

TVLATINA

MEDIA KIT 2018



10 Reasons to Advertise in TV Latina

1 Editorial Excellence

For 22 years, our editorial group has published articles based on exhaustive research, with the journalistic integrity the industry deserves. **TV Latina** has set the standard for editorial excellence. Our interviews are always unique; unlike others, we do not publish interviews from press conferences or other promotional materials.

2 The Most Influential Publishing Group

TV Latina is part of **World Screen**, the most important, influential and respected group in the international media industry. This allows you to expand your target around the world at no additional cost. All printed and online information, including content from all three of **TV Latina**'s editors, plus summaries and translations in English, are done by our team, spearheaded by Anna Carugati, the group editorial director, and recipient of an Emmy Award for journalism and a duPont Columbia honorable mention.

3 High-Level Interviews

TV Latina is the only magazine in our industry that has published exclusive interviews with Gustavo Cisneros (seven times), Roberto I. Marinho (five times), Emilio Azcárraga (12 times) and Ricardo Salinas Pliego (four times), the four most important media executives in Latin America. They trust our ability and commitment to quality.

4 Maximum Reach

TV Latina reaches your target in all of Latin America, the U.S. Hispanic market and Iberia.

5 Best Printing

We are committed to providing the best quality paper and printing in the market. We believe that a shrewd advertiser like yourself will find value in choosing a beautiful and elegant publication to display your ad. Our editorial group, winner of the Gold Ink Award for best-printed trade publication, is the finest product to deliver your message.

6 Digital Editions

Your ad will appear in the digital editions of the magazine, which reach **35,000** media executives before the markets.

7 Annual Guides

Our company also distributes two annual guides, **Guía de Canales** and **Guía de Distribuidores**, each reaching **3,000** programming executives in the region. Both guides are distributed at several markets throughout the year.

8 Broad Online Coverage

We offer our partners coverage throughout the year with our online newsletters **Diario TV Latina**, **TV Latina Semanal**, **TV Canales Semanal**, **TV Series Semanal**, **TV Formatos Semanal** and **TV Niños Semanal**, which are sent to between **8,000 and 10,000** executives in the region. Moreover, our ten English-language services reach **35,000** executives, providing you with a powerful information tool during the entire year. Our website, **TVLatina.tv**, is viewed by an average of **43,000** visitors per month.

9 Present Your Shows in the TV Latina Screening Rooms

With your advertisement, you have the opportunity to have your own Screening Room in **TVLatinaScreenings.tv**. The video portal for the Spanish-language media industry delivers high-quality video clips, searchable by company name, genre, title and keyword. Reach your English-language audience at **WorldScreenings.com**.

10 The Most Complete Listings

As an advertiser, you will have access to the industry's most complete program listings in **TV Listings**, in the digital editions and in our apps.

More than ever we'd like to remind you that value is getting the best environment and results that your money can buy. TV Latina offers the best value in the industry.

What They Say

"In a global, dynamic and competitive media environment, experiences must be shared and trends must be closely monitored. In this regard, **World Screen** [and **TV Latina**] is the entertainment industry's reference and a must-read."

—Carlos Henrique Schroder, CEO, Globo

"**TV Latina** provides clear, insightful reporting on the most critical and complex issues of our industry. It combines local savvy with a global perspective, and it is an important source of information."

—Gustavo Cisneros, Chairman, Cisneros

"**TV Latina** has become one of the most reliable sources of information on the industry, be it for channels, programmers and related companies."

—Eduardo Ruiz, President & General Manager, A+E Networks Latin America

"Intuitive and timely journalism."

—Enrique Martínez, President & Managing Director, Discovery Networks Latin America/U.S. Hispanic & Canada

"Thank you, **World Screen** [and **TV Latina**], for regularly providing me with excellent articles on international media topics. For me, **World Screen** [and **TV Latina**] are important means of information—well-structured and reader-oriented."

—Gerhard Zeiler, President, Turner International

"Doing business in the media industry is a complex and challenging endeavor. Having **TV Latina** as a source of information makes this task easier."

