

2009
U.S. Hispanic
Media Kit



Televisa
PUBLISHING + DIGITAL

Televis

PUBLISHING

Grupo Televisa

is

the world's leading producer of Hispanic content and Spanish-language media across the Latin American and U.S. Hispanic markets. Having the largest participation in the entertainment industry, its media companies include television networks and stations, publishing, radio and signage at outdoor sports stadiums. Televisa also produces and distributes television programming, motion pictures and musical recordings; offers dubbing and subtitling services; provides personalized paging/messaging services; and promotes sports and special events.

As the leading Hispanic media company and a major player in the international entertainment industry, Grupo Televisa accomplishes many noteworthy feats. A true global leader, Grupo Televisa, has unprecedented presence, as it: holds 74% of the television audience share in Mexico through its four television networks; reaches the U.S. Hispanic market through Univision, the leading Spanish-language media company in the U.S.; distributes its programming through Latin America, Europe, Asia, and Africa; produces and licenses pay TV channels throughout Latin America and Europe; owns the largest Spanish-language magazine publisher and distributor, covering 20 countries and more than 100 titles; and is a major player in the Mexican TV business, owning Cablevision and Sky, the largest cable and DTH systems in Mexico.



About Televisa Publishing + Digital

Televisa Publishing + Digital is the world's largest Hispanic content provider and distributor. With presence in 20 countries and over 100,000 points of sale, Televisa Publishing + Digital publishes over 110 titles with an annual circulation of over 169 million. Televisa Publishing + Digital's titles are #1 in market and audience share in most of its markets.

Televisa Publishing + Digital has expanded its online initiatives by localizing the content of its popular Esmas.com portal and by launching and re-launching many of its branded and vertical sites, like www.cosmoenespanol.com, www.myautomovil.com, and www.poder360.com. Through its new media applications, Televisa Publishing + Digital offers cutting edge technology for the online world.

Televisa Publishing + Digital provides multi-platform opportunities that allow for optimum delivery and impact. Televisa Publishing + Digital's popular brands extend to online properties, events, and branded products that reach a greater audience and exceed advertiser's needs.

Cross-Platform Capabilities

Print & Custom Publishing

- Televisa Magazines
- Print Advertising
- Print-Online-tie-ins
- Custom Publishing
- Calendar Creation
- Database Creation

Online & Mobile

- Esmas.com Portal
- Vertical Portals
- Content Integration
- Promotions & Advertising
- Polls & Surveys
- Site Sponsorship

Promotions

- Multi-Media Solutions
- Themed Events
- Grassroots Strategies
- Integrated Opportunities
- Special Issues
- Sweepstakes

Talent Use & Management

- Retail to Content: In Store
- DVD's, Novelas, etc.
- Celebrity Endorsement
- Creative Rights
- In-Store Appearance



A Broad Portfolio for a Segmented Market

Televisa Publishing + Digital is proud to publish well-established and highly recognized brands, thereby delivering trusted editorial environments that engage both readers and advertisers alike. Furthermore, the power of Televisa Publishing + Digital lies within our unique ability to reach all niches of the segmented and dynamic U.S. Hispanic market, including both Spanish and English demographics, like the:

fashion forward **risk takers** well-traveled adventurers
independent entrepreneurs artists and trendsetters **political connoisseurs**
classic and refined women **curious minds** entertainment crazed **early adopters**
financially savvy sophisticated and upscale women business elite
knowledge seekers sports enthusiasts **young fashionistas**





The Power of Insight



Televisa Hispanic Insights (<http://www.bigresearch.com/televisa/>) is a research division of Televisa Publishing + Digital which provides our clients with strategic information to help them make smart and cost effective decisions about our brands, the market and their specific products.

Through our strategic partnership with BIGresearch, we have access to syndicated products that provide multimedia information. These products also help us understand and learn about Hispanic consumer behavior as well as how media influences the Hispanic market. We also provide key insights through customized research based on our monthly online panel of readers. Past studies include Hispanic digital studies, readership and engagement studies, and consumer trends studies. Televisa Hispanic Insights offers clients the opportunity to participate in customized studies.

Visit: www.bigresearch.com/televisa



Passion Points on the Hispanic Market

- Hispanics are more confident about the economy than the general market. They are **26%** more likely to agree with the philosophy of spending without worrying and are **31%** more likely to be confident/very confident about the economy.
- Hispanics have a unique and personal relationship with media—this is highlighted in their engagement towards online and print media.
- Hispanics are influenced by magazine advertising and internet advertising more than the general market when making purchasing decisions in a variety of categories.
- Print and online ultimately deliver a winning combination as magazines are the **#1** form of media to drive U.S. Hispanic consumers to the internet for web visits and searches, more so than the general market (**60% v. 52%**).
- Magazines are the **#1** form of media to influence purchasing in the apparel/clothing industry.
- U.S. Hispanics are **47%** more likely to be online and reading magazines at the same time.
- Hispanics are **12%** more likely to research products online before making purchases.
- Hispanics are early adopters, as they over-index against the general market when it comes to using new media.
- Hispanics spread word-of-mouth about a product/service via non-traditional media more so than general market.



Source: BIGresearch, SIMM data, July 2007, BIGresearch, CIA March 2008



Promotional Events 2009

From fashion shows, themed events and cover parties to award ceremonies, conferences and multi-media programs, our promotions team is prepared to take your brand to the next level!

VANIDADES & **BAZAAR**
EN ESPAÑOL Harper's

Miami • October

{ MAGIA DE LA MODA }

Vanidades and Harper's Bazaar en español present a glamorous annual runway show, "Magia de la Moda". This highly anticipated event features fall trends and showcases some of the most distinguished and international designers.



HISPANIC
MAGAZINE

Market TBD • August/September



HISPANA
LEADERSHIP
SUMMIT

The Hispana Leadership Summit is a weekend conference filled with inspirational speeches, inspiring keynotes, interactive seminars and peer-to-peer coaching sessions driven by some of the most powerful and recognized Hispanics in the country. Here female entrepreneurs and professionals come together to promote women empowerment in the workplace.



EMERGE

Emerge is a unique experience for Latino "emerging" professionals to expand their network and to enhance their personal development. "EMERGE" takes the traditional networking venues and elevates the conversation and experience to target the Latino professional's complete lifestyle.



COSMOPOLITAN EN ESPAÑOL

Miami • May

Summer Splash

A steamy swimwear and summer trends fashion show featuring local and international designers. Summer Splash welcomes summertime to Miami!



Washington • Time TBD

Teacher of the Year

Hispanic Magazine hosts its Teacher of the Year program to recognize those teachers who are doing their best to motivate, inspire and prepare students for the future. The program honors one Hispanic educator who has demonstrated these qualities.



Chicago • May

Las 4 de Julio!

Maxim en español and Heineken Premium Light searched for the 4 hottest ladies in Chicago to represent the 4th of July.



Televisa Digital

Televisa Publishing + Digital leverages all of Televisa's unique talent and properties via a digital entertainment platform including a robust portal, mobile platform and various magazine web-sites.

These digital channels bring to consumers unique and exclusive world-class content, such as late-breaking news, entertainment and sports content.

With over 7 million monthly visits, 3.4 million unique visitors and 50 million page-views in the US, Televisa Digital delivers advertisers a large, highly desirable audience and offers consumers a complete digital entertainment platform.*

*Source: Google Analytics, September 2008.





Esmas.com, Televisa's umbrella portal, features over 10 channels of exclusive quality content and is the home to all of Televisa's online properties.

Visits: **7.7 Million**
 Unique Visitors: **3.4 Million**
 Avg. Time on Site: **00:06:04**
 Page Views: **50 Million**

Source: Google Analytics, December 2008

Sports

- Offers the best soccer news selection available.
- Offers exclusive sports-related content with up-to-date information.
- Provides highlights, sports news, virtual soccer plays, team profiles and more.

