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# MEDIA KIT 2013

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**Prensario**  
*Internacional*

## 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, NCTA, L.A. Screenings, MIPTV, NAB, CANITEC, TEPAL, Andina Link, ABTA, Punta TV Show and MIPCOM feature articles written in English. The Discop 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%

PRENSARIO PUBLICATIONS

PRENSARIO TI LATIN AMERICA | TI RETAIL & DEALERS | PRENSARIO VIDEO | PRENSARIO MÚSICA | PRIVATE ADVISOR NEWSLETTER

**EDITORIAL PRENSARIO SRL**

Lavalle 1569 - Piso 4° - Of. 405  
C 1048 AAK - Buenos Aires - Argentina  
Tel (54 11) 4924-7908 - Fax (54 11) 4925-2507  
www.prensario.com - info@prensario.com

# NOW CAN REACH ALL THE LATIN AMERICAN MARKETS WITH A SINGLE PUBLICATION. AND MORE.

**Prensario**  
*Internacional*

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, DISCOP 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 corners-cutting 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, NCTA, NAB, LA Screenings, SCTE, CANITEC, Andina Link, TEPAL, MIPTV, MIPCOM, DISCOP, 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 DISCOP 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.tv](http://www.prensario.tv) 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.

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# 2013 CALENDAR

SUBJET TO CHANGES

**Prensario**  
*Internacional*

ISSUE:	BONUS DISTRIBUTION AT:	DEADLINE:	
<b>JANUARY</b>	<ul style="list-style-type: none"> <li>Natpe 2013 (28-30) Fountainebleau Resort, Miami Beach, Florida</li> <li>CCTA 2013 Annual Meeting (22-24), Bermuda</li> </ul>	<b>December 15</b>	<ul style="list-style-type: none"> <li>Programming</li> <li>CableTV / Triple Play / Pay TV</li> </ul>
<b>FEBRUARY</b>	<ul style="list-style-type: none"> <li>RioContentMarket (20-22), Rio de Janeiro, Brazil</li> <li>Andina Link (26-28), Cartagena, Colombia</li> </ul>	<b>January 15</b>	<ul style="list-style-type: none"> <li>Programming / New Media</li> <li>CableTV / Triple Play / Pay TV</li> </ul>
<b>MARCH</b>	<ul style="list-style-type: none"> <li>Punta Show (12-13), Punta del Este, Uruguay</li> <li>Special AdSales, Argentina</li> <li>Discop Istanbul (5-7), Intercontinental Ceylan Hotel, Istanbul, Turkey</li> <li>Sportel Rio, (11-13), Sofitel Hotel, Rio de Janeiro, Brazil</li> </ul>	<b>February 15</b>	<ul style="list-style-type: none"> <li>CableTV / Triple Play / Pay TV</li> <li>Advertising</li> <li>Programming</li> <li>Programming / Sports / New Media</li> </ul>
<b>APRIL</b>	<ul style="list-style-type: none"> <li>MIP TV (8-11), Cannes, France</li> <li>NAB (6-11) Las Vegas Convention Center, USA</li> <li>V Cumbre APTC 2013 (25-26), Tarapoto, Perú</li> </ul>	<b>March 15</b>	<ul style="list-style-type: none"> <li>Programming</li> <li>Broadcasting</li> <li>CableTV / Pay TV</li> </ul>
<b>MAY</b>	<ul style="list-style-type: none"> <li>LA Screenings, (14-24), Los Angeles, USA</li> <li>Expo CANITEC (*), México</li> </ul>	<b>April 15</b>	<ul style="list-style-type: none"> <li>Programming</li> <li>CableTV / Triple Play</li> </ul>
<b>JUNE</b>	<ul style="list-style-type: none"> <li>Forum Brasil Mercado Internacional de Televisão (4-5) São Paulo, Brazil</li> <li>NCTA 2013 (10-12) Washington, DC - USA</li> <li>NexTV South America Summit 2013 (25-26), Buenos Aires, Argentina</li> <li>Expo Cine, Video, TV 2013, (18-21), WTC, Ciudad de México</li> <li>Natpe Budapest 2013 (25-27), Budapest, Hungary</li> <li>Encuentro Regional de Telecom. 2013 (24-25), Parana, Argentina</li> </ul>	<b>May 15</b>	<ul style="list-style-type: none"> <li>Programming / Content /New Media</li> <li>Cable TV / Triple Play / Digital Technology</li> <li>OTT / Triple Play / Digital Technology</li> <li>Broadcasting</li> <li>Eastern Europe Programming</li> <li>CableTV / Triple Play / Broadcasting</li> </ul>
<b>JULY</b>	<ul style="list-style-type: none"> <li>Tecnotelevisión 2013, Bogotá (31-1/8), Colombia</li> <li>Expo-convención Tepal 2013 (14-16/8), Westin Playa Bonita de Panamá</li> </ul>	<b>June 15</b>	<ul style="list-style-type: none"> <li>Broadcasting</li> <li>Cable TV / Triple Play / Digital Technology</li> </ul>
