

Forbes
LATINOAMÉRICA

MEDIA
KIT 2015





Forbes^{MÉXICO}

Forbes^{CENTROAMÉRICA}

Forbes^{REPÚBLICA DOMINICANA}

FORBES **LATAM**

Forbes Life

Forbes^{MÉXICO}
DIGITAL

Forbes
EVENTS

FORBES, OUR BRAND

Thanks to its editorial focus, its great digital success and unrivalled international relevance, FORBES is not only a business printed magazine and webpage but a media multi-platform that documents and promotes the most extraordinary stories from the business world.

FORBES' mission is to provide our reading community –influential leaders and decision makers– detailed information about the most succesful corporate practices and the stories around them. What makes FORBES unique is its exceptional access to the most powerful people of the world. Since 1917 FORBES has provided tycoons, entrepreneurs and leaders with a unique and strategic point of view.

For the past two years, we have created an unbroken chain of cover articles that stories that mark the public agenda and celebrate the personalities that shape Mexico, Latin America and the world.

FORBES' growth in its different platforms (printed editions, webpage, mobile apps, social networks and exclusive events) is proof of the innovative style we create to present stories, which places it at the vanguard of the editorial industry in Mexico and Latin America.

FORBES identifies passions, great feats, achivements and surprising successes, accepting the responsibility of sharing them not only to inform but to to inspire. Our motivation is motivation itself.

INTERNATIONAL EDITIONS

FORBES' international editions help connect leaders and entrepenuers from around the globe. Those editions offer our readers and advertisers wide opportunities to reach and connect with global leaders and decision makers.

FORBES' current international editions are:

- Africa
- Argentina
- Brazil
- Bulgaria
- Central America
- China
- Croatia
- Czech Republic
- Dominican R.
- Estonia
- Georgia
- Greece
- India
- Indonesia
- Israel
- Kazakhstan
- Korea
- Latvia
- Mexico
- Middle East
- Poland
- Romania
- Russia
- Slovakia
- Spain
- Thailand
- Turkey
- Ukraine
- United States
- Vietnam

PAN REGIONAL DISTRIBUTION

180,000 COPIES SOLD



Forbes^{LATAM}

The most credible global source for business, finance and lifestyle celebrates two years in Mexico, its incursion on the Central American and Caribbean editorial market, and its website with a broad scale penetration in Mexico which will soon expand regionally.

READER'S PROFILE ▶

Men and women who are decision makers in the business, finance and lifestyle world.

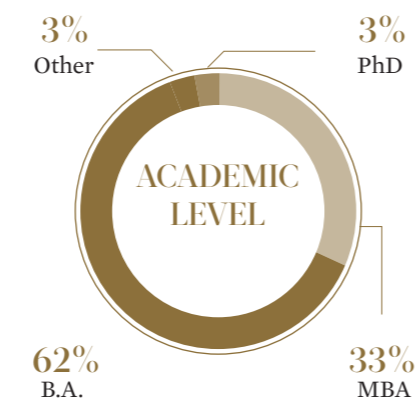
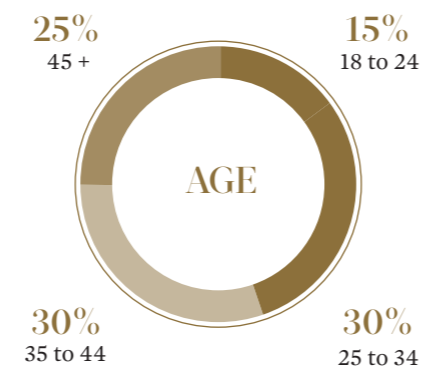
MULTIMEDIA PLATFORM

Printed magazines, digital and mobile platforms, social networks and special events: Forbes Invitational, Forbes Women Summit, Forbes Mexico and Latin America Summit, Forbes Central America Summit, Forbes Gatherings, amongst others.

