

# Artes Gráficas

A Publicar - B2Bportales publication



Total access to the  
**Latin American**  
printing industry

# MEDIA PLANNER 2010



Editorial Partner:



The Graphic Arts  
Technical Foundation

Cooperating Media of:



The Latin American Graphic  
Arts Industry Confederation



# CLIENT-CENTRIC SOLUTIONS TO INCREASE YOUR ROI\* IN LATIN AMERICA

## PRINT MAGAZINE

Increase your brand recognition and sales conversions throughout the 20 Latin American countries reached by our BPA Worldwide audited print magazine circulation

## DIGITAL MAGAZINES

All print advertisers are also featured in the digital version of the publication, which emphasizes your exposure among print subscribers and expands your reach to digital-only magazine subscribers. Take advantage of our dynamic animated ads, videos and live URL/email links to engage and convert Web savvy users into paying customers

## NEWSLETTERS

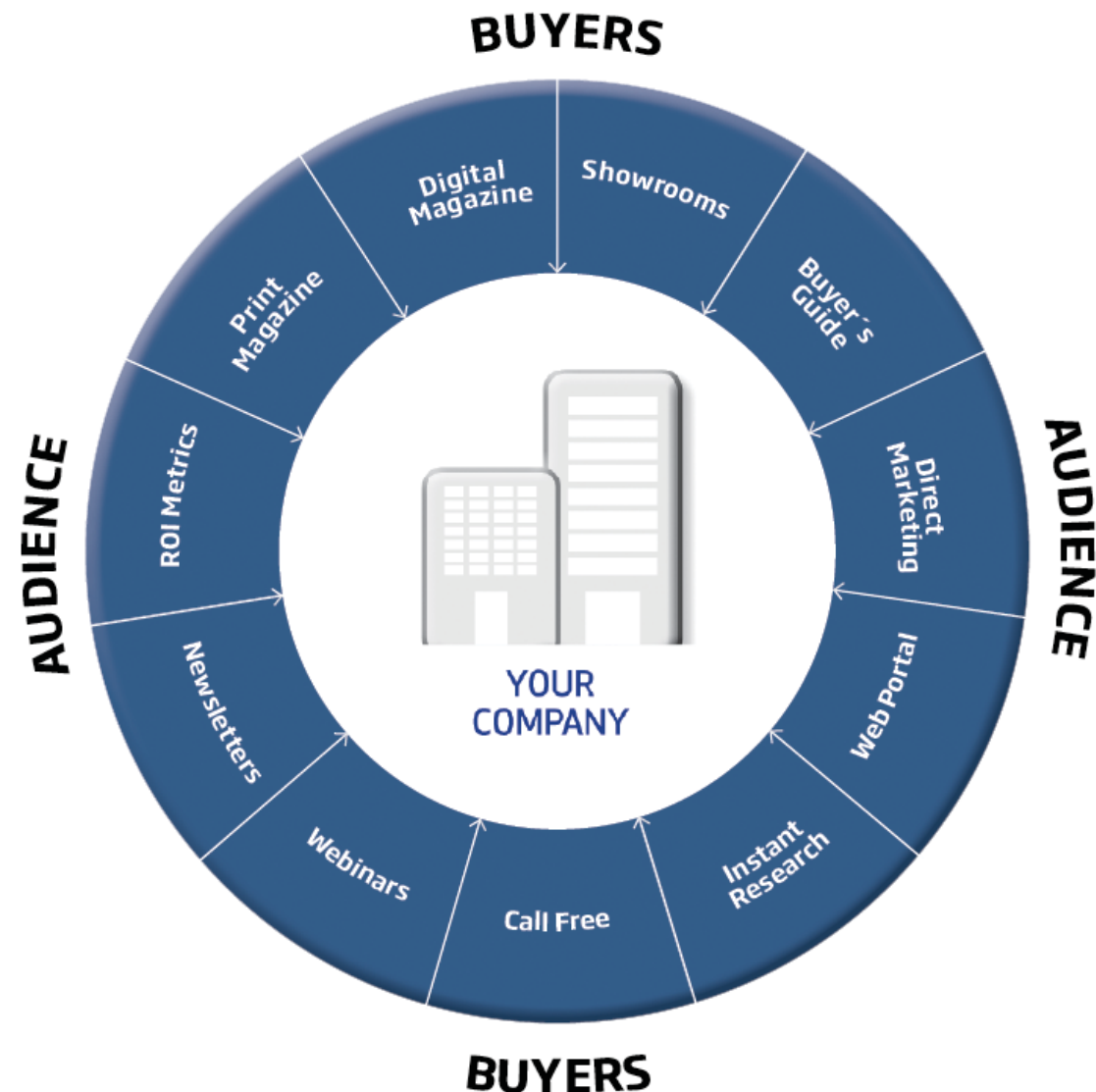
Increase your brand recognition and generate traffic through your corporate site. Generate bona fide leads through our Supplier News Module (SNM)

