

VANIDADES[®]



Media Kit 2011

U.S. Hispanic Market



Editorial

The Passion Driving Hispanic Women

VANIDADES



VANIDADES

Year Established **1961**
 Frequency **12 x a Year**
 (Monthly)

Launched in 1961, **Vanidades** became the first Spanish-language women's lifestyle magazine in the United States, and the first to accompany the Hispanic woman in her journey of her ever changing role as a woman through the decades. The **Vanidades** woman is a classic yet modern one that is defined by her different roles- a professional, a fashionista, an entertainer or a stay-at-home mom. Whatever her role, **Vanidades** provides a compelling and exciting all in one package covering everything that interests this multi-tasking Hispanic woman. From fashion and beauty, to health and travel, **Vanidades** presents all the information women need to be successful in an eloquent and relatable matter.

A pioneer in the market, **Vanidades** has accomplished many noteworthy achievements. It became the first Spanish-language magazine to interview top Latin designers such as Carolina Herrera, Oscar de la Renta, and Narciso Rodriguez in the US; the first to cover international fashion shows directly from the runways in Milan, Paris, and New York; and the first to promote significant achievements of Latin women by creating the "Han Triunfado" section. By incorporating the pink ribbon on its cover, **Vanidades** also became the first Spanish-language magazine to draw attention to breast cancer awareness.

Through its editorial pages, **Vanidades** provokes emotion and nostalgia. With

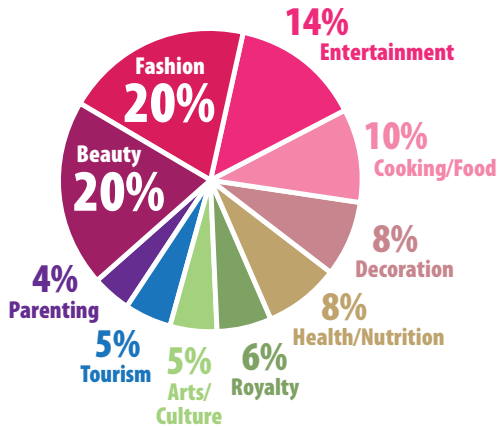
its exclusive, in depth reporting and interviewing of icons, fashion, culture and entertainment, **Vanidades** sets the tone and stage for trends and ideas important to Hispanic women.

Having been in the market for 50 years, **Vanidades** has garnered legendary status amongst women across the Spanish-speaking Americas. It has become an item so essential that it is passed down from generation to generation, growing and evolving alongside its readers. Sophisticated, elegant and experienced, **Vanidades** delicately incorporates everything that the Hispanic woman is looking for.

VANIDADES

MEDIA KIT 2011

Editorial Breakdown



Source: Publisher's estimate 2010



Most Read Sections by Vanidades readers

Sections	Percentage
Salud	82%
Moda	71%
Entérate (Belleza)	69%
Cocina/Gourmet	68%
Entretenimiento	67%
Turismo	66%
Dieta	65%
Mujer Vanidades	65%
Decoración	64%
Chismes	62%
Dieta	65%
Biografía	62%
Realeza	61%
Notas	60%
Novela	51%
Seccion Vanidades	42%
Tus Niños	41%
Other	6%

Source: BIGresearch Vanidades, September 2010

2011 EDITORIAL CALENDAR

VANIDADES



JANUARY

Rejuvenating Yourself

Start the new year fresh with **diet** and **fitness tips** on how to shed those extra pounds, **beauty ideas** that will have you looking younger, and ways to exercise your mind for a great 2011.

Cruise Special: A report on the **newest cruise lines** and the latest in **designer cruise wear collection** to keep you in style.

ON SALE: December 28, 2010
RESERVATION: November 18, 2010
MATERIALS: November 26, 2010



FEBRUARY

Hair Issue

Vanidades showcases the **products** and secrets that help your hair achieve the confidence it deserves for every hair type (curly, straight, wavy).

Valentine's Day Gift Guide: The latest in **beauty** and **fragrances** and everything else to help make your Valentine's Day unforgettable.

Event: *Vanidades* Fashion Lounge at NY Fashion week (In Book and Online)

ON SALE: January 25, 2011
RESERVATION: December 16, 2010
MATERIALS: December 24, 2010



MARCH

The Ultimate Spring Fashion Issue

Spring is finally here and so are the **new trends** and **styles** of the season. A report on the new **runway looks** straight from Paris, New York, and Milan. Plus a look at what **celebrities** are **wearing** this Spring.

