



# Centro Y Sur

*Experience Latin America*

**ABOUT** *Centro Y Sur* is a magazine that imparts travel, lifestyle and cultural content to a growing global audience of people curious about Latin America. Over the last five centuries, the nations and people of this region have yielded an environment and culture rich in diversity. As Latin America has prospered both economically and politically, so have the opportunities to explore the charm of its identity. *Centro Y Sur* seeks to provide an exceptional closeness to Central and South America, via a unique format and forum that highlights its character and captures the essence of this region.

**MISSION** To inspire participation in Latin America and become a market leader in stylish, quality publishing through stunning imagery and coverage of its destinations, cultures, people, adventures, discoveries, issues, trends, equipment and events.

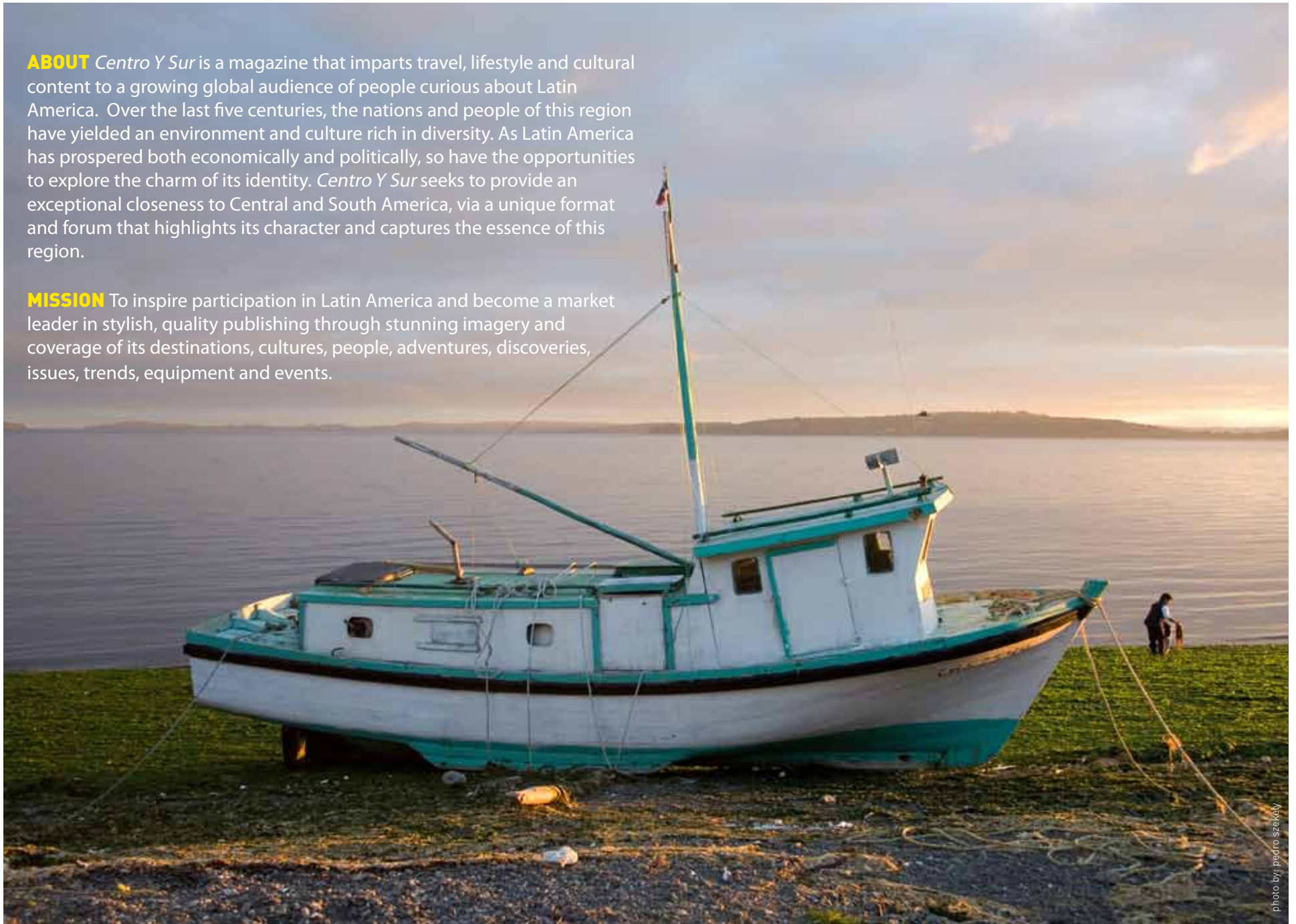


photo by: pedro szejewy

## WHY LATIN AMERICA?

- South America continues to lead tourism growth in the Americas and the world. The region has benefitted from positive economic trends and increased regional integration. (United World Tourism Organization, October 2011)

- The majority of international travel takes place within the traveler's own region. About four out of five worldwide arrivals originate from the same region. (United World Tourism Organization)

- In 2010, arrivals in the Caribbean grew by 4 percent, Cuba by 4 percent and the Dominican Republic by 3 percent.

- In 2010, arrivals in Argentina grew by 23 percent, Uruguay by 16 percent, Ecuador by 8 percent and both Brazil and Peru by 7 percent.

- In 2010, South America had 23.5 million tourist arrivals, Central America had 7.9 million and the Caribbean had 98.2 million. (Mexico is included in North America) (UNTWO Highlights)

- Latin American travel is hot: Patagonia, Costa Rica and Colombia made *The New York Times* Top 31 Places to Go in the world in 2010; (source: *The New York Times*, January 2010)

