

COSMOPOLITAN

EN ESPAÑOL



Media Kit 2011

U.S. Hispanic Market



Editorial

The Magazine for the Fun and Fearless Hispanic Female

COSMOPOLITAN EN ESPAÑOL

COSMOPOLITAN^{EN ESPAÑOL}

Year Established
Frequency

1973
12 x a Year
(Monthly)

Launched in 1973 and published as part of a joint venture with The Hearst Corporation, *Cosmopolitan en español* has become well known for its empowering advice, its sassy articles, and its fun and fearless way of approaching womanhood.

Cosmopolitan en español presents a casual voice when addressing the issues that clutter the minds of young Hispanic women. It entices and guides the Hispanic woman in her personal and professional growth, stimulating courage to help her encounter challenges while maintaining her self esteem and confidence. It has become an essential guide that has made *Cosmopolitan en español* a confidante that knows exactly how to solve any situation.

Through its inspiring pages, *Cosmopolitan en español* covers every topic of concern from fashion, beauty, and health, to sex, relationships and pop culture. Leveraging itself on a dynamic brand with 58 international editions and presence in over 100 countries, *Cosmopolitan en español* has the resources to deliver the #1 Spanish-language young women's fashion and beauty magazine in the United States.*

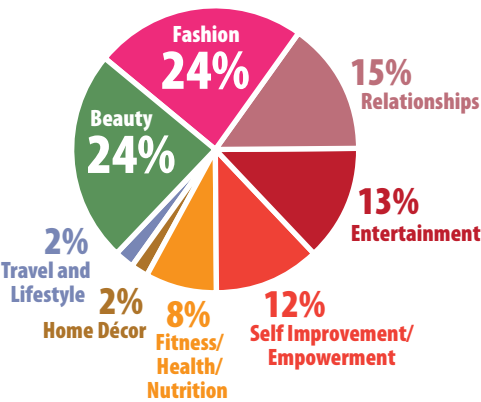
Source: Simmons NCS/NHCS Winter 2010



COSMOPOLITAN

MEDIA KIT 2011

Editorial Breakdown



Source: Publisher’s estimate 2010



Most Read Sections

by *Cosmopolitan en español* readers

Sections	Percentage
Sexo/Relacion de Pareja	91%
Cosmo Look Belleza	76%
Cosmo Moda	71%
Lo que te mueres por saber	66%
Salud al Dia	57%
De la vida real	52%
Cosmo Informa/Famosos in the News	41%
Cosmo Carreras/Dinero	34%
Cocina/Decoracion	34%
De Viaje	29%

Source: *Cosmopolitan en español* custom study, BIGresearch

2011 EDITORIAL CALENDAR



JANUARY

Cosmo Astrology/Horoscope 2011

A *Cosmopolitan en español*'s girl's favorite, get a sneak peek at what the stars have aligned for you in 2011 through our **pullout special booklet** that will last all year long (in book and online).

Diet Special

Getting back in shape after the holiday festivities.

ON SALE: December 28, 2010
RESERVATION: November 18, 2010
MATERIALS: November 25, 2010



FEBRUARY

Seducing Your Valentine

Get sexy this Valentine's Day with all you need to know on how to please your man, the **lingerie** that you'll need for the perfect night, **fragrances** and the **beauty products** that will make him want you even more.

Sweepstakes:

Cosmo Couples Search (In Book and Online)

ON SALE: January 25, 2011
RESERVATION: December 16, 2010
MATERIALS: December 23, 2010



MARCH

Spring Fashion Issue

All the **stylish new looks** of the season with Cosmo's latest trends in **fashion** and **accessories**.

Sweepstakes:

Fun, Fearless De Compras (In Book and Online)

ON SALE: February 22, 2011
RESERVATION: January 13, 2011
MATERIALS: January 20, 2011

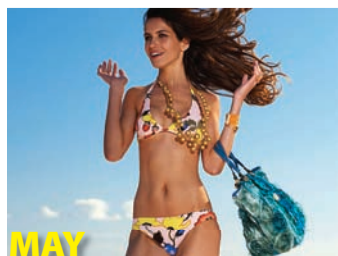


APRIL

Spring Beauty and Fragrance

The new **colors** of the season, the best **breakthroughs** in **products**, plus **sexy** and **fresh fragrances** that will leave you looking and feeling fabulous this Spring.

