

Apertura



PRODUCT CHARACTERISTICS



INFORMATION ABOUT APERTURA

PRINT RUN 25,000
READERSHIP 6.5
NET PAID SALES 11.500 (*)
OTHER WAYS OF CIRCULATION 6639
TOTAL CIRCULATION 18.139
OTHER MEANS OF CIRCULATION: NEWSSTANDS,
 SUBSCRIPTIONS AND MAILING
 (*) SOURCE IVC

DISTRIBUTION

**BUENOS AIRES CITY AND
 GREATER BUENOS AIRES** 80%
INTERIOR OF THE COUNTRY 20%



BUENOS AIRES
 CÓRDOBA
 CHUBUT
 ENTRE RÍOS
 JUJUY
 LA PAMPA
 MENDOZA

CATAMARCA
 FORMOSA
 MISIONES
 NEUQUÉN
 RÍO NEGRO
 SALTA
 SAN JUAN

SAN LUIS
 SGO. DEL ESTERO
 SANTA FE
 TIERRA DEL FUEGO
 SANTA CRUZ

READER PROFILE



MALE 64%
FEMALE 36%
20 TO 29 YEARS OLD 26%
30 TO 49 YEARS OLD 60%



**GRADUATE AND POSTGRADUATE
 STUDIES** 90%
**DIRECTORS AND TOP MANAGEMENT
 MANAGERS** 30%
MIDDLE MANAGERS 25%

**LIVES ALONE / LIVES WITH PARTNER +
 DINKS**
 (DOBLE INCOME - NO KIDS) 86%

Apertura is, according to IVC, the best-selling Economics and Business magazine in Argentina, leader in advertising and circulation. It is the magazine with the highest sales growth rate in Argentina and the one to which executives devote more reading time. It is also the local representative of Business Week, the best-selling business and management magazine throughout the world.

Apertura Monthly Edition

Every month a thorough overview of the factors driving the economy.

Key Sections

Negocios, La City, Primer Plano, Emprendedores, Mano a mano, Target, Tecno, plus International Information and exclusive rights to **Businessweek**, the best-selling business magazine in the world.

Apertura Special Issues

Five additional issues devoted to the in-depth analysis of a specific subject.

APERTURA SPECIAL ISSUES



POSGRADOS

Guide with more than 500 executive education options. The world of universities. And an exclusive ranking of master's programs.



LA CITY

The financial system and its key players.



TARGET

2 editions. Marketing and communication. The media and agency market. Consumption trends.



TECNO

State-of-the-art technology applied to business.

