

# Patagon Journal

Nº1 Patagonia Fall/Otoño Austral 2010

LA REVISTA DE LA PATAGONIA [www.patagonjournal.com](http://www.patagonjournal.com)

Inaugural Edition  
Edición Inaugural

## THE CORDILLERA SARMIENTO EXPEDITION

La Expedición de la Cordillera Sarmiento

### ENVIRONMENT MEDIO AMBIENTE

The Dams War

La guerra de represas

### AQUACULTURE ACUICULTURA

Until the Last Hope: ISA Virus,  
Aquaculture and Patagonia

Hasta la última esperanza: el virus ISA,  
acuicultura y Patagonia

### HISTORY HISTORIA

Torres del Paine Turns 50

Torres del Paine cumplió 50 años

### PLUS

Travel Directory Directorio de viajes

Information on where to go and what  
to do in Patagonia

Información sobre donde ir y que  
hacer en la Patagonia



# Patagon Journal

**PATAGONIA**, the name itself fires the imagination.

Geographically, it's the bottom one-third of Chile and Argentina. Oft referred to in literature as a mysterious land at "the end of the world," pirates, explorers and scientists all have one common denominator in their tales: an admiration for the beauty of the landscape. Patagonia is a land of amazing natural contrasts: long stretches of windswept desert steppe are found alongside one of the world's largest icefields, fast flowing rivers, and lush forests. Along the coast, whales breed, sea lions huddle up and huge penguin colonies stir. The Andean condor, a large black-and-white bird with an almost airplane-like wingspan, soars throughout the lengthy mountain range that divides the territory. Today, though threatened by a questionable development model, Patagonia remains one of the world's last places to experience pristine nature on a grand-scale. As such, it's a global conservation priority, a leading travel destination, and renowned by outdoors aficionados.



**ABOUT US.** An international magazine about Chilean and Argentine Patagonia, through entertaining articles and exceptional photography, Patagon Journal's mission is to build a greater appreciation, understanding and stewardship of one of the world's most fascinating and beautiful places. Published quarterly in English and Spanish, our magazine will include high quality writing and photographic reports on cultural and scientific topics, environment and nature, outdoor sports, and travel. In addition, our website, [www.patagonjournal.com](http://www.patagonjournal.com), is a daily source for news, blogs, reviews, photos, and videos. Our website is also the premier source for expert advice and info on traveling in Patagonia. Finally, at least 15 percent of our subscription revenue will be donated to organizations working to protect Patagonia.



**TOP WRITERS AND PHOTOGRAPHERS.** Jimmy Langman, Patagon Journal's executive editor, has more than ten years of experience writing about Patagonia and South America for some of the world's leading media, including Newsweek magazine, Fodor's travel guidebooks, Miami Herald, London Guardian, and San Francisco Chronicle. Evelyen Pfeiffer, our deputy editor, is a correspondent for one of Chile's largest newspapers, La Tercera, and author of the recently published book "Torres del Paine: Paradise of Patagonia." Contributing writers include Carolyn McCarthy, author of Lonely Planet guides to Patagonia, Chile and Argentina; Tim Leffel, an award-winning travel writer; and Jack Miller, one of the world's leading mountaineers and a past contributor to National Geographic.

## WHY ADVERTISE WITH PATAGON JOURNAL?

**OUR READERS.** According to official government figures, nearly 2 million tourists from the United States and Europe travel to Chile and Argentina each year. This is a region that is experiencing an authentic tourism boom. As a bilingual publication involving a host of international writers and experts, Patagon Journal is uniquely positioned to serve as a bridge between the travel industry and prospective travelers to Patagonia. We're especially an ideal outlet for advertisements from outdoor industry-related businesses; the Patagonia region is widely considered one of the world's top spots for sports such as fly fishing, trekking, climbing, kayaking and rafting.

### OUR MAGAZINE TARGETS:

- Tourism professionals in Patagonia and abroad
- Environmentalists
- Outdoor sports enthusiasts, such as fly fishermen, climbers, kayakers, skiers, and hikers
- People considering traveling in Patagonia
- People who have a strong interest in Patagonia's nature, culture and lifestyle



The profile of the average person interested in this region is someone who values highly nature conservation and enjoys outdoor sports like fishing, biking and trekking. Some of the most important experts on Patagonian environmental issues participate in our magazine. The region's top fly fishermen and mountaineers are involved. The world's leading authors of Patagonia travel guides are on board. As such, we believe that anyone who wants info on Patagonia will want to opt for our pages. Further still, more than just another travel mag or a source for environmental info, our strong emphasis on high quality writing in a magazine format that emphasizes outstanding photography we think will be the main driver that attracts readers.

**DISTRIBUTION.** Our distribution strategy is set up to make sure our advertisers come together with the readers they are trying to reach. To that end, travel agencies and other professionals worldwide involved in Patagonia travel will receive the magazine. We will have the magazine on sale in newsstands. Given the magazine's appeal to fly fishermen and other outdoors enthusiasts, we will make the magazine available at some of the world's top retail outlets for outdoor gear in Chile, Argentina, North America and Europe. We are developing a loyal subscriber base. Our website already is drawing regular visits from more than 40 countries, and through aggressive promotion, we foresee having at least 40,000 visitors per month by mid-2010.



**GET IN TOUCH WITH US TO FIND OUT ABOUT OUR DIVERSE ADVERTISING OPPORTUNITIES.**