- International investors are demonstrating an enormous commitment to Latin American destinations via newly developed destination properties, hotel expansions, and new airline routes with major carriers and ultra low-cost airline competition.

- Six of the top 37 destinations for U.S. residents traveling abroad in 2010 are in Latin America:

Mexico – 20,000,000  
Brazil – 513,000  
Peru – 428,000  
Colombia – 513,000  
Argentina – 371,000  
Dominican Republic – 1,796,000

- Brazil is forecast (along with India, China, Korea and Russia) to be a high-growth market through 2015 by the U.S. Department of Commerce/Office of Travel & Tourism Industries.

- With 20 million U.S. visitors spending \$9.7 billion, Mexico was the top international travel destination for U.S. residents in 2010.

- Latin America will see a lot of action as luxury travel in Latin America will grow in popularity over the next five years, outpacing Europe, the Middle East, Africa, Asia, Canada and North America (The Future of Luxury Travel)



## ALL EYES ON LATIN AMERICA

In the next few years, several significant and highly publicized world events will take place in Latin America.

- The **Mayan Calendar** resets on **December 21, 2012**.
- **2014 FIFA World Cup**, Brazil
- **2016 Summer Olympic Games**, Rio de Janeiro, Brazil

## WHY DIGITAL?

- **40 percent** of Americans turn to the Internet for their international and national news; this online engagement grows to **59 percent** for an audience under the age of 30.

- When it comes to Latin America, *Centro Y Sur* is the pioneer of edgy, informative and adventurous content. Not bound by traditional publishing obligations and the burden of legacy costs, we provide our subscribers with **exciting, relevant and timely information**. And we deliver it the way our reader wants to receive it—digitally.

- The publication is **browser-based** and works on most popular mobile devices. *Centro Y Sur* requires **no apps, no plugins and no downloads**.

- It offers **advertisers an efficient advertising investment**: the influence of traditional, print-brand awareness and product advertising, along with the interactivity of the technological era.