## SHOWROOMS

Deploy customized-to-Latin America product catalogs in Spanish and/or Portuguese and obtain an array of benefits that will increase your Brand recognition and site traffic, converting visitors into customers

## BUYER'S GUIDES

Convert leads to sales from visitors in search of suppliers by product categories, or by company names, and increase your results of being found, and contacted, with an upgrade to an enhanced listing (new in 2010!)



## (NEW) ROI\* METRICS

View and download traffic stats and RFI lead information from all our multimedia products in a centralized, user friendly online reporting system

## (NEW) WEBINARS

Deploy new-product presentations to convert visitors into customers via our Supplier Sponsored Webinars, or increase your brand recognition and leads by sponsoring our Publisher Webinars

## (NEW) CALL FREE

Enable internet visitors to contact you directly by phone, for free, to increase your chances to convert prospects into buying customers

## INSTANT RESEARCH

Deploy customized Buying Intention, Market Share, or Quality Evaluation surveys to gather marketing intelligence and uncover unique market opportunities, generate leads and better align your sales and marketing communications efforts in Latin America

## WEB PORTAL

Build brand recognition, generate traffic through your site and convert bona fide RFIs (i.e. Requests for Information) into customers

## DIRECT MARKETING

Tackle specific target niches by industry activity, subscriber title and/or country per our BPA Worldwide audit breakdown, using our "Personalized" Covers, Info-Letters, print magazine Wrap-Arounds and/or E-mail blasts, or by delivering 1:1 communications through our catalog/insert mailing services

\* Return on Investment

PERMANENT CONTENT FEED

<b>Prepress &amp; New Media</b>	<ul style="list-style-type: none"> <li>Digital Workflow Solutions, Software &amp; Tools                     <ul style="list-style-type: none"> <li>Computer to Plate - Devices &amp; Plates</li> </ul> </li> <li>Prepress Register and Auxiliary Equipment                     <ul style="list-style-type: none"> <li>Digital Print Workflow</li> </ul> </li> <li>Color Management Solutions &amp; Devices</li> </ul>
<b>Offset Printing Technologies &amp; Applications: Sheetfed &amp; Webfeed</b>	<ul style="list-style-type: none"> <li>Printing Technologies for Commercial and Industrial Printers</li> <li>Printing Technology for Packaging Printers &amp; Related Finishing Solutions (Die Cutting &amp; Folding Gluing)                     <ul style="list-style-type: none"> <li>Web Offset Commercial Presses</li> </ul> </li> <li>Control, Quality and Press Process Automation Systems</li> </ul>
<b>Digital Printing Applications</b>	<ul style="list-style-type: none"> <li>Direct Marketing, Photo Specialty, Transpromo                     <ul style="list-style-type: none"> <li>End-to-end solutions for Digital Book Production</li> </ul> </li> <li>Wide and Super Wide Format Printing</li> <li>Inkjet Imprinting, High Speed and Webfed Systems</li> </ul>
<b>Environment</b>	<ul style="list-style-type: none"> <li>Sustainable paper manufacturing. Global and Latin American Success Stories.</li> <li>Environmentally aware practices in the pressroom.</li> <li>Sustainable use of resources and energy.</li> </ul>
<b>Newspaper Production</b>	<ul style="list-style-type: none"> <li>Advertising and Editorial Workflow Systems</li> <li>CTP Solutions, Prepress Software, Register Equipment                     <ul style="list-style-type: none"> <li>Newspapers Web Presses</li> </ul> </li> <li>Control Systems and Accessories for the Press                     <ul style="list-style-type: none"> <li>Mailroom Systems</li> </ul> </li> </ul>
<b>Finishing Technologies</b>	<ul style="list-style-type: none"> <li>Binding Equipment and Supplies for Analog and Digital Printing Processes</li> <li>Die Cutting &amp; Folding Gluing Equipment                     <ul style="list-style-type: none"> <li>Inline Enhancement</li> </ul> </li> <li>Folding &amp; Cutting Systems</li> </ul>
<b>Paper &amp; Inks</b>	<ul style="list-style-type: none"> <li>New Products</li> <li>Technical News</li> <li>Other Substrates                     <ul style="list-style-type: none"> <li>Recycling</li> </ul> </li> </ul>
<b>Print Shop Management</b>	<ul style="list-style-type: none"> <li>Estimating, Cost Control and Scheduling Systems</li> <li>Management Information Systems                     <ul style="list-style-type: none"> <li>JDF Integration</li> </ul> </li> </ul>
<b>Technology Trends</b>	<ul style="list-style-type: none"> <li>New Technologies</li> <li>Business Opportunities</li> <li>Practical Applications                     <ul style="list-style-type: none"> <li>Case Studies</li> </ul> </li> </ul>

