

loop

A great in-flight *experience*

The in-flight magazine distributed on Click, Mexicana Airlines domestic market carrier



→ FREQUENCY

monthly

→ CIRCULATION

Print run: 50,000

Pass along: 6,0

Audience: 300,000

Distribution: National distribution on board Mexicana's Click airline, executive lounges, and ticket offices.

Source: IVM & Padrón Nacional de Medios Impresos

→ READER PROFILE

Men and women frequent flyers with a high purchasing power.

Age: 18 a 50 years old	Sex: Men: 60% Women: 40%	NSE: ABC+
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Source: Ad-hoc Merc / EGM

→ MAIN EDITORIAL SECTIONS

Loop A; Tecnología, Autos, Gourmet, Moda, Fotosíntesis, Features, Entrevistas



GRUPO EDITORIAL EXPANSIÓN INTERNACIONAL LLC

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→ **2010 EDITORIAL CALENDAR**

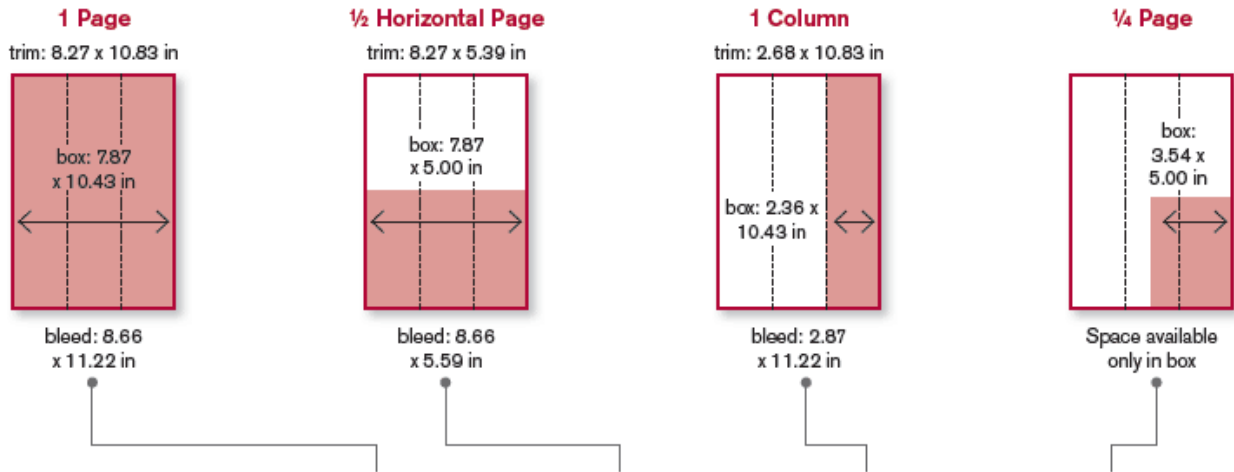
COVER	CLOSING DATE	TOPIC
January	Dec. 10, 2009	<ul style="list-style-type: none"> • Green Edition
February	Jan 12, 2010	
March	February 8	<ul style="list-style-type: none"> • 8 celebrities behind the scenes... • Ultimate Travelers Guide
April	March 10	<ul style="list-style-type: none"> • Chef's Guided Gourmet Chronicle • Summer Camps in Mexico
May	April 12	<ul style="list-style-type: none"> • Art and Design Special • Fashion Shooting in Mexico
June	May 10	<ul style="list-style-type: none"> • Classical and Sport Watches • Ultimate Travelers Guide
July	June 10	<ul style="list-style-type: none"> • 20 Gadgets for the hip and cool
August	June 12	<ul style="list-style-type: none"> • How it works...
September	August 10	<ul style="list-style-type: none"> • 2011 Car Guide
October	September 13	<ul style="list-style-type: none"> • Fashion Shooting in Mexico • Ultimate Travelers Guide
November	October 11	<ul style="list-style-type: none"> • Day of the Dead Special, horror stories (Literature)
December	November 10	<ul style="list-style-type: none"> • Shopping Edition (Gatefold or 2 covers)

• [Features](#)

→ **RATES 2010 (USD)**

	4-6 X	7-9 X	10-14 X	15+ X
1 page	7,096	6,762	6,440	6,135
1/2 page	4,612	4,395	4,184	3,985
1/4 page	2,127	2,028	1,928	1,840
1 Column	3,903	3,721	3,539	3,381
2nd and 3rd cover	8,515	8,110	7,723	7,360
4th cover	9,933	9,464	9,013	8,585

➔ **MEASUREMENTS**



Size	1 Page 2nd and 3rd Cover 4th Cover	1/2 Horizontal Page	1 Column	1/4 Page
Trim	8.27 x 10.83 in	8.27 x 5.39 in	2.68 x 10.83 in	
Box	7.87 x 10.43 in	7.87 x 5.00 in	2.36 x 10.43 in	3.54 x 5.00 in
Bleed	8.66 x 11.22 in	8.66 x 5.59 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://200.78.159.110>
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 trafico@expansion.com.mx

NOTE

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

<ftp://ftp.gee.com.mx>

usuario: ftploop

password: loop89

Miami

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).