### IN SHORT:

#### Digital publications ...

- Are environmentally friendly
- Convenient (easy to save, search and read anywhere, anytime)
- Enable (tech benefits of sharing, archiving and interactivity)

#### By seeing an ad, digital readers ...

- Investigate advertiser websites
- Recommend and purchase products and services
- Contact advertisers for more information

#### By reading an article, digital readers ...

- Try new ideas or products
- Discuss articles with others
- Email digital articles to others

## WHAT OUR PEOPLE ARE SAYING:

*"The magazine looks awesome! It makes me want to get on the next plane out and go down there!"*

**Allen Shannon, Founder,  
LandsofAmerica.com**

*"I am really enjoying the mag and absolutely LOVE the layout and design."*

**Susan Colby,  
Senior Editor, The Ecology  
Global Network**

*"Centro Y Sur is a fabulous fix for my travel bug. It's convenient to read because I'm always on the go and can access it anywhere, at any time. Your advertisers should love adding video and linking readers directly to their site. I'm ready to see Latin America now!"*

**Peter  
Kessler, The "Voice of Golf" on  
Sirius XM's PGA TOUR Network**

*"I am very impressed with Centro Y Sur! While trying to figure out what it was that caught my eye, I realized it was pictures, the stories they tell and the way everything is laid out. This is some of the best photography I've seen in any magazine. This issue kept my attention. It's clever that you cover so many different countries and interesting topics."*

**Wade. W., Subscriber**

*"I love Centro Y Sur. I believe that it fills a much needed gap for Latin America."*

**Sandra Kennedy,  
Travel Journalist**

*"Wow! The stylish, English approach of Centro Y Sur magazine hits me (a person who hasn't traveled much to Latin America) as a way to make me comfortable and remove any intimidation. Obviously, I subscribed."*

**Bryan  
Pudder, Creative Director,  
GSD&M**



# EDITORIAL DEPARTMENTS

## *Explora*

**WORD OF MOUTH:** A collection of stories meant to inspire the traveler within us all, this section of *Centro Y Sur* is filled with information on where to go, what to do, what to see and what to eat. From city guides to best-of lists, this department offers readers engaging travel-centric content.

**TRAVELER'S TALE:** Travel guru Lisa Loverro gives readers a first-person account of her favorite Latin American travel adventures, mishaps, memories and experiences.

**PROFILE:** Get to know the inspiring personalities of Latin America.

**PICTURE THIS:** Here we let the photos do the talking.

## *Features*

Each issue of *Centro Y Sur* offers readers two to three feature stories in a variety of fashions. From photo essays to service-oriented articles and first-person experiential accounts, these features are meant to inspire readers to experience Latin America for themselves.

## *Pasaporte*

**COMPASS:** This *Centro Y Sur* staple zeros in on one Latin American destination, be it a specific city, an entire country or a tiny island, and introduces readers to its history, global impact and relevance to the issue's theme.

**INSIDER:** An insider's look at the geographic, cultural and political happenings of Latin America—from decoding the Mayan calendar to unearthing the Amazon's most important plants to understanding the high cost of living in South America's most popular cities.

**SIGNPOSTS:** Divided by country, this is a collection of useful and informational links for the Latin America-bound traveler.

**LAST LOOK:** Each issue of *Centro Y Sur* ends with a video selected by our editorial team.



photo by: YHL2



photo by: Pedro Szekeley

# EDITORIAL CALENDAR 2012

## **FEBRUARY 2012: The ROMANCE Issue**

The first issue of 2012 is all about romance: secluded beaches, sexy hotels and candlelit restaurants. Whether it's a vacation spot perfect for honeymooners or a trip sure to rekindle the passion, everything in here is sure to inspire the romantic in you.

## **MARCH/APRIL 2012: The GOOD Issue**

From eco-friendly travel to voluntourism, this installment of *Centro Y Sur* is devoted to travel that does good. We're focusing on humanitarian efforts, sustainable travel, travelers doing good works in Latin America, and anything else that gives back. It's all about travel for a cause.

## **MAY 2012: The BUDGET TRAVEL Issue**

Travel doesn't always have to be a big-budget event or break the bank. This issue is all about wallet-friendly travel ... that doesn't feel low budget. We've rounded up the best low-cost travel finds that Latin America has to offer.