Entertainment and Telenovelas

- Entertainment industry news.
- Official site for each telenovela/show.
- Content includes photo galleries, gossip, chats, bloopers, behind the scenes and interviews.

Women

- Sections include fashion and beauty, love and romance, advice for mothers, cooking and recipes.
- Content includes comprehensive photogalleries, chats, blogs, horoscopes, tests, opinions and polls.

News

- Up to the minute international and Latin American news featuring current events, RSS feeds, weather, photogalleries and biographies.
- User-generated news reports through *Reportero*.
- Content supported by Televisa's world-class news division.

Health

- Channel offers information on wellness, diseases and disorders, personal and family health.
- Special features include nutrition, medical news and alternative medicines.

Movies

- Movie news, featuring films and actors.

DEMOGRAPHICS

Gender

Male 54%
 Female 46%

Age

15-24 68%
 25-34 11%
 35-44 16%
 45-54 3%
 55+ 2%

Household Size (in persons)

1 3%
 2 11%
 3 25%
 4 20%
 5+ 41%

Household Income

\$15,000-\$24,999 3.8%
 \$25,000-\$39,999 27.1%
 \$40,000-\$59,999 22.4%
 \$60,000-\$74,999 11.1%
 \$75,000 or more 8.8%

Source: comScore MediaMetrix, March 2008



Product

Ad Size

Leaderboard

728x90

Medium Rectangle

300x250

Sponsorship Button

300x90 or 300x70

Sponsorship Button

165x45

Layer

300x300

Televisa sites support Rich Media and Standard Flash Ad Units

Vertical Magazine and Branded Websites



Cosmoen espanol.com

Ground-breaking content that compliments the magazine can now be found on Cosmoen espanol.com. Relaunched in 2008, Cosmoen espanol.com offers young Hispanic women advice on love, relationships, beauty, fashion and health- all at the click of a button.



Vanidades.com

With its relaunch in January 2009, it features Web 2.0 content, along with articles on beauty, fashion, royalty, health, cooking, decoration, entertainment, art, culture, and tourism.



Myautomovil.com

Site for auto enthusiasts and opinion leaders featuring renowned and trusted automotive content from Motorpress International. Covers the latest industry news, reviews and technical descriptions.



TvyNovelas.com

Launched in January 2009, TVyNovelas.com is the #1 Spanish-language destination for entertainment news, stories and photos of the people our users want to read about. Featuring up to date news on Hispanic entertainment with the juicy content that our audience craves!



Hispaniconline.com

Hispaniconline.com is the ultimate online destination for bicultural Hispanics offering celebrity and entertainment news, in-depth profiles of the most influential and fascinating Hispanic personalities, the newest in auto trends, as well as business, politics, and career news.



Poder360.com

Official site for *PODER Enterprise* magazine written in English and offering analysis of business, economic and social trends. Articles and extensive video library related to business, entrepreneurship, politics, media and advertising, profiles, public policy, trade, art and literature, and travel.



NGenespanol.com

Information on world cultures, geography, nature, the environment, anthropology, archeology, exploration, expeditions and technology.



Jambitz.com

Editorial blog written by the editor of *PC Magazine* covering the latest trends in technology and gadgets.

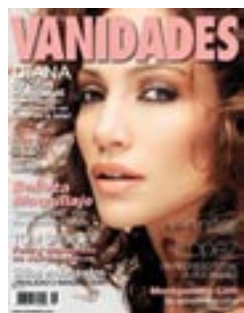




2009 US Hispanic Portfolio



Fashion & Beauty



Vanidades

Target: Women 25-54
Rate Base: 125,000*
FP4C 1X Rate: \$13,700
Total Audience: 2,004,000



Cosmopolitan en español

Target: Women 18-34
Rate Base: 100,000*
FP4C 1X Rate: \$11,000
Total Audience: 1,315,000



Harper's Bazaar en español

Target: Women 25-54
Estimated Circulation: 40,000**
FP4C 1X Rate: \$5,000
Total Audience: 396,000

Entertainment



TVyNovelas

Target: Adults 18-49
Rate Base: 155,000*
FP4C 1X Rate: \$16,500
Total Audience: 2,715,000

Lifestyle & General Interest



Hispanic Magazine

Target: Adults 25-49
Rate Base: 315,000*
FP4C 1X Rate: \$22,150
Total Audience: 1,170,000



Maxim en español

Target: Men 18-44
Estimated Circulation: 50,000**
FP4C 1X Rate: \$6,000
Total Audience: 589,000



National Geographic en español

Target: Adults 25-54
Estimated Circulation: 40,000**
FP4C 1X Rate: \$5,000
Total Audience: 1,262,000

Business



PODER Enterprise

Target: Adults 25-54
Rate Base: 125,000*
FP4C 1X Rate: \$9,500
Total Audience: 675,000

* ABC Audited

** The circulation figures set forth for this publication are an estimate of total circulation and are not the product of any audit by any circulation-audited organization. No promise, guarantee, or representation is made or implied regarding the paid circulation (the number of copies of magazines which have been paid for by the purchaser, not for re-sale) of any such non-audited magazine. Source: Audience is from Simmons NCS/NHCS Summer 2008. For *PODER Enterprise* audience based on estimated readers per copy times circulation.



VANIDADES

Year Established | 1961
Frequency | Bi-Weekly (26 x Year)

The #1 Spanish-language women's beauty, fashion and lifestyle magazine in the U.S. Hispanic market*

Vanidades embodies style and grace. Since its debut in 1961, this legendary publication has been an iconic symbol for generations of women across the Spanish-speaking Americas. Having been in the market for over 47 years, *Vanidades* has developed loyal readers who view each issue as a collector's item. As our readers tend to change their image over time, so does *Vanidades*. With its new look, *Vanidades* essence remains intact. As the #1 Spanish-language women's beauty, fashion and lifestyle magazine in the U.S. Hispanic market,* *Vanidades* serves as a source of credible content and an "authority" in women's beauty and fashion editorial.

Vanidades is renowned for its eloquent articles featuring the finest in fashion, beauty, travel, and health. This first-class publication interviews the most prestigious fashion designers and influencers, and offers coverage of the most exclusive events, charities, exhibitions, galas, and fashion shows. Sophisticated and elegant, *Vanidades* delicately incorporates everything the Hispanic woman is looking for.

*Source: Simmons, NCS/NHCS Summer 2008



DEMOGRAPHICS

Gender		
Female		96%
Male		4%
Employment Status		
Employed		78%
Other		22%
Age		
18-24		11%
25-34		27%
35-44		28%
45-54		18%
55-64		11%
65+		5%
Average Age:		40
Median Age:		35
Marital Status		
Married		52%
Not Married		48%
Language Spoken at Home		
Spanish Dominant		79%
English Dominant		11%
Bilingual		10%
Home Ownership		
Own		56%
Other		44%
Household Income		
\$30,000-\$49,999		23%
\$50,000-\$74,999		19%
\$75,000 or more		24%
Average HHI:		\$62,400
Median HHI:		\$42,500
Children in Household		
% Readers with Children in HH		50%
Readership Info		
Average time spent reading last issue:		90 min
Average times read last issue:		4.1
Education		
Attended/Graduated College or more		84%
Post Graduate Degree		14%

Source: BIGresearch reader profile for *Vanidades*, April 2008
 Simmons NCS/NHCS Spring 2008

Vanidades readers:

- Read fashion (73%), health (72%) and beauty (69%) sections the most
- Are influenced by ads when making purchasing decisions (68%), with beauty (89%) and fashion (74%) being the most influential categories
- Believe that the magazine is a way for them to learn about new products (Index 134)

