

# INFORMATION TECHNOLOGY



## INFORMATION ABOUT IT

**PRINT RUN** 16.000 COPIES

**READERSHIP** 3.5

**NEWSSTANDS** 20%

**SUBSCRIPTIONS** 80%

### DISTRIBUTION

**BUENOS AIRES CITY AND GREATER BUENOS AIRES** 80%

**INTERIOR OF THE COUNTRY** 20%

## READER PROFILE



**MALE** 75%

**FEMALE** 25%

**25 TO 38 YEARS OLD** 90%



**GRADUATE AND POSTGRADUATE STUDIES** 90%

**TAKES COMPANY DECISIONS** 70%

**IT MANAGER** 36%

**MARKETING / FINANCE / PROCUREMENT** 46%

**MORE THAN 10 YEARS IN THE IT WORLD** 65%

## MARKETPLACE



BUENOS AIRES  
CÓRDOBA  
CHUBUT  
ENTRE RÍOS  
JUJUY  
LA PAMPA  
MENDOZA

CATAMARCA  
FORMOSA  
MISSIONES  
NEUQUÉN  
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SALTA  
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SANTA FE  
TIERRA DEL FUEGO  
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Information Technology is the leading technology and business magazine in Argentina, targeted to senior executives at big corporations. It is the reference point in the technology segment.

### IT Monthly Edition

Every month, the publications are intended to report on all the new trends in technology, both regional and international, featuring all the news about the latest products and services. The core sections of the magazine are: analysis of local cases, how companies approach their technological needs, which software and hardware to choose, how companies build their networks and, most importantly, how to generate business in the area of technology.

## LIST OF TOPICS

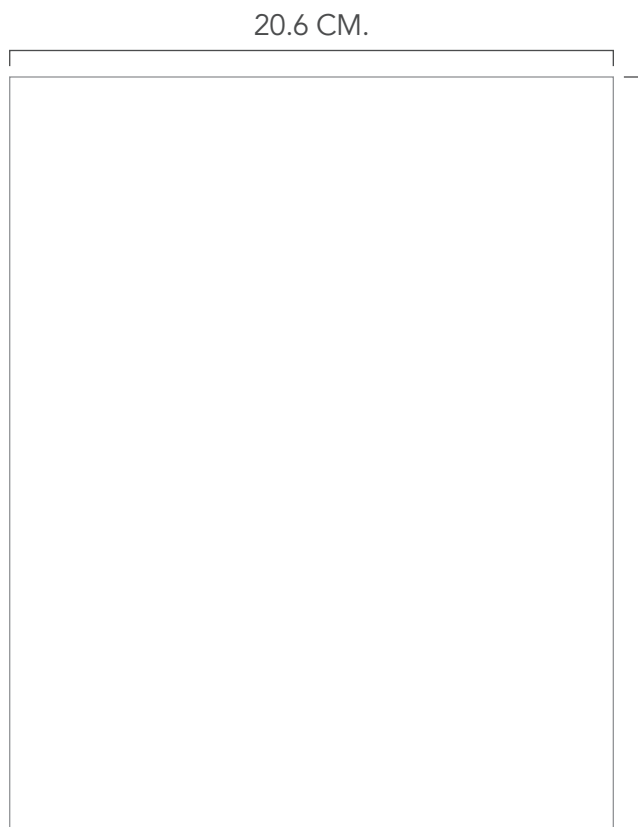
EDITION	MONTH	CLOSING DATE	CONTENTS
139	MARCH	27.03.09	TECHNOLOGICAL HUB ; CYBERCEO; BUSINESS INTELLIGENCE
140	APRIL	27.03.09	VIRTUALIZATION; STORAGE
141	MAY	30.04.09	COMPANY TECHNOLOGY SURVEY; 13TH ANNIVERSARY
142	JUNE	29.05.09	SECURITY / SPECIAL FEATURE / TECHNOLOGICAL GADGETS
143	JULY	03.07.09	SPECIAL FEATURE ON SMCS / PROBLEMS AND SOLUTIONS
144	AUGUST	31.07.09	CIO OF THE YEAR
145	SEPTEMBER	04.09.09	MOBILE APPLICATIONS; TELCOS; 3G; WI-FI; 4G; BROADBAND
146	OCTOBER	02.10.09	IT POSTGRADUATE COURSES, EDUCATION, SCHOLARSHIPS, IT TALENTS
147	NOVEMBER	04.11.09	NETWORKING / OUTSOURCING
148	DECEMBER	02.12.09	CONSULTING / INNOVATION AND DEVELOPMENT AWARD
149	JANUARY/FEBRUARY	29.12.09	WHO IS WHO / GUIDE AND RANKING OF PROVIDERS / CIO DIRECTORY

