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**PROMPERÚ**  
**TURISMO**

**Campaña Turismo de Reuniones 2024 - V5**  
**Agosto - Octubre 2024**

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5/08/2024



**irismedia**

Cliente: PROMPERU  
Área: TURISMO  
Campaña: Campaña Turismo de Reuniones 2024 - V5  
Periodo: Agosto - Octubre 2024  
Óptico Total de Campaña



Codigo Of	Proveedor	Medio	Formato	Agosto				Septiembre				Octubre				MONEDA DE FACTURACIÓN	Total Neto (Euros)	Total Neto (Dolares)	Total Neto (SOLES)	SD	Impactos	Alcance	Alcance % +1	Alcance % +3			
				Sem 31	Sem 32	Sem 33	Sem 34	Sem 35	Sem 36	Sem 37	Sem 38	Sem 39	Sem 40	Sem 41	Sem 42	Sem 43											
				29-04	05-11	12-18	19-25	26-01	02-08	09-15	16-22	23-29	30-06	07-13	14-20	21-27	28-03										
PRINT																		47,990.00 €	\$168,274.11	\$/ 633,425.01	21%						
ACCIONES MULTIPAS																											
MICE 01	PUNTO MICE	Revista Punto MICE	Suplemento Perú															EUR	12,500.00 €		\$/ 55,000.00	1.8%	26,300	17,533	1.5%	1.2%	
MICE 03	ESTADOS UNIDOS	Meetings & Conventions	1 full page + 1 full page advertorial															EUR	11,750.00 €		\$/ 51,700.00	1.2%	200,000	60,952	24.9%	19.9%	
MICE 05	BWS Media Group	Corporate & Incentive Travel Magazine	2 Full page advertorial (sept + oct)															USD		\$29,276.13	\$/ 114,176.89	3.8%					
MÉXICO																											
MICE05	BWS Media Group	El Economista	5 Full Page 1 Full Page Suplemento Estilo y Vida															USD		\$17,600.00	\$/ 107,640.00	3.6%	220,494	76,998	26.1%	20.9%	
COLOMBIA																											
MICE05	BWS Media Group	Portafolio	3 Full Page Advertorial (Sep, sept, oct)															USD		\$8,855.00	\$/ 34,534.50	1.2%	118,500	29,625	28.4%	22.7%	
BRASIL																											
MICE07	ENGROUP (GRUPO RADAR)	Radar Magazine	Doble página															USD		\$2,510.00	\$/ 9,789.00	0.3%	15,191	14,324	4.7%	3.7%	
MICE05	BWS Media Group	Valor Económico	Half page															USD		\$26,317.98	\$/ 107,640.12	3.4%					
ARGENTINA																											
MICE09	Comunicaciones Turísticas (LADEVI)	Ladavi Argentina	3 Notas (Branded Content) 3 Medias Páginas															USD		\$13,715.00	\$/ 53,488.50	1.8%	3,000	1,000	108.1%	86.5%	
ESPAÑA																											
MICE10	BUSINESS TRAVEL (MEETIN)	Meet in Otoño 2024	Full Page															EUR	3,620.00 €		\$/ 15,928.00	0.5%					
		Meet in Especial Férias 2024	Full Page															EUR	3,620.00 €		\$/ 15,928.00	0.5%					
MICE11	ORIBEX (TRAVEL MANAGER)	Travel Manager Otoño 2024	2 Full page advertorial 1 Full page															USD	8,900.00 €		\$/ 37,488.00	1.2%	151,400	100,933	75.1%	60.1%	
																		EUR	4,300.00 €		\$/ 18,920.00	0.6%					
MICE13	EVENTORPLUS	Eventos Magazine	Artículo advertorial en sección Explore Estrella en Portada															EUR	2,700.00 €		\$/ 11,880.00	0.4%					
																		EUR	1,000.00 €		\$/ 4,400.00	0.1%					
DIGITAL																		437,348.22 €	\$113,382.68	\$/ 2,866,526.64	79%						
ACCIONES MULTIPAS																											
MICE 15	MULTIVIEW	multiview.com	Video Display															USD		\$11,000.00	\$/ 42,900.00	1%					
MICE 02	PUNTO MICE	Revista Punto MICE	Verónica Comercial en http://www.pointomice.com/ Double Page News Editorial															EUR	3,700.00 €		\$/ 16,280.00	1%					
																		EUR	13,950.00 €		\$/ 57,254.00	1%	392,300	261,533	22.5%	18.0%	
MICE 16	LATINAMERICA MEETINGS (LATAM MEETINGS)	LATAM Meetings	3 emails e-mailing Banner central en web 10 publicaciones en RRS (a FB, a IG, 2 LinkedIn)															USD		\$2,444.00	\$/ 9,934.60	0%					
																		USD		\$2,860.00	\$/ 11,554.00	0%					
																		USD		\$0.00	\$/ 0.00	0%					
ESTADOS UNIDOS																											
MICE04	LUS ANDRADE	northstarmeetingsgroup.com	Advertorial Newsletter Editorial 2 email enclosures Twitter, LinkedIn Mailing Blast (test, oct)															EUR	9,776.00 €		\$/ 43,014.40	1%					