MEDIA MIX

PRINT MAGAZINE							
Month / Issue	Closing Date	Technical Focus	Special Reports & Directories	Product Focus	Show Specials	Show Coverage and/or Bonus Distribution	
January/February Vol. 44 Issue 1	Nov. 25/09	<ul style="list-style-type: none"> <li>Digital Workflow</li> <li>Offset Technology for Commercial Printers</li> <li>Inkjet Coding Marking</li> </ul>	2010 Graphic Arts Leader of the Year Brazilian Graphic Arts Industry Facts	Inks & Coatings	Show Planner + Exhibitor Product Showcase: Graphics of the Americas 2010	<b>Graphics of the Americas 2010</b> Miami Beach, USA Feb. 25-27, 2010	
March/April Vol. 44 Issue 2	Feb 04/10	<ul style="list-style-type: none"> <li>Direct Marketing</li> <li>Offset Technology for Industrial Printers</li> <li>Sustainable paper manufacturing.</li> </ul>	Mexican Graphic Arts Industry Facts <b>* Directory of Distributors:</b> Listing of Agents, Distributors and Local Offices	High Speed B&W and Color Copiers & Digital Duplicators	Show Preview: Expoprint 2010	<b>ISA Sign Expo</b> Orlando, USA April 8-10, 2010 <b>On Demand 2010</b> Philadelphia, USA April 20-22, 2010	
May/June Vol. 44 Issue 3	April 05/10	<ul style="list-style-type: none"> <li>Photo Specialty Printing</li> <li>Web Offset Presses</li> <li>Mailroom Systems for Newspapers</li> </ul>	Latin American Commercial Printers: Industry Performance & Business Outlook	CTP Plates	Show Planner + Exhibitor Product Showcase: Expoprint 2010	<b>IPEX 2010</b> Birmingham, UK May 18-20, 2010 <b>Expoprint 2010</b> Sao Paulo, Brazil June 23-29, 2010	
July/August Vol. 44 Issue 4	June 04/10	<ul style="list-style-type: none"> <li>Computer to Plate</li> <li>Digital Book Production</li> <li>Offset &amp; Finishing Technology for Packaging Printers</li> </ul>	Latin American Book & Publication Printers: Interviews & Business Outlook	Color Proofing Systems	Show Preview Product Showcase SGIA '10 Special Wide Format Color Printing Solutions		
September/October Vol. 44 Issue 5	Aug 6/10	<ul style="list-style-type: none"> <li>Environmentally aware practices in the pressroom.</li> <li>Newspapers Web Presses                     <ul style="list-style-type: none"> <li>Transpromo</li> </ul> </li> <li>Binding Solutions</li> </ul>	Latin American Newspaper Printers: Industry Performance & Business Outlook	Drying & UV Curing Systems	Show Preview + Exhibitor Product Showcase: Graph Expo Special: Wide Format Digital Printing Solutions in SGIA	<b>Graph Expo</b> Chicago, USA Oct. 3-6, 2010 <b>IFRA 2010</b> Hamburg, Germany Oct. 4-6, 2010 <b>SGIA 2010</b> Las Vegas, USA Oct. 13-15, 2010	
November/December Vol. 44 Issue 6	Oct 04/10	<p align="center"><b>2010 Source Book/Buyer's Guide &amp; 2010 Industry Forecast</b> Directory of machinery, equipment and consumables for the Latin American Graphic Arts Industry. Contact your sales representative for information regarding special advertising packages designed to highlight your company in the various product-category sections for which your company qualifies.</p>					