HLS Special Section: Corporate dress for success.

ON SALE: February 22, 2011
RESERVATION: January 13, 2011
MATERIALS: January 21, 2011



APRIL

The Beauty and Fragrance Issue

The best **beauty innovations** this Spring that will help leave your complexion healthy and leave you looking younger. What your **skin routine** should be for each type of complexion. Plus the **freshest** and **sophisticated new scents** of the season.

HLS Special Section: Hispanic women in finance.

ON SALE: March 22, 2011
RESERVATION: February 10, 2011
MATERIALS: February 18, 2011



MAY

Summer Fashion Issue

Discover the hottest **Summer fashion trends** with a complete guide to the new **outfits**, **accessories**, and **shoes** of the season. Hit the beach in style with **fashionable swimwear** for every age and body type.

Mother's Day Gift Guide: Ways and ideas to pamper your mother whether it's a **beauty makeover** or a **spa getaway**.

ON SALE: April 26, 2011
RESERVATION: March 10, 2011
MATERIALS: March 18, 2011



JUNE

Father's Day Gift Ideas

To help honor that special man in your life, we showcase the **latest gift ideas** for him including **gadgets**, **fragrances**, **fashion**, and **watches**. Plus a look into the most famous fathers of the year.

ON SALE: May 31, 2011
RESERVATION: April 21, 2011
MATERIALS: April 29, 2011



JULY

Wedding and Travel Issue

Beautiful bridal hair styles and **accessories**, **makeup** that will leave you glowing and feeling glamorous, and our favorite designers will help you choose the **perfect wedding look**. Plus, the most **romantic honeymoon destinations** and ideas for the perfect honeymoon whether it's exploring cities or relaxing at a secluded beach.

Event: *Vanidades* "Brides in the City" event.

ON SALE: June 28, 2011
RESERVATION: May 19, 2011
MATERIALS: May 27, 2011



AUGUST

Back to School Shopping

Let *Vanidades* help you get organized this Back to School. The latest in **back to school fashion**, **healthy food options**, **gadgets**, and a checklist on everything else you need to make this year's Back To School run smoothly.

ON SALE: July 26, 2011
RESERVATION: June 16, 2011
MATERIALS: June 24, 2011



SEPTEMBER

Ultimate Fall Fashion - Anniversary Issue

Our anniversary issue features everything you need to know about Fall Fashion. The **new looks** straight off the runways of Paris, New York, Milan, and Miami. The **new dramatic colors** of the season and Fall trends in **fragrance**, **makeup** and **hair**. Plus, the **best shoes** and **handbags** to dazzle your look.

Event: Magia at NY Fashion Week (In Book and Online)

ON SALE: August 23, 2011
RESERVATION: July 14, 2011
MATERIALS: July 22, 2011



OCTOBER

Women's Health Special

In honor of Breast Cancer Awareness month, our signature coverage on everything you need to know surrounding breast cancer, including the latest in **diagnosis**, **treatment** and **screening process**. The amazing survival stories of celebrities faced with breast cancer. Plus, the latest health issues facing women today and tips on how to **stay healthy** and **live a longer life**.

Event: Hispana Leadership Summit (In Book and Online)

ON SALE: September 27, 2011
RESERVATION: August 11, 2011
MATERIALS: August 19, 2011



NOVEMBER

Vanidades Living Issue

Give your home a magical makeover with tips on how to **renovate your home** and leave it looking **super chic**. Get inspired by the best celebrity homes and get all the **accessories** and **décor** you need to spice up your home.

ON SALE: November 1, 2011
RESERVATION: September 22, 2011
MATERIALS: September 30, 2011



DECEMBER

Ultimate Holiday Issue

The holidays are here and *Vanidades* features our famous **holiday gift guide** showcasing **beautiful watches**, **jewelry**, **fragrances** and the **must-have fashion items**. Plus how to **entertain in style** and **gourmet options** for the holidays.

Horoscope Special: Our **32 page** signature horoscope special on what the stars have aligned for you in 2012.

ON SALE: November 29, 2011
RESERVATION: October 20, 2011
MATERIALS: October 28, 2011

Note: Editorial dates and themes subject to change without prior notice.

