

EXPANSIÓN / Your best partner

Expansion continues to be the leading business magazine in Mexico with over 40 years of publishing history. Its continued success is based on our commitment to providing readers with the most credible and relevant business news. With a deep commitment to journalistic excellence, Expansion offers the most in depth coverage of Mexico's market intelligence through its rankings and special reports. Through extensive research and analysis, Expansion offers the decision making executive information on corporate, political and economic topics that impact the Mexican business community.



→ **FREQUENCY**

Fortnightly

→ **CIRCULATION**

Print run: 54,000

Newsstands: 21,000

Subscribers: 32,000

Pass along: 3.3

Audience: 178,200

Distribution: Nationwide

Source: IVM

→ **MAIN EDITORIAL SECTIONS**

Exprés: Briefings on the most relevant events in economic, financial and business matters.

Artículo de portada: Current topics or franchise editions.

Reportajes: Stories leading the way in the corporate world. Profound articles, exclusive interviews; analysis.

Ideas: How New trends on how to achieve intelligent management skills and efficient professional development.

Dinero: Corporate and personal finance information.

Estilo: News articles and reviews for the executive that knows how to live well, both inside and outside

→ **READER PROFILE**

Men and women, opinion leaders and decision makers. Top executives of the corporate world. Entrepreneurs, university and postgraduate education students interested in Mexico's business and economy.

<p>Age: 25-34: 30% 35-44: 35% 45+: 35%</p>	<p>Gender: Men: 60% Women: 40%</p>	<p>SES: ABC+: 86% Other: 14%</p>
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Source: EIGX 2011

→ EDITORIAL CALENDAR 2012

COVER	CLOSING DATE	FRANCHISE	REPORT / STYLE
January 23	December 19, 2011		The most global Mexican companies / Restaurants
February 6	January 12	The best MBA's 2012	The companies the MBA's look for / Fashion
February 20	January 26		PyMES in growth / Cars 2012
March 5	February 9	CEO	Chic shops of the DF
March 19	February 23	30 Promises in their 30	
April 2	March 8		Tourism Domestic destinations
April 16	March 22		The Best places to invest Art
April 30	April 2		Banks and 100 finance companies / Golf
May 14	April 13	Super companies 2012	Architecture
May 28	May 3	CEO	
June 11	May 17	Recruiting guide	Watches
June 25	May 28	The 500 most important companies in Mexico 100 Multinationals	Fashion
July 9	June 14		Green investment funds: sustainable projects financing
July 23	June 28	Entrepreneurs of the year	

COVER	CLOSING DATE	FRANCHISE	REPORT / STYLE
August 6	July 12		Presidential election: the new era. Winner special Mexican desing
August 20	July 26	The 50 most powerful women	Feminine luxury
September 3	August 9	CEO	
September 17	August 23	The best companies to start your career	
October 1	September 6	Top 100 businessmen in Mexico	Automotive Golf
October 15	September 20	Top Resource Administrators	
October 29	October 4	Mkt Monsters	International destinations
November 12	October 18		Franchises / Watches
November 26	October 31	CEO	
December 10	November 15	The most desirable brands	Luxury / 5 launchings for 2013
December 24	November 29	The business person of the year	

→ RATES 2012 (USD*)

	1-3 X	4-6 X	7-9 X	10-14 X	15+ X
1 page	10.550	10.000	9.500	9.000	8.400
2 columns	7.880	7.500	7.100	6.700	6.300
1/2 jr page	7.480	7.100	6.700	6.400	6.000
1/2 horizontal page	6.510	6.200	5.900	5.500	5.200
1 column	5.870	5.600	5.300	5.000	4.700
2nd & 3rd cover	11.500	10.900	10.400	9.800	9.200
4th cover	12.860	12.200	11.600	10.900	10.300

*Open rates in US dollars are for reference only and are determined based on a corporate exchange rate which may appear higher than the current rate. Please consult your sales representative for the most accurate rate information based on your investment volume.

→ **MEASUREMENTS**

Size	Spread	1 Page 2nd and 3rd Cover 4th Cover	½ Horizontal Page	2 Columns	1 Column
Trim	16.54 x 10.83 in	8.27 x 10.83 in	8.27 x 5.39 in	5.59 x 10.83 in	2.68 x 10.83 in
Box	15.35 x 9.84 in	7.87 x 10.43 in	7.87 x 5.00 in	4.84 x 10.43 in	2.36 x 10.43 in
Bleed	16.93 x 11.22 in	8.66 x 11.22 in	8.66 x 5.59 in	5.51 x 11.22 in	2.87 x 11.22 in

To avoid cutting elements or texts in the ad during magazine trimming process use safety margin measurements (5 mm on each side). For ads of confronting pages with text stretching out to the magazine centerfold (gutter stick), maintain a central safety margin of 5 mm on each side (5mm = 0.19 in).