- FORBES makes an impact on people who make an impact on the world.
- The most respected and influential magazine around the world.
- 80% of local/regional content.
- 20% of the best international syndicated content**.
- ** We take advantage of our international presence to use first-hand information from the place where events occurred.

40% Women
60% Men
GENRE

15% Others
85% ABC+
SES*



28% -30 min
72% +30 min
READING TIME

4.2
Average
PICK UP*

* SES. Socioeconomic Status | *Pick up. Average times the reader looks up information on the magazine.

FORBES' EDITORIAL SECTIONS

BOARD

An index for wealth and power. In this section we introduce different perspectives that allows us to know how economy evolves.

PIONEERS

Stories of people who have started succesful innovative projects. We present their results, investments, profits, and how they have influenced the society.

OPINION

Renowned leaders, economists, experts on corporate communication, coaching, real estate market and technology, are amongst our specialists, who share their point of view on current topics of their respective areas.

TRENDS

Trends that define tendencies in different spheres as tourism, health, society, politics, economy and business.

GLOBAL ECONOMY

An analysis on the local and global economic situation and the performances of key people related to the decisions they take that make an impact on the society.

STRATEGY

An analysis on the lines of action an organization follows to create a competitive advantage on the market of its activities.

FORBES FILE

Insightful articles on current national and international topics.

MONEY AT PLAY

The economic element of sports. We answer to questions such as how much money is generated at the ticket office, the players' wealth, the investment from the teams, the amount of money from the players' contracts from different sports.

TECHNOLOGY

Taking into account that new technologies come into our lives and become essential for us, we research on their impact on businesses and the society. Besides, there are news on information technologies, games, apps and communications.

FORBES LIFE

We discover the trends that will define tendencies on the lifestyle of decision maker entrepreneurs, top executives and managers. From new gadgets and technology to cars, fine watchmaking, art, gastronomy, premium destinations, fashion, architecture, among others.

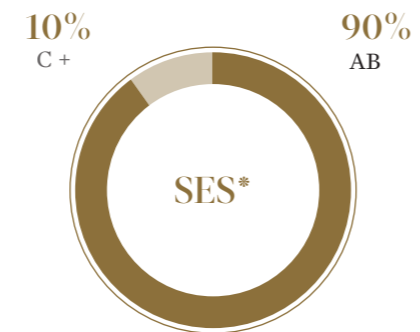
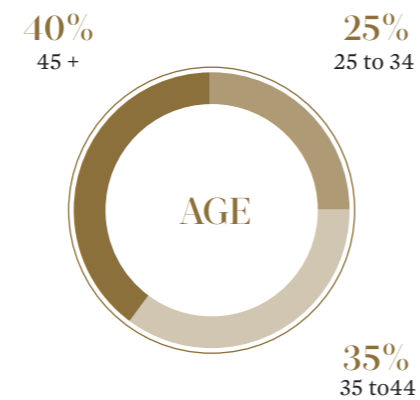
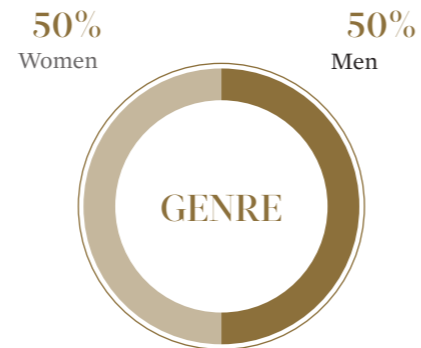
Forbes Life

READER'S PROFILE ▶

Men and women who are decision makers in the business, finance and lifestyle world.

