

**Revista**

# Packaging

**Packaging Magazine**

LANGUAGE: Spanish

LEVEL: TECHNICAL/INDUSTRIAL/COMMERCIAL

FREQUENCY: 6 issues per year: January/February, March/ April, May/June, July/August, September/October, November/December.

## **ADVERTISING RATES**

**Ask for a quotation for advertising campaigns  
(more than 2 ads)**

### **4 Colours**

1Page 17x23 cm or 20x28 cm – bleed	EURO 1.768.-
1/2 Page 11x17 cm or 13x17 cm	EURO 1.415.-
1/2 Page 17x11.5 cm or 20x13,5 cm	EURO 1.238.-
1/2 Page 8.5x23 cm or 10x28cm	EURO 1.238.-
1/3 Page 5,5x25 cm or 6,5x28 cm	EURO 1.066.-
1/3 Page 17x8 cm or 20x9 cm	EURO 1.066.-
1/4 Page 8.5x11.5cm or 10x13,5 cm	EURO 884.-
1/4 Page 17x4 cm or 20x6,5cm	EURO 884.-
Cover 20x20 cm	EURO 7.735.- SOLD
Back cover 17x23 cm or 20x28 cm – bleed	EURO 6.630.- SOLD
Inside front/back covers 17x23 cm or 20x28 cm – bleed	EURO 4.420.- SOLD

### **1 colour: black**

1Page 17x23 cm or 20x28 cm – bleed	EURO1.105.-
1/2 Page 11x17 cm or 13x17 cm	EURO 884.-
1/2 Page 17x11.5 cm or 20x13,5 cm	EURO 775.-
1/2 Page 8.5x23 cm or 10x28cm	EURO 775.-
1/3 Page 5,5x25 cm or 6,5x28 cm	EURO 650.-
1/3 Page 17x8 cm or 20x9 cm	EURO 650.-
1/4 Page 8.5x11.5cm or 10x13,5 cm	EURO 555.-
1/4 Page 17x4 cm or 20x6,5cm	EURO 555.-
<b>ONLY IN BLACK:</b>	
1/6 page 17x4 cm	EURO 445.-
1/6 page 5x12,5 cm	EURO 445.-

PRICE VAT INCLUDED

#### ADDITIONAL CHARGES

Special place: 20%

PAYMENT TERMS: Downpayment

**AGENCY DISCOUNT: 25%**

**AGENCY DISCOUNT: For 4 ad 35% discount**

JOURNALISTIC MATERIAL: Free of charge for advertiser's

INSERTS: EURO 2.210.- for each page. Insert should be provided by customer.

PAGE SIZE: 17 x 23 cm.

PAGE SIZE (BLEED): 20 x 28 cm.

PRINTING SYSTEM: Offset with CTP (Computer to plate)

BY E-MAIL: in Format JPG, 300 dpi. – pdf - Acrobat

ART: pictures, originals, drawings, photoliths will be the advertiser's responsibility.

#### DEADLINE AND RELEASE DATES:

Closing date for booking advertising space and delivering films and originals: for the JANUARY/FEBRUARY issue: February 10th; for MARCH/APRIL, April 10th; for MAY/JUNE, June 10th; for JULY/AUGUST, August 10th; for SEPTEMBER/OCTOBER, October 10th; for NOVEMBER/DECEMBER, November 30th.

Release date: within 20 days after closing date.

#### REMARK:

Closing and release dates may be changed to adapt the magazine release to its participation in national and international fairs and/or congresses.

#### CIRCULATION:

Massive circulation in Argentina and Latin America. Selective distribution in the rest of the world, particularly to major raw material and equipment suppliers in Europe, USA, Canada and Japan. ASIA: CHINA, TAIWAN, ETC.

This magazine is distributed at national and international fairs and congresses.

#### RECIPIENTS:

Food sector; pharmaceutical, cosmetics and veterinary laboratories; raw materials, processing and machinery sectors; the industry in general. Suppliers of raw materials, machinery and equipment; manufacturers of miscellaneous containers and packaging materials; end users, engineers, etc. Advertising and design agencies.

Packaging industry suppliers. Professional and business organizations. Embassies. Chambers of commerce and industry. Universities and educational institutions. Government departments. Banks.

#### CONTENTS:

Technical and commercial information on the packaging industry.

Information on processing, equipment and complete packaging lines.

Notes on subjects related to packaging: design, operability, colouring, decoration.

Visits to factories.

Interviews to local or visiting engineers, businessmen and trade missions.

Previews and reviews of national and international fairs of interest to our sphere of action.

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