<b>AUGUST</b>	<ul style="list-style-type: none"> <li>ABTA 2013 Feira e Congresso (6-8), São Paulo, Brazil</li> <li>SET-Congresso Tecnologia de Televisão (20-22), Centro de Convenções Imigrantes, São Paulo, Brazil</li> <li>Brazil Special Edition</li> </ul>	<b>July 15</b>	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology</li> <li>Broadcasting</li> </ul> <p>Special Portugues Report</p>
<b>SEPTEMBER</b> 1 <sup>st</sup> edition	<ul style="list-style-type: none"> <li>Andina Link C.A. (*)</li> <li>IBC (12-17) Amsterdam, Holanda</li> <li>SCTE The Cable-Tec Expo (18-20), New Orleans, Louisiana</li> <li>Kiev Media Week (*) Kiev, Ukraine</li> <li>Feria ComuTV (*), Medellín, Colombia</li> <li>Taipei Film Festival (*), Taipei, Taiwan</li> </ul>	<b>August 10</b>	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology</li> <li>Broadcasting / Digital Technology</li> <li>Cable TV / Triple Play / Digital Technology</li> <li>Programming</li> <li>Cable TV / Triple Play</li> <li>Programming</li> </ul>
<b>SEPTEMBER</b> 2 <sup>nd</sup> edition	<ul style="list-style-type: none"> <li>Jornadas Internacionales (25-27), Hilton, Buenos Aires, Argentina</li> </ul>	<b>August 25</b>	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology</li> </ul>
<b>OCTOBER</b>	<ul style="list-style-type: none"> <li>NexTv Summit - 3Play Mexico &amp; C.A.(1-2), Ciudad de México, Mexico</li> <li>Mipcom (5-10), Cannes, France</li> <li>Sportel Monaco (*), Grimaldi Forum, Monaco</li> <li>NexTv Summit - 3Play Brasil (21), Sao Pablo, Brazil</li> <li>CAPER (23-25), Costa Salguero, Bs. As., Argentina</li> <li>Chile Media Show (*), Viña del Mar, Chile</li> </ul>	<b>September 15</b>	<ul style="list-style-type: none"> <li>OTT / Triple Play / Digital Technology</li> <li>Programming</li> <li>Programming / Sports / New Media</li> <li>OTT / Triple Play / Digital Technology</li> <li>Broadcasting / Digital Technology</li> <li>Cable TV / Triple Play / Digital Technology</li> </ul>
<b>NOVEMBER</b>	<ul style="list-style-type: none"> <li>Digital Fiber (*), Venezuela</li> <li>Conexion digital TV (*), Venezuela</li> <li>NexTv Summit Colombia (19), Bogota, Colombia</li> </ul>	<b>October 15</b>	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology / Advertising</li> <li>OTT / Triple Play / Digital Technology</li> </ul>
<b>DECEMBER</b>	<ul style="list-style-type: none"> <li>Asia TV Forum / Screen Singapore (*), Sands Expo and C. C., Marina by Sands, Singapore</li> <li>Anuary Edition</li> <li>U.S. Hispanic Market Special Report</li> <li>Ad Sales Venezuela</li> </ul>	<b>November 15</b>	<ul style="list-style-type: none"> <li>Programming / Film Industry</li> </ul> <p>Cable TV / Triple Play / Digital Technology</p> <ul style="list-style-type: none"> <li>US Hispanic Market</li> <li>Advertising</li> </ul>

(\*) Date so far not confirmed.

Other conventions may be added. Check website: [www.prensario.tv](http://www.prensario.tv) 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](mailto: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](mailto:anuncios@prensario.com)

## ALL THE POWER OF THE INTERNET

Keeping pace with the expansion of the Internet, Prensario has developed a website: [www.prensario.tv](http://www.prensario.tv) and a weekly e-mail newsletter, **PRENSARIO INTERNACIONAL ONLINE** (PIO), with a 2010 circulation reaching 20,000 industry professionals, 35,000 businesspeople in 2011, and 50,000 around the world in 2012. 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 INTERNACIONAL 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.tv](http://www.prensario.tv) 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 INTERNACIONAL** 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, including the Flash option, 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, Canitec, 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.tv](http://www.prensario.tv) 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 shown here apply to ads ordered prior to 31 March 2013.

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

### TECHNICAL SPECS:

Standard size  
Horizontal, 468 w x 60 h px  
Vertical 200w x 120h px.  
Format: GIF file.

Newsletter's Banners: 120 x 120 px.  
Format: GIF file.

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