LUXURY FROM FORBES' UNIQUE POINT OF VIEW

- FORBES inspires its friends and readers to celebrate the rewards from success by way of the best products, destinations, services and experiences.
- Forbes LIFE curates the industries of luxury, culture, design, tourism and lifestyle to keep them away from the presumptuous consumerism, providing an intimate connection with the passions of the most powerful decision makers of the world. We offer unique stories with long lasting value.
- Forbes LIFE offers the most valuable information and insights from the premium industry on four annual issues (April, June, September and November) in México and two (June and November) in Central America and the Dominican Republic.
- In 2015, Forbes LIFE will present its Forbes Life TRAVEL issues, two annual traveling guides that are based on the spring-summer (May) and fall-winter (October) seasons with the compilation of the FORBES' Stars, which are awarded to hotels, restaurants and spas. We will select the best from luxury tourism in Mexico, Latin America and the rest of the world.
- Along the year, the section TRAVEL within the magazine will become more prominent by proposing unexplored thematic routes for those readers for whom their time is more valuable than money: from getting to know more of the world by means of restaurants with Michelin Stars to submerge themselves into ancient cultures in remote places.



4.0
Average
PICK UP*

* SES. Socioeconomic Status | *Pick up. Average times the reader looks up information on the magazine.

FORBES LIFE'S EDITORIAL SECTIONS

Forbes A list

Latest and future trends

News, objects and experiences yet to be discovered. Unprecedented information for our readers. We are advisors and we will put in the spotlight for the *connoisseurs* new trends and, in some cases, before they see the light.

Forbes Meeting Point

Interviews with the protagonists

Each issue will be focused on one subject: luxurious art and sports (April), the Forbes man universe & gadgets (June), the fashion business (September) and the annual compilation of the luxury industry (November). We will speak with the protagonists of each industry and sector, revealing their business strategies and personal passions, so we can get a glimpse of the human side of those who shape the world.

All Access

Stories form a literary perspective

Behind every business success, there is a story waiting to be told. We will approach them from a narrative point of view, creating enveloping short stories that provide more than information. We will show emotions, doubts, good and bad decisions. We will review every piece of the story that influenced the events.

Centrales

The theoretical argument of the magazine

We will analyze the present to find out what the future will bring. We will gather research articles with hard data that shed light on the health of the market and the reasons behind its behaviour, foreseeing trends and considering the possible answers for the questions yet to be asked.

Forbes Style

Our esthetic and hedonistic side

Business and pleasure go hand in hand. We select accessories that complement our readers' lifestyles and we propose a visual discourse appropriate to the subject of every issue of the magazine.

EDITORIAL CALENDAR

Issue	Forbes / Forbes LIFE	Deadline to layaway ad spaces	Deadline to deliver material	Issue on stands
January	The most sought-after professions for 2015. The better paid soccer players in Mexico. Special Politics: Elections 2015. FL: Strategies for 2015 on the luxury industry.	Dec 26, 14	Jan 02, 15	Jan 15, 15
February	The 30 young promises in business in Mexico. The 30 under 30 international promises. The most important marketing disruptors in Mexico. The advertising and media strategies that rule today. FL: The best from the Salon International of the Haute Horlogerie.	Jan 29, 15	Feb 02, 15	Feb 15, 15
March	List of Mexican millionaires. List of International Millionaires. FL: Millions from allure on the Forbes' billionaires list.	Feb 26, 15	Mar 02, 15	15-mar-15
April	The value of the Mexican Soccer League. Special: Research and development. The new Mexican disruptor. FL: Sports and luxury.	Mar 27, 15	Mar 31, 15	Apr 15, 15
Forbes LIFE (April)	SPECIAL: Luxurios art and sports.	Mar 25, 15	Mar 27, 15	Apr 15, 15
May	The best 2000 global (and Mexican) companies. The 50 global companies with largest investments in Latin America. The college students Mexico needs. FL: BaselWorld 2015 (Watchmaking).	May 01, 15	May 05, 15	May 15, 15
Forbes Life TRAVEL (May)	Luxury tourism spring / summer.	Apr 23, 15	Apr 27, 15	May 15, 15
June	The 50 most powerful women in Mexico. The stars from the Pan-American Toronto 2015 games. The revolutionaries in the business world. FL: Female power in the <i>lifestyle</i> mexican industry.	May 29, 15	June 03, 15	June 15, 15

FL: Forbes Life

*Nota: Calendar is subject to changes without notice.