MICE 06	BWS Media Group	Corporate & Incentive Travel Magazine	Web Banner 2 eNewsletter Banners (sept, oct)															USD		\$0.00	\$/ 0.00	0%	4,814,272	1,301,155	17.5%	14.0%	
MICE 17	VUN (SUNMEDIA)	Red Afinidad	eNewsletter (web site video)															EUR	10,111.11 €		\$/ 44,488.89	1%					
MICE 18	TARGET 2016 (IDAP)	Redes Sociales	Tax to Mass Sponsor Ads															EUR	21,600.00 €		\$/ 95,040.00	3%					
MICE 18	TARGET 2016 (IDAP)	Red de Cobertura	Display															EUR	26,000.00 €		\$/ 108,400.00	5%					
MICE 06	BWS Media Group	Business Travel Magazine	3 Branded Content (sept, sept, oct) 5 Email Newsletter 6 Banner 12 Pixelated Newsletter 3 Banner Superior 370x250 3 Banner Lateral 350x300 Publicidad nativa Bottom Banner 738x90 3 Branded Content (oct, sept, oct)																USD	\$6,049.00		\$/ 23,591.10	1%				
																		USD		\$0.00	\$/ 0.00	0%					
MICE 06	BWS Media Group	El Economista	Box Note con redacción al branded content 6 e-Mailing Banner Newsletter Web Home Banner Web Home Video Display 12 Facebook Posts Tax to Mass Sponsor Ads																USD		\$0.00	\$/ 0.00	0%	8,807,662	1,935,025	24.5%	19.6%
MICE 17	VUN (SUNMEDIA)	Red Afinidad																EUR	10,111.11 €		\$/ 44,488.89	1%					
MICE 18	TARGET 2016 (IDAP)	Redes Sociales																EUR	21,600.00 €		\$/ 95,040.00	3%					
MICE 18	TARGET 2016 (IDAP)	Red de Cobertura																EUR	26,000.00 €		\$/ 108,400.00	5%					
COLOMBIA																											
																		USD		\$6,178.25	\$/ 24,095.18	1%					
MICE 06	BWS Media Group	Portafolio	3 Branded Content (sept, sept, oct) RRS - Link post + Handshake en todas las redes (FB, IG, TW, LI) 3 Newsletters (sept, sept, oct) Display Mobile Display Desktop Video Infeed / Preroll Sponsor Ads																USD		\$1,526.40	\$/ 5,952.98	0%				
																		USD	\$4,210.77		\$/ 16,422.00	1%	4,615,500	961,563	36.4%	29.1%	
																		USD		\$7,810.98	\$/ 30,462.81	1%					
																		USD	\$11,368.08		\$/ 44,338.40	2%					
																		USD	\$4,263.40		\$/ 16,627.28	1%					
MICE 18	TARGET 2016 (IDAP)	Redes Sociales																EUR	16,000.00 €		\$/ 70,400.00	2%					
MICE 18	TARGET 2016 (IDAP)	Red de Cobertura																EUR	28,000.00 €		\$/ 113,200.00	4%					
BRASIL																											
MICE 08	ENGROUP (GRUPO RADAR)	Portal Radar	Large Leaderboard 728x90 Newsletter Banner 728x90 8 Post RRS (a Carousel + 4 video) Branded Content (sept + octubre) Media Display Sponsor Ads																USD		\$1,700.00	\$/ 6,800.00	0%				
																		USD		\$1,700.00	\$/ 6,800.00	0%					
MICE 06	BWS Media Group	Valor Económico	Branded Content (sept + octubre) Media Display Sponsor Ads																USD		\$36,629.30	\$/ 142,854.27	5%	5,325,200	2,662,600	17.8%	14.3%
MICE 18	TARGET 2016 (IDAP)	Redes Sociales																EUR		\$7,187.50	\$/ 28,031.25	1%					
MICE 18	TARGET 2016 (IDAP)	Red de Cobertura																EUR	25,000.00 €		\$/ 100,000.00	4%					
																		EUR	20,300.00 €		\$/ 89,320.00	3%					
ARGENTINA																											
MICE09	Comunicaciones Turísticas (LADEVI)	Ladavi	3 Notas (Branded Content) 1 Doble Página 2 Párrafos Sponsor Ads															USD		\$0.00	\$/ 0.00	0%	3,570,000	939,474	37.8%	30.3%	
MICE 18	TARGET 2016 (IDAP)	Redes Sociales																EUR	40,000.00 €		\$/ 176,000.00	6%					
MICE 18	TARGET 2016 (IDAP)	Red de Cobertura																EUR	24,850.00 €		\$/ 109,340.00	4%					
ESPAÑA																											
MICE 19	IDEAS Y PUBLICIDAD (HOSTELTUR)	hosteltur.com	3 Reportajes Banner Resortista															EUR	6,600.00 €		\$/ 29,040.00	1%					
MICE 10	BUSINESS TRAVEL (MEETIN)	Meet in	Banner Resortista															EUR	5,000.00 €		\$/ 20,000.00	1%					
																		EUR	0.00 €		\$/ 0.00	0%					
MICE 12	ORIBEX (TRAVEL MAN																										