→ **BASIC STATEMENTS**

- A. Payment conditions: For new and foreign advertisers, ad contracting must be followed by advanced payment. Normal payment conditions: 30-day term payment with approved credit by editorial house in Mexico City.
- B. Lack of payment on two or more invoices will cause momentary ad contracting suspension, until total settlement of debt.
- C. Cancellations are not accepted after closing dates.
- D. Any change on advertising rates will be informed 30 days before closing date of the issue in which they will go into effect.
- E. Frequency discounts: ads must be inserted during a one-year period in order to reap the benefits of frequency rates. Those advertisers canceling or modifying contracted ads and not covering minimum amount of agreed insertions, will get the corresponding adjustments at the time of change. Likewise, advertisers reaching a higher discount scale per volume than that hired initially will receive credit on balance.
- F. There will be no liability on mistakes due to ID or key numbers.
- G. The editorial house may accept all advertisers' ads as long as the advertiser and/or its advertising agency approve them. Therefore, the advertiser and/or its advertising agency will indemnify and exempt the editorial house on any claim, as well as complaints or violation charges, copyrights, plagiarism, ownership rights or any other charge based on content or concept of such ad.
- H. The editorial house has the right to refuse any ad. An ad simulating a magazine EDITORIAL FORMAT will be titled as "ADVERTISEMENT". The word "ADVERTISEMENT" will be centered on the upper side of the page in Helvetica font, size 12 or 14.

→ **COSTS AND PERCENTAGES**

Rates are unitary and do not include VAT.

Agency commission: 15% on the net amount

Special positions: additional 15% charge. Check availability.

Quoted on request: Inserts, strips, customized items, banners.

→ **SASs (SEPs)**

Editorial/commercial section in the magazine. It will be quoted on request.

Thematic SAS (SEP): It includes participation of several companies concerning a specific theme.

Individual SAS (SEP): It develops according to customer needs; it includes interview, photographer and design.

In SASs (SEPs) 15% agency discount is not applicable, only frequency discount.

→ **AD CLAIMS**

The claim of a wrong published ad must be carried out within 30 days after magazine publication date.

Ad replacements will be granted a month after the claim.

Replacements will not be granted during the months of October, November and December.

A replacement will be valid during the ad's publication fiscal year.

→ Requirements for digital materials

Materials should be submitted according to the corresponding magazine size.

Any color print sent by the client will be considered just as a reference more than a color proof.

Printed color may vary around 5% depending on the type of paper and print spot. Register may vary in more or less one line.

→ SPECIFICATIONS FOR DIGITAL FILES

1. Files identified with client's correct name.
2. PDF-X1 or PDF-X3 file with embedded texts.
3. 300 DPI high-resolution photographs: same size in which they will be printed, in CMYK.
4. Material should be submitted according to magazine size. They should also include trim lines.
5. Any color print sent by the client will be considered just as a reference more than a color proof.
6. To avoid cutting elements or texts in the ad during magazine trimming process, keep a safety margin of 5 mm on each side.
7. For ads on confronting pages with text stretching out to the magazine centerfold (gutter stick), maintain a central safety margin of 5 mm on each side.

→ SPECIFICATIONS FOR DELIVERY OF FILES THROUGH FTP SERVER

1. Same specifications as for digital files.
2. Enter the following address: <http://201.131.116.150>
3. You are now at FTP EXPANSIÓN. Enter user name and password according to magazine. Clic log in, then browse and select file to be uploaded to the FTP server.
Presionar log in, presionar examinar y seleccionar el archivo que se va a subir al FTP.
4. Wait for notice warning that file was successfully uploaded.
5. For more information about the FTP server use, it is necessary to refer to each product's media kit or send an e-mail to a María Fé Alcázar, malcazar@geeinternational.com, (Ph: 305.351.1915).

<http://201.131.116.150>

User: ftpmiami

Password: miami126

You are now at FTP EXPANSIÓN. Enter User Name and Password according to the magazine. Click "Log in".

To upload the file click "Upload File(s)", then "Browse" and select file; finally click "Begin Upload".

When the process is completed a new window will show up indicating the file has been uploaded successfully. (Note: Do not close window until notice of completed process appears).