Issue	Forbes / Forbes LIFE	Deadline to layaway ad spaces	Deadline to deliver material	Issue on stands
Forbes LIFE (June)	SPECIAL ISSUE: The Forbes man universe & gadgets.	May 25, 15	May 27, 15	June 15, 15
July	The kings of tourism. Top destinations on business tourism. The best paid Mexicans in the world. Special: Health Lessons from the Forum Forbes Powerful Women 2015. FL: News 2015 and strategies 2016 on luxury tourism.	June 29, 15	July 1, 15	July 15, 15
August	The companies that create most jobs in Mexico. Forbes Celebrity 100. The most profitable franchises. FL: Premium Mexican firms with global success.	July 30, 15	Aug 30, 15	Aug 15, 15
September	Better paid administration boards in Mexico. The most valuable soccer teams in North and South America. Special: NFL Best companies to work for in Mexico. FL: Winter Sports.	Aug 28, 15	Sept 02, 15	Sept 15, 15
Forbes LIFE (September)	SPECIAL ISSUE: The business of fashion.	Aug 24, 15	Aug 26, 15	Sept 15, 15
October	Companies with the best benefits in Mexico. The Formula 1 millionaire industry (comes back to Mexico). Lessons from the Forum Forbes 2015. FL: The glamour (and the dark side) of the Formula 1.	Sept 18, 15	Sept 30, 15	Oct 15, 15
Forbes Life TRAVEL (Octubre)	Luxury tourism fall / winter.	Sept 24, 15	Sept 28, 15	Oct 15, 15
November	Special: Third anniversary issue. Social Entrepreneurs. The most committed with the environment firms. Sports: special NBA. FL: International exhibition for jewelry and watches México.	Nov 2, 15	Nov 4, 15	Nov 15, 15
Forbes LIFE (November)	SPECIAL ISSUE: The world of luxury. Ranking: Forbes Life 2015 compilation	Oct 28, 15	Oct 30, 15	Nov 15, 15
December	Special: Philanthropic Companies. The most creative mexican people. Agenda 2016. FL: Radiography of a philanthropist (likes, weaknesses and passions).	Nov 27, 15	Dec 1, 15	Dec 15, 15

Forbes MÉXICO DIGITAL

www.forbes.com.mx

Forbes México website, the most influential brand on business journalism. More than 160 renowned leaders and specialists writing content for your reading pleasure.

READER'S PROFILE ▶

NUMBERS

2,500,000
Monthly unique users

3,750,000
Monthly visits

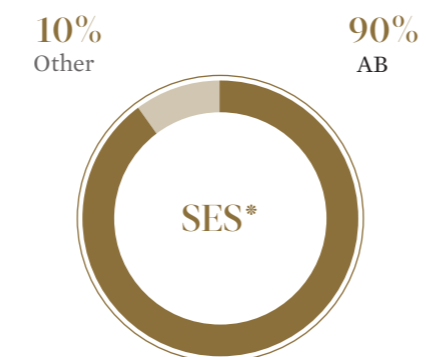
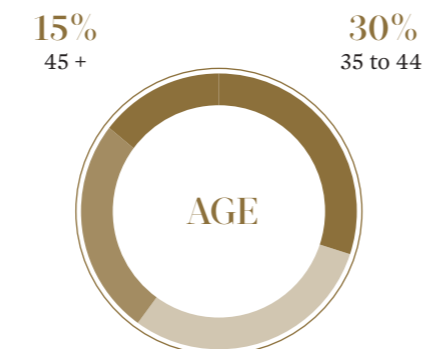
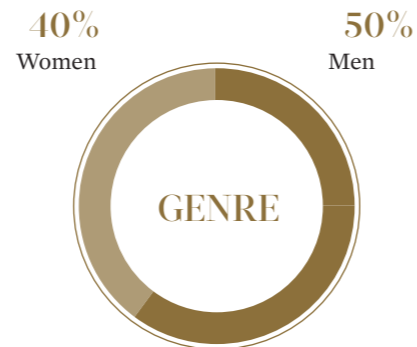
14,000,000
Monthly page views