ON SALE: March 29, 2011
RESERVATION: February 17, 2011
MATERIALS: February 24, 2011



MAY

Sizzling Hot Swimsuits and Bodies

Start feeling the heat of the Summer with all the **sexy swimsuits** for that **sexy body**.

Diet and Healthy Eating

Tips to getting the sizzling body ready for the swimsuit season.

ON SALE: April 26, 2011
RESERVATION: March 17, 2011
MATERIALS: March 24, 2011



JUNE

Summer Issue

All the **styles** for the season along with the best **hairstyles** that will keep you cool this Summer.

Wedding Special

A special guide featuring fun and **sexy dress styles** and **accessories**, and the most romantic wedding and **honeymoon destinations**.

Sweepstakes:

Wedding of your dreams sweepstakes (In Book and Online).

ON SALE: May 24, 2011
RESERVATION: April 14, 2011
MATERIALS: April 21, 2011



JULY

The Sexy Issue

A list of the **hottest** and **sexiest Latin celebrities** of 2011 and their **fashion** and **beauty tips**.

Event:

Signature Cosmo Summer Splash Event (In Book and Online)

ON SALE: June 28, 2011
RESERVATION: May 19, 2011
MATERIALS: May 26, 2011



AUGUST

Sexy Escapes

Summer is not complete without a getaway! Whether it's a few days or a whole month, **sexy escapes** for you to enjoy with your friends or with your man.

Special Advertising Section:

Campus Glam

ON SALE: July 26, 2011
RESERVATION: June 16, 2011
MATERIALS: June 23, 2011



SEPTEMBER

Anniversary/Hot Issue

Celebrating our anniversary with our annual **hot issue** featuring the new **fashion** and **beauty styles** of the season.

Jeans Special

Everything sexy when it comes to **denim** and **jeans**.

Sweepstakes:

Fun, Fearless De Compras (In Book and Online)

ON SALE: August 23, 2011
RESERVATION: July 14, 2011
MATERIALS: July 21, 2011



OCTOBER

Breast Cancer Awareness Issue

The latest regarding **diagnosis**, **treatment**, **risk factors**, and screening to keep you **healthy**.

Fall Beauty and Hair

ON SALE: September 27, 2011
RESERVATION: August 18, 2011
MATERIALS: August 25, 2011



NOVEMBER

Cosmo Hombre

This **signature issue** is all about men! From **grooming products** for him, to insider tips from men on relationships, this issue offers you a different perspective allowing you to get to know your man better!

ON SALE: October 25, 2011
RESERVATION: September 15, 2011
MATERIALS: September 22, 2011



DECEMBER*

Cosmo Beauty Awards

A look back at the year's best **beauty products**.

Holiday Special

The must have **sexy party dresses** and the **perfect holiday makeup** and hair.

ON SALE: November 22, 2011
RESERVATION: October 13, 2011
MATERIALS: October 20, 2011

About Televisa Publishing + Digital

Cosmopolitan en español is published by Televisa Publishing + Digital which is part of Televisa Group, 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 100 titles with an annual circulation of over 174 million. Televisa Publishing + Digital's titles are #1 in market and audience share in most of its markets. Televisa Publishing + Digital provides multi-platform opportunities 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.



