

# **Prensario** *Internacional*

## **Media Kit**

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## 2018/19

[www.prensario.tv](http://www.prensario.tv)

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

# Readership 2018

## 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%
Paraguay	1%
Venezuela	9%
Spain	5%
Other countries	12%

### DISTRIBUTION OF PRENSARIO INTERNACIONAL BY TYPE OF READER

Pay TV   Telecommunications   Internet	58%
Broadcast	26%
TV Producers	5%
Programming Suppliers	3%
TV Post Production	2%
Advertisers & Agencies	2%
Government Officials	1%
Other Businesses	3%

## 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](http://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

# 2018/19 Calendar

ISSUE	BONUS DISTRIBUTION AT:	DEADLINE:	
August	• Asunción Media Show 2018 (22-23) - Asuncion, Paraguay	July 20	• Cable TV / Triple Play / Digital Technology
August	• SET 2018 Feira e Congresso (27-30) - Expo Center Norte, Sao Paulo, Brazil • Brazil Special Edition	July 20	• Broadcasting • Special Portuguese Language Report
September	• Andina Link C.A. 2018 (4-6) - San Jose, Costa Rica • IBC 2018 (14-18) - Amsterdam, Netherlands • Future Ad Mexico (25-26) - Mexico City, Mexico • NexTV Series Mexico 2018 (26-27) - Mexico City, Mexico	August 15	• Cable TV / Triple Play / Digital Technology • Broadcasting / Digital Technology • Advertising • OTT / Triple Play / Digital Technology
September	• Jornadas Internacionales 2018 (25-27) - Hilton Hotel, Buenos Aires, Argentina	August 20	• Cable TV / Triple Play / Digital Technology
October	• Tecnotelevisión 2018 (3-5) - Bogota, Colombia • ExpoTec Perú 2018 (11-12) - Arequipa, Peru • Mipcom 2018 (15-18) - Cannes, France • Sportel Monaco 2018 (22-25) - Grimaldi Forum, Monaco, France	September 15	• Broadcasting • Broadcasting / Digital Technology • Programming • Programming / Sports / New Media
October	• Futurecom 2018 (15-18) - Sao Paulo, Brazil • Expo Cable-Tec SCTE 2018 (22-25) - Atlanta, USA • CAPER 2018 (24-26) - Costa Salguero, Buenos Aires, Argentina	September 25	• Broadcasting / Digital Technology • Broadcasting / Digital Technology • Broadcasting / Digital Technology
November	• NexTV CEO's Summit 2018 (1-2) - USA • MIP Cancun 2018 (14-16) - Cancun, Mexico • Discop Africa 2018 (14-16) - Johannesburg, South Africa • Telas Forum 2018 (28-29) - Sao Paulo, Brazil • Mar del Plata Film Festival 2018 (*) - Mar del Plata, Argentina	October 18	• OTT / Triple Play / Digital Technology • Programming • Programming • Programming / Content / New Media • Cine
November	• Chile Media Show 2018 (28-29) - Santiago, Chile	October 19	• Cable TV / Triple Play / Digital Technology
November	• Future Ad Brasil (28) - Sao Paulo, Brazil • NexTV Series Brasil 2018 (29) - Sao Paulo, Brazil	October 20	• Advertising • OTT / Triple Play / Digital Technology
December	• Asia TV Forum 2018 (5-7) - Singapore • MyContent 2018 (9-10) - Dubai International Convention and Exhibition • Ventana Sur 2018 (10-14) - Buenos Aires, Argentina	November 15	• Programming • Programming • 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 Miami 2019 (22-24) - Fountainebleau Resort, Miami Beach, Florida, USA	December 15	• Programming
March	• Andina Link 2019 (*) - Cartagena, Colombia	February 15	• CableTV / Triple Play / Pay TV
March	• Punta Show 2019 (5-7) - Punta del Este, Uruguay	February 18	• CableTV / Triple Play / Pay TV
April	• MIP TV 2019 (8-11) - Palais des Festivals, Cannes, France • Rio 2C 2019 (23-28) - Rio de Janeiro, Brazil • 2019 FTTH Latam Conferece (*)	March 10	• Programming • Programming / New Media • Broadcasting / Digital Technology
April	• NAB 2019 (6-11) - Las Vegas Convention Center, USA	March 15	• Broadcasting
April	• Special AdSales, Argentina	March 17	• Advertising
May	• X Cumbre APTC 2019 (*) - Lima, Perú • Bolivia Media Show 2019 (*) - Santa Cruz de la Sierra, Bolivia • Foro Asotic 2019 (*) - Bogota, Colombia	April 15	• CableTV / Pay TV • Cable TV / Triple Play / Digital Technology • Cable TV / Triple Play / Digital Technology
May	• LA Screenings 2019 (*) - Los Angeles, USA • Future Ad Argentina 2019 (*) - Buenos Aires, Argentina • NexTV Series Argentina 2019 (*) - Buenos Aires, Argentina • ExpoCable 2019 (*) - Guatemala City, Guatemala	April 20	• Programming • Advertising • Cable TV / Triple Play / Digital Technology • Cable TV / Triple Play / Digital Technology
June	• Fiber Connect 2019 (*) - Nashville, USA • Future Ad Colombia 2019 (*) - Bogota, Colombia • ConvergenciaShow.mx 2019 (*) - WTC, Mexico City, Mexico • NexTV Series Colombia 2019 (*) - Bogota, Colombia	May 10	• Broadcasting / Digital Technology • Advertising • Cable TV / Triple Play / Digital Technology • OTT / Triple Play / Digital Technology
June	• Genband Perspective 2019 (*) - Los Angeles, USA	May 15	• Broadcasting / OTT / Digital Technology
June	• Abrint 2019 (*) - Sao Paulo, Brazil • Infocomm 2019 (*) - Las Vegas, USA	May 17	• Broadcasting / Digital Technology • Broadcasting / Digital Technology
June	• Conecta Fiction 2019 (*) - Santiago de Compostela, Spain • Natpe Budapest 2019 (*) - Intercontinental Hotel, Budapest Hungary	May 18	• Programming / New Media • Eastern Europe Programming
June	• Expo Cine, Video, TV 2019 (*) - WTC, Mexico City, Mexico	May 20	• OTT / Broadcasting Expo
July	• Encuentro Regional de Telecom 2019 (*) - Rosario, Argentina	Jun 20	• CableTV / Triple Play / Broadcasting