14.10 MINUTES
Average stay time for each visit

SOCIAL NETWORKS

 **582,000**
Likes on Facebook

 **45,000**
Followers on Twitter



* SES. Socioeconomic Status



MICROSITES

- Home
- Business
- Finance
- Entrepreneur
- Technology
- Lists
- Forbes Life
- Video gallery

FORMATS & RATES

FORMAT	SIZE	HOME MXN	ROS MXN	MICROSITE MXN	TIME	COMMENTS
Super Banner	728*90	\$326	\$252	NA	NA	CPM
Top Banner	222*90	\$54,600	NA	\$21,000	Monthly	Fixed
Video Banner	300*56	\$9,450	NA	NA	Daily	Fixed
Box Banner	300*250	\$346	\$284	NA	NA	CPM
Middle Banner	310*90	\$15,750	NA	NA	Monthly	Fixed
Layer	400*400	\$693	\$662	NA	NA	CPM
Take Over	900*600	\$1,155	\$1,980	NA	NA	CPM
Clock	300*250	\$78,750	NA	\$61,950	Monthly	Fixed
Site Sponsorship	Skin + banners	NA	NA	\$42,000	Weekly	Fixed
Feature	NA	NA	NA	\$30,450	NA	NA
Brand Voice + box	300*250	\$78,750	NA	NA	Weekly	Fixed
Landing Page + button	NA	\$68,250	NA	\$47,250	Monthly	Fixed
Market table sponsorship	To be defined	\$7,350	NA	NA	Monthly	Fixed
Newsletter	600*100 180*600	NA	NA	\$25,080	Daily	Fixed
Ticker Sponsorship	To be defined	\$26,250	\$26,250	\$26,250	Monthly	Fixed
Banner Mobile	To be defined	\$28,350	NA	\$16,800	Monthly	Fixed

Ad spaces subject to availability | Prices before taxes | Rates subject to change without notice

Forbes

EVENTS

With the purpose of creating live experiences that bring together the most influential ideas and people in the world, our events and conferences translate into a tangible reality the pages of our printed issue and the conversations from forbes.com.mx

Businessmen, CEOs, Directors, Entrepreneurs, Creative Directors and Opinion Leaders join our expertise on the development of content and first class hospitality.

THE FORBES EVENTS EXPERIENCE

- A total immersion experience on the FORBES editorial content.
- Brands are associated with the international prestige of FORBES.
- Direct contact with thought leaders from Mexico, Latin America and the world.
- Brand presence on the FORBES Latam editorial multiplatform.
- Brand presence on the best business, finance and lifestyle events in Mexico.
- A unique opportunity to communicate with your target and niche audience in a private environment.



MAY



FORBES INVITATIONAL

FORBES presents a unique networking meeting with the most important personalities in the world of business. It is an experience to enjoy personally and to get the most of it professionally.

DATE: May (day TBD)

VENUE: Bosque Real Country Club

INVITATION ONLY: 150 golfers: businessmen, CEOs and senior executives

FORMAT: A-GO-GO, teams of three golfers, playing in 6-somes

SPEAKER: TBD

2015

JUNE



FORBES POWERFUL WOMEN SUMMIT

The #ForbesPowerfulWomen list from Mexico, Central America and the iconic international list published by Moira Forbes come up from the editorial pages to become the second event from Forbes Events. A room for analysis and critical reflection on the role of women as decision makers and agents of change on the economy, society and companies.

A forum of debate about the four fundamental stages on the life of our #ForbesPowerfulWomen: their training, professional performance, their wish to be entrepreneurs and their obligation to transcend.