Source: Simmons MME, 2007; BIGresearch reader profile for *Vanidades*, April 2008
 Indexes based on average Hispanic reader

Rates/Circulation/Audience

Edition	Rate Base	Total Audience
U.S. Hispanic:	125,000*	2,004,000

*ABC Audited
 Source: For audience, Simmons NCS/NHCS Summer 2008

Circulation Breakdown

Newsstands:	25%
Subscriptions:	75%

4C (1X) Rates

U.S. Hispanic	Premium Positions
Full Page: \$13,700	2nd Cover: \$17,125
1/2 Page: \$8,563	3rd Cover: \$16,440
1/3 Page: \$6,165	4th/back Cover: \$17,810
2 Page Spread: \$27,400	

Additional Sizes, Special Positions, and 2C And B/W Rates Available Upon Request



Editorial Breakdown

Beauty	20%
Fashion	20%
Entertainment	14%
Cooking/Food	10%
Decoration	8%
Health/Nutrition	8%
Royalty	6%
Arts & Culture	5%
Tourism	5%
Parenting	4%

Source: Publisher's Estimate, 2008



Psychographics

Vanidades readers:

- Really enjoy any kind of shopping
- Spend a lot of money on toiletries and cosmetics
- Believe that top designers make quality clothes
- Have a particular interest in home décor
- Believe it is important to keep young looking
- Are willing to spend whatever it takes to look young

Source: Simmons NCS/NHCS Spring 2008

AD Sizes

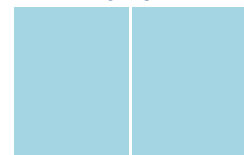
In inches—indicated in width by height.
 Perfect Bound (1/8" gutter allowance) Live Matter (7/16 each side from trim)

Full Page



Trim Size - 8.25 x 10.812
 Bleed Size - 8.5 x 11.062
 Non-Bleed Size - 7.75 x 10.312

2 Page Spread



Trim Size - 16.5 x 10.812
 Bleed Size - 16.75 x 11.062
 Non-Bleed Size - 16 x 10.312

1/2 Page Horizontal



Trim Size - 8.25 x 5.406
 Bleed Size - 8.5 x 5.656
 Non-Bleed Size - 7.75 x 4.906

1/2 Page Vertical



Trim Size - 4.125 x 10.812
 Bleed Size - 4.375 x 11.062
 Non-Bleed Size - 3.625 x 10.312

1/3 Page Vertical



Trim Size - 2.25 x 10.812
 Bleed Size - 3 x 11.062
 Non-Bleed Size - 2.25 x 10.312

COSMOPOLITAN EN ESPAÑOL

Year Established | 1973
Frequency | Monthly (12 x Year)

The #1 young women's Spanish-language beauty and fashion magazine in the U.S. Hispanic market*

Cosmopolitan en español has become well known for its empowering advice, its sassy articles, and its fun and fearless way of approaching womanhood. It is the magazine for fun, fearless women who want to be the best they can be in every area of their lives. After 37 years in the U.S. Hispanic market, *Cosmopolitan en español* has earned its reputation as the #1 young women's Spanish-language beauty and fashion magazine in the United States.*

Cosmopolitan en español, the "Bible" followed by Hispanic women seeking advice, is an essential guide for young women looking to live life to its fullest. Inspiring its readers with groundbreaking content on relationships, romance, fashion, beauty, health, well-being, trends and entertainment, *Cosmopolitan en español* helps them decorate their lives with new and revamped ways of exemplifying beauty and confidence.

*Source: Simmons, NCS/NHCS Summer 2008



DEMOGRAPHICS

Gender		
Female		98%
Male		2%
Employment Status		
Employed		74%
Other		26%
Age		
Under 18		2%
18-24		42%
25-34		42%
35-44		11%
45-54		3%
Average Age:		28
Median Age:		26
Marital Status		
Not Married		74%
Married		26%
Language Spoken at Home		
Spanish Dominant		75%
English Dominant		16%
Bilingual		9%
Home Ownership		
Own		32%
Rent		31%
Other		37%
Household Income		
\$30,000-\$49,999		25%
\$50,000-\$74,999		19%
\$75,000 or more		18%
Average HHI:	\$51,300	
Median HHI:	\$40,000	
Children in Household		
% Readers with Children in HH		55%
Readership Info		
Average time spent reading last issue:	90 min	
Average times read last issue:	4.1	
Education		
Attended/Graduated College or more		81%

Source: BIGresearch reader profile for *Cosmopolitan en español*, 2008
 Simmons NCS/NHCS Spring 2008, NCS/NHCS Winter 2008

Cosmopolitan en español readers:

- Are influenced by ads when making purchasing decisions (73%), with beauty (90%) and fashion (87%) being the top influential categories
- Purchase beauty products at department stores (76%)
- Believe that products and services advertised in this magazine are of high quality (Index 130)

Source: Simmons MME, 2007; BIGresearch reader profile for *Cosmopolitan en español*, 2008
 Indexes based on average Hispanic reader

Rates/Circulation/Audience

Edition	Rate Base	Total Audience
U.S. Hispanic:	100,000*	1,315,000

*ABC Audited

Source: For Audience, Simmons NCS/NHCS Summer 2008

Circulation Breakdown

Newsstands:	45%
Subscriptions:	5%

4C (1X) Rates

U.S. Hispanic	Premium Positions
Full Page: \$11,000	2nd Cover: \$13,750
1/2 Page: \$6,875	3rd Cover: \$13,200
1/3 Page: \$4,950	4th/back Cover: \$14,300
2 Page Spread: \$22,000	

Additional Sizes, Special Positions, and 2C and B/W Rates Available Upon Request



Editorial Breakdown

Beauty	25%
Fashion	25%
Relationship	15%
Entertainment	13%
Self Improvement/Empowerment	12%
Fitness/Health/Nutrition	8%
Home Décor	2%

Source: Publisher's Estimate, 2008



Psychographics

Cosmopolitan en español readers:

- Spend a lot of money on cosmetics
- Buy the latest fashions every season
- Would like to set up their own businesses
- Enjoy any kind of shopping
- Are health and image leaders
- Are willing to try new health and nutrition products
- Are an active source of health information for others

Source: Simmons NCS/NHCS Spring 2008

AD Sizes

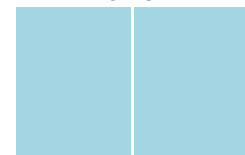
In inches—indicated in width by height.
 Perfect Bound (1/8' gutter allowance) Live Matter (7/16 each side from trim)

Full Page



Trim Size - 8 x 10.875
 Bleed Size - 8.25 x 11.125
 Non-Bleed Size - 7.5 x 10.375

2 Page Spread



Trim Size - 16 x 10.875
 Bleed Size - 16.25 x 11.125
 Non-Bleed Size - 15.5 x 10.375

1/2 Page Horizontal



Trim Size - 8 x 5.4375
 Bleed Size - 8.25 x 5.6875
 Non-Bleed Size - 7.5 x 4.9375

1/2 Page Vertical



Trim Size - 4 x 10.875
 Bleed Size - 4.25 x 11.125
 Non-Bleed Size - 3.5 x 10.375

1/3 Page Vertical



Trim Size - 2.667 x 10.875
 Bleed Size - 2.916 x 11.125
 Non-Bleed Size - 2.167 x 10.375

Harper's BAZAAR

EN ESPAÑOL

Year Established
Frequency

1973
Monthly (10 x Year)



The source for **beauty**
and **fashion** in affluent **Hispanic** markets

A true visionary leader, *Harper's Bazaar en español* has set the stage for the way in which glamour and haute couture reach modern, chic Hispanic women. Distinguishable by the sharp images of the edgy fashion shoots and bold runway shows featured on the sleek pages of its lustrous, over-size format, *Harper's Bazaar en español* is an absolute must-have for all "fashionistas".

