

# PaymentMedia

Latin American Payments and Mobile Business

MediaKit 2009 - 2010

# \* PRINT Issue

## PaymentMedia

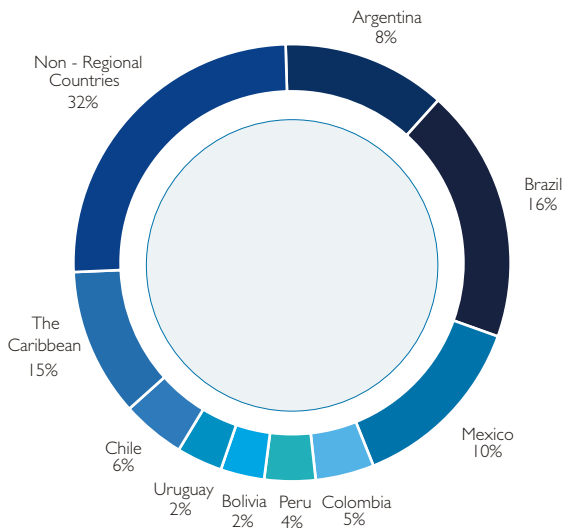
Since its initial stages in 2007, PaymentMedia has become the specialized means of reference for the Latin American sector of electronic means of payment and convergent technologies.

Its participation and promotion of the most important and specialized events internationally, has allowed it to rank as the Hispanic speaking magazine of the sector par excellence. The balance of its content, its innovative design and the highest graphic quality make PaymentMedia a differential editorial product.

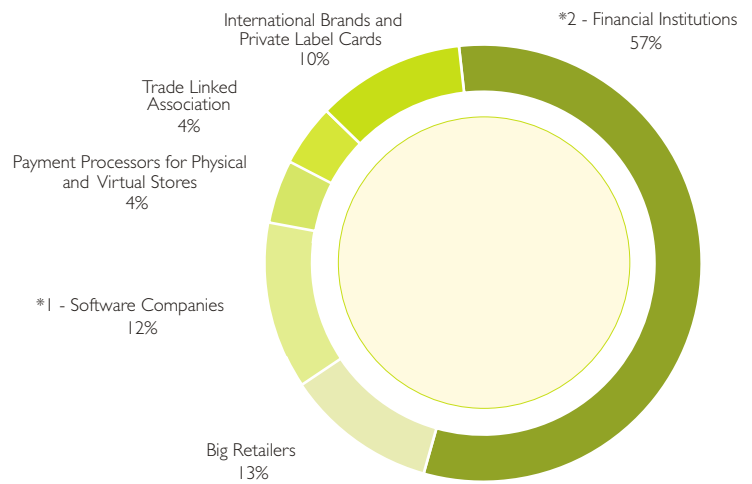
The distribution is made among executives from the main financial institutions of Latin America that are constantly updating on the innovative technological solutions that have the capacity to add value to their clients.

At the same time, PaymentMedia reaches every company that integrates the value network of the industry, standing out among them: manufactures of capture terminals, ATMs makers, manufactures of cards from debit to credit to smart, chip companies, payment processors for physical and virtual stores: mass retailers, operator of telephone networks, issuer, acquirers, private label cards, software companies, distributors, industry-related partnership among others.

### \* Region & Country Distribution Scheme



### \* Distribution by Working Areas & Activities



\*1 - Include: manufacturers of capture terminals; ATM's makers; manufacturers of cards; chip companies; distributors.  
 \*2 - Include: issuers and acquirers.

## Distribution

PaymentMedia is a bimonthly publication distributed almost totally in Latin America, as well as Spain, France and the United States. The distribution is mainly done by air, what guarantees the rapid reception of the product.

## Circulation

The circulation is 3000 copies per edition. Additionally the magazine is distributed in the main Fairs and Conventions of the sector (See calendar).

## Language

PaymentMedia is a publication focused 100% on the Hispanic market. For that reason its structural language is Spanish. However, in five of its editions it is fully translated to Portuguese due to the fact that a great part of its distribution is done in Brazil. Likewise, in the edition corresponding to CARTES-Paris, the publication is presented in a bilingual format Spanish-English.

