



[www.inversorlatam.com](http://www.inversorlatam.com)

" One click to businesses and trends in Latin America and the world "

# “ONE CLICK TO BUSINESSES AND TRENDS IN LATIN AMERICA AND THE WORLD”



**INVERSOR LATAM** is the international news portal, to renew his diary and comprehensive content through Internet and new communication channels -Social Media-. It is focused on the world of Business and Investment, Regional Economics, development of large and small and medium enterprises (SMEs), New Technologies, Bigdat @ and Telecommunications, Tourism, developments in the Automotive Sector and Real Estate, and trends in SportBusiness, among others.

**INVERSOR LATAM** is known for its market analysis and business impact on the economy and finance in Latin America and the world. Executive decision makers are the main readers **INVERSOR LATAM** , stands by a strong coverage of global issues and regional news without neglecting individual countries in Latin America.

**INVERSOR LATAM** has become a key tool and mandatory consultation for senior executives and entrepreneurs from Latin America, who need a comprehensive and updated view on the dynamics of business in Latin America and global in our sections: **AUTOMOTIVE - BIG DATA - ECONOMICS - BUSINESS - GOVERNMENT - -REAL ESTATE INVESTMENTS - SPORT BUSINESS - TECHNOLOGY - TOURISM**

# CONNECTED TO THE WORLD

## GEOGRAPHICAL LOCATION OUR READERS



CENTRAL AMERICA	30%
ANDINO	28%
SOUTHERN CONE	27%
BRAZIL	15%

## WE READ OUR READERS THROUGH PORTAL - NETWORKS - NEWSLETTER



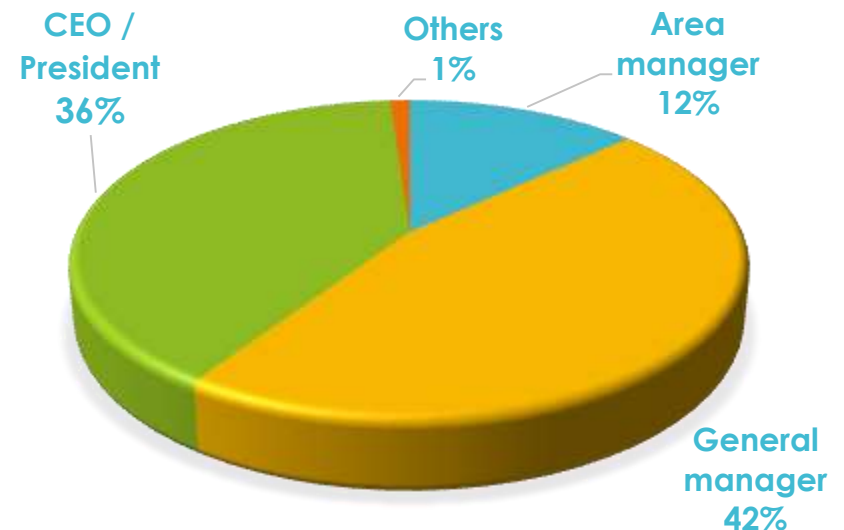
## VISITS

**1 MILLION** only annual visits  
**95 THOUSAN** unique monthly visitors

## DEMOGRAPHIC PROFILE

<b>20%</b>	25 a 29 years old
<b>38%</b>	30 a 45 years old
<b>42%</b>	+ de 45 years old

## TARGET



# YOUR BUSINESS PARTNER



INVERSOR LATAM is Media Partner of important events in Latin America and Europe



Innovation Awards



# ADVERTISING




Creation, Design and Planning of campaigns designed to fit the needs of each company. Through the following tools and communication channels:





WEB  
NEWSLETTER  
E-MAIL MARKETING  
SOCIAL MEDIA

The guidelines offer are:

-  **WEB INVERSOR LATAM + NEWSLETTER**
-  **CAMPAIGN E-MAIL MARKETING**
-  **CAMPAIGN SOCIAL MEDIA**

In addition, we offer coverage through:

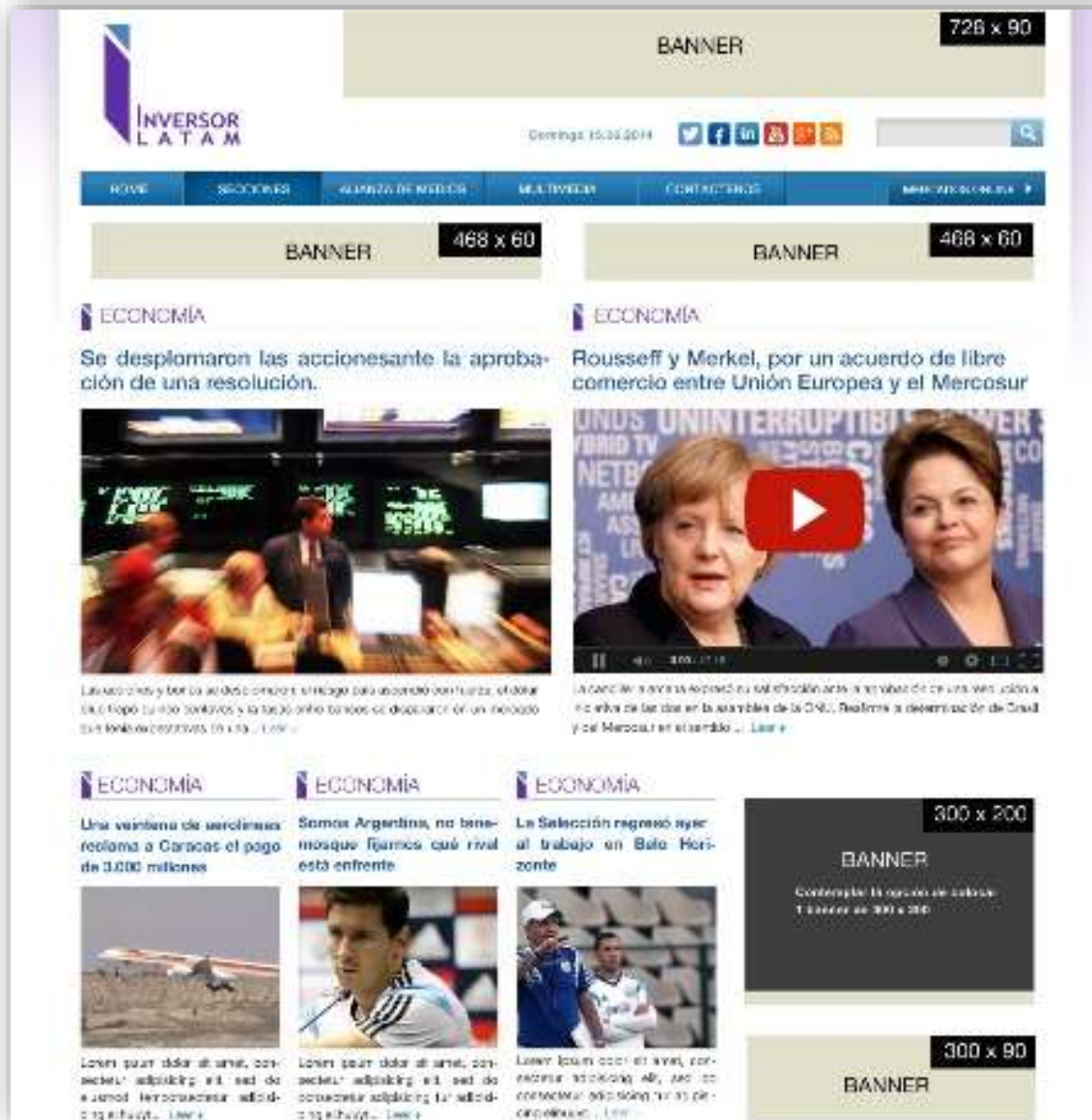
-  **Magazine ALIANZA + INVERSOR LATAM**
-  **Digital Media Alliance standards in ICT**

Banners
720x60
640x60
300x250
400x60
300x60
234x60

You can consult with alternatives to: [comercial@inversorlatam.com](mailto:comercial@inversorlatam.com)