Harper's Bazaar en español assembles the best photographers, artists, designers and writers to deliver an illustrious and debonair overview of fashion, beauty and popular culture at its best. Showcasing the best of the fashion world, from clothes to beauty products and everything in between, *Harper's Bazaar en español* provides its readers with daring ideas and wild fashion-forward must-haves.



DEMOGRAPHICS

Gender		
Female		94%
Male		6%
Employment Status		
Employed		80%
Other		20%
Age		
18-24		18%
25-34		25%
35-44		28%
45-54		18%
55+		11%
Average Age:		38
Median Age:		37
Marital Status		
Not Married		56%
Married		44%
Language Spoken at Home		
Spanish Dominant		74%
English Dominant		17%
Bilingual		9%
Home Ownership		
Own		54%
Other		46%
Household Income		
\$30,000-\$49,999		13%
\$50,000-\$74,999		19%
\$75,000 or more		42%
Average HHI:		\$78,000
Median HHI:		\$67,000
Children in Household		
% Readers with Children in HH		78%
Education		
Attended/Graduated College or more		61%

Source: Simmons NCS/NHCS Winter 2008

Harper's Bazaar en español readers:

- Have purchased upscale perfumes in last 12 months (Index 150)
- Shop at upscale department stores (Index 228)
- Have visited a shopping mall 10+ times in last 4 weeks (Index 368)
- Have purchased at a specialty store last 4 weeks (Index 178)

Upscale: Chanel, Dior, Clinique, Estee Lauder, Fendi, Giorgio Armani, Gucci, Guerlain, Nina Ricca, Oscar de la Renta, Ralph Lauren, Vera Wang, and Givenchy

Upscale Department Stores: Saks, Macy's, Neiman Marcus,

Nordstroms, Lord and Taylor, and Bloomingdales

Specialty Stores: Ann Taylor, Banana Republic, Bebe, Burberry, J.Crew, Nine West, Ralph Lauren, Sephora, Talbots, Tommy Hilffiger, and Victoria's Secret

Source: Simmons NCS/NHCS Winter 2008; Indexes based on average Hispanic reader

Rates/Circulation/Audience

Edition	Estimated Circulation	Total Audience
U.S. Hispanic:	40,000**	396,000

Source: For Audience, Simmons NCS/NHCS Summer 2008

**The circulation figures set forth for this publication are an estimate of total circulation and are not the product of any audit by any circulation-audited organization. No promise, guarantee, or representation is made or implied regarding the paid circulation (the number of copies of magazines which have been paid for by the purchaser, not for re-sale) of any such non-audited magazine.

Circulation Breakdown

Controlled:	80%
Newsstands:	20%

4C (1X) Rates

U.S. Hispanic	Premium Positions
Full Page: \$5,000	2nd Cover: \$6,250
1/2 Page: \$3,125	3rd Cover: \$6,000
1/3 Page: \$2,250	4th/back Cover: \$6,500
2 Page Spread: \$10,000	

Additional Sizes, Special Positions, and 2C And B/W Rates Available Upon Request



Editorial Breakdown

Fashion	60%
Beauty	25%
Lifestyle	8%
Entertainment	5%
Travel/Destinations	2%

Source: Publisher's Estimate, 2008



Psychographics

Harper's Bazaar en español readers:

- Fashion magazines help determine the clothes they buy
- Like to stand out in a crowd
- Believe top designers make quality clothes and improve a person's image
- Consider themselves interested in the arts
- Agree it is worth paying extra for quality goods

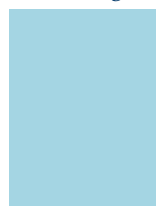
Source: Simmons NCS/NHCS Winter 2008

AD Sizes

In inches—indicated in width by height.

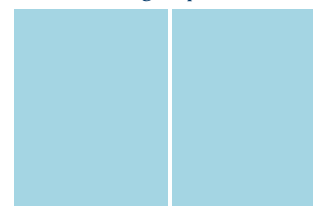
Perfect Bound (1/8' gutter allowance) Live Matter (7/16 each side from trim)

Full Page



Trim Size - 8.858 x 11.614
Bleed Size - 9.108 x 11.864
Non-Bleed Size - 8.358 x 11.114

2 Page Spread



Trim Size - 17.716 x 11.614
Bleed Size - 17.966 x 11.864
Non-Bleed Size - 17.216 x 11.114



TVyNovelas

ESTADOS UNIDOS

Year Established
Frequency

1982
Bi-weekly (24x Year)

The **most-read** magazine and
the **most-read entertainment** magazine
amongst **Hispanics** 18-49*

The U.S. Hispanic market's first Spanish-language entertainment magazine to interview Latin American and Hispanic show business stars, *TVyNovelas* has been around for over 26 years. Still today, when it comes to the latest gossip on the hottest TV stars, *TVyNovelas* covers it all! Capturing exciting moments, dishing out hidden secrets, and unveiling outrageous scandals, this must-have entertainment publication has won the hearts of its loyal readers.

Having become an integral part of its readers' lives, *TVyNovelas* serves as an invaluable resource that keeps them in the know and provides them with the gossip they crave. The only magazine with the ability to leverage Grupo Televisa's vast pool of entertainment talent, *TVyNovelas* has demonstrated passion towards delivering its audience juicy, ground-breaking stories. Making it possible for fans to feel closer to their favorite and most beloved Latin American and Hispanic stars, this colorful and entertaining publication offers captivating editorial coverage and exclusive images that make it the most established source of entertainment in the U.S. Hispanic market.



*Source: Simmons, NCS/NHCS Summer 2008

DEMOGRAPHICS

Gender

Female	80%
Male	20%

Employment Status

Employed	75%
Other	25%

Age

18-24	20%
25-34	32%
35-44	23%
45-54	13%
55+	12%
Average Age:	37
Median Age:	32

Marital Status

Not Married	52%
Married	48%

Language Spoken at Home

Spanish Dominant	77%
English Dominant	7%
Bilingual	16%

Home Ownership

Own	47%
Other	53%

Household Income

\$30,000-\$49,999	24%
\$50,000-\$74,999	23%
\$75,000 or more	18%
Average HHI:	\$52,400
Median HHI:	\$42,500

Children in Household

% Readers with Children in HH	85%
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Education

Attended/Graduated College or more	25%
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Source: Simmons NCS/NHCS Winter 2008, NCS/NHCS Spring 2008

TVyNovelas readers:

- Watch Telenovelas (76%)
- Believe Spanish language advertising is important for their purchasing decisions (Index148)
- Are influenced by their children when shopping (Index124)

Source: Simmons NCS/NHCS Winter 2008, Indexes based on average Hispanic reader

Rates/Circulation/Audience

Edition	Rate Base	Total Audience
U.S. Hispanic:	155,000*	2,715,000

*ABC Audited
Source: For Audience, Simmons NCS/NHCS Summer 2008

Circulation Breakdown

Newsstands:	53%
Subscriptions:	47%

4C (1X) Rates

U.S. Hispanic	Premium Positions
Full Page: \$16,500	2nd Cover: \$20,625
1/2 Page: \$10,313	3rd Cover: \$19,800
1/3 Page: \$7,425	4th/back Cover: \$21,450
2 Page Spread: \$33,000	

Additional Sizes, Special Positions, and 2C. And B/W Rates Available Upon Request



Editorial Breakdown

Entertainment	55%
Soap operas	15%
Exclusives	10%
News	10%
Cooking	5%
Travel	5%

Source: Publisher's Estimate, 2007



Psychographics

TVyNovelas readers:

- Consider magazines to be their main source of entertainment
- Are smart shoppers; they find out as much as they can about a product and shop for the best deals
- Enjoy any kind of shopping
- Enjoy entertaining people in their home
- Are family oriented

