

# TVLATINA

## MEDIA KIT 2020/2021

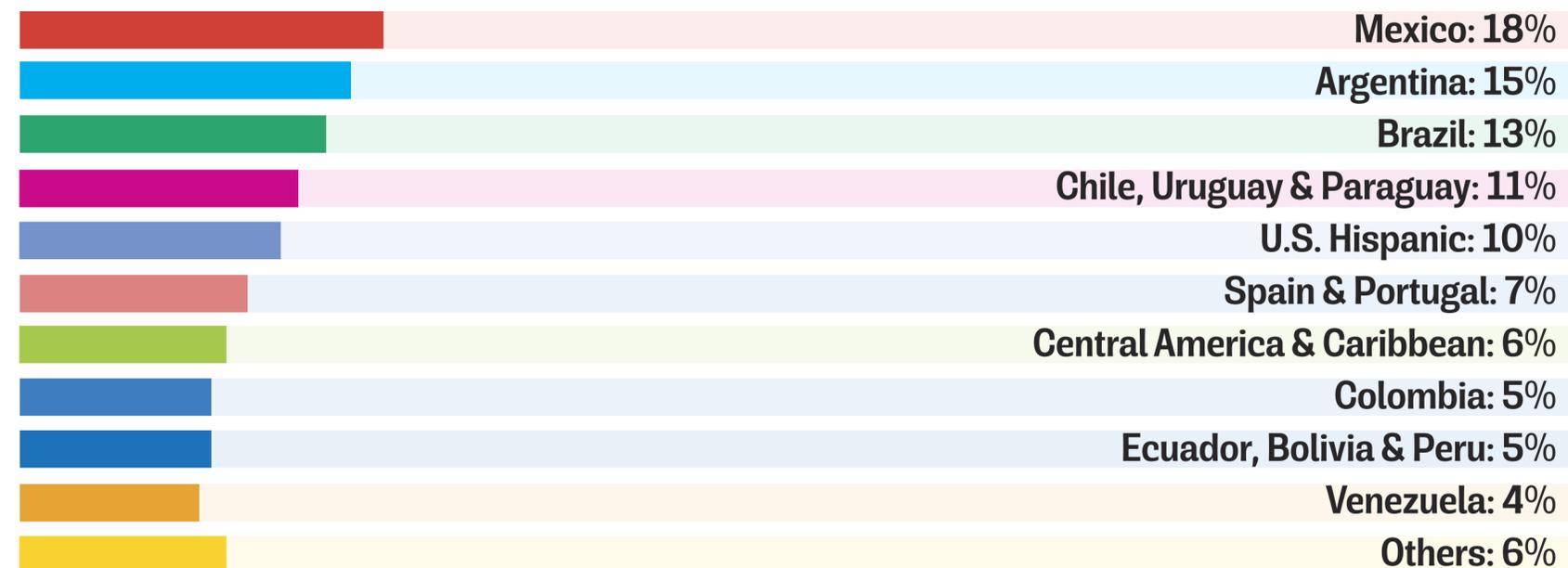


# Circulation

## ***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





## Publications

**TV Latina** is a Spanish-language publication covering the programming, OTT, 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 a magazine focused on the international business of telenovelas and Latin American series.

The **Guía de TV Latina** is an annual directory focused on the business of content distribution, acquisition and production in Latin America, the U.S. Hispanic market and Iberia. This guide is distributed at several conventions throughout the year, and is mailed to **3,000** programming decision-makers at television and OTT services, ad agencies and pay-TV platforms in the region.

# 10 Reasons to Advertise in TV Latina

## 1 Editorial Excellence

For 25 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 Our interviews are always unique; unlike others, we do not publish interviews from press conferences or other promotional materials.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 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 (13 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 distributes the **Guía de TV Latina**, which reaches **3,000** executives in the region. It is 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 Series Semanal**, **TV Canales Semanal**, **TV Latina Semanal**, **TV Niños Semanal** and **TV Latina Screenings**, which are sent to between **8,000** and **10,000** executives in the region. Moreover, our 11 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. Access our Twitter feed for the latest news stories via **@tvlatina**. View our Instagram feed for a steady stream of images from markets, press conferences, cocktail parties and more via **@tv\_latina**.

## 9 Present Your Shows in the TV Latina Screening Rooms

With your advertisement, you have the opportunity to receive 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 **TVListings**, 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.*

# 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 and expandable tower 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.

- **TV Latina Noticia de Último Minuto** delivers the very latest stories for the media markets in Latin America, U.S. Hispanic and Iberia.
- **TV Series Noticia de Último Minuto** delivers up-to-the-minute headlines about scripted series.