## **JUNE/JULY 2012: The TRAVELERS Issue**

From backpackers to adventurers to luxury lovers, this installment of *CYS* is devoted to travelers—those cultural explorers looking to not only see, but also experience the world around them. Our "travelers" issue will also include extreme transportation—anything from the ultimate road trip to difficult-to-reach destinations.

## **AUGUST 2012: The LISTS Issue**

From top-tens to countdowns, this issue is focused on lists—the must-try, must-see, must-taste and must-visit of Latin America. From restaurants and hotels, to beaches and day trips, this is *Centro Y Sur's* ultimate travel round up.

## **SEPTEMBER/OCTOBER 2012: The LUXE Issue**

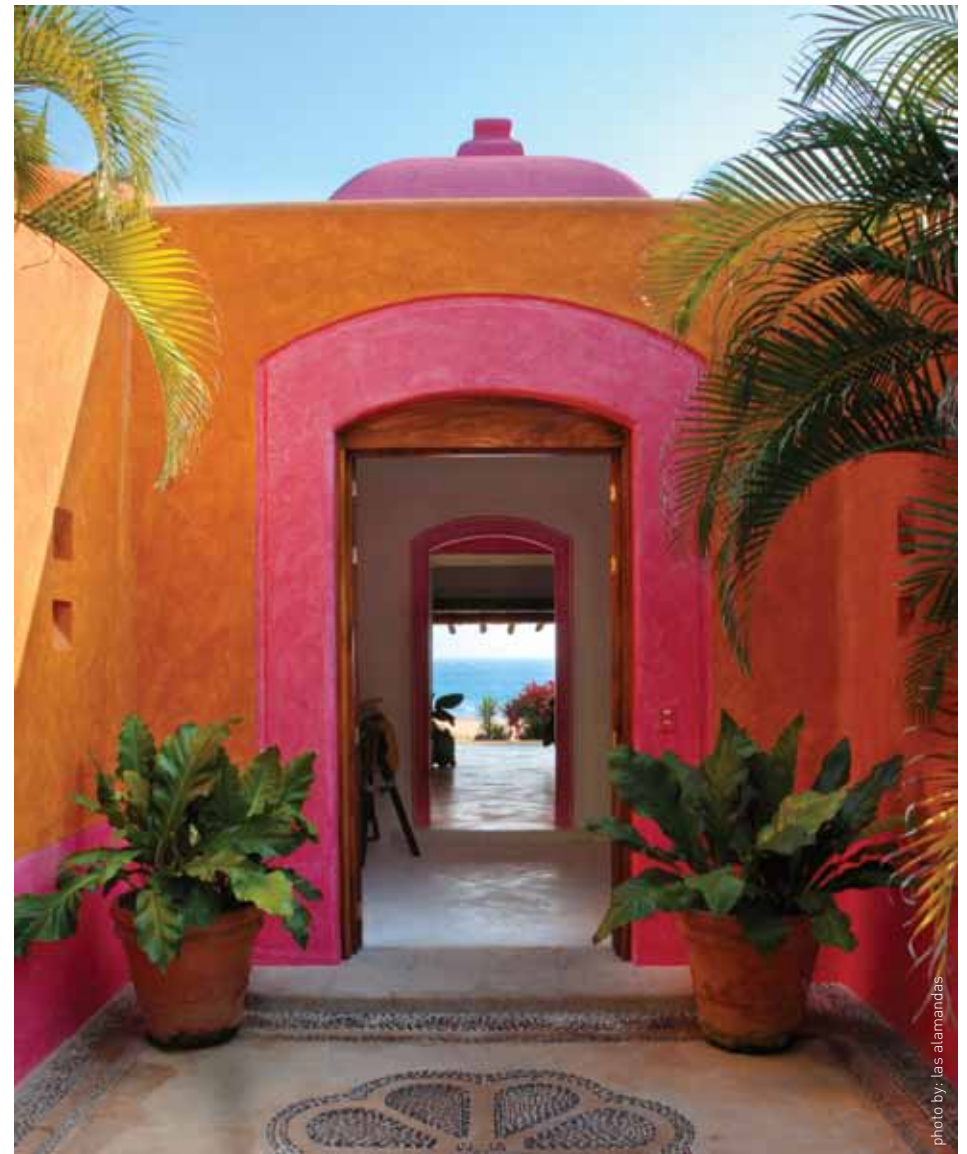
In an ode to the finer things, this installment of *CYS* is all about over-the-top indulgence—a best-of-the-best, spare-no-expense guide to Latin America. If it's luxurious and indulgent, it's in here.