—José Antonio Bastón, President, Televisa International

"**TV Latina** is read by leading industry professionals across Latin America who want to stay on top of what's happening in the industry. Their comprehensive coverage makes **TV Latina** a must-read."

—Alex Marín, Executive VP, International Distribution, Latin America, the Caribbean & Canada, Sony Pictures Television

"**TV Latina** is a key source of information for those of us who work in Spanish-language media. The excellent coverage provided by **TV Latina** keeps us all informed and attentive to the changes and advances in the industry."

—Luis Silberwasser, President, Telemundo Network & Universo Channel

"**TV Latina** is an essential resource for executives in the television industry. Its editorial content, written with an international perspective, keeps us abreast of the latest trends, news and the future of the dynamic media and entertainment industry."

—Pierluigi Gazzolo, President, Viacom International Media Networks (VIMN) Americas

"The world gets smaller by the day. Inversely, the importance of **TV Latina** in covering the industry gets bigger."

—Alberto Pecegueiro, CEO, Globosat

10 Online Opportunities

1 TVLatina.tv

Our cutting-edge Spanish-language website, **TVLatina.tv**, is seen by over **43,000** monthly visitors, with an average of **240,000** page views a month. The site contains a range of content, including news, analysis, interviews, data, video reports and program listings. Advertising opportunities include: expandable top banner, pop-up ad, wallpaper ad, drop down ad, expandable tower ad, towers, boxes, embedded ad and peel ad.

2 Diario TV Latina

Reaching over **10,000** media executives a day, the smartphone-friendly **Diario TV Latina** is the most important daily source of media news in Latin America, the U.S. Hispanic market and Iberia. **Noticia de Último Minuto** delivers the very latest headline-making stories from the region directly to your inbox, as they happen.

3 TV Latina Semanal

Provides a summary of the week's most important news to more than **8,000** readers every Friday, plus executive profiles and articles on the media business in the region.

4 TV Niños Semanal

Newsletter exclusively devoted to kids' programming and merchandising that comes out every Monday. The service, reaching more than **8,000** execs, also presents an individual property or executive profile and the top kids' news stories of the week.

5 TV Canales Semanal

This service profiles a different channel each Tuesday, providing information on the outlet, including launch date, target audience, top executives, reach and distribution, strategy and program highlights. It reaches more than **8,000** executives.

6 TV Series Semanal

Distributed to more than **8,000** executives every Wednesday, this online service profiles a telenovela or series with pertinent information on the creator, producers and distributor, a synopsis of the show, and comments from those involved in the title.

7 TV Formatos Semanal

Reaching **8,000** executives every Thursday, this newsletter features profiles of new formats rolling out in Latin America, the U.S. Hispanic market and Iberia, and interviews with leading executives in the format-distribution business.

8 Lista Social Wit

Reaching **10,000** media executives, this monthly service provides a ranking of the new Latin American series that generated the most social-media buzz.

9 TV Latina Screening Rooms

You can promote your show or channel with a Screening Room on **TVLatinaScreenings.tv**.

10 Exclusive Pre-Market Sponsorships

- **Market Previews:** Tied to the major markets in our industry, these multimedia blasts reach **35,000** executives one week before each market, featuring interviews, articles, video reports, digital editions and more. The Exclusive Sponsor receives a top double banner and a featured video.
- **Digital Editions:** The Exclusive Sponsor receives a huge banner at the top and a video clip on the left-hand side of the digital edition. The digital editions are sent to our **35,000** online subscribers a week before the markets and are extensively promoted in our newsletters and websites.
- **Apps:** The **World Screen App** and the **TV Latina App** feature program listings, news, exhibitor lists, restaurant and hotel directories, conference schedules and more. They are available for both iOS and Android devices.

About Us

"**TV Latina** is an indispensable source of information [known] for its independence and rigor. Its features and detailed analysis have made the publication a fundamental reference for all of us who are dedicated to television in Latin America."

—Eduardo Zulueta, *President, AMC Networks International – Iberia & Latin America*

"In a dynamic industry like ours, we can trust that publications like **TV Latina** will keep us informed and have their fingers on the pulse of what is happening every day."