Televisa
PUBLISHING + DIGITAL





The Reader

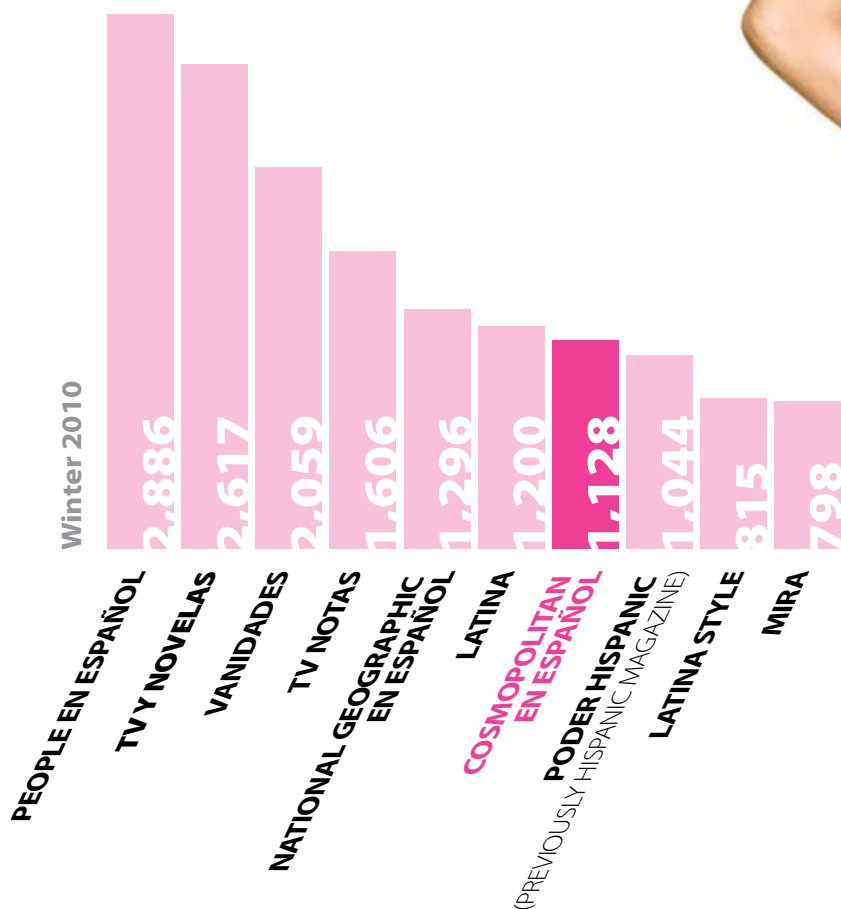
COSMOPOLITAN EN ESPAÑOL

Cosmopolitan en español Audience

Cosmopolitan en español, the #7 most read magazine in the US Hispanic market!

Readership Ranking

(Top 10 titles in 000)



Source: Simmons NCS/NHCS Winter 2010



Readership Ranking: Hispanic Women 18-34 (000)

PEOPLE EN ESPAÑOL	854
TV Y NOVELAS	688
VANIDADES	582
COSMOPOLITAN EN ESPAÑOL	477
TV NOTAS	430
LATINA	343
SER PADRES	251
FURIA MUSICAL	214
MIRA	208
SIEMPRE MUJER	192

Source: Simmons NCS/NHCS Winter 2010

After *Vanidades*,
Cosmopolitan en español, is
the most read young women's
Spanish-language beauty and
fashion magazine in the US
Hispanic Market!

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Demographic Profile

Gender

Female	98%
Male	2%

Age

18-24	44%
25-34	41%
35-44	11%
45-54	3%
55+	1%
Median Age	28
Average Age	26

Marital Status

Married	26%
Not Married	74%

Language Spoken in Home

Spanish Dominant	63%
English Dominant	20%
Bilingual	17%

Country/Region of Birth

Mexico	40%
US	23%
Cuba	6%
Dominican Republic	3%
South America	5%
Central America	6%
Other	17%

Education

Attended/Graduated College+	61%
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Home Ownership

Own	32%
Rent	31%
Live with parents	37%

Household Size

Avg People in HH	4.2
Avg Children in HH	2.3

Children in HH

% of Readers with Children in HH	73%
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Age of Children in HH

Under 2 years	16%
2 to 5 years	29%
6 to 9 years	29%
10 to 11 years	14%
12 to 17 years	31%

Employment Status

Employed	72%
Other	28%

Household Income

\$30,000-\$49,999	15%
\$50,000-\$74,999	13%
\$75,000+	25%
Average HHI	\$55,600
Median HHI	\$32,500

Source: Simmons NCS/NHCS Winter 2010, BIGresearch *Cosmopolitan en español* subscriber study

Category Information: Beauty

When it comes to beauty, *Cosmopolitan en español* readers outperform the average Hispanic women on being heavy users!

Index

Use Perfume 14+ times in last 7 days	220
Use Lipstick and Foundation 14+ times in last 7 days	170
Use Mascara, Blush, Eye Shadow, Eye Pencil, Eyeliner 8+ times in last 7 days	136

Source: Simmons NCS/NHCS Winter 2010
Note: Index against Hispanic females

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Readership Information

Average time spent with last issue: **120 min**

73% of *Cosmopolitan en español* readers are influenced by ads when making purchases

Categories in which they are influenced by ads to make purchasing decisions

Beauty Products/Toiletries	90%
Fashion	87%
Travel	30%
Groceries	29%
Luxury Products	28%
Electronics	26%
Consumer Goods	25%
Telecomm	17%
Auto	10%