PRINT NEWSPAPER SEGMENT SUPPLEMENT							
Month / Issue	Closing Date	Main Editorial Focus					
January/February	Nov. 25/09	Technology Developments for the Newspaper Industry					
September/October	Aug 06/10	Review of Market and Technology Trends in the Newspaper Industry					

ONLINE MEDIA		
Format	Description	Frequency
Web Portal	News, technical articles, product releases, events and industry update	Daily updates
Digital Magazine	Same as print publication in an easy to navigate and fully-interactive online format	Every other month (6X/year)
General Newsletter	Latest news and technical articles for the graphic arts industry	24X per year - every two weeks
Newspaper Production Vertical Newsletter	News and articles devoted to newspaper printing and production	12X per year - once a month

## A. PRINT AD SPECS

**Resolution:** 300 ppi (pixels per inch)  
**Color:** CMYK  
**Fonts:** Subset Embedded 100%. Native Files should be sent with the fonts used or the fonts converted into curves.  
**OPI:** Do not use OPI (Open Prepress Interface)  
**Acceptable software and file media:** Photoshop, InDesign, QuarkXpress, Page Maker, Illustrator, Acrobat Professional. You can upload your files into our FTP site, please compress the fonts, or send them in CD/DVD.  
**For FTP instructions please contact:** [production@b2bportales.com](mailto:production@b2bportales.com)

AD SIZES	cm	Inches
Double page spread (Trim size)	41 x 27.5 cm	16 5/16" x 10 27/32"
1 Page (Trim size)	20.5 x 27.5 cm	8 1/16" x 10 27/32"
1/2 Vertical	8.6 x 25.5 cm	3 3/8" x 10 1/32"
1/2 Horizontal	18.5 x 12.7 cm	7 1/16" x 5"
1/2 Island	11.8 x 19.1 cm	4 5/8" x 7 1/2"
1/3 Vertical (1 column)	5.7 x 25.5 cm	2 1/4" x 10 1/32"
1/3 Horizontal (3 column)	18.5 x 8.6 cm	7 1/16" x 3 3/8"

AD SIZES	cm	Inches
1/3 Square (2 column)	11.8 x 12.7 cm	4 5/8" x 5"
1/4 Vertical (1,5 column)	8.6 x 12.7 cm	3 3/8" x 5"
1/4 Vertical (1 column)	5.7 x 19.1 cm	2 1/4" x 7 1/2"
1/4 Horizontal (3 column)	18.5 x 6.5 cm	7 1/16" x 2 3/8"
1/4 Square (2 column)	11.8 x 9 cm	4 5/8" x 3 9/16"
1/4 Square (2 column)	5.7 x 12.7 cm	2 1/4" x 5"
1/6 Horizontal (2 column)	11.8 x 6.5 cm	4 5/8" x 2 3/8"

Safety Margins for Full Page bleed ads: Must be increased at least +1/4" (or +0.5 cm) from trim size on all sides. Texts must also be at least -1/4 (or -0.5 cm) from the trim size for a safety margins.

## B. INTERNET AD SPECS

**Portal Header Banner:** 468x60 pixels, max weight 20K  
**Newsletters Header Banner:** 468x60 pixels, max. weight 20K  
**Standard or Newsletter Banner:** 150x60 pixels, max. weight 10K  
**Please include "clicktag" and "getURL" code**

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# ROI METRICS

## WEB STATS

### NEWSLETTER\*



- 24 bi-weekly mailings per year
- 10,377 average page-views per issue
- 6,668 average unique visitors per issue
- 2,884 average clicks per issue
- Click through rate (CTR): 28%

### DIGITAL MAGAZINE\*



- 6 issues per year
- 73,372 average page-views per issue
- 2,718 average unique visitors per issue
- 760 average clicks per issue

