

Apertura 2010

TIERRA FÉRTIL PARA START-UPS. En EE.UU. surge una nueva raza de entrepreneurs anti-recesión. Conózcalos.

BusinessWeek

En colaboración con

Apertura

EDICIÓN: 196 VERANO 2010 ARGENTINA \$ 11

Los Dueños de la moda

El sector mueve US\$ 6000 millones al año y es un leading sector global. Los casos de Italozola, Jacmin Chibas, Wanama, Giesso, La Martina, Cardón y KSK, entre otros. Sus estrategias.

ABOGADOS SUB 40

El ranking de la nueva generación de lawyers. Quiénes son los profesionales más destacados. Sus perfiles y trayectorias. Los asuntos clave que dejaron una marca en sus carreras y las habilidades que predominan en sus currículums.

NEGOCIOS. Exclusivo

Roberto Lavagna y Roque Fernández anticipan la economía que viene.

REAL ESTATE. Inversiones.

Dónde están las oportunidades, según los principales desamortizadores.

PRODUCT CHARACTERISTICS



INFORMATION ABOUT APERTURA

PRINT RUN 26.000
READERSHIP 6.5
NET PAID SALES 11.500 (*)
OTHER MEANS OF CIRCULATION: NEWSSTANDS,
 SUBSCRIPTIONS AND MAILING 14.500
 (*) SOURCE IVC

DISTRIBUTION

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

READER PROFILE



MALE 64%
FEMALE 36%
20 TO 29 YEARS OLD 29%
30 TO 49 YEARS OLD 57%



**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%



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

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.



REAL ESTATE

Developers setting and opinion. Influential Builders and Financial Companies.



TARGET

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



TECNO

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

MATERIALS DEADLINE DATE 2010 EDITIONS

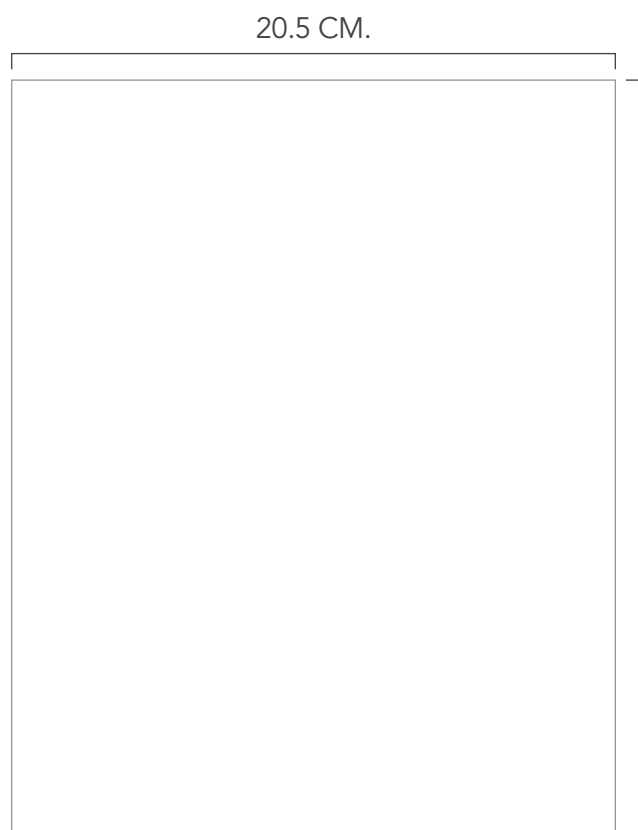
ISSUE	MONTH	DEADLINE	APERTURA'S SPECIAL FEATURES
197	MARCH	2/26/10	Best image: Ranking of Argentina's 100 top companies according to the leaders. A key issue with not-to-be-lost interviews with CEOs of the country's main businesses.
198	APRIL	3/29/10	Special report on Small & Medium Enterprises in Argentina. Cases, stories and strategies. Who is who in this competitive market. Annual report on the franchising business.
199	MAY	4/26/10	CEO PROFILE. Confidential data from the Number Ones of more than 120 Argentine companies. CVs and personal pursuits. Plus the Yearbook of Human Resources and a comprehensive report on the farm sector.
TARGET	MAY SPECIAL ISSUE	5/18/10	Publicitarios PROFILE. Who are the most influential advertising executives in Argentina. Cable TV : new programming and new strategies for all channels. 2010 Agencies and Media Map. Anniversary.
200	JUNE 200TH ISSUE AND ANNIVERSARY	5/28/10	Two key reasons for an outstanding issue: APERTURA's 27 Anniversary and an special edition for the 200th issue. It will be a Collection Edition full of details on Argentina's 200 years of history and APERTURA's 200th issue.
201	JULY	6/28/10	Top brands in Argentina - 5th edition. The newest opportunities and strategies. Annual report on Banks: the financial institutions and their strategies. Tête a tête with the institutions' top executives.
TARGET	JULY SPECIAL ISSUE	7/18/10	Special issue on advertising agencies and communication. Who is who. Marketing profile. The top marketing executives in Argentina's leading companies.
202	AUGUST	7/27/10	Annual Report on Real Estate. Projects and Strategies. 2010 Ranking of Lawyers. AP STYLE Special: Everything about luxury goods consumption: watches, wines, wineries, clothes.
203	SEPTEMBER	8/31/10	Corporate Social Responsibility. Guide with more than 100 cases; interviews with the protagonists. The decisions taken in the CSR area.
AP TECNO	SEPTEMBER SPECIAL ISSUE	9/15/10	Third edition of the APERTURA's Annual Issue on Technology. The projects for the next twelve months anticipated by the protagonists.
204	OCTOBER	9/27/10	Argentina's best employers. Human Resources policies of the country's leading enterprises. Annual Report on International Trade. Special: 50 businesswomen at the top.
POSGRADOS	OCTOBER SPECIAL ISSUE	10/16/10	POSGRADOS Special Issue: 2011 Guide of Graduate Courses, Management Training & Executive Education. A classic of APERTURA; it is an unavoidable reference. Young Graduates - Career Starters. Programs.
205	NOVEMBER	10/29/10	Investments Guide. Tourism Special Issue. Travel agencies, hotels, ferries, airlines, and all the not-to-be-missed investment opportunities.
AP REAL ESTATE	NOVEMBER SPECIAL	11/2/10	APERTURA'S first special issue exclusively devoted to real estate investors. Projects and Initiatives. Construction, development and commercialization companies, hotel sector.
206	DECEMBER	11/29/10	APERTURA's Yearbook. Most influential businessmen. APERTURA Award to the year's best businessmen. Mergers and acquisitions. 2010 great operations. Investments.
AP. COM	APERTURA.COM		The magazine's site launches its newsletter primicias apertura.com. An opportunity for your brand to reach more than 35,000 contacts.