**ADVERTISING RATES**  
 APPLICABLE AS OF 01.01.2009

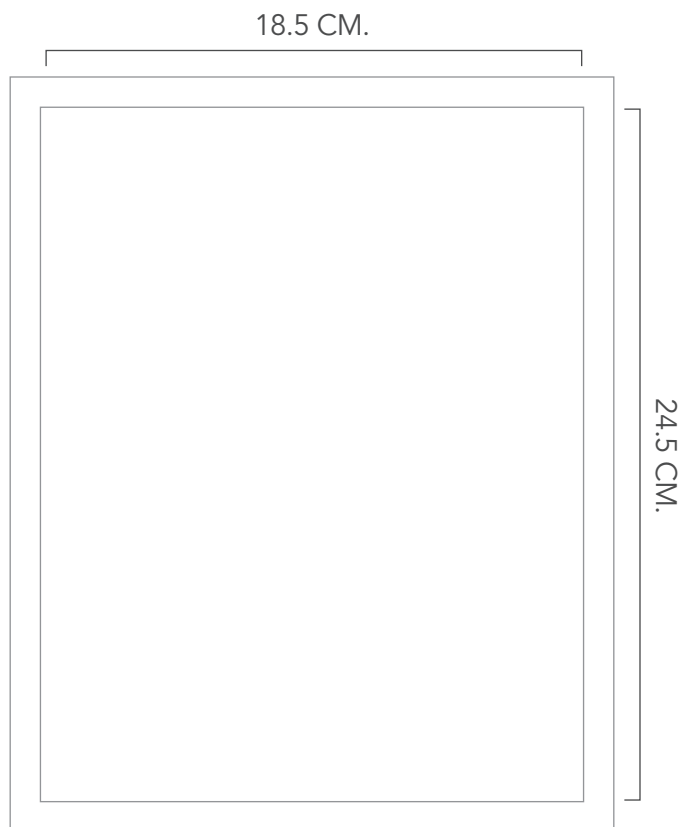
COLOR	PESOS	DOLLARS
BACK COVER	\$ 11.450	\$ 3.830
INSIDE FRONT COVER	\$ 9.660	\$ 3.230
INSIDE BACK COVER	\$ 8.700	\$ 2.910
DOUBLE SPREAD PAGE	\$ 15.200	\$ 5.090
PAGE	\$ 8.300	\$ 2.780
FOOTER	\$ 3.050	\$ 1.020
1/2 PAGE (HORIZONTAL)	\$ 5.520	\$ 1.850
1/3 PAGE (HORIZONTAL/VERTICAL)	\$ 4.420	\$ 1.480
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INSERT (CONTROLLED CIRCULATION)	\$ 8.300	\$ 2.780

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

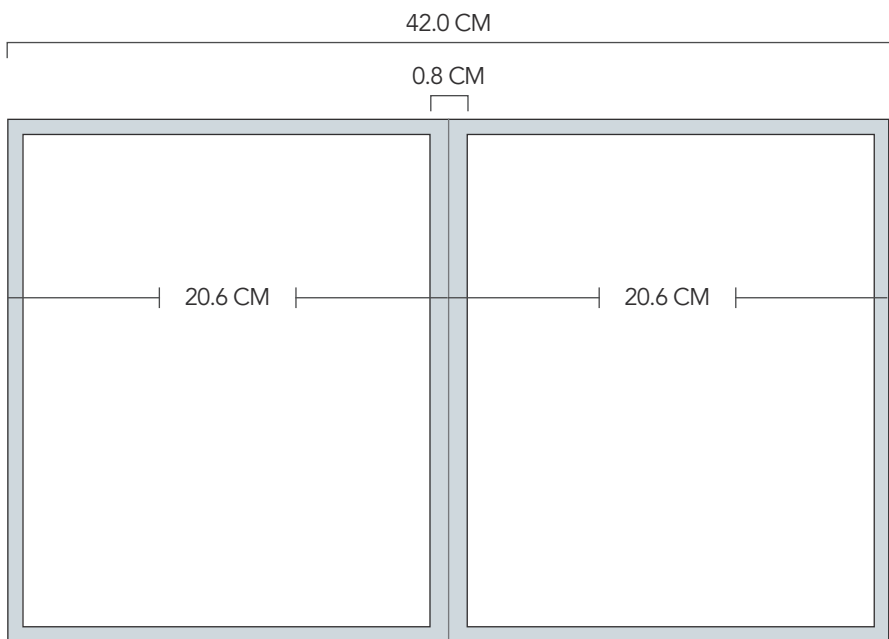
**MECHANICAL MEASUREMENTS**



**PAGE TRIM SIZE** 20.5 X 27.5 CM



**PAGE BOX** 18.5 X 24.5 CM



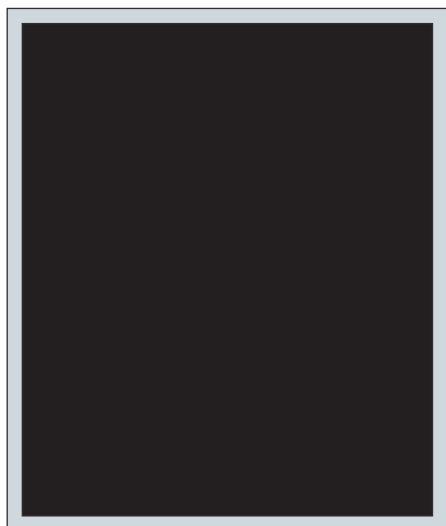
## MECHANICAL MEASUREMENTS ADVERTISING SPACES