Source: BIGresearch *Cosmopolitan en español* subscriber study

Psychographic Information

Cosmopolitan en español readers are career driven, ambitious and enjoy taking risks in life

Agree with the following statements	Index
I WANT TO GET TO VERY TOP IN MY CAREER	153
I WOULD LIKE TO SET UP MY OWN BUSINESS	140
I LIKE TO DO UNCONVENTIONAL THINGS	139
I LIKE TO STAND OUT IN A CROWD	130
LIKE TO PURSUE CHALLENGE, NOVELTY, CHANGE	128
I ENJOY TAKING RISKS	126

When it comes to fashion, *Cosmopolitan en español* readers are trend-setters, buying the latest fashion each season and relying heavily on magazines for fashion

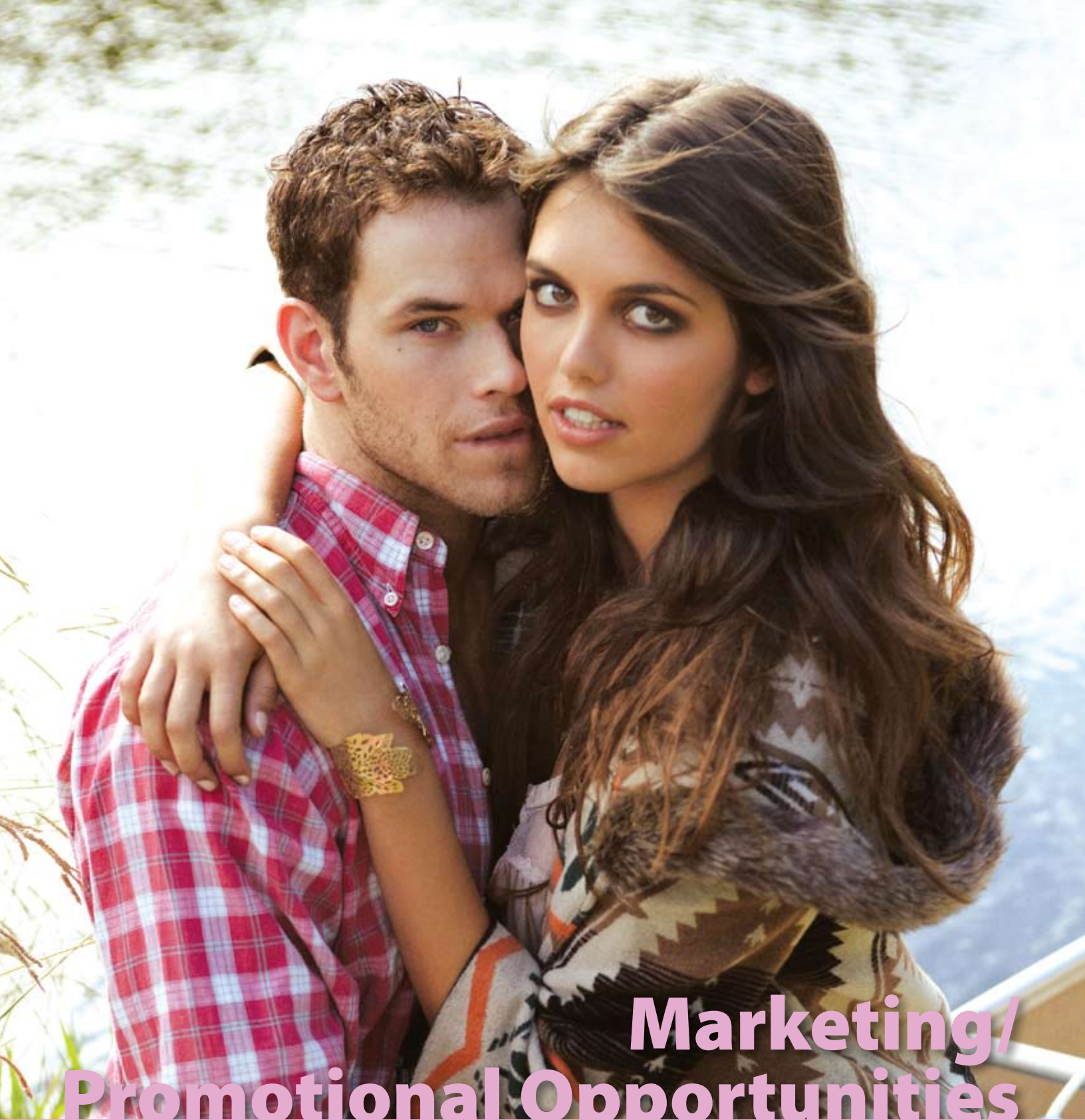
Agree with the following statements	Index
EVERY SEASON I BUY THE LATEST FASHIONS	168
I LIKE TO KEEP UP WITH THE LATEST FASHIONS	142
FASHION MAGAZINES HELP DETERMINE CLOTHES I BUY	138
TOP DESIGNERS MAKE QUALITY CLOTHES	135
I AM FIRST AMONG MY FRIENDS TO TRY NEW STYLES	133
I LIKE TO EXPERIMENT WITH NEW STYLES	129
I NO LONGER WEAR CLOTHES I WORE A YEAR AGO	129