## 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 Latina Screenings

Reaching about **10,000** media executives, this newsletter serves as a complement to our leading video portal, TVLatinaScreenings.tv. It features an interview with an executive at your company, a producer on one of your shows or on-screen talent, and a showcase of your company's programs.

## 8 TV Latina Screening Rooms

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

## 9 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, digital editions and more. The Exclusive Sponsor receives a top double banner and the ability to feature multiple videos.
- **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.

## 10 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.

# EDITORIAL CALENDAR

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

# What They Say About Us

“**World Screen** [and **TV Latina**] keeps me apprised on the constant changes in the global television arena and provides an insight to major worldwide industry trends that I weigh in my daily decision-making process.”

—Diego Lerner, President,  
The Walt Disney Company Latin America

To better understand the market, it is essential to know what transpires within it; **TV Latina** has established itself as a key source for media in the region and the world.”

—Benjamín Salinas Sada, CEO, TV Azteca

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

—Gerhard Zeiler, Head, International, WarnerMedia

“**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, Streaming & Studios,  
ViacomCBS Networks International

“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,  
Content Creation & Production Director, Globo

“**TV Latina** creates a guide and flow of information from Latin America, which is more necessary each day as Latin content travels through the region and the world. As we increase our content offerings in Spanish and Portuguese, it is necessary to be informed.”

—Francisco Ramos, VP, Original Series,  
Spain & Latin America, Netflix

“Being well-informed is something the team of professionals who make up the Mediapro Group highly value. As such, **TV Latina** provides us with an essential overview of what’s happening in our sector internationally.”

—Tatxo Benet, Co-Founder & Managing Partner,  
Mediapro Group

“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

“**TV Latina** is an international publication in the audiovisual sector and it is an essential tool for all professionals that are part of this industry.”

—Javier Bardaji, General Director,  
Atresmedia Televisión

“Latin America is one of our key territories for development, so having accurate and updated information of the region, contextualized within international industry trends, is crucial. For years, the team at **TV Latina** has transformed the publication into a benchmark for industry analysis and for us it’s a must-read resource.”

—Ignacio Corrales, Managing Director,  
Buendía Estudios

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

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

“**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** 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

“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

“As relatively new players in the market, Dori Media Group achieved great worldwide exposure and awareness to our brand name in a short time—**World Screen** [and **TV Latina**] definitely played an important role achieving it.”

—Nadav Palti,  
President & CEO, Dori Media 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

“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 **TV Latina.tv**.”

—Jonathan Blum, President, Cisneros Media

“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, SVP, Pan-Regional Ad Sales  
& General Manager, WarnerMedia Argentina  
& Co-General Manager, WarnerMedia Brazil

“**TV Latina** continues to be a trusted, top-notch source in the industry providing in-depth stories that keep us informed on the changing media landscape throughout Latin America.”

—Fernando Szew, Co-Founder & CEO,  
MarVista Entertainment

“**TV Latina** has been a vital guide as we continue to roll out Smithsonian Channel across Latin America. Its insights and analysis of Latin America’s opportunities and challenges have contributed to our continued growth. It is simply indispensable.”

—David Royle, Executive VP &  
Chief Programming Officer, Smithsonian Networks

“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

“**TV Latina** is crucial in such a dynamic industry and allows us to be constantly updated with truthful and reliable information. It is a great informative resource and a reference for Grupo Telefilms.”

—Tomás Darcyl,  
President, Grupo Telefilms

“**TV Latina** is a world media leader that provides reliable and independent information for the reader. **TV Latina**, and of course **World Screen**, are excellent news sources geared specifically to the needs of readers. For Inter Medya, **TV Latina** is required daily [reading]. Thank you for the variety of news and an enduring objective stance.”

—Can Okan, Founder & CEO, Inter Medya

“**TV Latina** is today among the top B-to-B circulating magazines in the country and the credit for that solely goes to its professional team for making this magazine reach such great heights.”

—Tom Mohler, CEO,  
Olympusat Holdings

# Advertising Rates

(U.S. DOLLARS/GROSS)

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.

**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.

For space reservations, rates and ad specs, please contact us on (212) 924-7620 or email:  
**Ricardo Guise · President & Publisher · [rguise@worldscreen.com](mailto: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
<i>*ALLOW 1/2" (14MM) FOR GUTTER – 1/4" (7MM) ON EACH SIDE OF CENTER.</i>				
1/2 Page vertical**	4.75"	13"	12.07	33.02
1/3 Page vertical**	3.25"	13"	8.26	33.02
<i>**ADD 5/16" (8MM) BLEED</i>				
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.**

**PARA VER ESTE MEDIA KIT EN ESPAÑOL POR FAVOR VISITE: [WWW.TVLATINA.TV/MEDIAKIT](http://WWW.TVLATINA.TV/MEDIAKIT)**