—Emilio Rubio, *CEO, HBO Latin America Group*

"In our dynamic industry, which constantly changes at great speed, reliable and up-to-date information is 50 percent of the battle. And for that, **TV Latina** is a must-read every day!"

—Pedro Félix Leda,
*Founder & Chairman
Ledafilms*

"It's very important to have reliable and objective sources of information that at the same time give us a diversity of opinions, and that's something that **TV Latina** does. Thank you for doing that."

—Enrique Yamuni
CEO, Megacable Comunicaciones

"In the ever-changing and globalized television industry, it's very important to be able to rely on a trustworthy and timely source of information. **TV Latina** has become a reference for everyone who works in the industry."

—Mario San Román, *Vice Chairman of the Board,
TV Azteca*

"In this constantly evolving industry, **TV Latina** is a daily tool to know the news from the world of pay TV from the perspective of its main players. It is also an effective tool to immediately promote our content and breaking news."

—Felipe de Stefani,
*Senior VP, Pan Regional Advertising Sales &
Innovation, Turner Latin America*

"**TV Latina** has become a benchmark in the industry, both for its accurate and balanced content and for its editorial lineup, which is always focused on the business, on the news that matters to all of us who work in the TV industry and in my case, in pay TV."

—Carlos Martínez,
*President,
FOX Networks Group Latin America*

"In a rapidly changing and increasingly digital world, I stay up to date daily on the latest trends in the media and entertainment industry with **TVLatina.tv**."

—Jonathan Blum, *President, Cisneros Media*

"In such a dynamic industry, where being informed and updated on the latest news is crucial, I can always count on **TV Latina**, which gives me reliable, concise and up-to-date information."

—Luis Balaguer,
*Founder & CEO
Latin World Entertainment*



Publications

TV Latina is a Spanish-language publication covering the programming, cable and satellite industries in Latin America, the U.S. Hispanic market and Iberia.

TV Niños is completely devoted to the business of children's programming and merchandising.

TV Series is the magazine devoted to the international business of telenovelas and Latin American series.

La Guía de Canales is an annual portable guide that provides a comprehensive look at the cable-and-satellite industry in Latin America. This guide is distributed at seven conventions throughout the year, and is mailed to **3,000** cable operators and media buyers in the region.

La Guía de Distribuidores is an annual portable guide exclusively devoted to the business of program distribution in Latin America, the U.S. Hispanic market and Iberia. This guide is available at NATPE and the L.A. Screenings. It is also mailed to **3,000** programming decision-makers at terrestrial, cable and satellite services in the region.

Advertising Rates (US\$/Gross rates)

Four Color	1X	4X	8X	12X
Full Page	2,000	1,900	1,800	1,700
Double-Page Spread	4,000	3,800	3,600	3,400
1/2 Page	1,500	1,400	1,300	1,200
1/3 Page	1,000	900	800	700
Covers (Four Color)				
Front Cover	15,000	Inside Back Cover		3,000
Inside Front Cover	4,000	Back Cover		5,000
Metallic & PMS Color				
\$600 (net) per page				
Gatefolds and Inserts				
Rates and specifications upon request.				

For space reservations, rates and ad specs, please contact us on (212) 924-7620 or email:

Ricardo Guise · President & Publisher · rguise@worldscreen.com

Mechanical Requirements

ALL TEXT AND LOGOS MUST BE HELD 1/2" (14mm) AWAY FROM TRIM.

AD SIZE	INCHES		CENTIMETERS	
	WIDTH	LENGTH	WIDTH	LENGTH
Full Page w/Bleed	10.125"	13.625"	25.72	34.61
Trimming to	9.5"	13"	24.13	33.02
Full Page (no Bleed)	8.5"	12"	21.59	30.48
Full 2-Page Spread w/Bleed*	19.625"	13.625"	49.85	34.61
Trimming to*	19"	13"	48.26	33.02
Full 2-Page Spread (no Bleed)*	18"	12"	45.72	30.48
*ALLOW 1/2" (14MM) FOR GUTTER - 1/4" (7 MM) ON EACH SIDE OF CENTER.				
1/2 Page vertical**	4.75"	13"	12.07	33.02
1/3 Page vertical**	3.25"	13"	8.26	33.02
**ADD 5/16" (8MM) BLEED				
1/2 Page horizontal (no Bleed)	8.25"	5.25"	20.96	13.34
1/3 Page horizontal (no Bleed)	8.25"	3.75"	20.96	9.53
Front Covers**	9.5"	10"	24.13	25.40
**ADD 5/16" (8MM) BLEED				

