



ANUARIO COLECCIONABLE
PUNTA DEL ESTE
INTERNACIONAL

PUNTA DEL ESTE INTERNACIONAL is the annual magazine which tourists and investors choose to collect each season since they find in it all the information related to entertainment and business issues. The subjects include : real estate investment, architecture, gastronomy, hospitality, design, history, art, fashion and scenery.

The edition of these subjects is a result of several years of market research concerning the high quality material required by those visiting Punta del Este, the information they need with varied reading material together with an excellent photographic production, which they can keep to take back home or to their businesses and go through it each time they wish to remember or see once more the places which they have visited. Those companies which have advertised in it will be present for a longer period in people´s minds, always in association with happy moments.

info@puntadelesteinternacional.com | www.puntadelesteinternacional.com

Who does it get to?

Each year the 600.000 visitors who arrive to Punta del Este are received with the great book of PUNTA DEL ESTE INTERNATIONAL which they can collect. It is the publication which reaches high class readers either in its press or digital edition.

Interesting Points.

Publication date : December

Number of issues : 30.000

Average re-reading per sample : 7

Amount of reading : 210.000

Total average of tourists in Punta del Este : 600.000

This information was provided by CMYG Consulting ,
Mercado y Gestion Consulting

Why publish in Punta del Este Internacional ?

- Because our publication, positioned as the great book to collect about Punta del Este, allows to reach the highest consumers´ target all year round and also contributes to your company´s prestige by being the collectionable yearbook preferred by the ABC1 public , who are the real consumers.
- For its impeccable presentation , quality and price
- For being the promotional tool used by government members and also by businessmen of the main seaside resort in the Southern Hemisphere.
- For its extensive strategic distribution net in Uruguay, Argentina and Brazil.

Our readers' profile



Promotion

PUNTA DEL ESTE INTERNATIONAL is the only publication which offers permanency all the year round, with exhibitor stands in tourist strategic spots such as Information Centers of the Ministry of Tourism of the República Oriental del Uruguay, City Council of Maldonado, Hotels and showrooms of the newest real estate developments. Also through several campaigns and promotional actions, such as outdoor signs and indoor ones, for example the halls of all cinemas. Also participating in International Tourism Fairs and real estate showrooms

Distribution – Strategic Net

- It is distributed to the chain of bookstores MOSCA in Uruguay and the chains of Jenny`s and El Ateneo bookstores in Buenos Aires, Córdoba, Santa Fé and Mendoza provinces in Argentina.
- Airports and ports in Uruguay, Argentina and Brazil.
- Newspaper stands in Punta del Este, Boutique of the Hotel & Casino Conrad, Bookshops at the Shopping Center, Punta Shopping, restaurants, art galleries, and sports events (polo, golf, yachting).
- VIP events throughout the year.
- It is the only publication distributed by the National Post Office.

Editorial development

Once more the editor Mar y Sol ediciones, will renew for the next season the compromise taken more than 20 years ago with its advertisers and invites your company to participate in the new edition of the magazine, which has been already chosen by readers in Uruguay, Argentina and Brazil and also the incoming European and North American tourism as excellent reference material, as well as for its interesting leisure reading.



: Casapueblo's Sun, offered by Carlos Páez Vilaró in recognition for its Important evolution

: Recognition granted by the Cultural Department of the Maldonado City Council.



: Distinction granted by "MUJER" magazine, for its invaluable support to National Tourism and for its professionalism .

: Prize granted by Juan Herrera Producciones in the area of Tourism.



: Recognition granted by the "Liga de Fomento y Turismo de Punta del Este" for its permanent support to Tourism in Uruguay at a national and international level.

: Declared of National Interest by the Ministry of Tourism of Uruguay and Local Interest by the Maldonado Town Hall.



: Quality Certificates granted by the FCR-Das.

PUNTA DEL ESTE INTERNACIONAL

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