THEME: Redefining Power

DATE: June 2015 (day TBD)

VENUE: Aqua Bosques Hotel, Ciudad de México

INVITATION ONLY: The 300 most important decision makers and businesswomen from Mexico and Latin America

SPEAKERS: TBD

SEPTEMBER



FORBES MEXICO & LATIN AMERICA SUMMIT

(3rd edition)

The world is not what it used to be. Companies and their leaders constantly need to adapt to the incessant changes of the consumer trends, the new technologies and communication. Discover with us the realities and opportunities of this unstoppable dynamics at the Forum Forbes Mexico and Latin America.

THEME: TBD

DATE: September 2015 (day TBD)

VENUE: St. Regis Hotel, Ciudad de México

INVITATION ONLY: the 600 most important businessmen and women from Mexico and Latin America

SPEAKERS: TBD

2015

MONTHLY



FORBES GATHERINGS

Today's corporations and industries need a space for mediation and lobbying for the better development of their activities and synergies. With these meetings, FORBES presents a unique space for debate and negotiations about the most interesting topics for the current situation on Mexico, Latin America and the world.

Here, we will put on the table the tendencies that could change the paths of the most dynamic sectors of the economy; it will be a space where the ideas and practices that will determine the course of business.

DATE: Monthly or bi-monthly
VENUE: Millesime Studio, St. Regis Hotel, Ciudad de México
INVITATION ONLY: between 10 and 40 leaders and decision makers by sector
SPEAKERS: Yet to be defined
THEMES: Several, yet to be defined
 1. February: Present and future one year after the Energy Reform
 2. March: Philanthropy
 3. April: Masaryk 11560 (FL)

2016

FEBRUARY



PHILANTHROPY SUMMIT

A meeting between the organizations, activists and leading figures of philanthropy in Mexico, Central America. We recognize initiatives from organizations and individual activists. The event will be held with the support of the *Centro Mexicano para la Filantropía* -Mexican Center for Philanthropy- (CEMEFI), whose president will present the "Excellence Forbes Award on Philanthropy".

THEME: Philanthropy
DATE: First week of February 2016
VENUE: José Vasconcelos Library
INVITATION ONLY: The 50 most important philanthropists in Latin America, 10 internationally renowned philanthropists, plus the 100 most outstanding philanthropists in Mexico
SPEAKERS: TBD

2015

DOMINICAN REPUBLIC



FORBES POWERFUL WOMEN SUMMIT

THEME: Redefining Power
DATE: Tuesday, March 10th
VENUE: Hotel Embajador
INVITATION ONLY: The 300 most important decision makers and businesswomen from Dominican Republic and Latin America
SPEAKERS: TBD



FORBES INVITATIONAL

DATE: April: friday 24th, saturday 25th, and sunday 26th
VENUE: Punta Cana Resort & Spa
INVITATION ONLY: 100 golfers: businessmen, CEOs and senior executives

2015

CENTRAL AMÉRICA



FORBES POWERFUL WOMEN SUMMIT

THEME: Redefining Power
DATE: July (day TBD)
LOCATION: San José, Costa Rica
VENUE: TBD
INVITATION ONLY: The 300 most important decision makers and businesswomen from Central and Latin America
SPEAKERS: TBD



FORBES CENTRAL AMERICA SUMMIT

THEME: TBD
DATE: November (day TBD)
LOCATION: Guatemala
VENUE: TBD
INVITATION ONLY: the 600 most important businessmen and women from Mexico and Central America
SPEAKERS: TBD

FORBES MEXICO

FORBES

Frequency
Monthly

Print run
45,000 copies

Pass along
4

Total audience
180,000

Distribution
National

FORBES LIFE

Frequency
4 annual editions

Print run
45,000 copies

Pass along
4

Distribution
National

FORBES LIFE TRAVEL

Frequency
2 annual editions (pocket)