## Reader's Profile

- 1) Software Companies  
(CEOs, VPs, Directors, Marketing and Sales Managers, etc.)
- 2) Financial Institutions  
(CEOs, VPs, Directors, IT Managers, Marketing, Commercial and Payment Managers, etc.)
- 3) Payment Processors for Physical and Virtual Stores  
(CEOs, VPs, Directors, IT Managers, and Marketing Managers, etc.)
- 4) Grandes Retailers que emiten su propio medio de pago  
(Propietarios, CEOs, VPs, Gerentes de Tecnología, Gerentes Comerciales y Gerentes de Marketing)
- 5) Private Label Cards  
(CEOs, VPs, Directors, IT Managers, and Marketing Managers, etc.)
- 6) Trade linked Associations  
(Media & Marketing Managers)

\*1 - Include: manufacturers of capture terminals; ATM's makers; manufacturers of cards, chips companies, distributors.  
 \*2 - Include: issuers and acquirers.

## Rates

| Full Page                   |           |           |           |
|-----------------------------|-----------|-----------|-----------|
|                             | 1 Issue   | 3 Issues  | 6 Issues  |
| Right Page                  | U\$S 2400 | U\$S 2200 | U\$S 2000 |
| Page 3 or 5                 | Inquire   | Inquire   | Inquire   |
| Back Cover                  | Inquire   | Inquire   | Inquire   |
| Inside Cover                | Inquire   | Inquire   | Inquire   |
| Inside Back Cover           | Inquire   | Inquire   | Inquire   |
| Double Page                 |           |           |           |
|                             | 1 Issue   | 3 Issues  | 6 Issues  |
| Spread                      | Inquire   | Inquire   | Inquire   |
| Central                     | Inquire   | Inquire   | Inquire   |
| Inside Front Cover & Page 3 | Inquire   | Inquire   | Inquire   |

\* Feel free to contact us for further details or suggestions.

## Technical Specifications

### Cut Marks

The publications has mark cuts in all vertices  
Please ensure that all visual issues are inside box  
in a centered way.

### Technical Material (Files)

We accept the following file types.  
They should be sent in CMYK (NO RGB)



\* All folders should be sent in PC format.

Full Page: 230 x 295 mm  
Bleed: 5 mm  
Cut Marks: All sides

### By E-MAIL

Files no larger than 5 Mb.  
[arte@paymentmedia.com](mailto:arte@paymentmedia.com)

### FTP

<ftp://ftptodotv.dyndns.org>  
Send us an email asking for the password  
[pmedia@paymentmedia.com](mailto:pmedia@paymentmedia.com)

# Editorial Calendar

|  |  |   |
|--|--|---|
| February-March   | Bonus  |   |
| Private label cards vs. Bank Cards                           | CIT (Madrid)<br>CARDS (Sao Pablo)  | Ad Deadline<br>Friday, February 26, 2010<br><br>Editorial Deadline<br>Monday, February 8, 2010  |
| April-May  | Bonus  |   |
| Mobile banking: main projects in the region                  | C4 Latin America<br><br>Congreso de Crédito al Consumo<br>y Medios de Pago (Buenos Aires)  | Ad Deadline<br>Friday, April 30, 2010<br><br>Editorial Deadline<br>Monday, April 12, 2010       |
| June-July  | Bonus  |   |
| Special Report: Mexico                                       | Clab (Panamá)<br>Congreso de Crédito al Consumo<br>y Medios de Pago (México)<br>Tarjetas y Medios de Pago América Latina (Miami) | Ad Deadline<br>Friday, June 25, 2010<br><br>Editorial Deadline<br>Monday, June 7, 2010          |
| August-September   | Bonus  |   |
| PayPass, payWave and other mobile payments in Latin America. | Cards Latin America (Miami)  | Ad Deadline<br>Friday, August 27, 2010<br><br>Editorial Deadline<br>Monday, August 16, 2010     |
| October-November   | Bonus  |   |
| Special Report: Colombia                                     | Cartes-Paris<br><br>Congreso de Internacional<br>de Tarjetas (Buenos Aires)  | Ad Deadline<br>Friday, October 29, 2010<br><br>Editorial Deadline<br>Monday, October 19, 2010   |
| December-January   | Bonus  |   |
| Post Cartes<br>Coverage of Cartes 2010.                      | TBD  | Ad Deadline<br>Friday, December 17, 2010<br><br>Editorial Deadline<br>Monday, December 13, 2010 |

# \* ONLINE Issue

## PaymentMediaOnline

The strong demand for digital products and the incessant increase in the number of visits and subscriptions to the PaymentMedia web site, led to the creation of a new online product called PaymentMediaOnline.