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42.0 X 27.5 CM

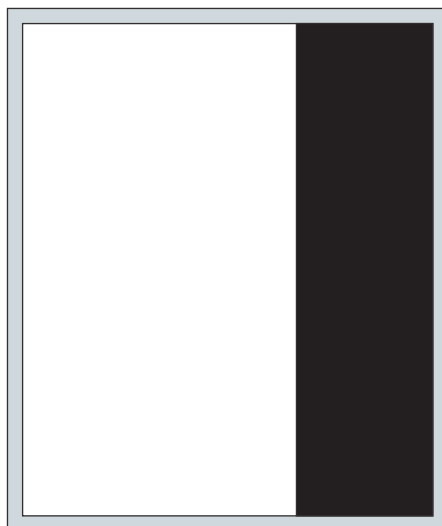
**NOTE**  
MEASUREMENTS ARE EXPRESSED IN CENTI-  
METERS (CM).

PAGE TRIM ADVERTISEMENTS SHALL HAVE 5  
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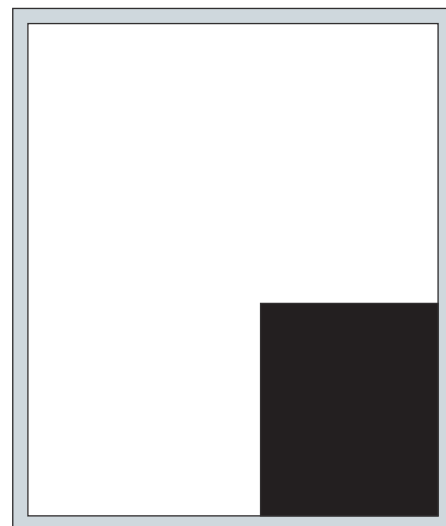
SPACES MUST BE BOOKED 15 DAYS IN ADVAN-  
CE OF THE CLOSING DATE.



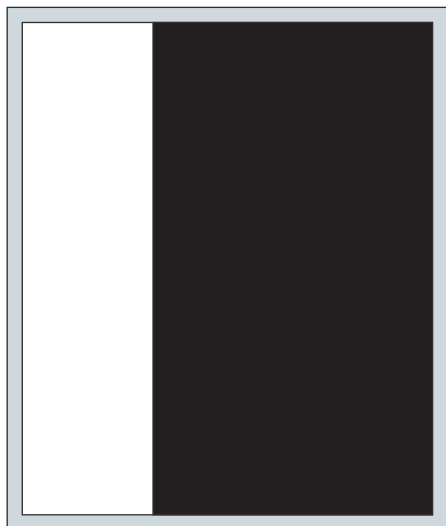
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PAGE TRIM SIZE 20.6 X 27.5



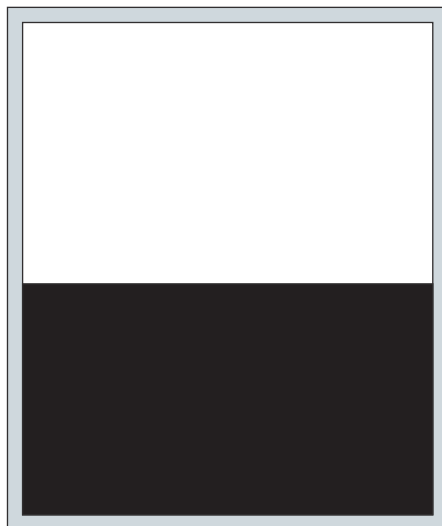
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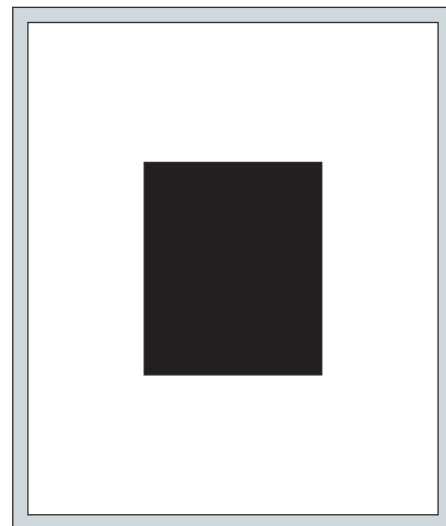
1/3 HORIZONTAL PAGE 12.3 X 18



2/3 VERTICAL PAGE 12.3 X 24.5



1/2 HORIZONTAL PAGE 18.5 X 12



PAGE CENTER 12.5 X 12

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