

# **Prensario** *Internacional*

## **Media Kit**

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## 2019/20

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

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

# Readership 2019/20

## 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 INTERNATIONAL, 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

# 2019/20 Calendar

ISSUE	BONUS DISTRIBUTION AT:	DEADLINE:	
June	<ul style="list-style-type: none"> <li>NexTV Series Colombia 2019 (27) - Bogota, Colombia</li> <li>Bolivia Media Show 2019 (27) - Santa Cruz de la Sierra, Bolivia</li> </ul>	May 10	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology</li> <li>Cable TV / Triple Play / Digital Technology</li> </ul>
June	<ul style="list-style-type: none"> <li>Abrint 2019 (5-7) - Sao Paulo, Brazil</li> </ul>	May 17	<ul style="list-style-type: none"> <li>Broadcasting / Digital Technology</li> </ul>
June	<ul style="list-style-type: none"> <li>Conecta Fiction 2019 (17-20) - Santiago de Compostela, Spain</li> <li>Expo Cine, Video, TV 2019 (26-28) - WTC, Mexico City, Mexico</li> </ul>	May 18	<ul style="list-style-type: none"> <li>Programming / New Media</li> <li>OTT / Broadcasting Expo</li> </ul>
June	<ul style="list-style-type: none"> <li>Natpe Budapest 2019 (25-27) - Intercontinental Hotel, Budapest Hungary</li> <li>Encuentro Regional de Telecom 2019 (26-27) - Parana, Argentina</li> </ul>	May 20	<ul style="list-style-type: none"> <li>Eastern Europe Programming</li> <li>CableTV / Triple Play / Broadcasting</li> </ul>
July	<ul style="list-style-type: none"> <li>ConvergenciaShow.mx 2019 (8-11) - WTC, Mexico City, Mexico</li> </ul>	Jun 20	<ul style="list-style-type: none"> <li>OTT / Triple Play / Digital Technology</li> </ul>
August	<ul style="list-style-type: none"> <li>Asunción Media Show 2019 (*) - Asuncion, Paraguay</li> </ul>	July 20	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology</li> </ul>
August	<ul style="list-style-type: none"> <li>SET 2019 Feira e Congresso (26-29) - Expo Center Norte, Sao Paulo, Brazil</li> <li>Brazil Special Edition</li> </ul>	July 20	<ul style="list-style-type: none"> <li>Broadcasting</li> <li>Special Portuguese Language Report</li> </ul>
September	<ul style="list-style-type: none"> <li>Andina Link C.A. 2019 (3-5) - San Jose, Costa Rica</li> <li>IBC 2019 (13-17) - Amsterdam, Netherlands</li> </ul>	August 15	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology</li> <li>Broadcasting / Digital Technology</li> </ul>
September	<ul style="list-style-type: none"> <li>Jornadas Internacionales 2019 (25-26) - Hilton Hotel, Buenos Aires, Argentina</li> </ul>	August 20	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology</li> </ul>
October	<ul style="list-style-type: none"> <li>ExpoTec Perú 2019 (3-4) - Lima, Peru</li> <li>NexTV Series Mexico 2019 (8-9) - Mexico City, Mexico</li> <li>Mipcom 2019 (14-17) - Cannes, France</li> <li>Tecnotelevisión 2019 (23-25) - Bogota, Colombia</li> </ul>	September 15	<ul style="list-style-type: none"> <li>Broadcasting / Digital Technology</li> <li>OTT / Triple Play / Digital Technology</li> <li>Programming</li> <li>Broadcasting</li> </ul>
October	<ul style="list-style-type: none"> <li>Expo Cable-Tec SCTE 2019 (30/9-3/10) - New Orleans, USA</li> <li>CAPER 2019 (29/10- 1/11) - Costa Salguero, Buenos Aires, Argentina</li> </ul>	September 25	<ul style="list-style-type: none"> <li>Broadcasting / Digital Technology</li> <li>Broadcasting / Digital Technology</li> </ul>
November	<ul style="list-style-type: none"> <li>NexTV CEO's Summit 2019 (6-7) - USA</li> <li>MIP Cancun 2019 (20-22) - Cancun, Mexico</li> <li>Telas Forum 2019 (*) - Sao Paulo, Brazil</li> </ul>	October 18	<ul style="list-style-type: none"> <li>OTT / Triple Play / Digital Technology</li> <li>Programming</li> <li>Programming / Content / New Media</li> </ul>
November	<ul style="list-style-type: none"> <li>Chile Media Show 2019 (*) - Santiago, Chile</li> </ul>	October 19	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology</li> </ul>
November	<ul style="list-style-type: none"> <li>NexTV Series Brasil 2019 (20) - Sao Paulo, Brazil</li> </ul>	October 20	<ul style="list-style-type: none"> <li>OTT / Triple Play / Digital Technology</li> </ul>
December	<ul style="list-style-type: none"> <li>Asia TV Forum 2019 (4-6) - Singapore</li> <li>MyContent 2019 (9-10) - Dubai International Convention and Exhibition</li> <li>Ventana Sur 2019 (*) - Buenos Aires, Argentina</li> </ul>	November 15	<ul style="list-style-type: none"> <li>Programming</li> <li>Programming</li> <li>Programming</li> </ul>
December	<ul style="list-style-type: none"> <li>Yearbook Issue</li> <li>U.S. Hispanic Market Special Report</li> <li>Ad Sales Venezuela</li> </ul>	November 20	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology</li> <li>US Hispanic Market</li> <li>Advertising</li> </ul>
January	<ul style="list-style-type: none"> <li>Natpe Miami 2020 (21-25) - Fountainebleau Resort, Miami, Florida, USA</li> </ul>	December 15	<ul style="list-style-type: none"> <li>Programming</li> </ul>
February	<ul style="list-style-type: none"> <li>Andina Link 2020 (3-5/3) - Cartagena, Colombia</li> </ul>	January 15	<ul style="list-style-type: none"> <li>CableTV / Triple Play / Pay TV</li> </ul>
March	<ul style="list-style-type: none"> <li>Punta Show 2020 (*) - Punta del Este, Uruguay</li> </ul>	February 18	<ul style="list-style-type: none"> <li>CableTV / Triple Play / Pay TV</li> </ul>
April	<ul style="list-style-type: none"> <li>MIP TV 2020 (30/3-2/4) - Palais des Festivals, Cannes, France</li> <li>Rio 2C 2020 (*) - Rio de Janeiro, Brazil</li> </ul>	March 10	<ul style="list-style-type: none"> <li>Programming</li> <li>Programming / New Media</li> </ul>
April	<ul style="list-style-type: none"> <li>NAB 2020 (18-22) - Las Vegas Convention Center, USA</li> <li>XII Cumbre APTC 2020 (*) - Lima, Perú</li> <li>Genband Perspective 2020 (*) - Washington, USA</li> </ul>	March 15	<ul style="list-style-type: none"> <li>Broadcasting</li> <li>CableTV / Pay TV</li> <li>Broadcasting / OTT / Digital Technology</li> </ul>
May	<ul style="list-style-type: none"> <li>Expo ComuTV 2020 (*) - Itagüí, Colombia</li> </ul>	April 15	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology</li> </ul>
May	<ul style="list-style-type: none"> <li>NexTV Series Argentina 2020 (*) - Buenos Aires, Argentina</li> <li>LA Screenings 2020 (*) - Los Angeles, USA</li> </ul>	April 20	<ul style="list-style-type: none"> <li>Cable TV / Triple Play / Digital Technology</li> <li>Programming</li> </ul>