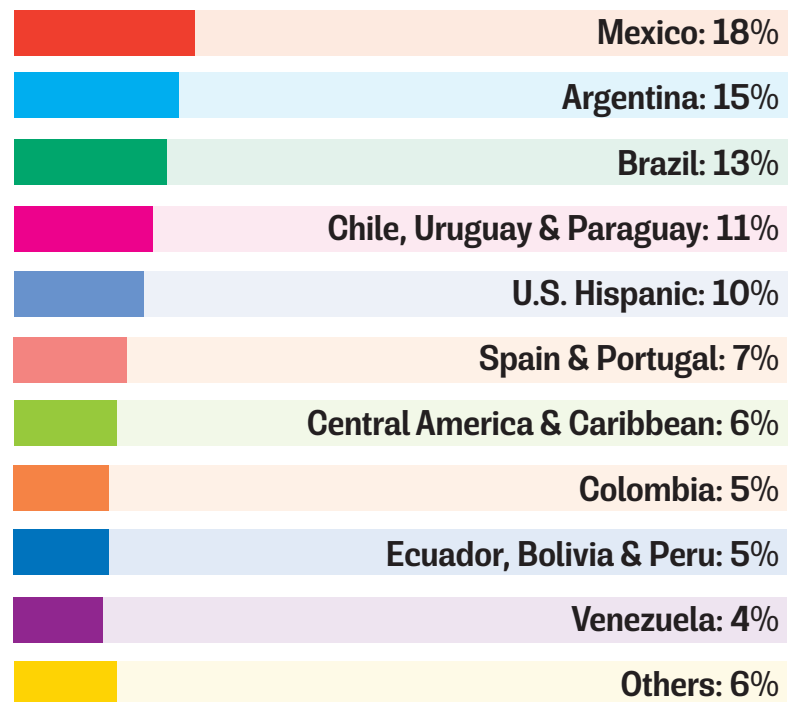
PLEASE SEND FLAT, 300 DPI, CMYK FILES.

Circulation

TV Latina is sent to:

- Chairmen, presidents, CEOs and general managers.
- Cable operators, pan-regional media buyers and regional advertising agencies.
- Directors of programming, planning and co-productions.
- Program buyers for every program genre in all television stations, cable channels, pay-TV and satellite services, MSOs and OTT platforms in Latin America, the U.S. Hispanic market and Iberia.

Country Breakdown



EDITORIAL CALENDAR

MONTH	MAGAZINES	BONUS DISTRIBUTION
Annual	Guía de Canales, Guía de Distribuidores	Multiple markets
January	TV Latina, TV Niños, TV Series	NATPE
February/March	TV Latina	Andina Link
April	TV Latina	MIPTV
May	TV Latina, TV Niños, TV Series	L.A. Screenings
June	TV Latina	Tepal
July/August	TV Latina, ConvergenciaShow.MX, Andina Link	Centroamérica
September	TV Latina	Jornadas
October	TV Latina	MIPCOM, Chile Media Show
November	TV Latina	MIP Cancun

PARA VER ESTE MEDIA KIT EN ESPAÑOL POR FAVOR VISITE: WWW.TVLATINA.TV/MEDIAKIT

TERMS & CONDITIONS: Invoices due in 30 days. 15 percent to recognized agencies. Payment by check in U.S. dollars from a bank with a branch in the U.S. or bank transfer. All bank transfer fees must be paid by advertiser. A 3 percent additional charge per month will be assessed on uncollected invoices past 90 days. There will be a \$150 charge per page to changes to advertisements that have already been plated. Subject to our credit requirements. Metallic and PMS color pages cost an additional \$600. Publisher not responsible for an "act of God" or any other cause beyond reasonable control.