



## »» 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 38-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

**Competencias' 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 2006

All tax included

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

Special Positions  
8'' x 11'' bleed.

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

Ad retrieval, via e-mail to [artes@revistacompetencia](mailto:artes@revistacompetencia) in PDF high-res files.

## »» Contact us:

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