Source: Simmons NCS/NHCS Spring 2008

AD Sizes

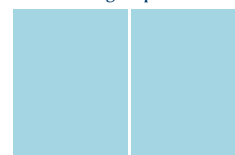
In inches—indicated in width by height.
Perfect Bound (1/8" gutter allowance) Live Matter (7/16 each side from trim)

Full Page



Trim Size - 7.75 x 10.5
Bleed Size - 8 x 10.75
Non-Bleed Size - 7.25 x 10

2 Page Spread



Trim Size - 15.5 x 10.5
Bleed Size - 15.75 x 10.75
Non-Bleed Size - 15 x 10

1/2 Page Horizontal



Trim Size - 7.75 x 5.25
Bleed Size - 8 x 5.5
Non-Bleed Size - 7.25 x 4.75

1/2 Page Vertical



Trim Size - 3.875 x 10.5
Bleed Size - 4.125 x 10.75
Non-Bleed Size - 3.375 x 10

1/3 Page Vertical



Trim Size - 2.583 x 10.5
Bleed Size - 2.833 x 10.75
Non-Bleed Size - 2.083 x 10

HISPANIC

MAGAZINE

Year Established | 1988
Frequency | Monthly (8 x Year)



The magazine for the booming, bicultural America

Hispanic Magazine is the pulse of the dynamic Latino culture, serving up a mix of celebrity and entertainment news, along with in-depth profiles of the most influential and fascinating Hispanic personalities. *Hispanic Magazine* reaches across the borders of national origin to engage the growing, affluent and powerful market of bicultural consumers who have adopted English, but who have a desire to stay connected to their Hispanic roots.

Hispanic culture is hot. Hispanic culture has gained popularity within mainstream America, embracing Latino entertainers, athletes, and musicians. *Hispanic Magazine* taps the powerful fascination these celebrities hold to weave together the threads of cultural identity for readers of Hispanic heritage. It uses their rich life stories to explore and celebrate the shared attitudes and cultural experiences that make Hispanics unique and draw them together as a distinctive, close-knit community.

Hispanic Magazine brings forward the bicultural world Hispanics are a part of; it looks into the lives of affluent Hispanic personalities, showing how the vast similar circumstances and values between them and the readers—family, national origin, the quest for success—have shaped their public personas and influenced their ability to succeed in mainstream America without sacrificing connections to cultural heritage.



DEMOGRAPHICS

Gender		
Female		57%
Male		43%
Employment Status		
Employed		86%
Other		14%
Employment Title		
Professional/Managerial:		60%
Business Owner:		12%
Salesperson:		3%
Other:		25%
Age		
18-24		2%
25-34		16%
35-44		26%
45-54		31%
55+		25%
Average Age:		40
Median Age:		39
Marital Status		
Married		57%
Not Married		43%
Language Spoken at Home		
English Dominant		63%
Spanish Dominant		24%
Bilingual		13%
Home Ownership		
Own		76%
Other		24%
Household Income		
\$30,000-\$49,999		21%
\$50,000-\$74,999		12%
\$75,000 or more		49%
Average HHI:	\$114,000	
Median HHI:	\$73,000	
Children in Household		
% Readers with Children in HH		43%
Education		
Attended/Graduated College or more		93%
Post Graduate Study/Degree		33%

Source: BIGresearch, Hispanic Magazine Readership Study, December 2007
Simmons NCS/NHCS Spring 2008

Hispanic Magazine readers:

- Are influenced by advertising in the magazine to make purchasing decision (57%)
- Claim to be decision makers (93%)
- Claim to be influencers (84%)

Source: Simmons NCS/NHCS Spring 2008; Indexes based on average Hispanic reader

Rates/Circulation/Audience

Edition	Rate Base	Total Audience
U.S. Hispanic:	315,000*	1,170,000

*ABC Audited
Source: For Audience, Simmons NCS/NHCS Summer 2008

Circulation Breakdown

Subscriber	99%
Newsstand	1%

4C (1X) Rates

U.S. Hispanic	Premium Positions
Full Page: \$22,150	2nd Cover: \$27,688
1/2 Page: \$13,844	3rd Cover: \$26,580
1/3 Page: \$9,968	4th/back Cover: \$28,795
2 Page Spread: \$44,300	

Additional Sizes, Special Positions, and 2C And B/W Rates Available Upon Request



Editorial Breakdown

Lifestyle	35%
Entertainment	25%
Culture	15%
General Interest	15%
Business	5%
Calendar	3%
Career	2%

Source: Publisher's Estimate, 2008



Psychographics

Hispanic Magazine readers:

- Consider themselves interested in the arts
- Are interested in international events
- Believe it is worth paying extra for quality goods
- Enjoy taking risks
- Want to get to the top of their careers
- Are interested in other cultures
- Like to pursue a life of challenge, novelty and change
- Keep up with changes in style and fashion

Source: Simmons NCS/NHCS Spring 2008

AD Sizes

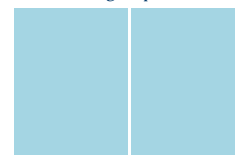
In inches—indicated in width by height.
Perfect Bound (1/8" gutter allowance) Live Matter (7/16 each side from trim)

Full Page



Trim Size - 7.875 x 10.5
Bleed Size - 8.125 x 10.75
Non-Bleed Size - 7.375 x 10

2 Page Spread



Trim Size - 15.75 x 10.5
Bleed Size - 16 x 10.75
Non-Bleed Size - 15.25 x 10

1/2 Page Horizontal



Trim Size - 7.875 x 5.25
Bleed Size - 8.125 x 5.5
Non-Bleed Size - 7.375 x 4.75

1/3 Page Vertical



Trim Size - 2.625 x 10.5
Bleed Size - 2.875 x 10.75
Non-Bleed Size - 2.125 x 10



MAXIM

PARA HOMBRES EN ESPAÑOL

Year Established | 2001
Frequency | Monthly (12 x Year)

The lifestyle magazine for the modern Hispanic man with a busy and active lifestyle

The combination of beautiful women and solid editorial content is powerful, and this dynamic duo can be found spread across the pages of *Maxim en español*. The sultry imagery and the editorial pieces carefully written with a tasteful blend of style and wit, have led this publication to its position as the most read men's lifestyle magazine in the U.S. Hispanic market.*

No matter what's on men's minds—whether it be women, cars, sports, fitness, travel, history, technology, media, food, or alcohol—it can be found in this stimulating publication. *Maxim en español* covers it all, except when it comes to the women. The sexy *Maxim* women have earned their place on the pages of the magazine and in the hearts of the loyal readers. Published under license with Dennis Publishing, *Maxim en español* has over 8 years in the U.S. Hispanic market and an impressive audience of 589,000 per issue.* Both impacting and exciting, *Maxim en español* is the ideal lifestyle magazine for the modern, confident Hispanic male.



*Source: Simmons, NCS/NHCS Summer 2008

DEMOGRAPHICS

Gender

Male	92%
Female	8%

Employment Status

Employed	75%
Other	25%

Age

18-24	24%
25-34	26%
35-44	30%
45-54	12%
55+	8%
Average Age:	35
Median Age:	32

Marital Status

Not Married	55%
Married	45%

Language Spoken at Home

Spanish Dominant	70%
English Dominant	18%
Bilingual	12%

Home Ownership

Own	40%
Other	60%

Household Income

\$30,000-\$49,999	28%
\$50,000-\$74,999	21%
\$75,000 or more	20%
Average HHI:	\$59,000
Median HHI:	\$42,500

Children in Household

% Readers with Children in HH	75%
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Education

Attended/Graduated College or more	18%
------------------------------------	-----

Source: Simmons NCS/NHCS Spring 2008

Maxim en español readers:

- Exercise and play sports on a regular basis (90%)
- Are the first of their friends to have the latest electronic equipment (Index 214)

Source: Simmons NCS/NHCS Winter 2008; Indexes based on average Hispanic reader

Rates/Circulation/Audience

Edition	Rate Base	Total Audience
U.S. Hispanic:	50,000**	589,000

Source: For Audience, Simmons NCS/NHCS Summer 2008

**The circulation figures set forth for this publication are an estimate of total circulation and are not the product of any audit by any circulation-audited organization. No promise, guarantee, or representation is made or implied regarding the paid circulation (the number of copies of magazines which have been paid for by the purchaser, not for re-sale) of any such non-audited magazine.

