



PROMPERÚ
TURISMO
Perú WOW -LATAM - 2025
Marzo - Junio

11/03/2025



Codigo DI	Proveedor	Medio	Formato	MARZO		ABRIL		MAYO		JUNIO		Moneda de Facturación	Total Neto (Euros)	Total Neto (Dólares)	Total Neto (Soles)	SOI	Impactos	Alcance (000)	Alcance % +1	Alcance % +3
				10-16	17-23	24-30	31-06	07-13	14-20	21-27	28-04									
TV ARGENTINA												0.00 €	\$260,362.50	S/ 1,015,413.75	17%	5,793,000	2,647,325	5.0%	4.0%	
LATAM 01	WEBADS	HBO MAX	Spot TV									0.00 €	\$51,250.00	S/ 199,875.00	3%	1,025,000	320,313	4.7%	3.8%	
COLOMBIA												0.00 €	\$37,500.00	S/ 146,250.00	3%	875,000	186,170	7.2%	5.8%	
LATAM 01	WEBADS	DISNEY PLUS HBO MAX	Spot TV									USD	\$18,750.00	S/ 73,125.00	1.3%	500,000				
LATAM 01	WEBADS	DISNEY PLUS HBO MAX	Spot TV									USD	\$18,750.00	S/ 73,125.00	1.3%	375,000	186,170	7.2%	5.8%	
CHILE												0.00 €	\$37,550.00	S/ 146,445.00	3%	918,000	204,000	6.7%	5.4%	
LATAM 01	WEBADS	DISNEY PLUS HBO MAX	Spot TV									USD	\$25,050.00	S/ 97,695.00	1.7%	668,000	204,000	6.7%	5.4%	
LATAM 01	WEBADS	DISNEY PLUS HBO MAX	Spot TV									USD	\$12,500.00	S/ 48,750.00	0.8%	250,000				
ECUADOR												0.00 €	\$19,687.50	S/ 76,781.25	1%	525,000	150,000	8.1%	6.5%	
LATAM 01	WEBADS	DISNEY PLUS	Spot TV									USD	\$19,687.50	S/ 76,781.25	1.3%	525,000	150,000	8.1%	6.5%	
MÉXICO												0.00 €	\$43,625.00	S/ 170,137.50	3%	900,000	236,842	2.7%	2.1%	
LATAM 01	WEBADS	NETFLIX HBO MAX	Spot TV									USD	\$26,125.00	S/ 101,887.50	1.8%	550,000	236,842	2.7%	2.1%	
LATAM 01	WEBADS	NETFLIX HBO MAX	Spot TV									USD	\$17,500.00	S/ 68,250.00	1.2%	350,000				
BRASIL												0.00 €	\$70,750.00	S/ 275,925.00	5%	1,550,000	1,550,000	5.1%	4.1%	
LATAM 01	WEBADS	NETFLIX DISNEY PLUS HBO MAX	Spot TV									USD	\$45,125.00	S/ 175,987.50	3.0%	950,000				
LATAM 01	WEBADS	NETFLIX DISNEY PLUS HBO MAX	Spot TV									USD	\$13,125.00	S/ 51,187.50	0.9%	350,000	1,550,000	5.1%	4.1%	
LATAM 01	WEBADS	NETFLIX DISNEY PLUS HBO MAX	Spot TV									USD	\$12,500.00	S/ 48,750.00	0.8%	250,000				
ODH ARGENTINA												108,881.82 €	\$425,309.30	S/ 1,636,906.27	37%	6,159,352	10,609,747	19.9%	15.9%	
LATAM 02	PEMILIR (NETCOM)	Pantallas LED	Varios									USD	16,363.64 €	\$28,361.10	S/ 110,608.29	2%	27,332,412	2,930,480	43.2%	34.5%
LATAM 03	LOGAN	Programmatic DOOH	Spot 10"									EUR	16,363.64 €	\$28,361.10	S/ 110,608.29	2%	27,332,412	2,930,480	43.2%	34.5%
COLOMBIA												16,363.64 €	\$26,387.28	S/ 102,910.39	2%	2,530,000	532,168	20.6%	16.5%	
LATAM 02	PEMILIR (NETCOM)	Pantallas LED	Varios									USD	16,363.64 €	\$26,387.28	S/ 102,910.39	2%	2,530,000	532,168	20.6%	16.5%