About Televisa

Publishing + Digital

Vanidades 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

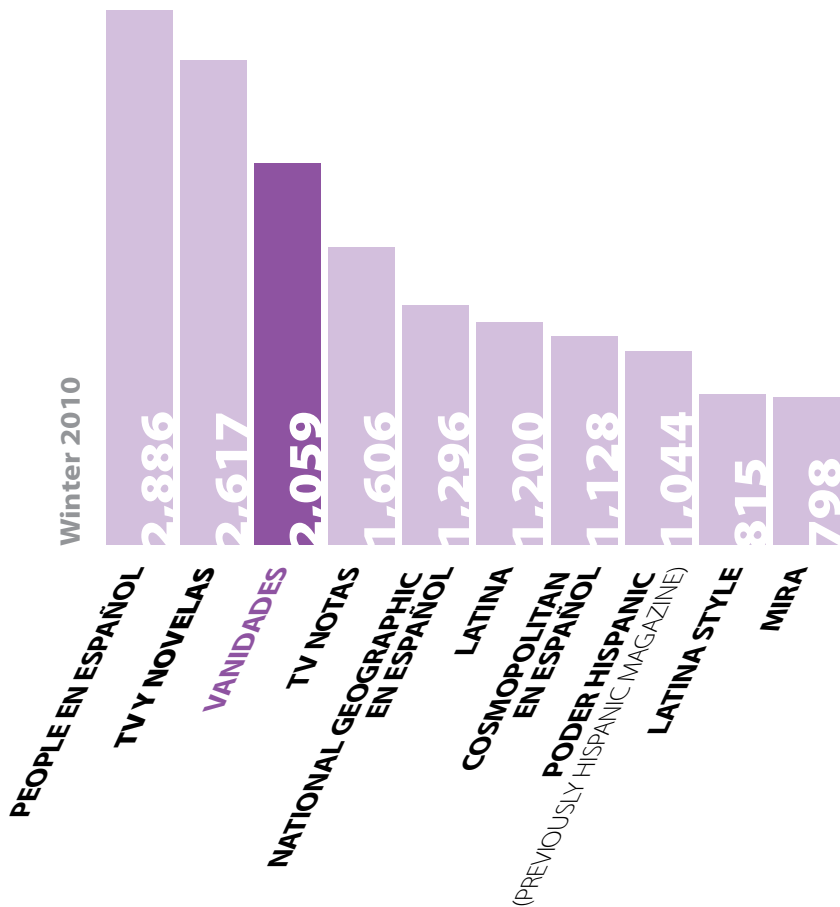
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Vanidades Audience

Vanidades, the most read women's fashion and beauty title in the US Hispanic market!

Readership Ranking

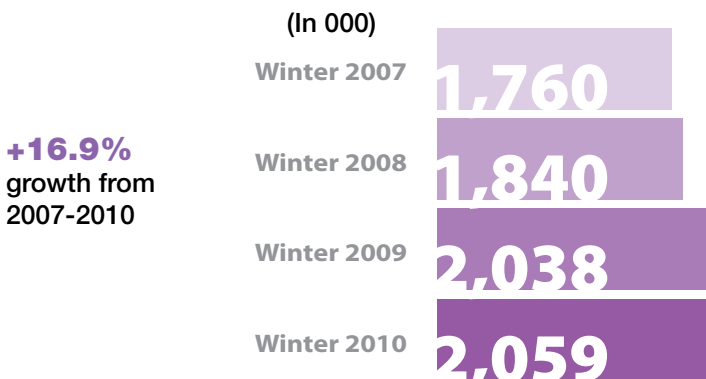
(Top 10 titles in 000)



Source: Simmons NCS/NHCS Winter 2010

Growth in Readership

Consistent growth in readership over the last 4 full year readership periods



Source: Simmons NCS/NHCS Winter 2010



VANIDADES

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Demographic Profile

Gender

Female	94%
Male	6%

Average Age

18 - 24	11%
25 - 34	27%
35 - 44	18%
45 - 54	22%
55+	22%
Avg Age	40
Median Age	39

Marital Status

Married	62%
Not Married	38%

Language Spoken in Home

Spanish Dominant	74%
English Dominant	12%
Bilingual	14%

Country/Region of Birth

Mexico	47%
US	12%
El Salvador	7%
Cuba	7%
South America	6%
Honduras	4%
Dominican Republic	4%
Puerto Rico	2%
Other	11%