When it comes to their health and well being, *Cosmopolitan en español* readers lead a healthy lifestyle and exercise regularly

Agree with the following statements	Index
I THINK OF THE CALORIES IN WHAT I EAT	151
I'M USUALLY FIRST TO TRY NEW HEALTH FOOD	150
FRIENDS ASK MY ADVICE ABOUT HEALTH/NUTRITION	130
I MAKE SURE I EXERCISE REGULARLY	128

Source: Simmons NCS/NHCS Winter 2010
Note: Index against Hispanic women.



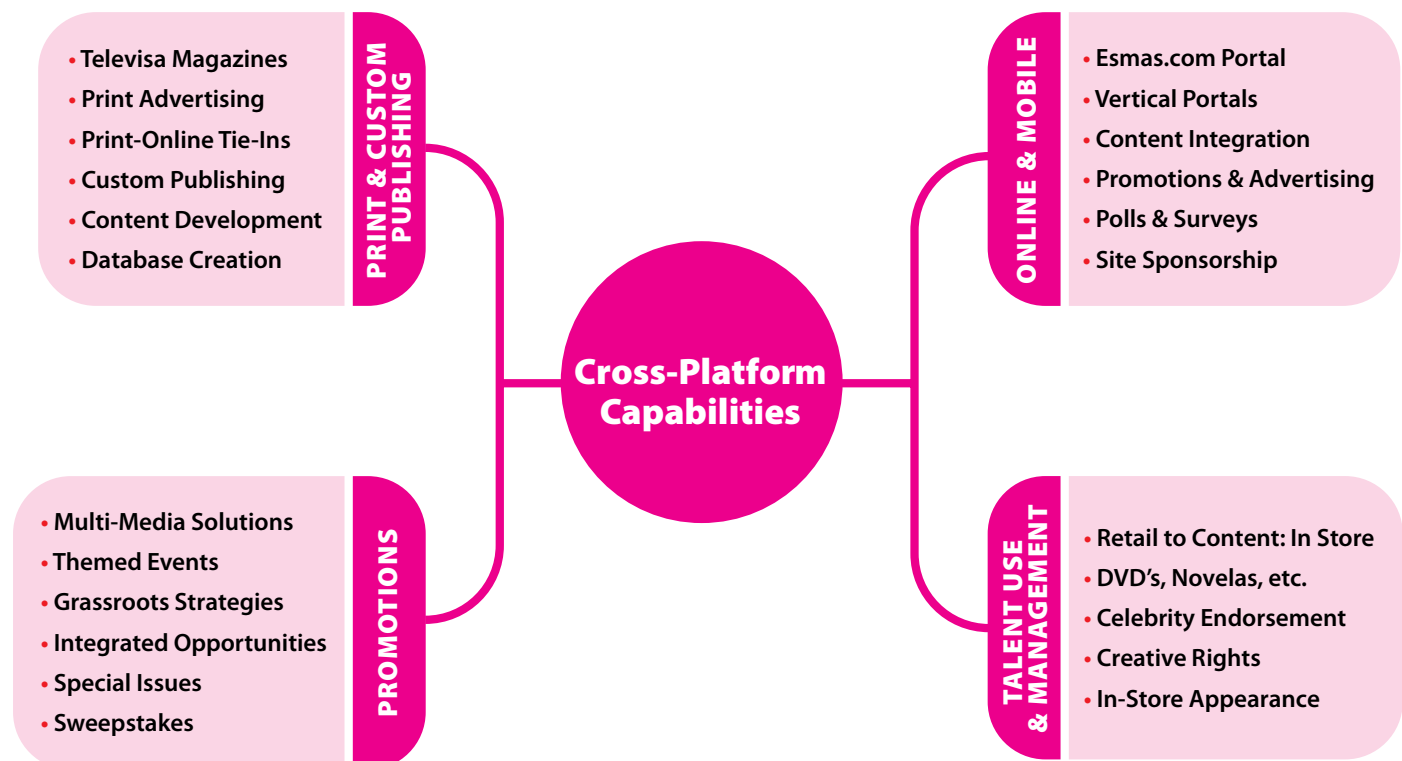


**Marketing/
Promotional Opportunities**

COSMOPOLITAN EN ESPAÑOL



As part of Televisa Publishing + Digital, we provide a number of multi-platform opportunities that bring advertiser's brands and products to life. From fashion shows and themed events, to conferences and multi-media programs, we take brands to the next level! Aside from the signature events listed, *Cosmopolitan en español* puts together custom events tailored to meet your needs.



Signature Events

Cosmopolitan en español Summer Splash Event

Location: Miami, FL
Timing: July 2011

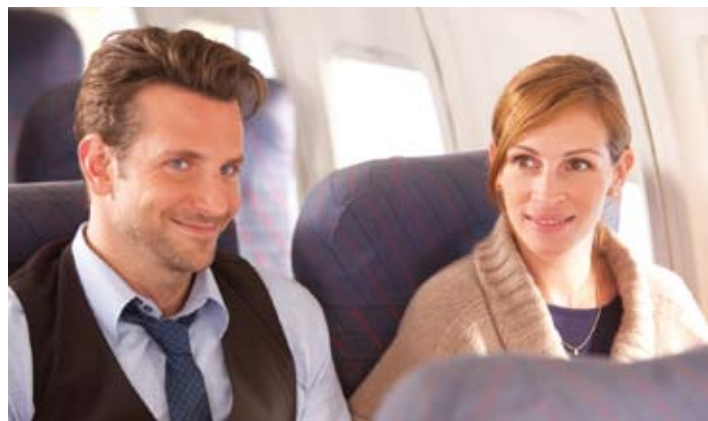
In its fifth consecutive year, **Cosmo Summer Splash** kicks off the swimwear season in Miami. Summer Splash brings forth the new summer trends and the hottest new swimsuits dazzle the runway with displays from international designers in an upscale venue. With live music performances, crowds of up to 1,000 people including celebrities, socialites and movers & shakers, and vast media coverage, there is no better way of associating your brand to the spicy Miami lifestyle. Sponsors receive high impact exposure through logo on step&repeat, brand presence in all press materials, sampling in gift bags, on-site branding, and more. Past sponsors include Cover Girl, Technomarine, Sears, and Kmart.



Special Advanced Movie Screening Packages

