

LivinginPeru / Peru this Week "MEDIA KIT"

We are very **proud** to promote **our country** through the different sections of **livinginperu.com** such as **News, Events, Classifieds, Business Directory, Travel, Gastronomy, Features** and much more.



You will find more information in the following pages.



1. General Information

LivinginPeru.com is the leading source of information in English about Peru. Our readers enjoy daily news, a comprehensive business directory, information about events, gastronomy, travel, movies and much more.

Who is reading LivinginPeru.com?

The readers of LivinginPeru.com are foreigners and well-educated Peruvian citizens with high incomes, who enjoy quality news and information. Our latest survey shows they have a strong interest in charity, events, culture, traveling, gastronomy and politics, as well as having a strong moral grounding. Just about all of our readers are fascinated about Peruvian cuisine. Our readers frequently enjoy magazines such as Caretas, National Geographic, The Economist, Readers Digest, Rumbos Cosas and 88 % read El Comercio every day. Nearly all of our users are online every day with the majority spending two and a half hours online.

Exponential Growth

LivinginPeru.com is one of the fastest growing websites in its category and the fastest growing media outlet in Peru, with traffic having increased as of July 2008 with 150,000 readers (unique visitors) who read Peruvian news in English, visit our Calendar of Events, Classifieds sections, etc., provided by the LivinginPeru.com team.

Exclusive Content

LivinginPeru.com provides up-to-date news and information for foreign residents living in Peru, business & leisure travelers as well as well-educated Peruvian citizens looking to get the most for their money.

Traffic flows from Partners

To ensure a steady visibility and growth of users, LivinginPeru.com collaborates with international sources of news. ICPNA, European Commission in Peru, AMCHAM (American Chamber of Commerce in Peru), the US Embassy in Peru, Andina, Google News and others all offer links to and information about LivinginPeru.com

Worldwide Exposure

LivinginPeru.com has appeared in various international media such as El Comercio, RPP, N.Y. Times, Danish National TV, Borsen, Google and Frankfurter Zeitung. LivinginPeru.com will continue its strategy for international exposure to ensure a broad range of loyal and exclusive readers, both in Peru and abroad.

Target North American, European and Peruvian high-end consumers

With LivinginPeru.com you get access to advertise your product to high-end consumers from North America, Europe and Peru who have an interest in Peru, Peruvian culture and Peruvian products. To ensure that your exposure is effective and directed to those consumers with a special interest in your product, we can target your advertising based upon our sections such as News, Business, Travel or Classifieds, to name a few.

2. Advertise in "Peru this Week"

Our weekly Newsletter "Peru this Week" now reaches more than 24.000 subscribers with app. 80 % of them living in Lima/Peru, 10 % in North America, 4 % in Europe and 6 % in other parts of the world.

Banners (540 x 75 pixels) are available and limited to 5 banners edition.

Price

S/. 899 per edition

4 ediciones - S/. 2.999

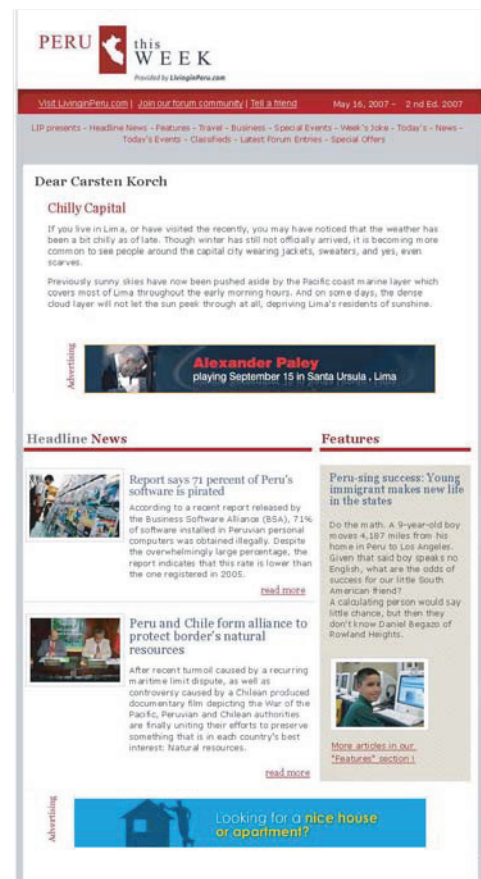
12 editions - S/. 7.500

26 editions - S/. 13.500

52 editions - S/. 24.000

- **Banner Design** from S/. 75 + IGTV

S/. 75 per simple banner (without movement)
 +S/. 30 per animated banner



PERU this WEEK
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Visit LivingInPeru.com | Join our forum community | Tell a friend
 May 16, 2007 - 2nd Ed. 2007

LIP presents - Headline News - Features - Travel - Business - Special Events - Week's Jobs - Today's - News - Today's Events - Classifieds - Latest Forum Entries - Special Offers

Dear Carsten Korch

Chilly Capital

If you live in Lima, or have visited the recently, you may have noticed that the weather has been a bit chilly as of late. Though winter has still not officially arrived, it is becoming more common to see people around the capital city wearing jackets, sweaters, and yes, even scarves.

Previously sunny skies have now been pushed aside by the Pacific coast marine layer which covers most of Lima throughout the early morning hours. And on some days, the dense cloud layer will not let the sun peek through at all, depriving Lima's residents of sunshine.