Print run
45,000 copies

SIZES & RATES

	MXN	USD
1 page	\$ 165,170	\$ 13,490
<i>Double Page</i>	\$ 330,340	\$ 26,970
1 page feature / promo	\$ 179,780	\$ 14,680
2 columns	\$ 129,320	\$ 10,640
1 column	\$ 89,040	\$ 7,360
1/2 page horizontal / vertical	\$ 123,600	\$ 10,090

SPECIAL &
PREFERENTIAL POSITIONS

	MXN	USD
Inside front cover and page 1 (First spread)	\$ 429,220	\$ 35,050
Back Cover	\$ 298,880	\$ 24,380
Inside backpage (Interior Back cover)	\$ 207,760	\$ 16,960
1 page, special position (content, masthead, letters)	\$ 198,200	\$ 16,180
Double page special position	\$ 396,400	\$ 32,350

DISTRIBUTION

Premium circulation

Company owners, decision makers, qualified cardholders, VIP lounges, golf and business clubs, 5-stars hotels, commercial and private airlines, among others.

Selected retail stores

Selected supermarkets and news stands, domestic and international airports, among others.

Subscriptions

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TERMS & CONDITIONS

FORBES reserves the right, in its absolute discretion and at any time, to cancel any advertising order or reject any advertising, even if it has already been approved and/or previously published, in case the content is contrary to their interests, or may become offensive to its readers.

FORBES may terminate, without liability, its relationship with the Advertiser and/or Agency for breach of the terms and conditions hereof, including incompleteness resulting from non-payment of bills due.

ADS LABELING.- Advertisements that simulate editorial content must be clearly defined and labeled as "PUBLIRREPORTAJE" ("ADVERTORIAL") or "SECCIÓN PUBLICITARIA ESPECIAL" ("SPECIAL ADVERTISING SECTION") at the top of the ad and FORBES may, at its discretion, label such copy in such form.

INSERTS.- Before printing any insert, an accurate print-proof must be submitted to FORBES for its review. FORBES will not be responsible for errors or omissions for the production quality of the inserts. The Advertiser and/or Agency will be responsible for additional charges incurred by FORBES if the delivered inserts do not comply with FORBES' specifications. Also, if FORBES cannot post an insert due to lack of compliance with its specifications, the Advertiser and/or Agency shall remain liable for the space cost of the aforementioned insert.

ERRORS IN ADS.- In case of FORBES errors or omissions in an ad, including errors or omissions on account of force majeure, and as long as the ads comply with the given specifications, FORBES will not be liable for errors in important figures, as well as for materials that do not comply with the aforesaid specifications.

ADVERTISING LIABILITY.- Advertisers and/or agencies must gather all authorizations required by law in order to ensure that their ad Products to be published in magazines and/or FORBES digital sites are free of legal risks. FORBES will not be held responsible for the content of the advertising that will be delivered by its advertisers and/or agencies who commit themselves unreservedly to maintain FORBES in good standing to if any claim arising from the publication of any advertising schedule and be responsible for the costs arising from the settlement of such legal disputes.

CANCELLATION.- The Linings insertion orders cannot be cancelled. For all interior inserts, they cannot be cancelled within 15 days of the closing date. Orders inserts provided by the advertiser cannot be canceled within the first quarter preceding the date of publication. Orders for all inserts produced by FORBES cannot be cancelled without the written agreement of FORBES. If FORBES cancels an existing order, the Advertiser and/or Agency will be held responsible for the cost of any work performed or materials purchased on its behalf, including the cost of services, paper or printing.

TERMS OF SALE.- The payment will be due 30 days after the invoice date. Interest will be charged at the rate per month on overdue balances. Agency commission can be specified on the invoice if requested by the agency for purposes of reference of the commission for the purchase of advertising. However, FORBES is not responsible for the payment of such fee to the agency, only the net amount.

FORBES LATAM

Forbes^{LATAM}