Circulation Breakdown

Newsstands:	61%
Subscriptions:	39%

4C (1X) Rates

U.S. Hispanic	Premium Positions
Full Page: \$6,000	2nd Cover: \$7,500
1/2 Page: \$3,750	3rd Cover: \$7,200
1/3 Page: \$2,700	4th/back Cover: \$7,800
2 Page Spread: \$12,000	

Additional Sizes, Special Positions, and 2C And B/W Rates Available Upon Request



Editorial Breakdown

Models	30%
Sex	10%
Autos	10%
Bar	10%
Technology	10%
Entertainment	10%
Sports	10%
Fashion	10%

Source: Publisher's Estimate, 2008



Psychographics

Maxim en español readers:

- Do things on impulse
- Like to pursue challenge, novelty and change
- Like to try new alcoholic beverages
- Enjoy taking risks
- Are willing to pay almost anything for an electronic product

Source: Simmons NCS/NHCS Spring 2008

AD Sizes

In inches—indicated in width by height.
Perfect Bound (1/8" gutter allowance) Live Matter (7/16 each side from trim)

Full Page



Trim Size - 8.25 x 10.812
Bleed Size - 8.5 x 11.062
Non-Bleed Size - 7.75 x 10.312

2 Page Spread



Trim Size - 16.5 x 10.812
Bleed Size - 16.75 x 11.062
Non-Bleed Size - 16 x 10.312

1/2 Page Horizontal



Trim Size - 8.25 x 5.406
Bleed Size - 8.5 x 5.656
Non-Bleed Size - 7.75 x 4.906

1/2 Page Vertical



Trim Size - 4.125 x 10.812
Bleed Size - 4.375 x 11.062
Non-Bleed Size - 3.625 x 10.312

1/3 Page Vertical



Trim Size - 2.25 x 10.812
Bleed Size - 3 x 11.062
Non-Bleed Size - 2.25 x 10.312



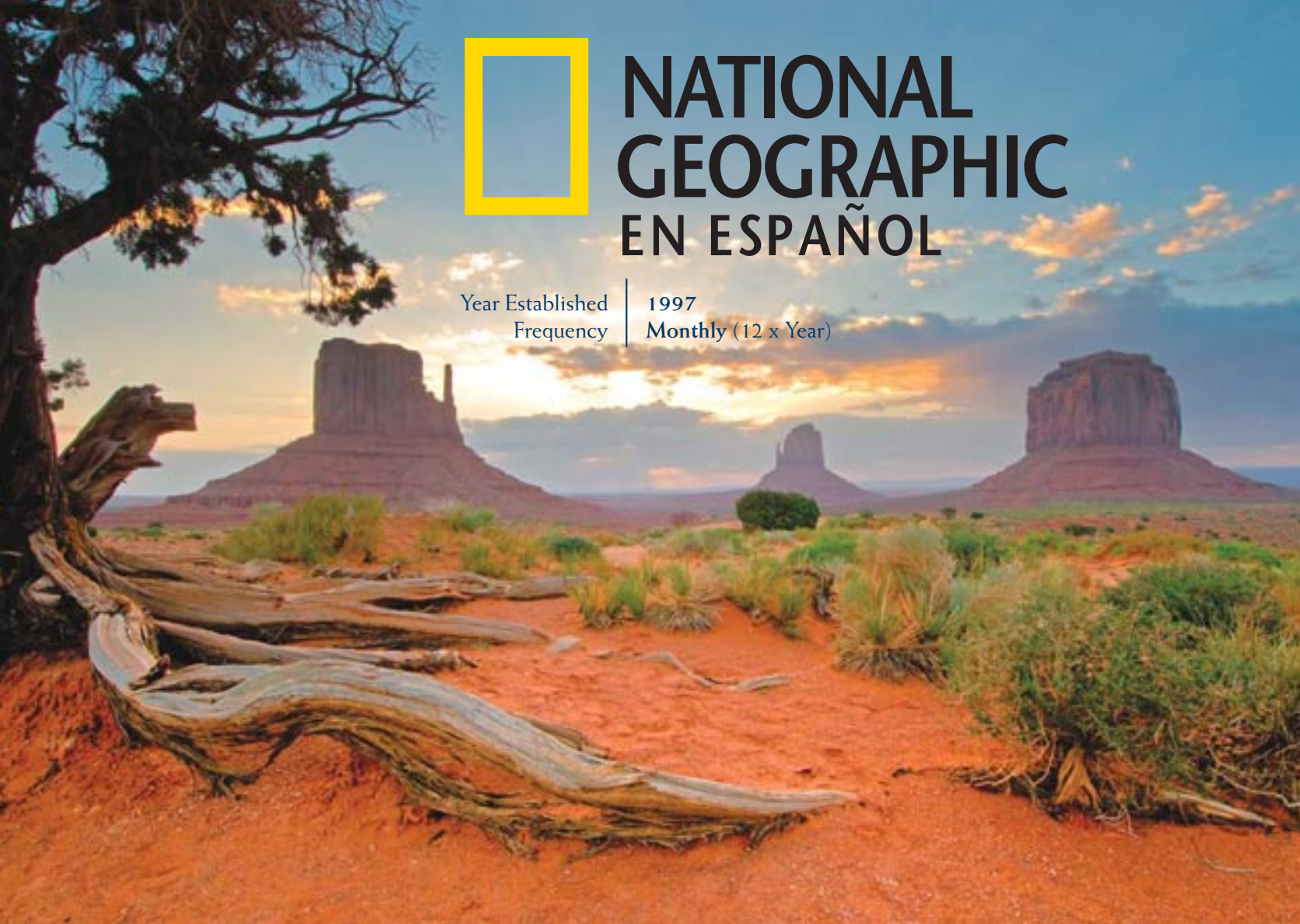
NATIONAL GEOGRAPHIC EN ESPAÑOL

Year Established

1997

Frequency

Monthly (12 x Year)



The world's most quintessential cultural publication

Standing firmly as the world's cultural leader, the National Geographic brand has proudly brought its followers remarkable and astonishing coverage of the planet for the last 117 years. Published under license with the National Geographic Society, a non-profit organization whose mission is to increase and diffuse world geographic knowledge, *National Geographic en español* now proudly celebrates 12 successful years in the U.S. Hispanic market.

Enriching its readers' global perspectives through breath-taking imagery and engaging articles, *National Geographic en español* captures the evolution of science, the essence of history and the beauty of cultures found around the world. The most-read Spanish-language general interest title in the U.S. Hispanic market,* *National Geographic en español* positively impacts the lives of its adventurous, open-minded, free-spirited, cultured, curious and traveled readers.