### WEB PORTAL\*



- 30,271 average subscribers
- 59,549 average page-views per month
- 19,712 average total visits per month
- 14,973 average unique visitors per month

### BUYER'S GUIDE\*



- 479 clicks on web site icon per month
- 101 clicks on phone number icon per month
- 46 clicks on contact email icon per month
- 32 clicks on fax number icon per month

### SHOWROOMS\*



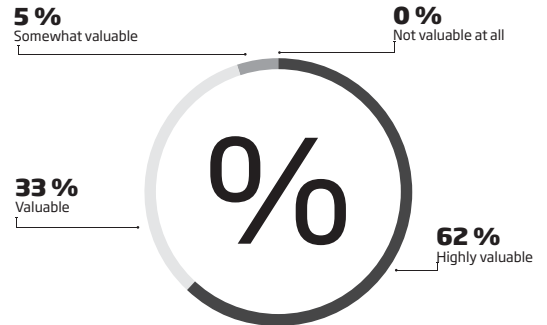
- 1,073 page-views per month
- 521 total visits per month
- 408 unique visitors per month
- 2.63 Ave. page-views x unique visits per month

\* Stats from Jan-Aug '09

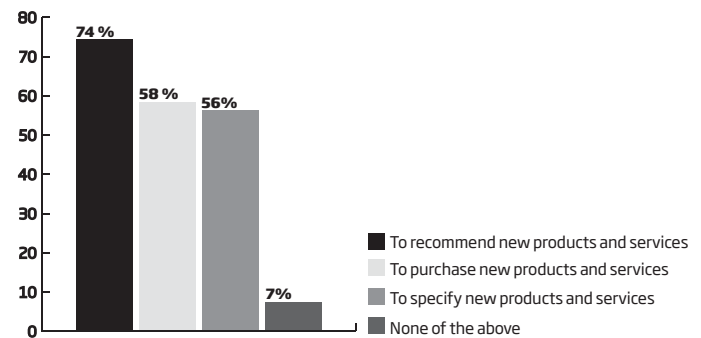
## PRINT MAGAZINE READER SATISFACTION SURVEY\*

1. How valuable do you find Artes Graficas?

R: 95% of subscribers find the publication valuable and highly valuable

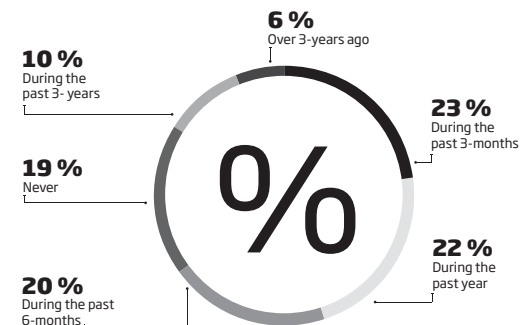


2. What is your participation in the purchasing process within in your company? R: 93% of subscribers are involved in the purchasing process



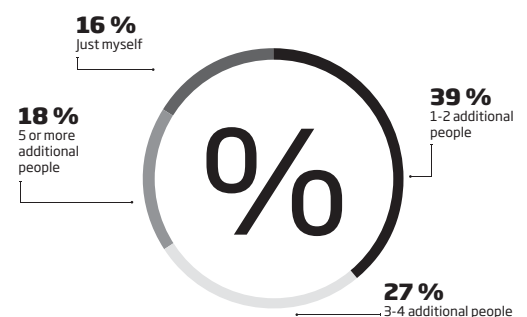
3. When was the last time you recommended, specified and/or bought a product /service you read about in Artes Graficas?