Ongoing Throughout the Year

Tie in your brand with *Cosmopolitan en español* and a star powered upcoming Hollywood movie by participating as a sponsor in movie screenings in top Hispanic DMA's. Packages include ad pages, email blast to our readers, logo inclusion in movie passes, signage opportunities, sampling in movie theaters, and more!



Special Collector's Issues/Special Pull-out Booklets

Apart from our regular issues, *Cosmopolitan en español* publishes a series of special issues, providing great advertiser exposure because of their unique content, increase in sell through, and the higher on sale cycle. Advertisers have the ability to sponsor and own a special issue. The *Cosmo Astrology Bedside Booklet* is published every year and inserted in the January issue, serving as a year round reference for our readers, while giving advertisers a fresh and creative way of reaching their target audience.



Cosmo Fitness



Cosmo Astrology booklet

Cover Parties

Cosmo Hombre Event

The **Cosmo Hombre Event** was a multi-platform event which included online coverage, TV spots, radio interviews, events, and an in-book component. The program began with an in-book and online component, where readers chose the next Cosmo Hombre, and ended with an unveiling cover party with Christian de la Fuente.



Specially Themed Events



Chica I Loewe You Tonight

Chica I Loewe You Tonight was a custom tailored event created for Loewe fragrances and *Cosmopolitan en español*. More than 3,000 young women from Argentina, Colombia and Mexico registered to participate in the year long search, Chica I Loewe You Tonight. The finalists were flown down to Cancun for an exciting evening, where the winners were chosen and received a weekend in Cabo San Lucas in the resort Me by Melia Cabo.