CLOSING DATE FOR APERTURA MATERIALS 2009

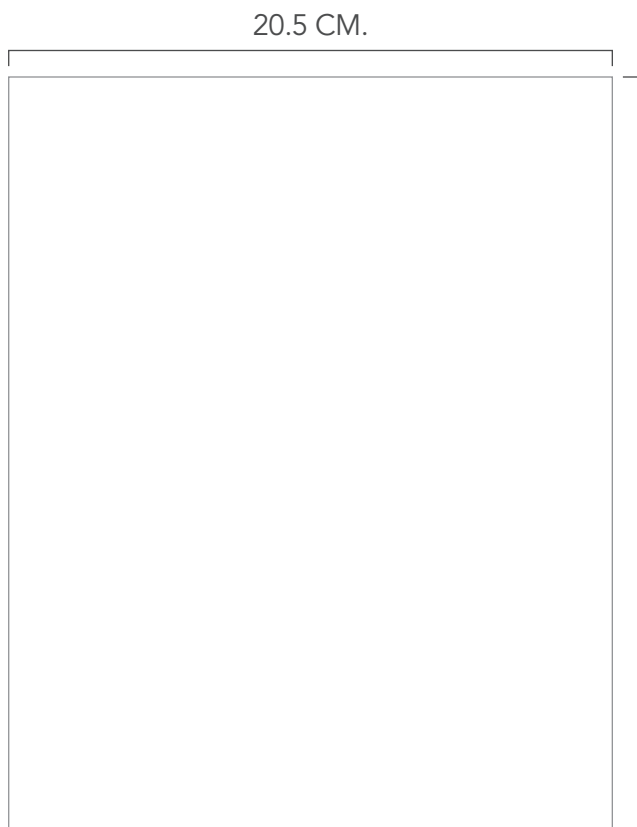
EDITION	MONTH	CLOSING DATE	APERTURA SPECIAL REPORTS
185	JANUARY/ FEBRUARY	30-12-08	APERTURA summer
186	MARCH	20-2-09	Ranking of the 100 companies with the best image in Argentina. The best in the opinion of leaders. New supplement: "APERTURA en 60 minutos". Executive brief with the agenda for the year.
187	APRIL	20-3-09	Special report on SMCs in Argentina. Case studies, stories and strategies. Who is who in the competitive market. Franchises. Opportunities in times of crisis.
188	MAY	24-4-09	APERTURA's human resources' yearbook. Which are the prospects for consulting firms, headhunters and specialists in a year of crisis.
TARGET	MAY SPECIAL	8-5-09	TARGET, AP's marketing and communication magazine, celebrates its 12th anniversary with a special issue on media, communication and advertising agencies, and cable companies. Not to be missed.
189	JUNE	26-5-08	APERTURA's 26th anniversary. It is one of the issues that has the highest readership in the year. It comes with a new edition of the consumption map.
190	JULY	26-6-09	Top brands in Argentina 4th edition. Annual agriculture report. Farms Special. Coming opportunities and strategies.
LA CITY	JULY SPE- CIAL	30-6-09	Ranking of Banks. Interviews with the leaders of financial institutions. Stock Market views and forecasts. Personal finance and markets.
191	AUGUST	24-7-09	Real Estate annual report. The most complete brief on real estate investment opportunities. Projects and Strategies. Ranking of Lawyers 2009.
TECNO	AUGUST SPECIAL	7-8-09	Second edition of APERTURA's Annual Technology Report. Key players anticipate their projects for the next twelve months. A consultation initiative.
192	SEPTEMBER	28-8-09	Corporate Social Responsibility. A guide with more than fifty cases and their key players. Decisions being taken regarding CSR and Foreign Trade. The local
TARGET	SEPTEMBER SPECIAL	2-8-09	Brandbuilders. The best 50 marketing cases in Argentina. Advertising agencies and their plans for 09. Who is who in the agencies.
193	OCTOBER	25-9-09	The best employers in Argentina. Human Resources policies of the leading companies in our country. Best Employers Award.
POSGRADOS	OCTOBER SPECIAL	16-10-09	Special Edition Guide of POSTGRADUATE COURSES and Executive Education 2010. A classic by APERTURA that is an unavoidable referent. Young Professionals. Study programs.
194	NOVEMBER	30-10-09	Tourism Special Report. Travel agencies, hotels, ferries, airlines and all the investments that cannot be missing from AP's Tourism Special Report.
APERTURA LIFE	NOVEMBER SPECIAL	13-11-09	Wines, cars, clothing, luxury goods, properties, books, styles. All is part of executives' lifestyles when they leave their office. Special issue of the year.
195	DECEMBER	27-11-09	APERTURA Yearbook / Investment Guide / The most influential businessmen and APERTURA AWARD TO THE BUSINESSMAN AND EXECUTIVE OF THE YEAR 2009.

