

UruguayNatural

Declared of National Tourist Interest
by the Uruguayan Ministry of Tourism



**MUNICIPIO
Maldonado**

Declared of Local Tourist Interest
by Maldonado City Hall

www.puntadelesteinternacional.com

ANUARIO COLECCIONABLE
PUNTA DEL ESTE
INTERNACIONAL
www.puntadelesteinternacional.com

Punta del Este Internacional is the collectable yearly publication that tourists and investors choose each season because they know they'll find information in it linked with business and leisure activities. Topics covered include real estate investment, architecture, cuisine, hotels, design, history, art, fashion and the countryside.

The editing of these topics is the result of years of market research into what it is in the area of publications that high level visitors to Punta del Este are looking for and need: practical details and reading matter with a strong graphic element, within a collectable product which, once back at their homes or activities, they will reread so as to look back and relive the pleasant moments spent on the trip or holiday. Advertisers are thus able to reinforce and stretch their presence in association with enjoyable times.

Punta del Este Internacional is the yearly collectable which, thanks to its high editorial and graphic value, promotes the resort abroad at international tourist fairs and congresses and congresses for developers and real estate investments.

Advertising

Punta del Este Internacional is the only publication that has a permanent year-round presence with stands at strategic tourist points like Uruguayan Ministry of Tourism information centres, Maldonado City Hall, hotels, and real estate development showrooms. In addition to this it runs a variety of campaigns and promotional activities. Among them is its presence at Punta del Este's cinema complexes, as well as participation at international tourist fairs and real estate shows.

Distribution – Strategic network

- On sale at major bookstores through the Mosca chain in Uruguay and the Yenny's and El Ateneo chain (in Buenos Aires, Cordoba, Santa Fe and Mendoza).
 - Airports and ports in Uruguay, Argentina and Brazil.
 - A network of newsstands in Punta del Este, at the Hotel & Casino Conrad Boutique, Shopping Punta del Este bookstores, Shopping Center, hotels, restaurants and art galleries, sporting events (polo, golf, yachting) and at National Post Offices in Uruguay
-
- VIP events throughout the year.
 - It's Punta del Este's only publication distributed through the National Postal Service.



The yearbook's vintage car advertising recommending the resort.

International

FIT (Buenos Aires - Argentina)
Real Estate Market Expo
La Rural fairground (Buenos Aires - Argentina)
Expo Real Estate (Buenos Aires - Argentina)
SISP (San Pablo - Brazil)
CVC Agencies (Brazil)
Real Estate Report
Real Estate Investment Days
(Punta del Este - Uruguay)
FITUR (Madrid - Spain)
SIMA (Madrid - Spain)

National

VIP Lounge (Carrasco Airport)
VIP Lounge (Punta del Este Airport)
Buquebus, newsstands and waiting rooms
(Buenos Aires and Montevideo)
Ministry of Sport and Tourism tourist
information centres
Tourist information centres
Maldonado Estate Agent offices
Rocha tourist information centres
Embassies and consulates
Punta del Este Internacional advertisers
VIP events

Why choose Punta del Este Internacional ...

- Because of its impeccable print quality, unmatched in the market, its unique images of Punta del Este and surrounds, as well as its high value content for tourists and investors.

- Because, thanks to its high quality, it has a readership of 7 readers/copy, which makes it a lasting means of circulation, one which is saved, gifted and shown off by its readers.

(Readership is the number of readings one copy will have. A rise in this number is significant and generally varies according to the publication's quality and specialist nature.)

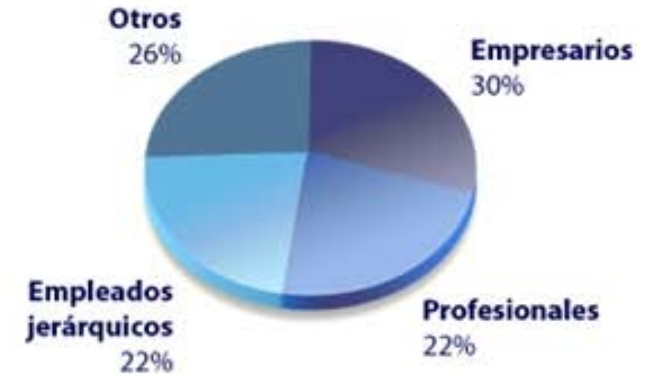
- Because we print 30,000 copies, with continuous circulation 12 months a year, from the moment it comes out in December each year.

- Because we reach 210,000 ABC1 readers, either through direct purchase, business gifts, free distribution, or VIP events.

- Because we are a trilingual edition, which allows us to reach a wider range of readers.

- Because our digital and print edition is read worldwide as a work of reference for investors and tourists. We also reinforce our international presence by constant participation at fairs and congresses, be they tourist, business or real estate.

- Because local and national authorities and private businesses use the yearbook as promotional material for Punta del Este at international fairs due to its unique status as a point of reference for the area's contents and image.



Source: CMYG, Consultora de Mercado y Gestión

International fairs in which the yearly collectable Punta del Este Internacional takes part.



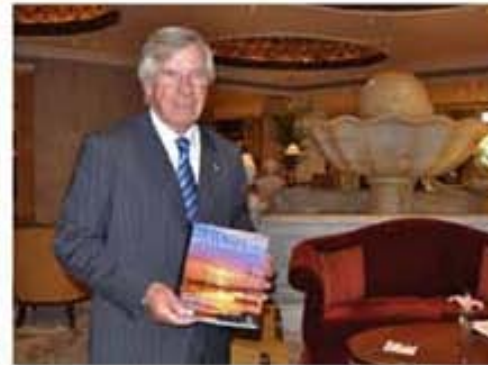
Promoting and advertising Punta del Este Internacional on a national and a world scale.