Advertising
 Alexander Paley
 playing September 15 in Santa Ursula, Lima

Headline News

Report says 71 percent of Peru's software is pirated

According to a recent report released by the Business Software Alliance (BSA), 71% of software installed in Peruvian personal computers was obtained illegally. Despite the overwhelmingly large percentage, the report indicates that this rate is lower than the one registered in 2005. [read more](#)

Peru and Chile form alliance to protect border's natural resources

After recent turmoil caused by a recurring maritime limit dispute, as well as controversy caused by a Chilean produced documentary film depicting the War of the Pacific, Peruvian and Chilean authorities are finally uniting their efforts to preserve something that is in each country's best interest: Natural resources. [read more](#)

Features

Peru-sing success: Young immigrant makes new life in the states

Do the math. A 9-year-old boy moves 4,187 miles from his home in Peru to Los Angeles. Given that said boy speaks no English, what are the odds of success for our little South American friend? A calculating person would say little chance, but then they don't know Daniel Biegazo of Rowland Heights. [More articles in our "Features" section!](#)

Advertising
 Looking for a nice house or apartment?

3. Advertise in LivinginPeru.com

Price 1000 CPM*

The screenshot shows the LivinginPeru.com website interface with several advertising areas highlighted:

- Area 0:** A large banner at the top right, 910x90 px, priced at \$/. 150.
- Area 1:** Three smaller spots below the banner:
 - Pos 1: 155x75 px, \$/. 21
 - Pos 2: 540x75 px, \$/. 45
 - Pos 3: 200x75 px, \$/. 24
- Area 2:** Three spots on the left side of the main content area:
 - Pos 1: 140x75 px, \$/. 15
 - Pos 2: 140x300 px, \$/. 60
 - Pos 3: 140x150 px, \$/. 30

The website content includes a navigation menu (Home, News, Classifieds, etc.), a main news section with articles like 'Here to open a business in the United States' and 'Latest Peruvian News', a 'Classifieds' section, and a 'Business Directory' on the right side.

3. Advertise in LivinginPeru.com

Banners LIP

- CPM stands for "cost per thousand impressions." For example, to have your ad appear 400,000 times at a CPM of S/. 30 would cost S/. 12.000 (400,000 impressions x S/. 30 / 1000). Our minimum purchase on any site is S/. 600 + IGV.
- Our 140 x75 pixels ads are a great value. We also have five very favorable positions to choose from. You can select the entire block as one ad or purchase one spot. Our software will rotate your ad through the various positions. If the advertiser wishes, we can limit the ad to a specific position for an additional S/. 12/CPM.
- We offer targeted advertising based upon user preferences and site content. If the advertiser wishes to target a specific audience, there is an additional S/. 18 - S/. 36 CPM insertion fee.
- Size and prices are subject to change.
- For special pricing considerations on bulk purchases please inquire.

Business Directory (12 months)

GOLD S/. 569 + IGV

Our GOLD membership offers you an opportunity to present your business and increase the knowledge about your products and services among LivinginPeru.com readers. The information about your business, the better chances are that our readers will use your service.

This is what we need to make you look good:

- Logo (200 x 100 pixels)
- Foto (200 x 100 pixel)
- 250 words describing your business
- Address
- Telephone number
- Cellular number
- Fax
- Contact
- E-mail
- Web site

Special discounts for advertisers on LivinginPeru.com include a design and a mention in our weekly newsletter "Peru this Week" - S/. 600 + IGV (*Only for GOLD clients)

With the information above we will design and upload a map, so our readers easily can find your business. To see an example please visit

<http://www.livinginperu.com/directory-633-hotels-accomodations-five-stars-jw-marriott-hotel-lima>

3. Advertise in LivinginPeru.com

TOP 5 (12 months)

All services in our Business Directory are posted in alphabetic order.

If you wish to appear among the first 5, you can get in the TOP 5 in your category and increase your click rate for only S/. 699 + IGV per year. It's on a first come, first serve basis.

Sponsorship

Sponsors start at S/. 16.000 annually or longer.

All sponsorships are tailored to reach your marketing goals. Contact us for custom sponsorship opportunities with LivinginPeru.com

To discuss sponsored contests, coupons, and exclusive site sponsorships, e-mail newsletters, special promotions, and custom publishing/marketing, contact sales@livinginperu.com

How do we know all this?

At LivinginPeru.com we know more about our readers than any other media in Peru. We are in constant dialogue with our readers and maintain a steady monitoring of trends. Please contact us for in-depth information and detailed facts about demographics and spending and living habits of our readers.

Here are a few examples:

- 72% of our readers live in Peru.
- 94% of our subscribers reside in Lima.
- LivinginPeru.com's user base is 50/50 male/female.
- 60% of our users own their own home.
- Half of our users have children.
- Nearly 3/4ths of our users have a car and are interested in travel and tourism.
- 50% of our users travel within Peru at least once / year.
- Nearly 100% of LivinginPeru.com users travel abroad at least once/year.
- 70% of our users take a weekend getaway at least every six months.
- 75% of these trips are planned by the user themselves, with tools such as LivinginPeru.com
- When these trips are taken, 80% travel by automobile.
- 75% of our users shop online or in Wong supermarkets.
- 75% of our users eat out at least once every week.
- 75% of our users watch at least one movie a month.
- Our users are very active in culture, concerts, visiting museums and galleries.

For Inquiries, please contact:

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