ADVERTISING RATES

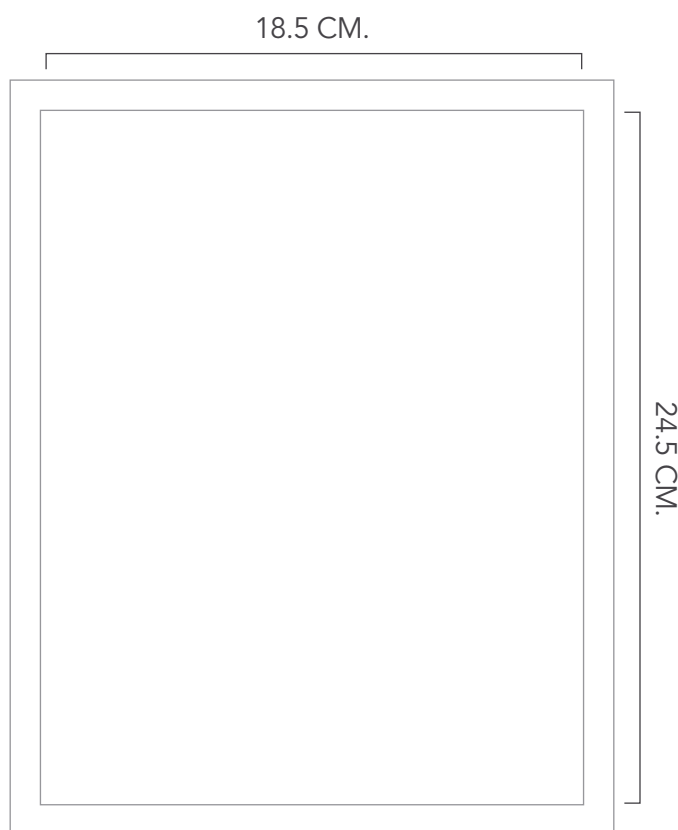
COLOUR	PESOS (*)	DOLLARS
OUTSIDE BACK COVER	\$ 20.900	\$ 7.000
INSIDE FRONT COVER	\$ 15.600	\$ 5.230
INSIDE BACK COVER	\$ 14.500	\$ 4.850
DOUBLE SPREAD	\$ 24.700	\$ 8.250
PAGE	\$ 13.200	\$ 4.420
1 PAGE FOOTER	\$ 4.700	\$ 1.600
1/2 PAGE (HORIZONTAL)	\$ 8.600	\$ 2.870
1/3 PAGE (VERTICAL/HORIZONTAL)	\$ 6.600	\$ 2.200
INSERT (FULL CIRCULATION RUN)	\$ 15.000	\$ 5.080
INSERT (TARGETED AUDIENCE)	\$ 11.400	\$ 3.800