Education

Attended/Graduated College+	71%
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Home Ownership

Own	51%
Rent	41%
Live with Parents/Family	8%

Children in HH

% of Readers with Children in HH	70%
----------------------------------	-----

Employment Status

Employed	69%
Other	31%

Household Size

Avg People in HH	4
Avg Children in HH	2.2

Age of Children in HH

Under 2 Years	15%
2 to 5 Years	28%
6 to 9 Years	24%
10 to 11 Years	14%
12 to 17 Years	31%

Household Income

\$30,000 - \$49,999	21%
\$50,000 - \$74,999	14%
\$75,000+	22%
Average HHI	\$51,300
Median HHI	\$37,500

Source: Simmons NCS/NHCS Winter 2010, BIGresearch *Vanidades* custom study September 2010

Readership Information

Average times read last issue	4.8
Average time spent with last issue	90 min

Agree with the following statements:

<i>Vanidades</i> is my favorite magazine	93%
<i>Vanidades</i> gets read by women of all ages in my household	89%
<i>Vanidades</i> is my main source for beauty	80%
<i>Vanidades</i> is my main source for fashion	79%

Source: BIGresearch *Vanidades* custom study September 2010

VANIDADES

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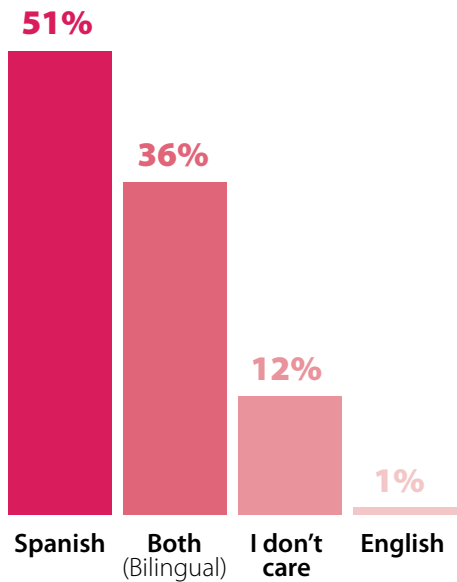
An Ad Receptive Audience

More than half (**62%**) of *Vanidades* readers are influenced by ads in the magazine when making purchases

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

Cosmetics	82%
Fashion Clothing	73%
Skincare Products	72%
Fragrances	67%
Fashion Accessories	63%
Travel	55%
Entertainment	55%
Groceries	52%
Jewelry/Watches	39%
Consumer Goods	35%
Electronics/Technology	23%
Telecomm	17%
Luxury Products	14%
Auto	13%

Language Preference in Ads



Psychographic Information

Fashion forward readers who enjoy designer clothing

Agree with the following statements	VANIDADES Index
MY BUDGET ALLOWS ME TO BUY DESIGNER CLOTHES	163
DESIGNER LABEL IMPROVES PERSON'S IMAGE	161
EVERY SEASON I BUY THE LATEST FASHIONS	141
FASHION MAGAZINES HELP DETERMINE THE CLOTHES I BUY	134
TOP DESIGNERS MAKE QUALITY CLOTHES	132
EVERYTHING I WEAR IS OF THE HIGHEST QUALITY	131

Vanidades readers enjoy the good things in life

Agree with the following statements	VANIDADES Index
I PREFER FOOD PRESENTED AS AN ART FORM	134
I ALWAYS LOOK FOR BRAND NAMES	121
I AM INTERESTED IN THE ARTS	116
HOME DÉCOR IS OF PARTICULAR INTEREST TO ME	114

And lead a healthy lifestyle

Agree with the following statements	VANIDADES Index
I PAY ANYTHING WHEN IT CONCERNS MY HEALTH	128
FRIENDS ASK MY ADVICE ABOUT HEALTH/NUTRITION	121
I MAKE SURE I EXERCISE REGULARLY	121

Note: Index against Hispanic women.
Source: Simmons NCS/NHCS Winter 2010, BIGresearch custom study September 2010



Marketing/
Promotional Opportunities

VANIDADES



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, *Vanidades* puts together custom events tailored to meet your needs.