R: 65% of subscribers have recommended, specified and/or purchased products featured in the magazine in the past year



4. On average, how many people in your organization read your copy?

R: 84% of subscribers report pass along readership of 2 or more co-workers per copy



\* Date 10/09 - Universe: 7,494 subscribers - Participants: 723 - Response rate: 9.6%

## A. PRINT AD RATES (GROSS)

4-COLOR DISPLAY RATES		4-6X	1-3X		
1 Full page		\$5,150	\$5,650		
1/2 Page Island		\$3,950	\$4,350		
1/2 Page		\$3,650	\$4,000		
1/3 Page		\$2,750	\$3,000		
1/4 Page		\$2,100	\$2,300		
1/6 Page		\$1,850	\$2,000		
2 Page Spread		\$9,250	\$10,150		
OTHER COLOR COMBINATIONS		PMS	3C or less		
Applicable markup/discount		+10%	-10%		
SPECIAL POSITION RATES (Including 4-Color Charges)		4-6X	1-3X		
Inside Front Cover		\$5,900	\$6,450		
Inside Back Cover		\$5,650	\$6,150		
Back Cover		\$6,150	\$6,700		
Center Spread (Earned rate plus)		\$640	\$700		
Other positions (Earned rate plus)		\$180	\$200		
CLASSIFIED RATES - B&W		4-6X	1-3X		
1col x 1"		\$160	\$170		
1col x 2" / 2col x 1"		\$320	\$360		
1col x 3" / 3col x 1"		\$470	\$520		
1col x 4" / 2col x 2"		\$620	\$690		
CLASSIFIED RATES - COLOR		1 Color	2 Colors	3 Colors	4 Colors
Applicable markup		10%	15%	20%	25%
INFO-FILES & EXHIBITOR PRODUCT SHOWCASES		Each			
I-F: Equivalent to a 1/6 of a page 4C ad		\$940			
EPS: Equivalent to a 1/4-page 4C ad		\$1,290			

SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS				
1. Alphabetical Listings			1X	
Yellow Highlighting			\$150	
4-Color Logo			\$200	
2. Product Category Listings (Price per Unit)		Per Unit		
Platinum Listing Package			\$1,950	
Gold Listing Package			\$1,600	
Silver Listing Package			\$300	
SPECIAL INDUSTRY-SEGMENT REPORT SPONSORSHIP				
Includes sponsorship mention, logo, first full-page 4C ad in the section			1X	
			\$6,700	
SPECIAL INDUSTRY-SEGMENT SUPPLEMENTS		Cover	1-Page	1/2-Page
Newspaper Production		\$2,000	\$1,750	\$1,250
Wide Format Color Printing		\$4,100	\$3,750	\$2,250
DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL				
			Price/Unit	
"Personalized" Twin Magazine Cover + Inside Front Cover ad			\$2.45	
"Personalized" Info-Letter (2-sided); Standard / 4C / 90-gram / 100% variable printing & postage			\$1.50	
"Personalized" Info-Letter (1-sided); Standard / 4C / 90-gram / 100% variable printing & postage			\$0.90	
Inserts (turn-key): 4-Page / 4C / 90-gram / standard / translation / layout / printing / postage & handling			\$0.95	
Inserts (mailing only): 4-Page / 4C / 90 gram / standard / postage & handling			\$0.60	
Personalized 1/2 wrap-around over cover glued to advertisers' ad			\$0.97	
1/2 wrap-around over cover glued to advertisers' ad			\$0.65	

## B. INTERNET AD RATES (GROSS)

DIGITAL MAGAZINE		4-6X	1-3X
Theme Tab		\$110	\$130
Flash animated ads		\$380	\$400
Digital magazine sponsorship		\$530	\$560
Audio/Video (up to 5 mega - heavier files require a customized quote)		\$100	\$120
SHOWROOMS		12 Mo/each	6Mo/each
Basic Showroom		\$590	\$690
Audio/Video Options (up to 5 mega - heavier files require a customized quote)		\$80	\$100
Setup fee basic showroom (1X charge)		\$300	
BUYER'S GUIDE ENHANCED LISTINGS		12 Mo/each	6Mo/each
Add logo and 50 word description		\$150	\$185
Audio/Video Options (up to 5 mega - heavier files require a customized quote)		\$80	\$100
WEBINARS		Basic Fee	Fee x Visitor
Supplier Sponsored Webinars: Supplier provides speaker & content/Publisher provides IT Platform & audience		\$3,500	\$10
Publisher Webinars: Publisher provides speaker & content/Supplier participates in promotional campaign		\$1,250	--