With a fully renovated design, and a bigger flow of valued segmented information, PaymentMediaOnline has become the most important Hispanic speaking portal of the Latin American industry of means of payment and convergent technologies.

There it is possible to find the latest news about the industry, not only at a regional level, but also globally. Among the novelties the new site incorporates, it's worth mentioning the opinion of qualified professionals, as well as a section devoted to job offers within the sector.

## Newsletter

With a frequency of three times a week and a base of 2000 executives directly involved in the business, our newsletter is undoubtedly the most powerful and efficient communication tool for this particular sector in Latin America.



# OnlineRates NewsLetter

Banner 1, 2, 3 Size: 750 x 96 px

|      |         |             |             |             |
|------|---------|-------------|-------------|-------------|
|      | Format: | <b>.swf</b> | <b>.gif</b> | <b>.jpg</b> |
| Rate | 1 Month | 3 Months    | 6 Months    |             |
|      | Inquire | Inquire     | Inquire     |             |

Banner 4 Size: 300 x 328 px

|      |         |             |             |             |
|------|---------|-------------|-------------|-------------|
|      | Format: | <b>.swf</b> | <b>.gif</b> | <b>.jpg</b> |
| Rate | 1 Month | 3 Months    | 6 Months    |             |
|      | Inquire | Inquire     | Inquire     |             |

Banner 5 Size: 300 x 100 px

|      |         |             |             |             |
|------|---------|-------------|-------------|-------------|
|      | Format: | <b>.swf</b> | <b>.gif</b> | <b>.jpg</b> |
| Rate | 1 Month | 3 Months    | 6 Months    |             |
|      | Inquire | Inquire     | Inquire     |             |

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WebSite
Contactenos
¡Suscríbete a nuestro Newsletter!

Home | 12 de Octubre de 2009

## PaymentMedia News

Latin American Payments and Mobile Business

Medios de pago elect



**Barclays compra la cartera de tarjetas de crédito de Citigroup en Portugal**

El banco británico Barclays reveló que planea adquirir las operaciones de tarjetas de crédito de Citigroup en Portugal por una cifra que no fue revelada.

Medios de pago elect



**Clonación en Venezuela: 100 mil clientes a la espera de respuestas**

Según una nota publicada por el portal enformo inteligente, para los tarjetahabientes venezolanos se ha complicado el sistema de reclamos por donación de tarjetas de crédito.

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Mundo Mobile

**PayPal lanza pago por móvil en España**

17/21 | PayPal, lanza su servicio de pago para móviles en España. El nuevo servicio permitirá que cualquier persona con un terminal pueda enviar o recibir dinero.

Destacados

**HSBC selecciona SAS Fraud Management**

17/03 | La institución HSBC anunció la selección de la solución SAS Fraud Management, el sistema de detección de fraudes en tiempo real que forma parte del marco de soluciones anti fraude de SAS.

Destacados

**MasterCard Advisors lanza renovada versión del PortfolioAnalytics**

16/09 | La rama de servicios profesionales de MasterCard Worldwide, anunció hoy una actualización general de su producto PortfolioAnalytics.

Destacados

**American Express miembro pleno de GlobalPlatform**

16/04 | GlobalPlatform, ha anunciado que American Express se ha convertido en miembro pleno de la organización.

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Diners Club International firma contrato de adquirencia con Elavon

17/09 | La unidad de negocio de Discover, Diners Club International Ltd., y Elavon, subsidiaria de U.S. Bancorp, han anunciado la firma de un acuerdo de adquirencia.

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Si usted no desea recibir este email, envíenos un correo a la siguiente dirección: [cancela@paymentmedia.com](mailto:cancela@paymentmedia.com)

Déjelo este opción, este email no podrá ser considerado Spam. Gracias.

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# PaymentMedia

Latin American Payments and Mobile Business

## Suscription (Printed Version)

suscripciones@paymentmedia.com

### NOTE

\*PaymentMedia is a publication with free subscription. Nevertheless, only financial institutions and companies related to the industry can subscribe for free. If more than one copy is needed, the delivery cost will be paid by the company or institution which requested the copy.

## Newsletter Suscription

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