LATAM 03	LOGAN	Programmatic DOOH	Spot 10"									EUR	16,363.64 €	\$26,387.28	S/ 102,910.39	2%	2,530,000	532,168	20.6%	16.5%
CHILE												20,454.55 €	\$5,786.79	S/ 22,568.48	0%	3,773,956	1,012,676	33.5%	26.8%	
LATAM 02	PEMILIR (NETCOM)	Pantallas LED	Varios									USD	20,454.55 €	\$5,786.79	S/ 22,568.48	0%	3,773,956	1,012,676	33.5%	26.8%
LATAM 03	LOGAN	Programmatic DOOH	Spot 10"									EUR	20,454.55 €	\$5,786.79	S/ 22,568.48	0%	3,773,956	1,012,676	33.5%	26.8%
Ecuador												22,500.00 €	\$0.00	S/ 99,000.00	2%	750,000	300,000	16.2%	12.9%	
LATAM 03	LOGAN	Programmatic DOOH	Spot 10"									EUR	22,500.00 €	\$0.00	S/ 99,000.00	2%	750,000	300,000	16.2%	12.9%
México												15,000.00 €	\$93,800.00	S/ 431,820.00	7%	18,811,027	2,559,323	28.8%	23.0%	
LATAM 02	PEMILIR (NETCOM)	Pantallas LED	Varios									USD	15,000.00 €	\$93,800.00	S/ 431,820.00	7%	18,811,027	2,559,323	28.8%	23.0%
LATAM 03	LOGAN	Programmatic DOOH	Spot 10"									EUR	15,000.00 €	\$93,800.00	S/ 431,820.00	7%	18,811,027	2,559,323	28.8%	23.0%
BRASIL												18,000.00 €	\$270,974.13	S/ 1,135,999.11	20%	7,998,230	3,275,099	10.8%	8.7%	
LATAM 02	PEMILIR (NETCOM)	Pantallas LED	Varios									USD	18,000.00 €	\$270,974.13	S/ 1,135,999.11	20%	7,998,230	3,275,099	10.8%	8.7%
LATAM 03	LOGAN	Programmatic DOOH	Spot 10"									EUR	18,000.00 €	\$270,974.13	S/ 1,135,999.11	20%	7,998,230	3,275,099	10.8%	8.7%
Digital ARGENTINA												288,740.31 €	\$356,276.37	S/ 2,659,935.21	46%	25,608,954	15,127,224	28.4%	22.7%	
LATAM 04	META	Facebook + Instagram	Page Post Video + Stories									USD	0.00 €	\$12,000.00	S/ 46,800.00	0.8%	8,000,000			
LATAM 04	META	Facebook + Instagram	Page Post Photo + Carrusel									USD	0.00 €	\$9,250.00	S/ 36,075.00	0.6%	2,466,667			
LATAM 05	TIKTOK	Tiktok	In Feed									USD	0.00 €	\$13,275.00	S/ 51,772.50	0.9%	29,500,000			
LATAM 06	GOOGLE	Youtube	True View									USD	0.00 €	\$21,500.00	S/ 83,850.00	1.4%	2,150,000			
LATAM 07	IDAP	Canal RON	Display									EUR	29,820.00 €	\$131,208.00	S/ 513,208.00	2.3%	4,260,000	3,147,205	46.4%	37.1%
LATAM 08	BWS	Canal RON	Video Rich Media (Skin Gallery)									USD	0.00 €	\$16,378.21	S/ 63,875.01	1.1%	1,279,548			
LATAM 09	AMADEUS	Canal OTAs	Display									EUR	14,038.46 €	\$61,769.23	S/ 240,198.93	1.1%	4,010,989			
LATAM 10	SUNMEDIA	Canal RON	Native Estándar + Snack Content									EUR	8,600.00 €	\$37,840.00	S/ 145,360.00	0.7%	2,150,000			
COLOMBIA												46,565.36 €	\$62,986.54	S/ 245,535.09	8%	6,123,105	946,673	36.7%	29.3%	
LATAM 04	META	Facebook + Instagram	Page Post Video + Stories									USD	0.00 €	\$18,125.00	S/ 70,687.50	1.2%	14,500,000			