## **NOVEMBER 2012: The TASTES Issue**

Foodies rejoice! This issue is all about the tastes of travel, from tasty street eats and over-the-top dinners to classic cocktails and open-air markets. Prepare to immerse yourself in the culture of food.

## **DECEMBER/JANUARY 2013: The PAST & PRESENT Issue**

For our final issue of 2012, *Centro Y Sur* is focused on Latin America, then and now. From negating misconceptions to exploring the region's ever-growing tourism industry, we're telling the story of Latin America's evolution.



# GETTING THE MOST OUT OF *Centro Y Sur*

Unlike a printed magazine, *Centro Y Sur's* pages are loaded with clickable links and added bonuses. Here's a quick overview on how to see and share it all.

See page thumbnails to quickly find what you are looking for.



This icon lets you know which country you're reading about.

Want more? Find us on Facebook, and follow us on Twitter.

Search the issue by typing a keyword here.

Open a link by clicking on the blue text.

Zoom in for a closer look.

Email or post this page to a social network.

Download and read CYS offline.

Print and read CYS on the go.

Turn the page by clicking the left and right arrows at the top of the screen.

These arrows turn the page as well.

You can also use the left and right QR up and down keyboard buttons to move throughout the pages.



Centro Y Sur blog Check out the Central & South blog for more Latin American inspiration between issues.







## DEMOGRAPHICS

### **Centro Y Sur Readers:**

Female 55%  
Male 45%  
Ages 25–54 77%  
Rate Base 27,000  
Average HHI \$106K

### **Our audience is engaged, responsive, loyal and embraces digital:**

Discussed articles with others 73%  
Emailed articles to others 45%  
Tried a new idea or product 18%

### **Our audience explores advertiser websites, remembers advertisements and purchases products & services:**

Viewed advertiser's website 71%  
Will look for in the future 46%  
Purchased a product or service 9%

### **Our audience spent more than \$500 USD on these travel-related products in 2010:**

Airlines & Transportation 87%  
Hotel/Resort/Destination 76%  
Gear & Equipment 44%

### **Our audience plans to visit the following Latin American countries in the future:**

Argentina 54%  
Brazil 63%  
Colombia 29%  
Costa Rica 68%  
Ecuador 37%  
Mexico 59%  
Peru 37%  
Chile 34%

# DISPLAY AD SPECS



**FULL SPREAD**  
14" WIDE x 8.5" HIGH



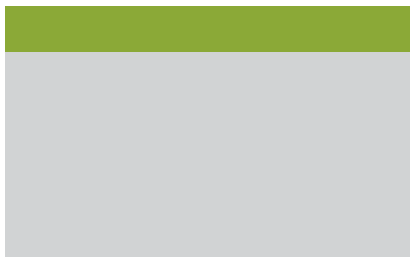
**FULL PAGE**  
7" WIDE x 8.5" HIGH



**HALF HORIZONTAL**  
6" WIDE x 3.33" HIGH



**HALF VERTICAL**  
2.875" WIDE x 7" HIGH



**SECTION SPONSOR/BANNER**  
14" WIDE x 2" HIGH



**FOOTER**  
14" WIDE x 2" HIGH

- Supplied art (jpeg, tiff, PDF or PSD file) must be 300dpi or higher.
- PDF files must include embedded fonts. All graphics in PDF must be RGB, 300dpi.
- EPS & tiff files that include text must be greater than 600dpi, fonts outlined.