(*) Rates in Argentine pesos, VAT not included (10,5%)

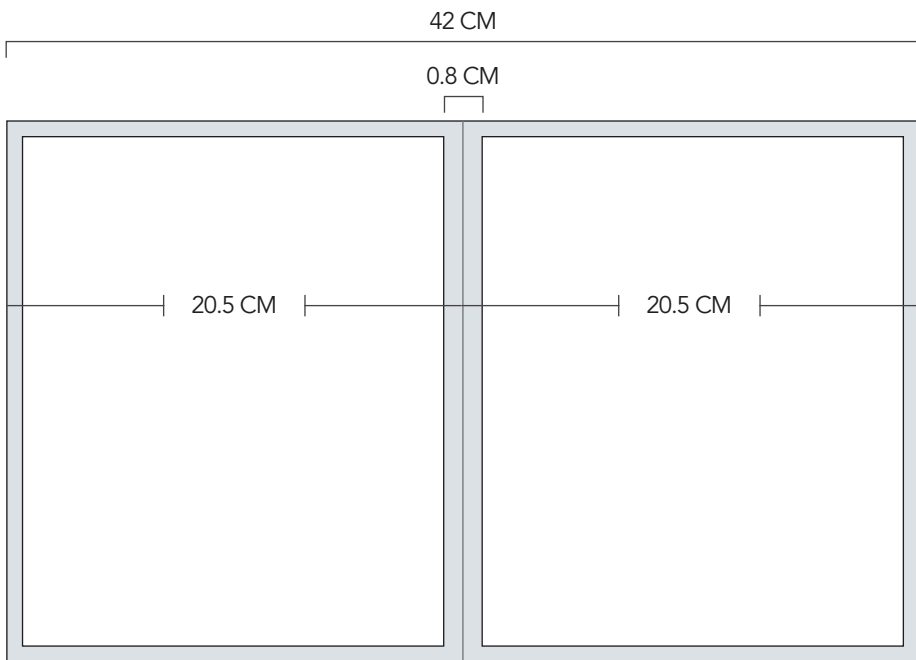
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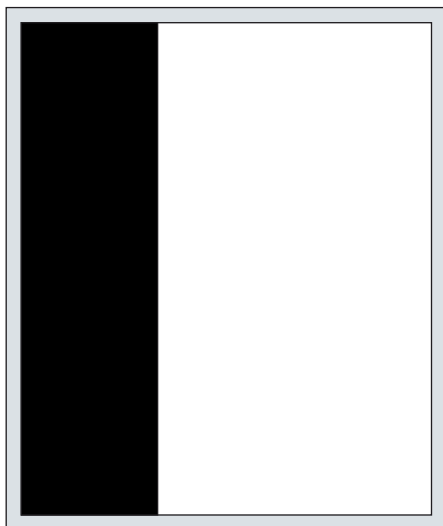
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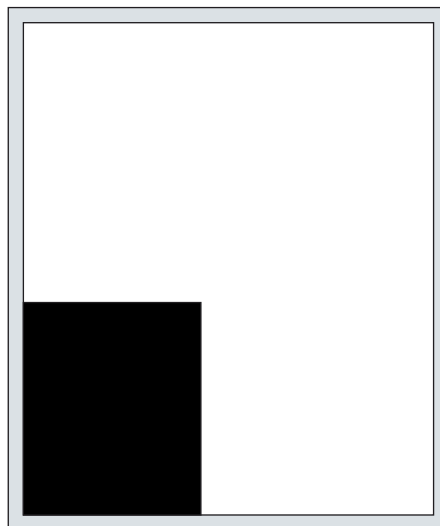
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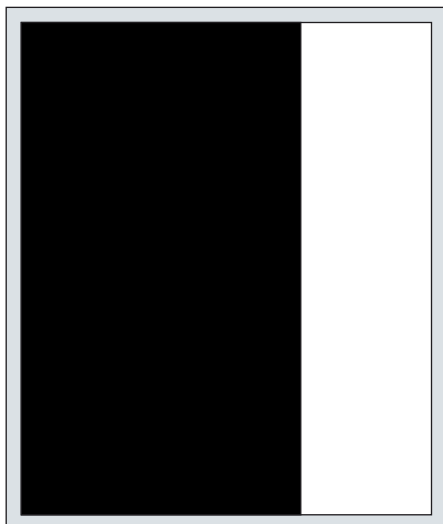
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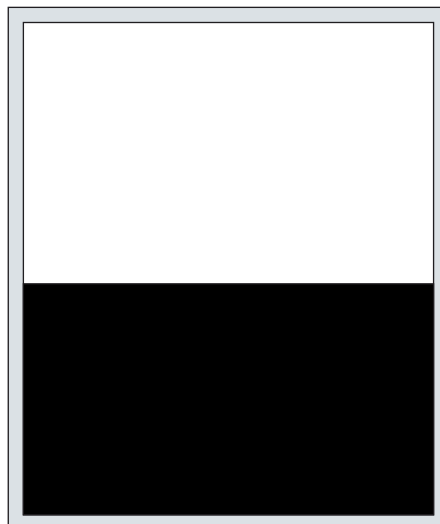
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1/3 PAGE HORIZONTAL 12.3 X 12