LATAM 04	META	Facebook + Instagram	Page Post Photo + Carrusel									USD	0.00 €	\$9,875.00	S/ 38,512.50	0.7%	2,633,333			
LATAM 05	TIKTOK	Tiktok	In Feed									USD	0.00 €	\$11,725.00	S/ 45,727.50	0.8%	33,500,000			
LATAM 06	GOOGLE	Youtube	True View									USD	0.00 €	\$9,800.00	S/ 38,220.00	0.7%	980,000			
LATAM 07	IDAP	Canal RON	Display									EUR	27,956.50 €	\$123,008.61	S/ 479,999.99	2.1%	3,993,786	946,673	36.7%	29.3%
LATAM 08	BWS	Canal RON	Video Rich Media (Skin Gallery)									USD	0.00 €	\$13,461.54	S/ 52,499.99	0.9%	1,051,683			
LATAM 09	AMADEUS	Canal OTAs	Display									EUR	11,538.46 €	\$50,769.23	S/ 195,076.92	0.9%	3,296,703			
LATAM 10	SUNMEDIA	Canal RON	Native Estándar + Snack Content									EUR	7,070.40 €	\$31,109.76	S/ 119,760.00	0.5%	1,767,600			
CHILE												31,865.91 €	\$37,149.36	S/ 145,092.48	5%	2,863,990	1,286,766	42.6%	34.1%	
LATAM 04	META	Facebook + Instagram	Page Post Video + Stories									USD	0.00 €	\$9,375.00	S/ 36,562.50	0.6%	7,500,000			
LATAM 04	META	Facebook + Instagram	Page Post Photo + Carrusel									USD	0.00 €	\$4,750.00	S/ 18,525.00	0.3%	1,266,667			
LATAM 05	TIKTOK	Tiktok	In Feed									USD	0.00 €	\$6,650.00	S/ 25,935.00	0.4%	9,500,000			
LATAM 06	GOOGLE	Youtube	True View									USD	0.00 €	\$7,400.00	S/ 28,600.00	0.5%	740,000			
LATAM 07	IDAP	Canal RON	Display									EUR	19,460.00 €	\$85,624.00	S/ 328,000.00	1.5%	2,780,000	1,286,766	42.6%	34.1%
LATAM 08	BWS	Canal RON	Video Rich Media (Skin Gallery)									USD	0.00 €	\$8,974.36	S/ 34,999.99	0.6%	701,122			
LATAM 09	AMADEUS	Canal OTAs	Display									EUR	7,692.31 €	\$33,846.15	S/ 129,846.15	0.6%	2,197,802			
LATAM 10	SUNMEDIA	Canal RON	Native Estándar + Snack Content									EUR	4,713.60 €	\$20,339.84	S/ 78,000.00	0.4%	1,176,400			
Ecuador												27,250.77 €	\$30,741.98	S/ 120,997.10	4%	24,853,665	869,009	46.8%	37.5%	
LATAM 04	META	Facebook + Instagram	Page Post Video + Stories									USD	0.00 €	\$5,937.50	S/ 23,156.25	0.4%	4,750,000			
LATAM 04	META	Facebook + Instagram	Page Post Photo + Carrusel									USD	0.00 €	\$4,375.00	S/ 17,062.50	0.3%	1,166,667			
LATAM 05	TIKTOK	Tiktok	In Feed									USD	0.00 €	\$6,250.00	S/ 24,375.00	0.4%	12,500,000			
LATAM 06	GOOGLE	Youtube	True View									USD	0.00 €	\$7,000.00	S/ 27,300.00	0.5%	700,000			
LATAM 07	IDAP	Canal RON	Display									EUR	17,326.12 €	\$76,234.93	S/ 293,849.93	1.3%	2,475,160	869,009	46.8%	37.5%
LATAM 08	BWS	Canal RON	Video Rich Media (Skin Gallery)									USD	0.00 €	\$7,179.48	S/ 27,999.98	0.5%	560,897			
LATAM 09	AMADEUS	Canal OTAs	Display									EUR	6,153.85 €	\$27,076.92	S/ 103,109.76	0.5%	1,758,242			
LATAM 10																				