## CONTACT US FOR RATES & MARKETING OPPORTUNITIES:

### General Ad Sales:

ads@centroysur.com

Toll free: 855.JOIN.CYS (564.6297)

### Activities, Gear & Destinations:

Luke Shelley

US: 978.968.9501

luke@centroysur.com

### Central America:

Querube Kelso

Panama: (011) 507.6703.3971

querube@centroysur.com

### South America:

Federico Grosso

Argentina: (011) 54.9.2944.208549

federico@centroysur.com

### Publisher/Jason Guest:

Toll free: 855.JOIN.CYS (564.6297)

Cell: 512.703.0426

publisher@centroysur.com



- All materials must be clearly labeled and supplied by email or on disc.
- Specify the web address(es) that your ad should link to.
- For assistance, contact [creative@centroysur.com](mailto:creative@centroysur.com).

# MARKETING OPPORTUNITIES

CENTROYSUR.COM



## CENTRO Y SUR EMAIL NEWSLETTERS



- **Yo Quiero** – Latin America Travel Deals & Offers
- **Fotografía** – Inspiring Image of the Week
- **Dígame** – Weekly Bits of Latin Culture & Lifestyle
- **New Issue** – Sent 8x per year to announce a new issue of *Centro Y Sur*

## SOCIAL MEDIA

- Facebook
- Twitter



## EVENTS

- New issue release parties
- Custom events

## CONTACT US

As a digital interactive travel publication, partnerships between *Centro Y Sur* and your brand are endless. We would love to discuss customized marketing programs.

# ADVERTISING RATES

## **CENTRO Y SUR Magazine Display Advertising**

Full Spread (Full Screen) \$ contact us  
Full Editorial (Half Screen) \$ contact us  
Half Editorial – Vertical (Quarter Screen) \$ contact us  
Half Editorial – Horizontal (Quarter Screen) \$ contact us  
Embedded Video (internally/externally hosted) \$ contact us  
Signpost Top Spread Banner \$ contact us  
Signpost Bottom Spread Banner \$ contact us

## **CENTRO Y SUR Back-Of-Book Special Advertising Section**

### **Marketplace: Display Advertisements**

1/3 Full Editorial \$ contact us  
1/6 Full Editorial \$ contact us

### **Vacation Rentals & Real Estate in Latin America**

1/3 Full Editorial \$ contact us  
1/6 Full Editorial \$ contact us

## **CENTRO Y SUR Digital Display Advertising (IAB Ads)**

Medium Rectangle \$ contact us  
Leaderboard \$ contact us

## **CENTRO Y SUR eNewsletter Advertising**

**Issue Release** – 8x Per Year \$contact us

**Fotographía** – Weekly \$ contact us  
Inspiring Photo of the Week

**Dígame** – Weekly \$ contact us  
Weekly Bits of Latin America Culture & Lifestyle

**Yo Quiero** – Unlimited \$ contact us  
Latin America Travel Deals & Offers

**Contact us for Custom Integrated Packages** – Sponsorships, display advertising, web, social, eNewsletters and events

**Agency Commissions:** 15% to recognized agencies

**Terms:** Credit Card or Wire Transfer payment upon publication

**Interest:** Charged on past-due balances at a rate of 1.5% per month

All rates listed are valid through July 2012



photo by: lasalamandas

## **ADVERTISING CALENDAR 2012**

### **FEBRUARY 2012**

Ad Close: January 16  
Issue Release: February 6

### **MARCH/APRIL 2012**

Ad Close: February 13  
Issue Release: March 5

### **MAY 2012**

Ad Close: April 16  
Issue Release: May 7

### **JUNE/JULY 2012**

Ad Close: May 14  
Issue Release: June 4

### **AUGUST 2012**

Ad Close: July 16  
Issue Release: August 6

### **SEPTEMBER/OCTOBER 2012**

Ad Close: August 6  
Issue Release: September 4

### **NOVEMBER 2012**

Ad Close: October 15  
Issue Release: November 5

### **DECEMBER/JANUARY 2013**

Ad Close: November 12  
Issue Release: December 3