(\*) Date so far not confirmed. Other conventions may be added. Check website: [www.prensario.tv/proximos-numeros](http://www.prensario.tv/proximos-numeros) 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 and a weekly e-mail newsletter, PRENSARIO INTERNATIONAL ONLINE (PIO), with a 2015 circulation reaching 260,000 industry professionals per month, 270,000 business people in 2016, and 295,000 around the world in 2017. 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 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.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 in U.S. dollars.

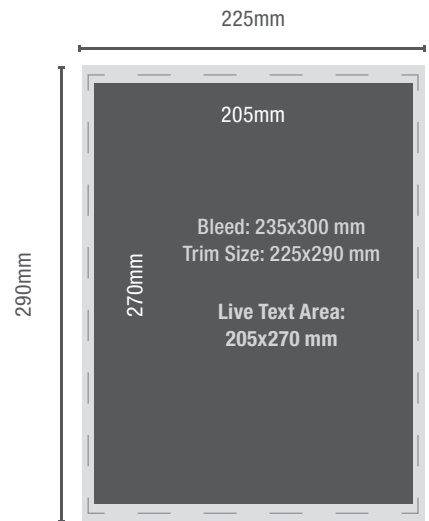
Spanish language is used for Website and e-mail newsletter, though certain stories appear in English when considered relevant to audience.

# Technical Specs

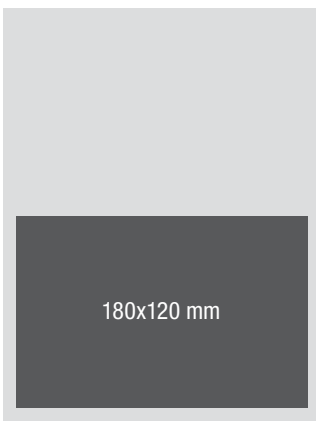
## Spread



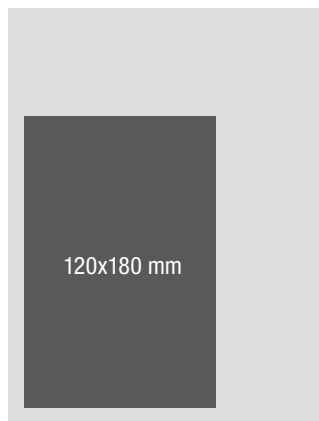
## One page



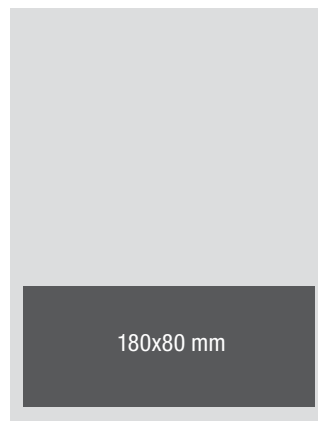
## 1/2 Page Horizontal



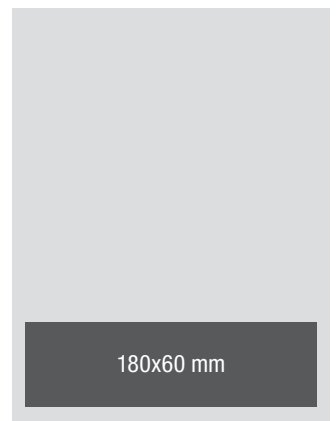
## 1/2 Page Americana



## 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 • 300 px width by 100 px height

### PREMIUM BANNERS

- 14 • 619 px width by 100 px height

## • Daily Report

### BASIS BANNERS

- 15 • 145 px width by 125 px height - Righth Column

### PREMIUM BANNERS

- 16 • TOP 290 pixels width by 70 px height above  
the Head (2/4 positions available)

## • Email Marketing

### EBLAST CAMPAIGN

- 17 • 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)