# ADVERTISING WEB



The screenshot shows the INVERSOR LATAM website interface. At the top, there is a large banner area labeled 'BANNER' with dimensions '728 x 90'. Below this is a navigation bar with links for HOME, SECCIONES, ALUNDA DE NOTICIAS, MULTIMEDIA, CONTACTOS, and MENÚ DE SERVICIOS. A secondary banner area contains two smaller banners, each labeled 'BANNER' with dimensions '468 x 60'. The main content area features several news articles under the 'ECONOMÍA' category. One article is titled 'Se desplomaron las acciones ante la aprobación de una resolución.' and another is 'Rousseff y Merkel, por un acuerdo de libre comercio entre Unión Europea y el Mercosur'. Below these are three smaller news snippets, each with a 'BANNER' label and dimensions '300 x 200'. A large video player is also visible, showing a play button over a video frame. At the bottom right, there is another banner area labeled 'BANNER' with dimensions '300 x 90'.

## HOME

### SPECIFICATIONS :

- For files in JPG or GIF (static or animated) format.
- 30 KB maximum.
- Attach link, URL, league or link

# ADVERTISING WEB | SECTIONS



The screenshot displays the INVERSOR LATAM website layout with several advertising sections:

- Top Banner:** A large banner at the top right with dimensions 728 x 90.
- Navigation Bar:** A blue bar with links for HOME, SECCIONES, ALIANZA DE MEDIOS, MULTIMEDIA, CONTACTENOS, and MERCADOS ONLINE.
- Left Column:**
  - A banner with dimensions 640 x 90.
  - A section titled "ECONOMÍA" dated "Jueves 10 de julio de 2014 | 09:33hs".
  - An article titled "Ecuador recurre a China por una operación de US\$2.000 millones" with a sub-headline "El país miembro de la OPEP reveló el acuerdo con China el mes pasado en una circular de oferta a los inversores en bonos".
  - A photograph of two men in business attire looking at a tablet.
  - A placeholder for a social media share button with the text "Compartir".
- Right Column:**
  - A banner with dimensions 300 x 90.
  - Another banner with dimensions 300 x 90.
  - A section titled "Nota relacionadas" containing a list of related news items:
    - 15.06.2014: Argentina negocia con los fondos buitre
    - 15.06.2014: Uruguay: sube el consumo de refrescos y cae el de cervezas
    - 15.06.2014: Ficohsa cierra la compra de la banca de consumo de Citibank
    - 15.06.2014: Perú: sus reservas internacionales ascienden a US\$64.581 millones
    - 15.06.2014: Banco Mundial: crisis en precios de alimentos en Latinoamérica
  - A final banner with dimensions 300 x 90.

## SECCIONES

### SPECIFICATIONS :

- For files in JPG or GIF (static or animated) format.
- 30 KB maximum.
- Attach link, URL, league or link

# ADVERTISING NEWSLETTER



**BANNER** 728 x 60

 *Un clic a los Negocios y Tendencias en Latinoamérica y el Mundo*  Domingo 10.06.2014

ROBBERIES · ECONOMIA · INVERSIÓN · EMPRESA · TECNOLOGÍA · AUTOMÓVILES · TURISMO · SPORT · REAL ESTATE · BUSINESS

 **Se desplomaron las acciones ante la aprobación de una resolución.**  
Las acciones y bonos se desplomaron; el riesgo país ascendió con fuerza; el dólar blue trepó quince centavos y la tasa de bancos se dispararon en un mercado que tenía expectativas de una... [Leer >](#)

 **Rousseff y Merkel, por un acuerdo de libre comercio entre Unión Europea y el Mercosur**  
La canciller alemana expresó su satisfacción ante la aprobación de una resolución a iniciativa de las dos en la asamblea de la ONU, Reafirmó la determinación de Brasil y del Mercosur en el sentido ... [Leer >](#)

**BANNER** 728 x 60

**GOBIERNO**

 Rousseff y Merkel, por un acuerdo de libre comercio entre Unión Europea y el Mercosur

**BANNER** 234 x 60    **BANNER** 234 x 60    **BANNER** 234 x 60

**Rousseff y Merkel, por un acuerdo de libre comercio entre Unión Europea y el Mercosur.**  
[Leer >](#)

**Rousseff y Merkel, por un acuerdo de libre comercio entre Unión Europea y el Mercosur.**

**BANNER** 728 x 60

 Contacto Editorial:  Redacción  Comercial - Teléfono: +5411.2970.4358  
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## NEWSLETTER

### SPECIFICATIONS :

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- Attach link, URL, league or link





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