

InStyle / *Life is a red carpet*

The best guide in style, fashion, beauty and celebrities with an unique editorial offer.

In Style has proven being the perfect shopping and style guide inspired in celebrities for the active and modern woman.



→ **FREQUENCY**

Monthly

→ **CIRCULATION**

Print run: 67,000

Newsstands: 53,000

Subscribers: 13.000

Pass along: 3.6

Audience: 241,200

Distribution: Nationwide

Source: IVM

→ **MAIN EDITORIAL SECTIONS**

New editorial structure:

Lo más HOT!: Trendy style news featuring the latest information on hot looks, fashion and beauty.

El Look: Celebrities whose looks we live for and fashion we would die for featuring best dressed women and men of style.

Tu Look: Must have items and fashion advice for the perfect fit.

Belleza: Your guide to look spectacular from head to toe from beauty to fitness.

Feature well: Cover stories and fashion features.

Shop it!: The season's must have looks featuring handbags, shoes, and accessories.

Vida, etc.: Style beyond your closet featuring designs for your life and home.

→ **READER PROFILE**

Active, modern, versatile women eager to find the celebrities' inspired style that best reflects their personality.

<p>Age: 19-24: 14% 25-45: 80% +45: 6%</p>	<p>Gender: Women: 90% Men: 10%</p>	<p>SES: ABC+: 83% C: 17%</p>
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Source: TGI, 2011

→ EDITORIAL CALENDAR 2012

ISSUE	CLOSING DATE	FRANCHISES/ SPECIALS	CONTENT/ SUPPLEMENTS
January	December 1, 2011	Preview: what's coming in 2012 / Detox Love your age 20's, 30's, 40's, 50's	Horoscope
February	January 5	Jeans / Hairstyles to change your look / Clothes that flatter your body	Weddings
March	February 2	Fashion and Beauty Trends	
April	March 1	Color issue / Hottest colors / spring accesories	Makeover
May	April 5	Best Beauty Buys: The choice of the experts / 28 outfits / Perfume guide	
June	May 3	Sexy Portfolio / Bikinis Summer Shop it!	
July	June 7	Pack for Summer / Pack for the holidays / Bikini body	
August	July 5	6 anniversary / Fashion and Beauty Trends	
September	August 2	6th anniversary / Fashion and beauty trends / Shoes	Beauty (hair)
October	September 6	DECO / Fall accesories / Lingerie	
November	October 4	28 outfits / Perfume guide / Shopping	Shopping
December	November 1	101 STYLE LIST: The choice of the celebrities / Gift guide Morelia's movie festival / Hairdos and party make-up	

→ **RATES 2012 (USD*)**

	1-3 X	4-6 X	7-9 X	10-14 X	15+ X
1 page	8.780	8.300	7.900	7.500	7.000
2 columns	6.400	6.100	5.800	5.400	5.100
1/2 horizontal page	6.190	5.900	5.600	5.300	5.000
1 column	4.790	4.600	4.300	4.100	3.800
2nd & 3rd cover	10.200	9.700	9.200	8.700	8.200
4th cover	10.990	10.400	9.900	9.300	8.800

*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	17.71 x 10.82 in	8.86 x 10.83 in	8.86 x 5.28 in	5.91 x 10.83 in	2.95 x 10.83 in
Box	16.14 x 9.84 in	8.46 x 10.43 in	8.46 x 4.88 in	5.51 x 10.43 in	2.56 x 10.43 in
Bleed	18.11 x 11.22 in	9.25 x 11.22 in	9.25 x 5.47 in	6.10 x 11.22 in	3.15 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).