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

# 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](http://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](http://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](http://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.

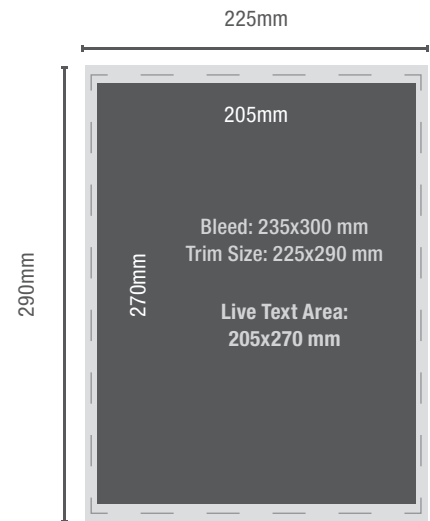
Spanish language is used for Website and e-mail newsletter, though certain stories appear in English when considered relevant to audience.

## Technical Specs

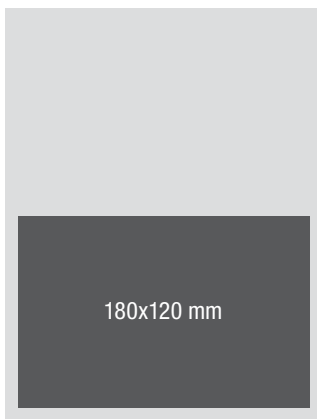
### Spread



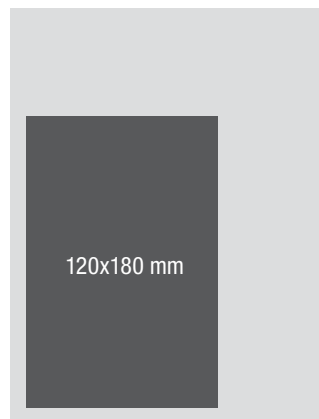
### One page



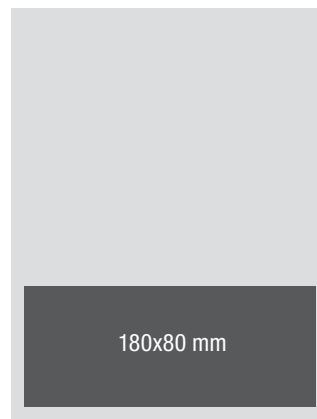
### 1/2 Page Horizontal



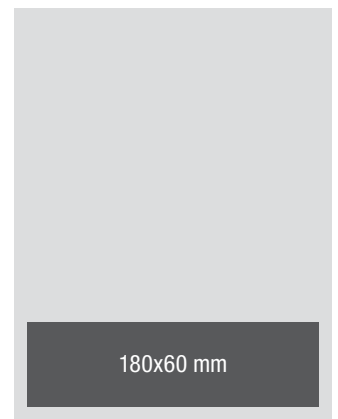
### 1/2 Page Americana



### 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](mailto:anuncios@prensario.com)

# Digital Banners

## • Website: [www.prensario.tv](http://www.prensario.tv)

### MAIN HOME - SPECIAL FORMAT

- 1 • Full Screen Video / Image (pop-up) \*  
990 px width by 556 px height
- 2 • Skycraper \*  
250 px width by 600 px height
- 3 • Highlight Promotional Video  
330 px width by 350 px height
- 4 • News of the Month  
330 px width by 350 px height - Middle Column

### MAIN HOME - BLACK & PLATIMUM BANNERS

- 5 • 960 px width by 120 px height  
(2 positions available)
- 6 • 728 px width by 90 px height  
(3 positions available)

### MAIN HOME - GOLD BANNERS

- 7 • 300 px width by 100 px height  
(7 positions available)

### DISPLAY "MÁS LEÍDAS" \*\*

- 8 • 300 px width by 250 px height
- 9 • 300 px width by 100 px height

### HOME SECTIONS

- 10 • 960 px width by 120 px height  
(3 positions available)
- 11 • 266 px width by 100 px height

### PAGES SECTIONS

- 11 • 300 px width by 250 px height
- 12 • 300 px width by 100 px height

\* Also available in Home & Pages of each section: Contents, Television, Technology, LatinAdSales, English

\*\* Present on all web pages

## • Pi Online

### BASIS BANNERS

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

### PREMIUM BANNERS

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

## • Daily Report

### BASIS BANNERS

- 16 • 145 px width by 125 px height - Righth 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](mailto:anuncios@prensario.com)