

## WHY ADVERTISE WITH US

**The Panama Planner is the best use of your budget for print media. Why?**

**More than any other publication**, The Panama Planner reaches the upscale tourism market. This is because *The Panama Planner* is the only publication put *in the rooms* of virtually all Panama's top hotels, both in and outside Panama City.

### **Tourists keep the Planner.**

The Planner is not just a magazine but a complete tourism guide- Tourists tell us all the time that the Planner is their "bible" for getting to know Panama. Therefore, your Planner ad has lasting value- it does not get thrown out after the articles are read.

## ADVERTISING ADVANTAGES

-The Planner is a "keeper"-the Planners high quality and usefulness as a tourism guide make it a something people keep rather than throwing away- The Planner is actually a complete and handy tourism guide to Panama. Many people tell us it was their "Bible" in getting to know Panama.

- Our 8 by 11 inch size lays flat and makes for easy reading.

- Our all English text targets the prized American and international upscale market.

- We are the only publication put *in the rooms* of all Panama's top hotels.

- We constantly hear stories of how *The Panama Planner* convinced people to come to Panama as a tourist, to come to Panama to live and to invest in Panama.

- The important residential tourism market is supported by our special sections like *Living in Panama* and *Resort Community Round –Up*, *Panama City Neighborhoods*, *The Press-What They're Saying about Panama as a Second Home Destination*- the latest information and best written information on the attractions of Panama as a second home destination.

## OUR DISTRIBUTION

The Planner effectively reaches Panama's most upscale international reading audience- More than any other publication. It is the only publication put **in the rooms** of virtually all Panama's top hotels both in and outside Panama City. The Planner is the surest way to reach the upscale readership of tourists, investors and retirees. We have the highest rate of repeat advertisers of any tourism publication.

The Panama Planner is distributed free to both nationally and internationally. They are placed in the hotel rooms of all Panama best hotels and hotel customers can take them home free of charge. The Planner is also used by the American, Canadian, French and Italian embassies in Panama and it is distributed Panama's own embassies abroad.

## **HOTEL DISTRIBUTION**

The following is a partial list of hotels which place the Planner *in their rooms*:

### **PANAMA CITY**

Sheraton Hotel	Executive Hotel
Miramar Intercontinental	Country Inn and Suites Amador
Panama Marriott	Country Inn and Suites Dorado
The Bristol	Albrook Inn
Decapolis Radisson	La Estancia
El Panamá	Las Vegas Hotel
Country Inn and Suites Amador	Crowne Plaza Hotel
Country Inn and Suites Dorado	

### **PROVINCES**

Gamboa Rainforest Resort	El Limbo
Coronado Resort	Bocas del Toro Hotel
Hacienda del Mar	Cocomo on the Sea
Los Establos	Panamonte Inn and Spa
Tropic Star Lodge	Coffee Estate Inn
Punta Caracol	Villa Marita
Tropical Suites	Park Eden
Los Mandarinos	Sea Gull Cove
Coral Lodge	Valle Escondido Resort
Isla Verde	Park Eden
Boquete Garden Inn	

### **Airlines Distribution**

The Planner is placed in the seats of Air Panama. Delta and Continental receive Planners which are distributed to their network to travel agents and wholesalers.

### **International Distribution**

The Panama Planner has a large international distribution- most of the 20,000 Planners end up outside Panama. They are distributed internationally by IPAT, airlines, embassies, tour operators and international companies. In addition, the 12,000 Planners placed in hotel rooms are taken "home" by international guests.

### **IPAT- (Panama's Ministry of Tourism)**

Receives 6000 per year, which are distributed at the major international fairs, to travel agents, journalists, international VIP's and at special international events that the IPAT Director attends.

### **Cancilleria ( Panama's State Department)**

2000 Planners a year are donated for distribution to Panamanian embassies and consuls worldwide

### **Institutions and organizations**

American Embassy  
Canadian Embassy  
American Chamber of Commerce  
UNICEF  
Who's New Club  
City of Knowledge  
Smithsonian Institute of Tropical Research

**Please find below, download and print out our rates, ads specs and the deadlines for our next issue. If there is a special placement you want, us know.**