ADVERTISING RATES
 APPLICABLE AS OF 01.01.2009

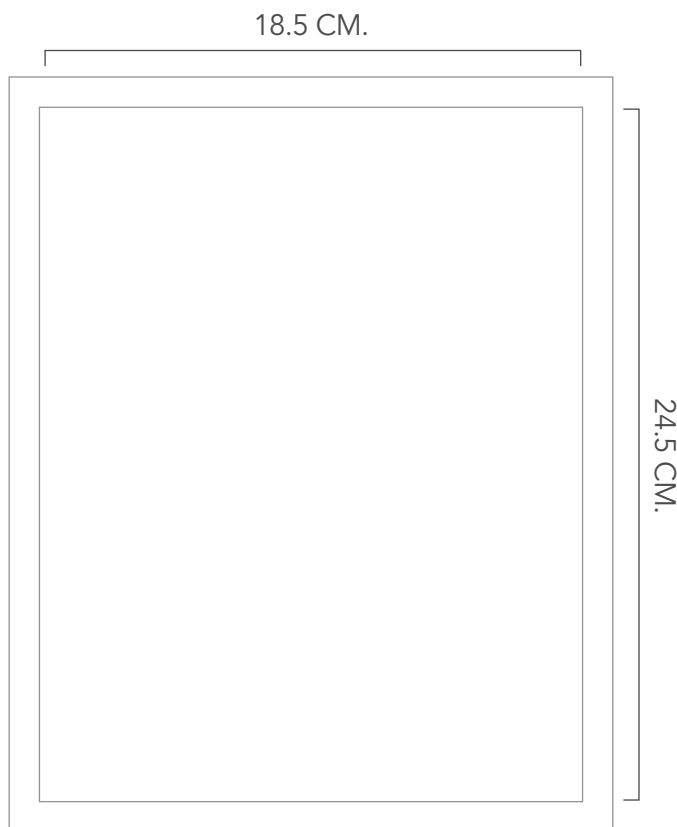
COLOR	PESOS	DOLLARS
BACK COVER	\$ 18.200	\$ 6.100
INSIDE FRONT COVER	\$ 13.600	\$ 4.550
INSIDE BACK COVER	\$ 12.600	\$ 4.220
DOUBLE SPREAD PAGE	\$ 21.500	\$ 7.200
PAGE	\$ 11.500	\$ 3.850
FOOTER	\$ 4.150	\$ 1.400
1/2 PAGE (HORIZONTAL)	\$ 7.500	\$ 2.500
1/3 PAGE (HORIZONTAL/VERTICAL)	\$ 5.750	\$ 1.920
INSERT (COMPLETE PRINT-RUN)	\$ 13.200	\$ 4.420
INSERT (CONTROLLED CIRCULATION)	\$ 9.950	\$ 3.330

NOTE: RATES IN ARGENTINE PESOS DO NOT INCLUDE VAT (10.5%)

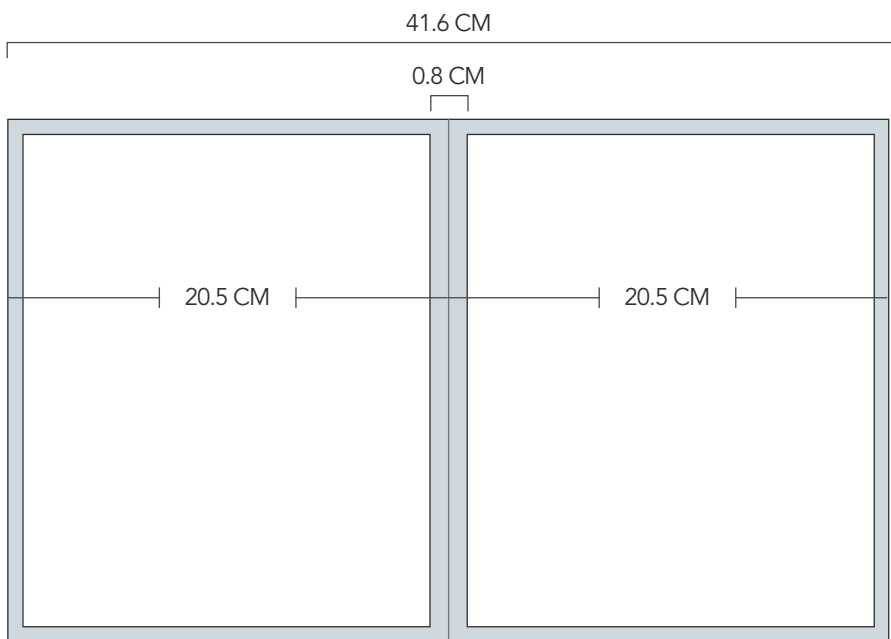
MECHANICAL MEASUREMENTS



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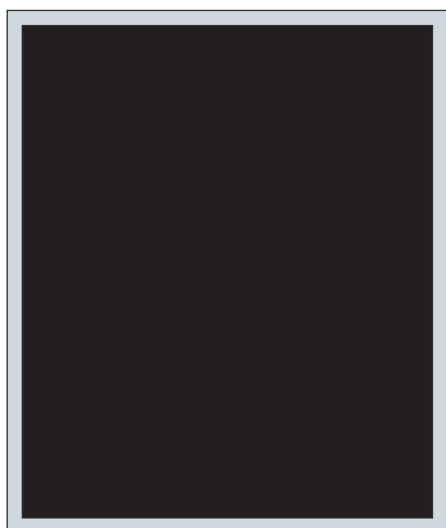