BANNERS & SUPPLIER NEWS MODULES (SNM)	24X/each	12 Mo/each	6Mo/each	3Mo/each
Portal: Headline banner (468x60 pixels / 20k Animated)		\$300	\$350	\$400
Portal: Standard banner (150x60 pixels / 10k Animated / 3k Static)		\$150	\$200	\$250
Horizontal Newsletters: Headline banner (468x60 pixels / 20k Animated)	\$400	\$450	\$500	\$550
Horizontal Newsletters: Standard banner (150x60 pixels / 10k Animated / 3k Static)	\$200	\$250	\$300	\$350
Vertical Newsletters: Headline banner (150x60 pixels / 10k Animated)		\$300	\$350	\$400
Vertical Newsletters: Standard banner (150x60 pixels / 10k Animated / 3k Static)		\$200	\$250	\$300
Horizontal & Vertical Newsletters: Supplier News Modules	\$350	\$400	\$450	\$500
E-MAIL ADVERTISING				
1X				
E-mail Advertising		\$0.45	Per e-mail delivered	
Setup Fee (one-time):		\$100		
Distributor e-mail blast		\$750	Includes setup	

VIDEOS - COMBO RATES	Rate per month-issue/each		
	Any one	Any two	All three
Showroom	\$80	\$56	\$48
Online Buyer's Guide Enhanced Listing	\$80	\$56	\$48
Digital Magazine *	\$100	\$70	\$60
Discount		30%	40%
* Based on 6X program			

\* ALL INTERNET PROGRAMS MUST BE PAID IN ADVANCE OR IN 2 INSTALLMENTS - INTERNET ONLY ADVERTISING HAS A 25% SURCHARGE

## BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

COUNTRY BREAKDOWN PER BPA JUN '09 AUDIT		
NORTH AMERICA	BPA Qualified	Percent
United States of America	127	0.8%
Mexico	4,016	25.1%
Subtotal	4,143	25.9%
CARIBBEAN	BPA Qualified	Percent
Cuba	48	0.3%
Dominican Republic	268	1.7%
Puerto Rico	116	0.7%
Subtotal	432	2.7%
CENTRAL AMERICA	BPA Qualified	Percent
Costa Rica	230	1.4%
El Salvador	201	1.3%
Guatemala	290	1.8%
Honduras	116	0.7%
Nicaragua	130	0.8%
Panama	99	0.6%
Subtotal	1,066	6.7%
SOUTH AMERICA	BPA Qualified	Percent
Argentina	2,072	13.0%
Bolivia	257	1.6%
Brazil	404	2.5%
Chile	948	5.9%
Colombia	3,124	19.5%
Ecuador	694	4.3%
Paraguay	179	1.1%
Peru	1,316	8.2%
Uruguay	325	2.0%
Venezuela	1,040	6.5%
Subtotal	10,359	64.7%
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,000</b>	<b>100.0%</b>

ACTIVITY / TITLE BREAKDOWN PER JUN '09 BPA AUDIT		
BUSINESS/INDUSTRY	BPA Qualified	Percent
1. Book and publication printing	1,733	10.8%
2. Business forms and securities printing	555	3.5%
4. Newspaper printing	695	4.3%
5. Commercial printing	6,604	41.3%
6. Non-commercial in-plant printing	459	2.9%
7. Quick printing	584	3.7%
9. Desk-top publishing	433	2.7%
10. Pre-press	749	4.7%
12. Publishers or media agency	1,126	7.0%
13. Educational centers, associations and libraries	270	1.7%
14. Manufacturers of graphic arts equipment	208	1.3%
15. Suppliers of graphic arts equipment	651	4.1%
16. Manufacturers of graphic arts raw materials	636	4.0%
17. Suppliers of graphic arts raw materials	1,297	8.1%
18. Others allied to the field	0	0.0%
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,000</b>	<b>100.0%</b>

**ARTES GRAFICAS** is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 12 magazines and web portals covering several sectors. **B2Bportales'** Latin American BPA-audited databases reach over 214,800 key people from Mexico down to Argentina. Its parent company, **Carvajal S.A.**, is a 106 year-old Latin American multinational leader in publishing, printing and packaging, with over 20,000 employees in 17 countries. For more information, visit [www.b2bportales.com](http://www.b2bportales.com).

For more information on Artes Graficas visit [www.artesgraficas.com/mediakit/sales\\_reps](http://www.artesgraficas.com/mediakit/sales_reps)

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