**Cliente:** PROMPERÚ  
**Area:** TURISMO  
**Campaña:** Campaña Turismo de Reuniones 2024 - VS  
**Periodo :** Agosto - Octubre 2024  
**Medio** Print

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La contratación del paquete publicitario se realiza a Costa Q10, el volumen de indicaciones (emociones, clics u otros) no está garantizado y es referencial.

TC (Euros a Solos):	4.60
TC (Euros a Dólares):	1.09
TC (Dólares a Solos):	3.90

Mercado	Universo (profesionales)	Universo (30-55)
EEUU	245,001	7,434,095
ESPAÑA	134,404	4,695,882
COLOMBIA	104,203	2,641,285
MÉXICO	295,327	5,529,549
BRASIL	306,787	14,930,113
ARGENTINA	74,646	2,482,864
TOTAL	1,160,368	32,713,288

TOTAL FINAL Euros		47,990.00 €
TOTAL FINAL Dolares	\$	108,274.11
TOTAL FINAL Soles	S/	633,425.01

TOTAL FINAL Euros	427,368.22 €
TOTAL FINAL Dólares	\$ 112,382.68
TOTAL FINAL Soles	S/ 2,366,526.64

Mercado	Universo (profesionales)	Universo (20-55)
2001-02	N = 45.000	N = 33.000

ESPAÑA	134,454	4,595,582
COLOMBIA	104,203	2,641,285
MÉXICO	286,327	5,520,540
BRASIL	306,787	14,930,113
ARGENTINA	74,646	2,402,864