- Televisa Magazines
- Print Advertising
- Print-Online Tie-Ins
- Custom Publishing
- Content Development
- Database Creation

PRINT & CUSTOM PUBLISHING

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

PROMOTIONS

ONLINE & MOBILE

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

TALENT USE & MANAGEMENT

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

Cross-Platform Capabilities

Signature Events

Vanidades Magia de la Moda

Location: Miami, FL
Timing: October 2011

Live the magic of fashion with *Vanidades* highly anticipated “**Magia de la Moda**” in its sixth consecutive year. “Magia de la Moda” showcases the newest fall fashion and some of the most distinguished international designers featuring renowned international celebrities, live music performances, and vast media coverage. This event is the ideal venue to expose your brand to the glamorous and fashionable 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, Pantene, and Technomarine.



Hispana Leadership Summit

Location: South Florida
Timing: October 2011

The *Hispana Leadership Summit* presented by *Poder Hispanic* and *Vanidades*, is a destination weekend conference geared to empower Hispanic women leaders. Held since 2006, it offers the perspective of a wide realm of successful women who have excelled in their respective fields, providing valuable advice that attendees can apply to their personal and professional lives. The highlight of the event is “*An Evening in White*”, the traditional white party celebrating impactful women in the Hispanic community.

Special Advanced Movie Screening Packages

Ongoing Throughout the Year

Tie in your brand with *Vanidades* 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

Apart from our regular issues, *Vanidades* publishes 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.

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Specially Themed *Events*

Vanidades 50TH Anniversary

In celebration of its 50th year anniversary, *Vanidades* created a multi-platform event consisting of a series of in-book special sections highlighting the past 50 years of the most covered categories in the magazine: supermodels, gastronomy, fashion, beauty, travel destinations, fragrances, jewelry, music, celebrities, and Hollywood. As the final component in this 50th anniversary bash, *Vanidades* celebrated in style in an exclusive gala event in New York featuring celebrities, socialites, and VIPs, guaranteeing vast press coverage. The event honored the best of each decade in the 8 categories covered, as well as unveiled the best cover of each decade. Sponsors included Transitions, Estee Lauder, and Continental amongst many others. By associating your brand with the most established and most read women's magazine in the US Hispanic market, events like these deliver proven results.



Chica I Loewe You Tonight

Chica I Loewe You Tonight was a custom tailored event created for Loewe fragrances and *Vanidades*. More than 3,000 young women from Argentina, Colombia and Mexico registered to participate in the year long search for *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.



Vanidades Fashion Lounge

Timing: February 2011

During NY Fashion Week, *Vanidades* creates its own **Fashion Lounge**, catering to upcoming Hispanic fashion designers. In the past, Fashion Lounge has featured Hispanic designers Rafael Cennamo and Gustavo Cadile showcasing their latest collections to the buyers and NYC socialites and celebrating their looks with an after party.



Vanidades Brides in the City

Brides in the City is a cocktail event where future brides are invited to enjoy cocktails and gather information from the latest bridal vendors in Miami. An exclusive and intimate event, *Brides in the City* is the event which connects you to Hispanic brides and weddings.



Rates/Circulation/Specs

VANIDADES



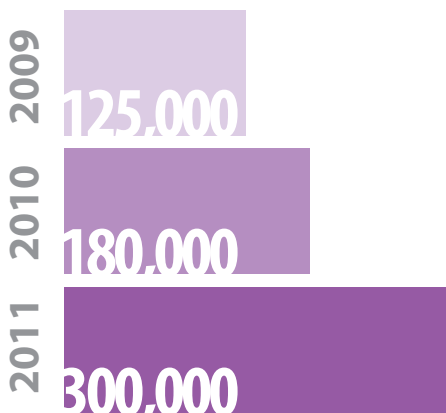
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2011 Rate Base **300,000***
 2011 Audience **2,059,000**

*ABC Audited
 Source: Simmons NCS/NHCS Winter 2010

Circulation Vitality

Rate Base Growth



+140% growth in rate base from 2009 to 2011



Rates

4C 1X Rates		Premium Positions	
Full Page	\$30,000	2nd Cover	\$37,500
1/2 Page	\$18,750	3rd Cover	\$36,000
1/3 Page	\$13,500	Back Cover	\$39,000
2 Page Spread	\$60,000		

