



»» Profile

Because **Competencia** understands the challenges of the New World, our mission is to keep our readers informed about the latest and most important economic, financial and business events that affect them. **Competencia's venerable 41-year history** bringing information and introducing people to an exclusive clientele in Latin America is an ideal means to reach the business and political elite in the region. **Geographic coverage Competencia is read in** Argentina, Uruguay, Paraguay, Chile, Rio de Janeiro, Colombia, Venezuela, Ecuador, Panama, El Salvador, Guatemala, Costa Rica, Miami and Atlanta

»» Reader's profile

Competencia's circulation advantage isn't just about the cities and premium associations it reaches; it's also about quality of readership. Through our free issues distribution, **Competencia reaches wealthy buyers and qualified prospects.**

- **Business leaders, entrepreneurs, investor, political leaders, business class travelers and media.**
- **61% have a masters or doctorate degree.**
- **42% are top executives of multinational companies.**
- **78% have a high level of income.**
- **65% have a personal subscription to the magazine.**
- **35% have a corporate subscription.**
- **Readership: 5 readers per issue.**

»» Premium Distribution

Competencia reaches wealthy businessmen and top class travelers through key alliances with worldwide companies:

- Delta Air Lines, Copa and United Airlines
- Marriott hotels
- American Express Corporate (Argentina)
- The Miami Herald Americas Conference
- Florida International Bankers Association
- The Georgia Hispanic Chamber of Commerce
- US Chambers of Commerce in Latin America
- Airport Lounge rooms



»» Value added options

Competencia gives advertisers multiple opportunities to reach its target market and maximize impact through a portfolio of print, online, newsletter and event opportunities:

- Print Edition
- Competencia On-line
- Competencia e-newsletter
- Premium Events

»» Advertising Rates 2010

All tax included

Full page 8'' x 11'' bleed	\$3,200
Spread 8'' x 22 bleed	\$6,400

Special Positions

8'' x 11'' bleed.

Back Cover	\$10,800
Inside Cover and Back Cover	\$8,400

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