Maldonado's mayor, Oscar de los Santos.



Suecia Real Estate stand, Expo Real Estate.



Uruguayan Vice President Dr. Danilo Astori.



Minister of Sport and Tourism Héctor Lescano.



Aerial production team, Punta del Este Internacional.



Punta del Este airport hoarding.



SIPE Stand, Punta del Este Real Estate Fair.



Newsstands and bookshops



5-star hotel advertising events.



Show Room events



Promotion at high class sporting events.



Stands set up at strategic tourist points throughout the country.

Be Part of the new edition **2012**



2003



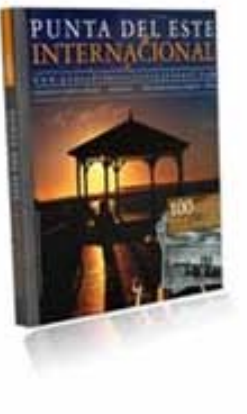
2004



2005



2006



2007



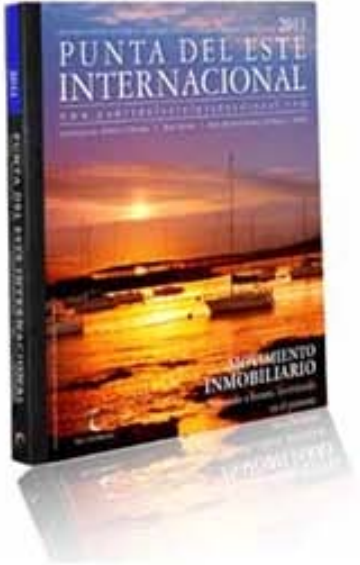
2008



2009



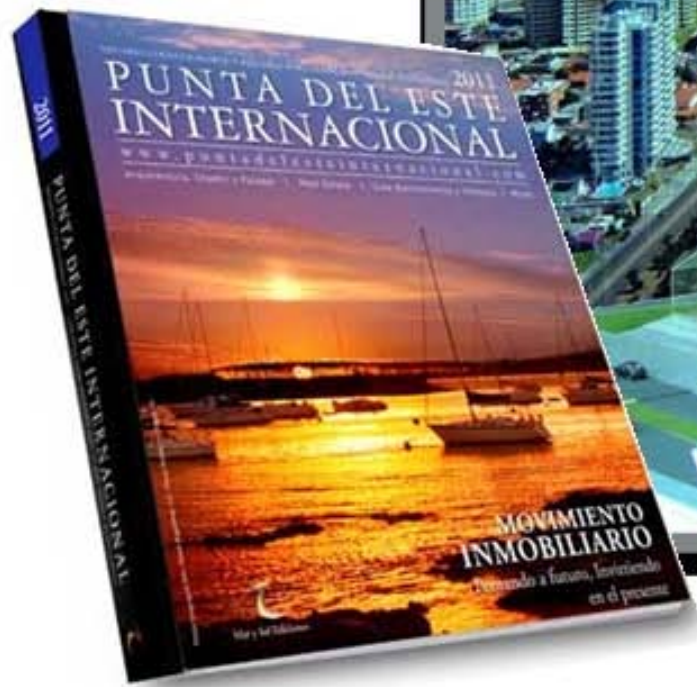
2010



2011



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Punta del Este Internacional, present at the most important real estate developments.

Contact:

Tel: +598 -94- 44 38 20

Address: Playa Mansa, Pda. 46,
Ruta Interbalnearia, Punta del Este, CP. 20 100

Mail: marisolnicoletti@gmail.com

Instructions for assembly and delivery of the originals



Folding cover
42 x 26 cm at the trim.



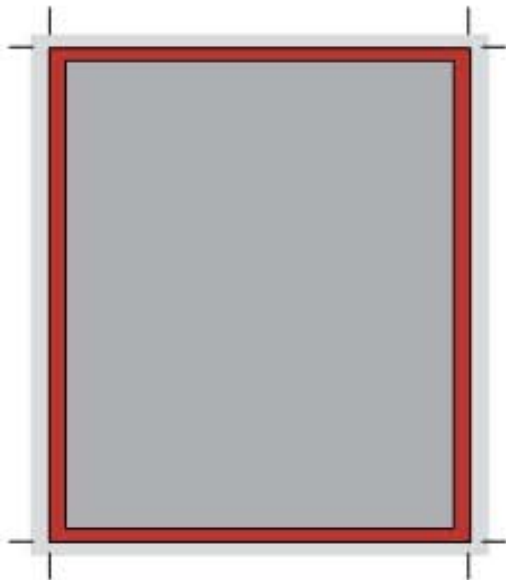
Two-page spread
44 x 26 cm – at the trim.






Back cover
22 x 26 cm – at the trim.



Single page
22 x 26 cm – at the trim.



-  Page size: 22x26 cm
-  Safe area: 1.5mm in from the page edge.
-  Bleed: 7mm, minimum.

Advertisements. Will only be received as:

.: ADOBE ILLUSTRATOR

Version 9 or above

Fonts should be converted to curves and, if the advertisement contains images, these should be attached actual size with a minimum resolution of 300 dpi.

.: COREL DRAW

Exported for Illustrator, extension .ai

Fonts should be converted to curves and, if the advertisement contains images, these should be attached actual size with a minimum resolution of 300dpi.

.:JPG FILES

With a minimum resolution of 300 dpi at the actual publication size.

Sending originals

Can be sent via email to:

nicolastarallo@gmail.com