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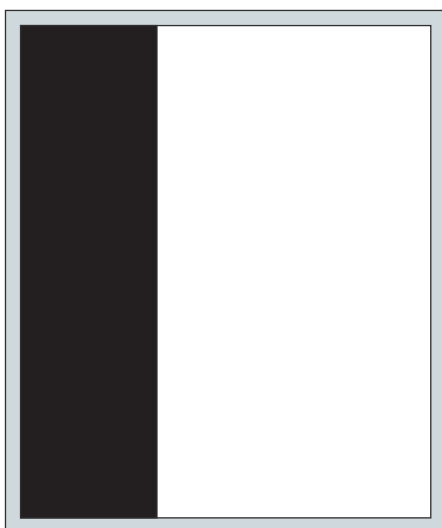


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ADVERTISING SPACES

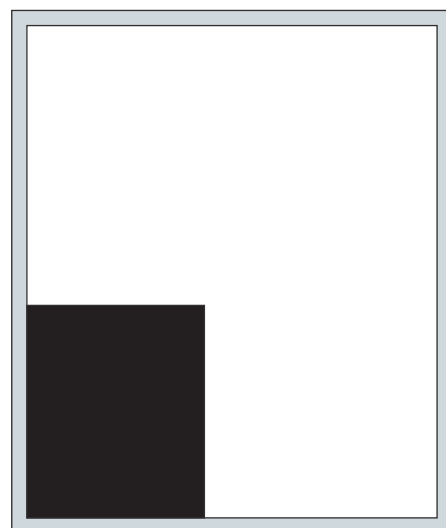
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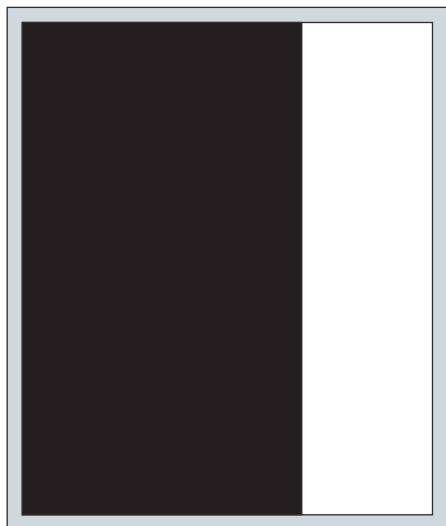
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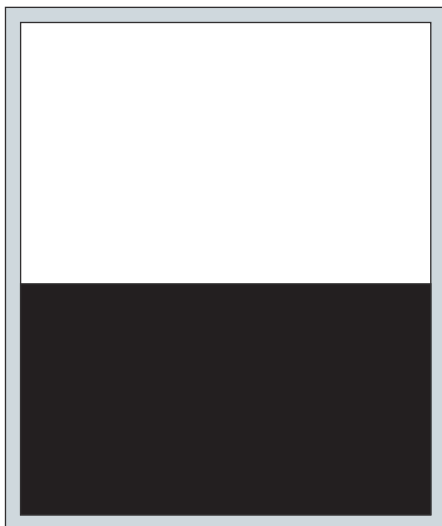
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1/3 HORIZONTAL PAGE 12.3 X 18



2/3 VERTICAL PAGE 12.3 X 24.5



1/2 HORIZONTAL PAGE 18.5 X 12

NOTA
MEASUREMENTS ARE EXPRESSED IN CENTI-METERS (CM).

PAGE TRIM ADVERTISEMENTS SHALL HAVE 5 SPARE MILLIMETERS (MM) ON EACH SIDE.

SPACES MUST BE BOOKED 15 DAYS IN ADVANCE OF THE CLOSING DATE.

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