DEMOGRAPHICS

Gender

Male	61%
Female	39%

Employment Status

Employed	77%
Other	23%

Age

18-24	17%
25-34	19%
35-44	28%
45-54	17%
55+	19%
Average Age:	41
Median Age:	42

Marital Status

Married	52%
Not Married	48%

Language Spoken at Home

Spanish Dominant	72%
English Dominant	18%
Bilingual	10%

Home Ownership

Own	52%
Other	48%

Household Income

\$30,000-\$49,999	26%
\$50,000-\$74,999	23%
\$75,000 or more	21%
Average HHI:	\$57,900
Median HHI:	\$44,400

Children in Household

% Readers with Children in HH	75%
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Education

Attended/Graduated College or more	35%
------------------------------------	-----

Source: Simmons NCS/NHCS Spring 2008, NCS/NHCS Winter 2008

National Geographic en español readers:

- Would pay more for environmentally friendly products (64%)
- Are "smart greens" (63%)
- Trust the magazine to tell the truth (Index 143)
- Believe the magazine has ads about things they care about (Index 120)

Source: Simmons MME, 2007; NCS/NHCS Winter 2008
Indexes based on average Hispanic reader

Rates/Circulation/Audience

Edition	Rate Base	Total Audience
U.S. Hispanic:	40,000**	1,262,000

Source: For audience, Simmons NCS/NHCS Summer 2008

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Circulation Breakdown

Subscriber	55%
Newsstand	45%

4C (1X) Rates

U.S. Hispanic	Premium Positions
Full Page: \$5,000	2nd Cover: \$6,250
1/2 Page: \$3,125	3rd Cover: \$6,000
1/3 Page: \$2,250	4th/back Cover: \$6,500
2 Page Spread: \$10,000	

Additional Sizes, Special Positions, and 2C And B/W Rates Available Upon Request



Editorial Breakdown

The World	25%
Technology	15%
Geography	15%
Nature and Environment	15%
Anthropology and Archaeology	15%
Exploration and Expeditions	15%

Source: Publisher's Estimate, 2008



Psychographics

National Geographic en español readers:

- Are interested in the arts
- Are interested in other cultures
- Love the idea of traveling abroad
- Are interested in international events
- Have a keen sense of adventure

Source: Simmons NCS/NHCS Spring 2008

AD Sizes

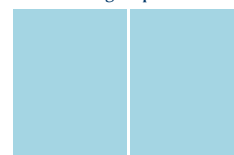
In inches—indicated in width by height.
Perfect Bound (1/8' gutter allowance) Live Matter (7/16 each side from trim)

Full Page



Trim Size - 6.875 x 10
Bleed Size - 7.125 x 10.25
Non-Bleed Size - 6.375 x 9.5

2 Page Spread



Trim Size - 13.75 x 10
Bleed Size - 14 x 10.25
Non-Bleed Size - 13.25 x 9.5

1/2 Page Horizontal



Trim Size - 6.875 x 5
Bleed Size - 7.125 x 5.25
Non-Bleed Size - 6.375 x 4.5

1/2 Page Vertical



Trim Size - 3.438 x 10
Bleed Size - 3.688 x 10.25
Non-Bleed Size - 2.938 x 9.5

PODER[®]

ENTERPRISE

Year Established
Re-launch Poder Enterprise
Frequency

2002
August 2008
Monthly (9 x Year)

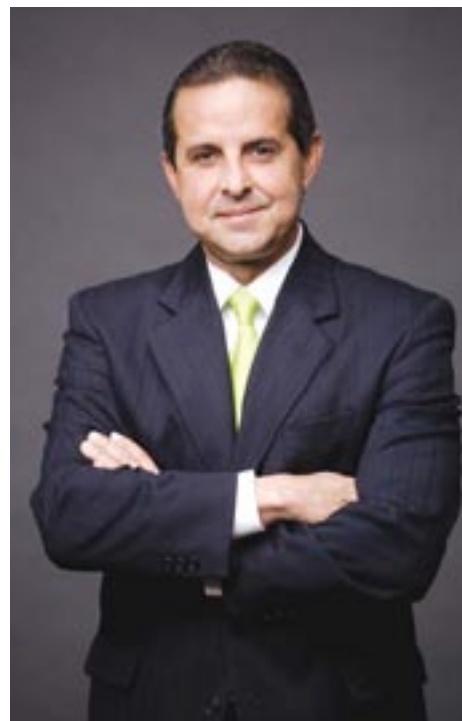


The **premier** business publication for **U.S. Hispanic** leaders, **entrepreneurs** and decision-makers

Poder Enterprise is a monthly English-language publication for Latinos in power—and those who aspire to be. Written for a global audience of influential senior business executives, political decision makers and entrepreneurs, *Poder Enterprise* offers business news, profiles, exclusive interviews and a dynamic entrepreneurial section. Its in-depth, cutting edge editorial coverage and exclusive insider information on the Hispanic and Latin American markets make it influential in social, economic, political and cultural arenas.

Poder Enterprise has an exclusive content agreement with *The Economist*, and partnerships with the Inter-American Development Bank, Wharton School of Business, Georgetown and Columbia Universities and the Boston Consulting Group. Additionally, *Poder Enterprise* is the only magazine in the U.S. that has a joint publishing effort with the United States Hispanic Chamber of Commerce.

A true 360° brand, *Poder Enterprise* offers credible and progressive content, numerous high profile events, specially themed issues and exclusive online opportunities.



DEMOGRAPHICS

Gender

Male	67%
Female	33%

Employment Title

CEO/Owner/President	41%
Other C-Level	3%
VP	3%
Managing Director	8%
Manager	24%
Associate	21%

Age

25-34	13%
35-44	25%
45-54	33%
55-64	22%
65+	7%
Average Age:	48
Median Age:	45

Marital Status

Married	68%
Not Married	32%

Home Ownership

Own	84%
Other	16%

Household Income

\$100,000 or more	57%
Average HHI:	\$153,556

Education

Graduated College or more	88%
Post Grad Study/Degree	36%

Source: BIGresearch, *PODER Enterprise* Readership Study, September 2008

Poder Enterprise readers:

- Own on average 2 properties, with 11% of readers owning over 4 properties
- Have traveled on average 7 times by air over the last year
- Have flown in business or first class (55%)

Source: BIGresearch, *PODER Enterprise* Readership Study, September 2008

Rates/Circulation/Audience

Edition	Rate Base	Total Audience
U.S. Hispanic:	125,000*	675,000

* ABC Audited, 25,000 of the total allocated to the South Florida edition
Source: Audience based on estimated readers per copy times circulation

Circulation Breakdown

Subscriber	93%
Newsstand	7%

4C (1X) Rates

U.S. Hispanic	Premium Positions
Full Page: \$9,500	2nd Cover: \$11,875
1/2 Page: \$5,938	3rd Cover: \$11,400
1/3 Page: \$4,275	4th/back Cover: \$12,350
2 Page Spread: \$19,000	

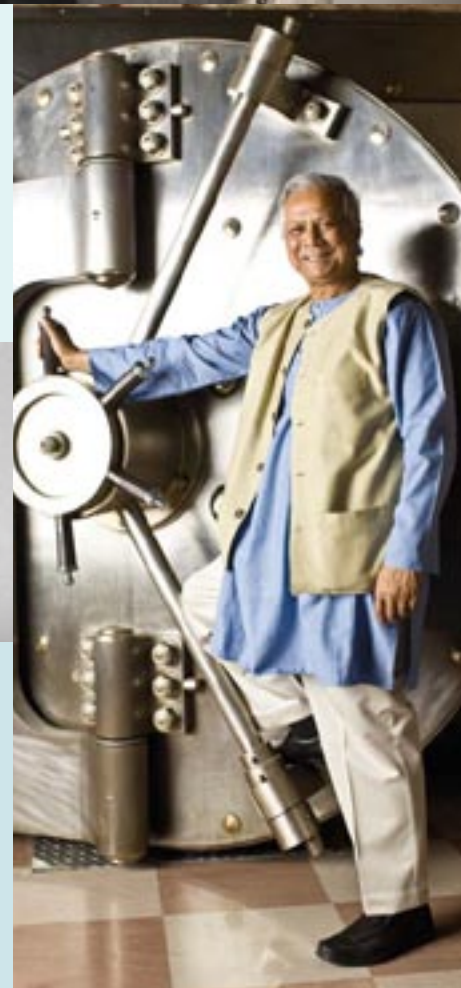
Additional Sizes, Special Positions, and 2C And B/W Rates Available Upon Request