2/3 PAGE VERTICAL 12.3 X 24.5

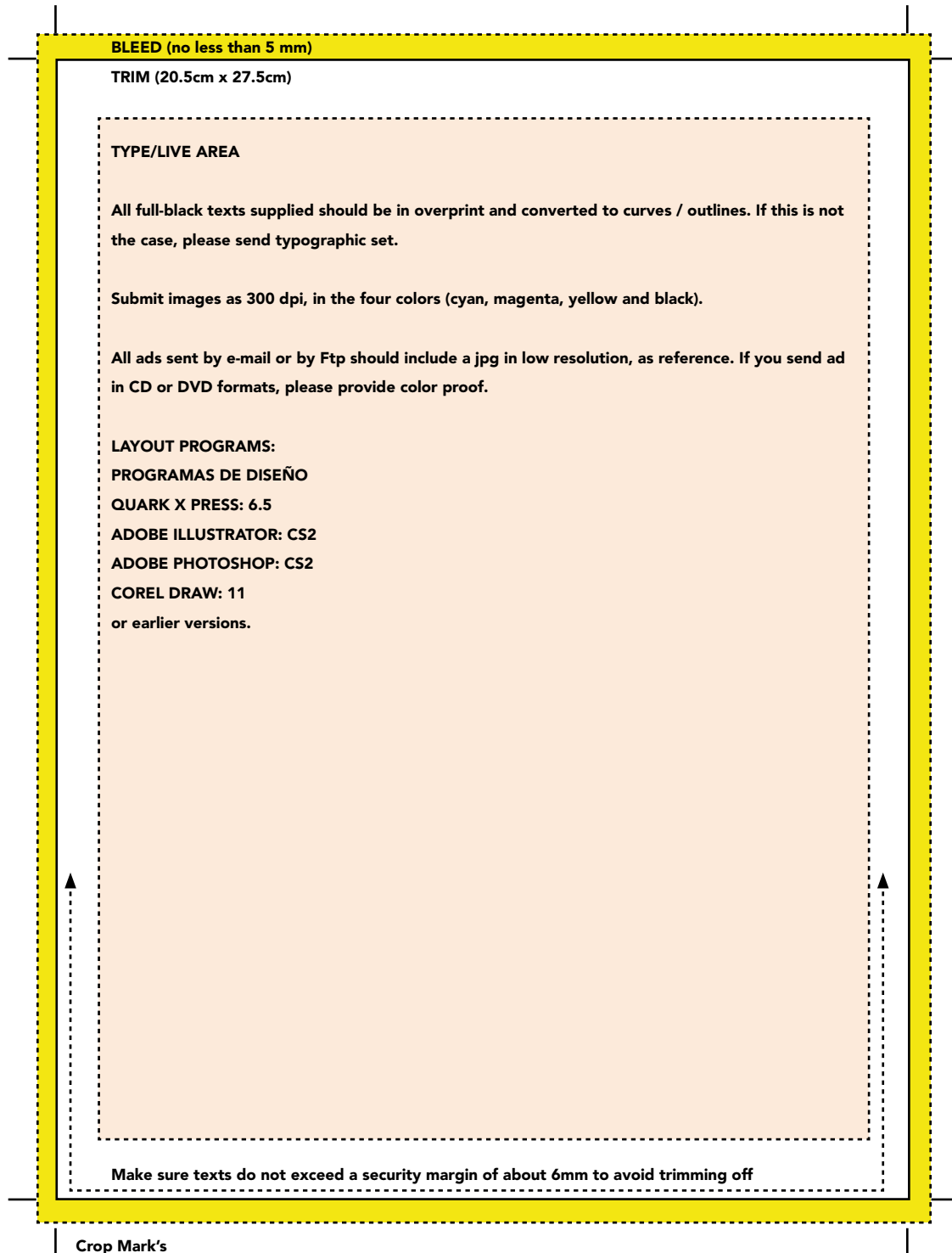


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RESERVATIONS FOR FRACTIONAL ADS MUST BE PLACED 15 DAYS BEFORE DEADLINE.

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