Código ID	Proceder	Medio / Soporte	Ambito	Segmentación	Frecuencia	Duración	Formato	PERIODO												Moneda de Facturación	Total Neto (Euros)	Total Neto (Dólares)	Total Neto (Soles)	Tipo de Contratación	Tarifa	Total Unidades	Impagos	Cobertura (Abs)	Cobertura (%)	Frecuencia
								10-15	17-23	24-30	31-06	07-13	14-20	21-27	28-04	05-11	12-18	19-25	26-01											
TELEVISION																														
ARGENTINA																														
LATAM 01	WEBADS	HBO MAX	Argentina (Capital, Mendoza, Tucumán, Salta)	Ind. 25-54 años Clases Altas y Medio-Altas. Intereses: Viajes, Aventuras, Naturaleza, Gastronomía, Cultura...	ROTACION	30"	Spot TV											USD	0.00 €	551,250.00	\$/ 199,875.00	CPM	500.00	1,025,000	1,025,000	320,313	4.7%	3.20		
COLOMBIA																														
LATAM 01	WEBADS	DISNEY PLUS HBO MAX	Colombia (Bogotá, Medellín y Cali)	Ind. 25-54 años Clases Altas y Medio-Altas. Intereses: Viajes, Aventuras, Naturaleza, Gastronomía, Cultura...	ROTACION	30"	Spot TV											USD	0.00 €	118,750.00	\$/ 73,125.00	CPM	500.00	500,000	500,000	186,170	7.2%	4.70		
CHILE																														
LATAM 01	WEBADS	DISNEY PLUS HBO MAX	Chile (Santiago, Viña del Mar y Valparaíso)	Ind. 25-54 años Clases Altas y Medio-Altas. Intereses: Viajes, Aventuras, Naturaleza, Gastronomía, Cultura...	ROTACION	30"	Spot TV											USD	0.00 €	118,750.00	\$/ 73,125.00	CPM	500.00	500,000	500,000	186,170	7.2%	4.70		
ECUADOR																														
LATAM 01	WEBADS	DISNEY PLUS	Ecuador (Quito y Guayaquil)	Ind. 25-54 años Clases Altas y Medio-Altas. Intereses: Viajes, Aventuras, Naturaleza, Gastronomía, Cultura...	ROTACION	30"	Spot TV											USD	0.00 €	118,750.00	\$/ 73,125.00	CPM	500.00	500,000	500,000	186,170	7.2%	4.70		
MEXICO																														
LATAM 01	WEBADS	NETFLIX HBO MAX	México (Ciudad de México, Jalisco y Quintana Roo)	Ind. 25-54 años Clases Altas y Medio-Altas. Intereses: Viajes, Aventuras, Naturaleza, Gastronomía, Cultura...	ROTACION	30"	Spot TV											USD	0.00 €	118,750.00	\$/ 73,125.00	CPM	500.00	500,000	500,000	186,170	7.2%	4.70		
BRASIL																														
LATAM 01	WEBADS	NETFLIX DISNEY PLUS HBO MAX	Brasil (São Paulo, Rio de Janeiro, Porto Alegre, Brasília)	Ind. 25-54 años Clases Altas y Medio-Altas. Intereses: Viajes, Aventuras, Naturaleza, Gastronomía, Cultura...	ROTACION	30"	Spot TV											USD	0.00 €	118,750.00	\$/ 73,125.00	CPM	500.00	500,000	500,000	186,170	7.2%	4.70		
TOTAL TELEVISION																														
																		0.00 €	551,250.00	\$/ 199,875.00			1,025,000	1,025,000	320,313	4.7%	3.20			

Muestra de Notificación (Tipo de cambio referencial. Pueden haber variaciones al momento de la contratación administrativa en sitio)
 1€ (Euro a Soles) = 4.40
 1\$ (Dólar a Soles) = 3.70

TOTAL Puntos Euros	4
TOTAL Puntos Dólares	200,362.50
TOTAL Puntos Soles	741,431.75

País	Cantidad de impresiones P1 x P2 (25 a 54)
ARGENTINA	1,025,000
COLOMBIA	500,000
CHILE	500,000
ECUADOR	500,000
MEXICO	500,000
BRASIL	500,000
TOTAL	3,525,000