Editorial Breakdown

Business	35%
Entrepreneurship	26%
Politics	10%
Trade	8%
Arts and Culture	8%
Business Lifestyle	5%
Travel	5%
Health	3%

Source: Publisher's Estimate, 2008



Psychographics

Poder Enterprise readers:

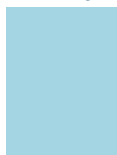
- Seize opportunities in life
- Are opinion leaders
- Are decision makers
- Purchase luxury goods
- Are jet setters
- Make purchasing decisions within their companies

Source: BIGresearch, *PODER Enterprise* Readership Study, September 2008

AD Sizes

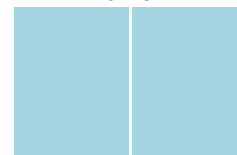
In inches—indicated in width by height.
Perfect Bound (1/8' gutter allowance) Live Matter (7/16 each side from trim)

Full Page



Trim Size - 7.875 x 10.5
Bleed Size - 8.125 x 10.75
Non-Bleed Size - 7.375 x 10

2 Page Spread



Trim Size - 15.75 x 10.5
Bleed Size - 16 x 10.75
Non-Bleed Size - 15.25 x 10

1/2 Page Horizontal



Trim Size - 7.875 x 5.25
Bleed Size - 8.125 x 5.5
Non-Bleed Size - 7.375 x 4.75

1/3 Page Vertical



Trim Size - 2.625 x 10.5
Bleed Size - 2.875 x 10.75
Non-Bleed Size - 2.125 x 10

Material Guidelines

TELEVISA PUBLISHING + DIGITAL 2009 AD SPECIFICATIONS

PrintSure

In order to guarantee the safe and timely arrival of your materials, we encourage you to use PrintSure. PrintSure is our new, reliable, and cutting edge solution software that collects job information from the user via a form, performs an optional local pre-flight check and delivers assets from the user's workstation over the internet to the Print Sure server, thereby making the process of delivery safe, fast, and easy.

Electronic Ads

Whether you are a high volume advertiser or agency, or a smaller, less frequent advertiser, PrintSure is the best ad delivery option.

Remote File Delivery

Adobe Acrobat PDFX-1a files only.

We DO NOT accept other formats.

Color ads should be sent as composite files.

Remote ads which require changes must be re-submitted.

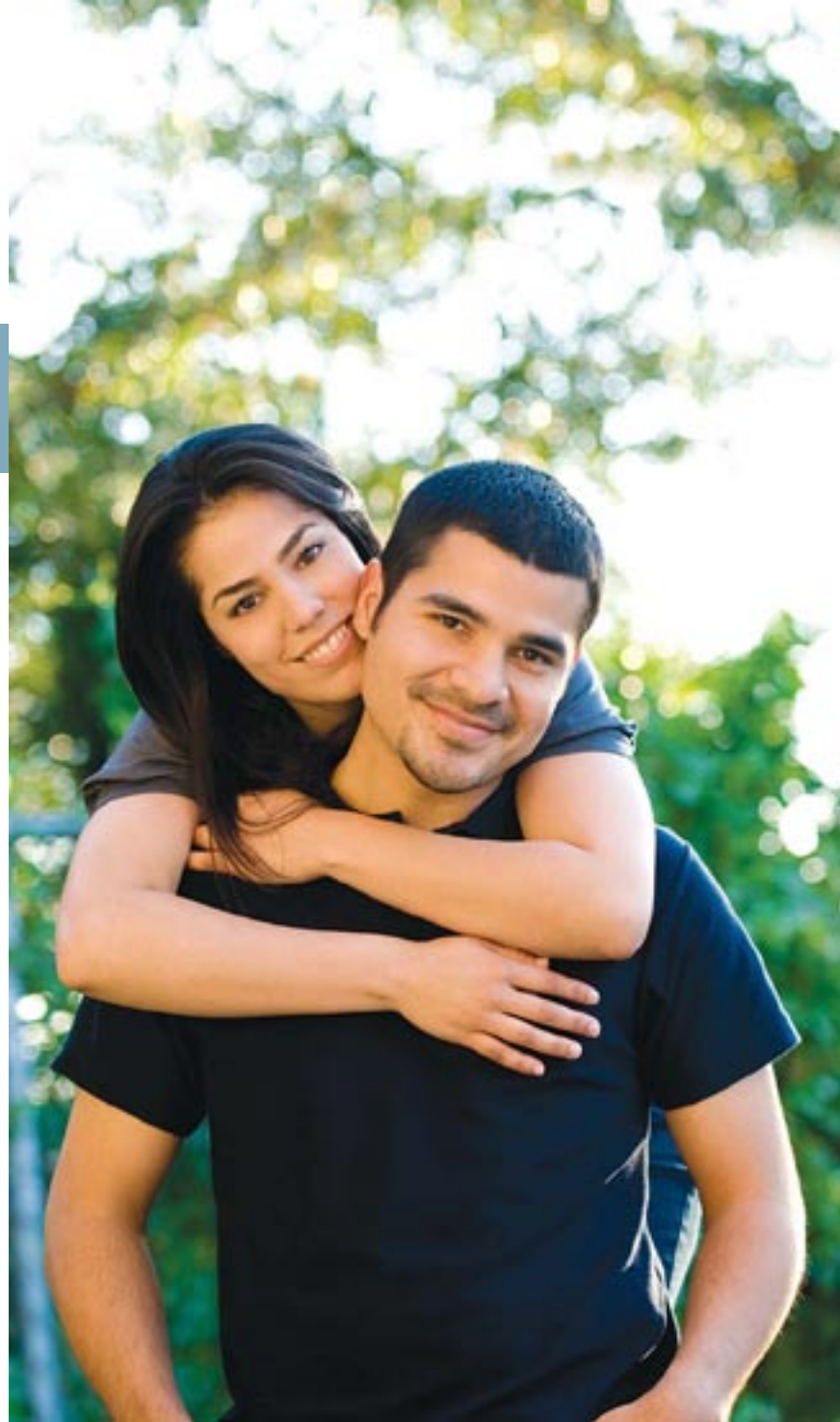
Proof Submission

A conventional proof (MatchPrint, Chromalin) or digital color proof (Fuji, Kodak, etc) are recommended, but laser prints for layout are acceptable.

For color accuracy, a digital color proof MUST be provided with every ad, otherwise we will not be held responsible for "Make-goods".

File Formats

Preferred format: Adobe Acrobat PDF/X-1a



Note

Televisa Publishing + Digital's Production Department has introduced a new software for the exclusive use of our clients. This software (PrintSure) is meant to facilitate the traffic of incoming materials, from the agency or the client, directly to our server. The PDF/X-1a format will be Televisa Publishing + Digital's preferred format for all accepted materials. Clients are asked to send all documents electronically in PDF/X-1a format through our new software server. PrintSure will not only facilitate the traffic of materials, but will also work as a "filter" as it verifies and controls the quality of all documents sent. This will ensure excellent reproduction quality of your ads.





MIAMI

6355 NW 36th Street
Miami, FL 33166
Tel: 305-871-6400
Fax: 305-871-5062

NEW YORK

150 E 58th Street 22nd Floor
New York, NY 10155
Tel: 212-838-7220
Fax: 212-838-8532

LOS ANGELES

8383 Wilshire Blvd., Suite 350
Beverly Hills, CA 90211
Tel: 323-655-0535
Fax: 323-655-8011



visa



Televisa
PUBLISHING + DIGITAL

G + DIGITAL