Multi-Media Events



Cosmo Mall Tour

Cosmopolitan en español went on the road in Latin America and consumers experienced a full-day affair at top shopping malls in select cities with ongoing activities, where they could win prizes, interact with the participating brands, learn about the hottest products and fashion trends, and were provided with practical tips on all types of categories and everyday living. In addition, they also enjoyed up-close special musical presentations by renowned artists. **Cosmo Mall Tour** brought record attendances to the malls!



Rates/Circulation/Specs

COSMOPOLITAN EN ESPAÑOL



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*ABC Audited

Source: Simmons NCS/NHCS Winter 2010

Rates

4C 1X Rates

Full Page	\$11,000
1/2 Page	\$6,875
1/3 Page	\$4,950
2 Page Spread	\$22,000

Premium Positions

2nd Cover	\$13,750
3rd Cover	\$13,200
Back Cover	\$14,300

Additional sizes, special positions, 2C and B/W rates available upon request.

Rates are in gross

Frequency Discounts are Available



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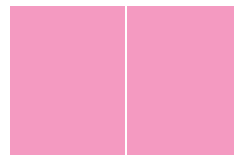
AD Sizes

In inches—indicated in width by height.
Saddle-Stitch Bound.
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



Material Guidelines

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 PrintSure server, thereby making the process of delivery safe, fast and easy.

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".

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 PDF/X-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.

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.



Interactive Media

COSMOPOLITAN EN ESPAÑOL

Digital Innovations 2011

Televisa Publishing + Digital is committed to entertaining and informing millions of US Hispanics while innovating our content through the latest technologies in order to provide Hispanics with information everywhere and anywhere. We are all about delivering content and our trusted brands extend throughout various different formats.

zinio™
Digital versions of *Vanidades*,
Cosmopolitan en español,
and *TVyNovelas*
on Zinio



Vertical magazine sites



www.cosmoenespanol.com

www.vanidades.com



2D codes
in our main
publications

Smartphone
sites



Esmas
Mujer

Merchandising
opportunities



Esmas.com portal

Online destinations
and targeted
channels

Esmas
Mujer



Esmas
Salud

New Lauches



Esmas
Moda

It's all about content



Televisa

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About Televisa Interactive Media

Televisa leverages all of its unique talent and properties, including the vastly popular programs on US Hispanic television, via a digital entertainment platform including a robust portal, mobile platform and various magazine websites. These digital channels bring to consumers unique and exclusive world-class content, such as late breaking news, entertainment and sports. With **9.1 million monthly visits**, **4.1 million unique visitors** and almost **50 million page views** in the US, Televisa Interactive Media delivers advertisers a large, highly desirable audience and offers consumers a complete digital entertainment platform experience. With the US Hispanic online audience growing faster than the total US internet population, Televisa Interactive Media's properties are the perfect medium to reaching an engaged and ever-growing audience due to its strong impact and penetration within the market.

Product Ad Size

Leaderboard	728x90
Medium Rectangle	300x250
Sponsorship Button	300x100
Video Preroll	640x480

Floating Ads Varies.
Televisa sites support Rich Media and Standard Flash Ad Units.
Custom placement available.

Traffic Numbers for Esmas Portal

Visits	9.1 MILLION
Unique Visitors	4.1 MILLION
Avg. Time on Site	00:05:40
Page Views	49.6 MILLION

Traffic Numbers for Women's Network

Unique Visitors	900,000
Avg. Time on Site	00:03:48
Page Views	8.0 MILLION

Traffic Numbers to Esmas Mobile Sites

Visits	1.6 MILLION
Avg. Time on Site	00:04:25
Page Views	3.2 MILLION

Source: Google Analytics, July 2010

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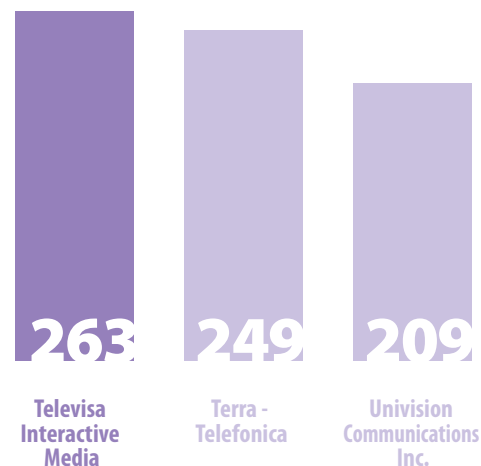
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Televisa Interactive Media Sites Provide an Engaged Audience