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

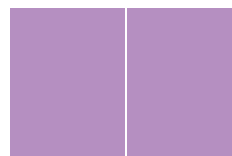


Full Page

Trim Size - 8.25 x 10.875

Bleed Size - 8.5 x 11.125

Non-Bleed Size - 7.75 x 10.375



2 Page Spread

Trim Size - 16.5 x 10.875

Bleed Size - 16.75 x 11.125

Non-Bleed Size - 16 x 10.375



1/2 Page Horizontal

Trim Size - 8.25 x 5.4375

Bleed Size - 8.5 x 5.5625

Non-Bleed Size - 7.75 x 5.1875



1/2 Page Vertical

Trim Size - 4.125 x 10.875

Bleed Size - 4.25 x 11.125

Non-Bleed Size - 3.875 x 10.375



1/3 Page Vertical

Trim Size - 2.75 x 10.875

Bleed Size - 3 x 11.125

Non-Bleed Size - 2.375 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.



VANIDADES

Interactive Media

VANIDADES

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.



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

Vertical magazine sites



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

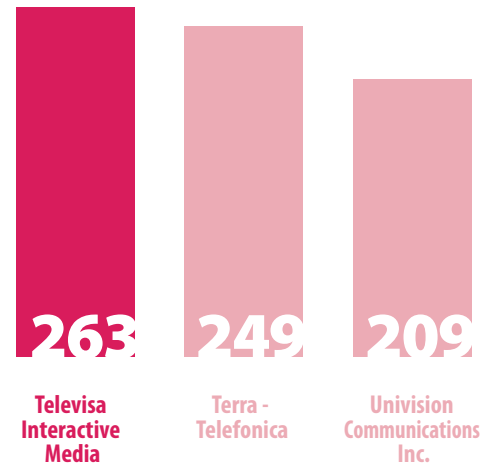
Source: Google Analytics, July 2010

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

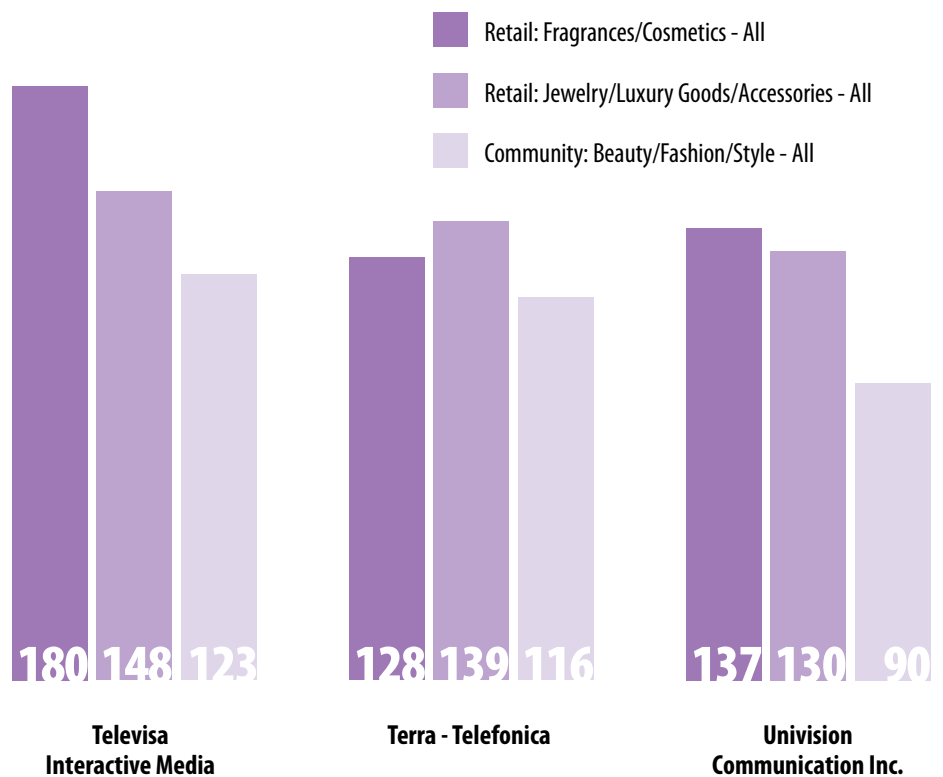


Source: Comscore August 2010, Segment Matrix, Heavy Internet Users, Index

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*



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.

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

Source: Esmas custom study, BIGresearch 2009



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 bring 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



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 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

VANIDADES



Televisa

PUBLISHING + DIGITAL

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