BASIS BANNERS

- 1 • TOP 468 pixels width by 60 px height above the Head (2 positions available)
- 2 • 468 px width by 60 px height - Left Column
- 3 • 200 px width by 60 px height - Right Column

SECTIONS HOME & PAGES

- 11 • 200 px width by 469 px height - Left Column (2 positions available)

MAIN HOME - PREMIUM BANNERS

- 4 • 468 px width by 120 px height - Left Column
- 5 • 200 px width by 200 px height - Right Column
- 6 • 281 px width by 96 px height - Middle Column

SPONSORED CONTENT

- 12 • Brand sponsorship of online Special Sections & Reports

MAIN HOME - SPECIAL FORMATS

- 7 • Blank Page Video
853 px width by 480 px height
- 8 • Skycraper
120 px width by 600 px height
- 9 • Highlight Promotional Video
281 px width by 201 px height - Middle Column
- 10 • News of the Month
281 px width by 209 px height - Middle Column

• Pi Online

BASIS BANNERS

- 13 • 120 px width by 120 px height - Right Column

PREMIUM BANNERS

- 14 • 120 px width by 160 px height - Right Column
- 15 • 468 px width by 60 px height - Left Column

• Daily Report

BASIS BANNERS

- 16 • 145 px width by 125 px height - Right Column

PREMIUM BANNERS

- 17 • TOP 290 pixels width by 70 px height above the Head (2/4 positions available)

• Email Marketing

EBLAST CAMPAIGN

- 18 • 600 px width by 1200 px height - HTML Format



ARTWORK RECEPTION

In all cases we need the file ONLY in animated GIF format, and the URL to link the banner.
The max size of each banner is 50 KB.
Send artworks to:
anuncios@prensario.com