Heavy Internet Users

Index against General Market Internet Audience

Not only are heavy internet users twice as likely as the general US population to visit Televisa sites, they are also more likely to visit Televisa sites than our competitors Univision.com and Terra.com



Source: Comscore August 2010, Segment Matrix, Heavy Internet Users, Index

Users in Key Categories for Women

Index against General Market Internet Audience

Consumers in key categories that are important to women such as Fragrances/Cosmetics, Jewelry/Luxury, and Beauty/Fashion/Style, are more likely to visit Televisa Interactive Sites than both Terra.com and Univision.com and also the general US population.



Source: Comscore August 2010, Segment Matrix, Index

Televisa Publishing + Digital's Women's Online Network

When it comes to women's interests, Televisa Publishing + Digital covers every segment in the Hispanic online space. From the **young, hip Hispanic fashionistas**, to the **sophisticated and classic women**, to the **established Hispanic mom**, we have the niche content to satisfy their needs and special interests. Our trusted and respected brands deliver engaged consumers who feel a connection to our sites.

Delivering 900,000 unique visitors a month*



Cosmoen espanol.com

Cosmoen espanol.com is the essential destination for the fun, fearless Hispanic female offering the same empowering advice and sassy content as *Cosmopolitan en español* magazine in an up to date and fresh manner. Offering daily articles on beauty, relationships, fashion, entertainment, nutrition and home décor, **Cosmoen espanol.com** serves as a community that guides the online savvy Hispanic woman on a daily basis.

Female
Age 18-44 89%
Avg Age 29
Avg HHI \$58,286

Source: Cosmoen espanol.com custom study, BIGresearch 2010



Esmas Mujer

Our women's channel on Esmas, **Esmas Mujer**, features information on everything today's Hispanic woman needs to know including the latest in fashion and beauty trends, relationships and body, cooking, mental health, and tips for mothers. Our easy navigation and variety of content make **Esmas Mujer** an indispensable guide for today's Hispanic woman. Tests, blogs, and photogalleries

brings users closer to their passion points and provide an engaging environment.

Gender Female 77%/Male 23%
Age 18-44 85.6%
Avg Age 34
Avg HHI \$37,590

Source: Esmas Custom Study, BIGresearch 2009



Vanidades.com

With its relaunch in January 2009, **Vanidades.com** features compelling content ranging from fashion and beauty, to health and travel as well as in depth reporting and interviewing of icons in culture, fashion, and entertainment. While maintaining *Vanidades'* unique and sophisticated tone, **Vanidades.com** brings its users closer to all the things she is passionate about through its interactive and exclusive online content.

Female
Age 25-54 61%
Avg Age 35
Avg HHI \$60,171

Source: Vanidades custom study, BIGresearch 2010



Esmas Health

Esmas Health helps Hispanics live a better and healthier life providing robust content on nutrition, physical

activity, sexuality and natural health. It also provides interactive tools such as calorie counters, tests and relevant health information.

Gender Female 54%/Male 46%
Age 18-44 85%
Avg Age 34
Avg HHI \$39,335

Source: Esmas custom study, BIGresearch 2009



Esmas Moda

Our newest online destination, launched in October 2010, **Esmas Moda** is a Hispanic fashionista's dream destination. It features in-depth descriptions of events in the fashion Industry, coverage of fashion weeks as well as an overview of all the collections from both US and International runways. Through partnerships, **Esmas Moda** provides exclusive insider content and images of backstage coverage. Covering everything happening in the world of fashion including influential fashion houses like Louis Vuitton, Chanel, and Hermes, as well as covering local designers, **Esmas Moda** also features the latest celebrity looks and tips on how users can achieve these same looks. Featuring extensive photo galleries of the "looks" that are in style, a voting section interacting with users and content generated by users as they submit their best looks, **Esmas Moda** brings Hispanic fashion lovers closer to the world they love.

Females 18-44 that look for the latest fashion trends and express their personality through their looks.

*Google Analytics, July 2010

COSMOPOLITAN

EN ESPAÑOL



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PUBLISHING + DIGITAL

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