



U.S. HISPANIC 2008 MEDIA KIT

Year Established: 2005

Frequency: Monthly (10 X Year)



The Spanish-language publication that brings men, sports and lifestyle together

For the true sports enthusiast, *ESPN Deportes La Revista* has proven to be the ultimate source for the most up-to-date information on sports, games, schedules, players, coaches and all sports-related news and profiles.

ESPN Deportes La Revista readers are active, well-rounded and have integrated sports into their every day lives. Whether it be for advice on sporting techniques, tips on new gear and products, the upcoming season's schedules, game highlights, or sporting event re-caps, the loyal *ESPN Deportes La Revista* readers rely on the in-depth coverage and news articles written with the distinctive style renowned to this world famous sports publication. *ESPN Deportes La Revista* is proud to celebrate the Hispanic readers' culture and lifestyle while engaging them in the sports, news and product information they want to read about.

Source: Projected Target based on Simmons, NCS/NHCS SPRING 2007 ADULT FULL YEAR, ESPN The Magazine and Hispanics
ESPN Deportes La Revista Subscriber Study, Simmons Custom Research 2006

Turnkey Marketing Opportunities

- Multimedia Marketing Plans (MMP's)
- Sponsored Events
- Customized Integrated Plans
- Sampling Opportunities
- In-Book Promotions
 - Sports Events Calendars
 - Specially Themed Pull-Out
- Booklets: "The Book of Rules"
- Grassroots Programs
- In-Bar Promotions
- Athlete Appearances
- Music Tours / Festivals
- Specially Themed Issues / Advertising Sections
- Signature Properties



Sports	60%
Lifestyle	15%
Entertainment	15%
News	10%

Source: Publishers Estimate, 2007

Editorial Breakdown

EDITORIAL EXCELLENCE



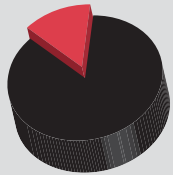
- Delivers content that Hispanics have been proven to be passionate about.
- Is the newest platform featuring the most recognized and leading worldwide sports brand, "ESPN".

A MULTI-COMMUNICATIONS MEDIA PLATFORM

Advertiser's brand to be extended across already successful:

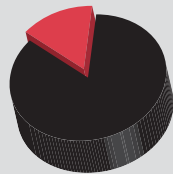
- **Print** - ESPN Deportes La Revista
- **Radio** - ESPN Deportes Radio
- **Cable** - ESPN Deportes Canal
- **Online** - ESPNDeportes.com
- **Mobile** - ESPN Deportes Mobile

Reader Profile Demographics



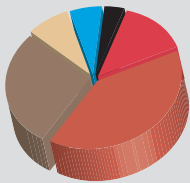
Gender

- Male: 88%
- Female: 12%



Employment Status

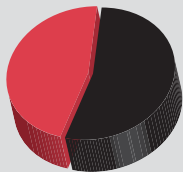
- Employed: 85%
- Not Employed: 15%



Age

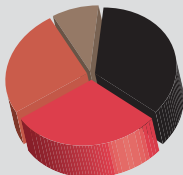
- Under 18: 4%
- 18-24: 14%
- 25-34: 40%
- 35-44: 28%
- 45-54: 8%
- 55+: 6%

Average Age: 34



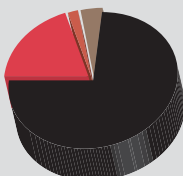
Marital Status

- Married: 53%
- Not Married: 47%



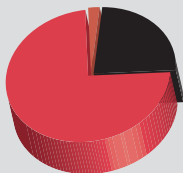
Region Reside

- South: 35%
- West: 30%
- Northeast: 26%
- Midwest: 9%



Language Spoken at Home

- Spanish Dominant: 75%
- Bilingual: 19%
- English Dominant: 2%
- Other: 4%



Home Ownership

- Own: 24%
- Rent: 73%
- Other: 3%

Source: ESPN Deportes La Revista Subscriber Study, Simmons Custom Research 2006

Demographics

Household Income

- \$30,000-\$49,999: 29%
- \$50,000-\$69,999: 8%
- \$70,000 or more: 4%

Average HHI: \$63,200*
Median HHI: \$35,000

Children in Household**

- % Readers with Children in HH: 82%

Readership Information

- Average times read last issue: 4.1
- Average time spent reading last issue: 65 minutes

Attended/Graduated College or more

34%

Source: Source: ESPN Deportes La Revista Subscriber Study, Simmons Custom Research 2006

*Simmons NCS/NHCS SPRING 2007

**Projected Target based on Simmons, NCS/NHCS SPRING 2007 ADULT FULL YEAR, ESPN The Magazine and Hispanics ESPN Deportes La Revista Subscriber Study, Simmons Custom Research 2006

Psychographics



Readers:

- Are avid sports fans
- Have a keen sense of adventure
- Love to buy new gadgets and appliances
- Like to stand out in a crowd
- Like to pursue challenge, novelty and change

Note: Based on indexes that rank the highest.

Source: Projected Target based on Simmons, NCS/NHCS SPRING 2007 ADULT FULL YEAR, ESPN The Magazine and Hispanics ESPN Deportes La Revista Subscriber Study, Simmons Custom Research 2006





Research study states **ESPN Deportes La Revista** readers are true sports fanatics

According to BIG Research, ESPN Deportes La Revista readers are true sports fans. When asked what they like to do during their free/leisure time, most responded with answers that had to do with playing or attending sports games and events. **ESPN Deportes La Revista** readers over-index against the average Hispanic when it comes to practicing or attending sports during their free time.

Indexes are against the average Hispanic reader (avg. Hispanic reader index =100).
Source: BIG Research SIMM 10 2007

**ESPN Deportes
La Revista readers
-index-**

Play Team Sports (e.g. softball, soccer, etc.)	288
Tennis	271
Go to Sporting Events	241
Boating, Sailing, etc.	223
Tailgating	164
Camp/Fish/Hike/Hunt	160
Go to Bar/Night Club	156
Playing Cards	143
Go to Concerts/"Live" Theatre	140
Home Improvement Projects	135
Play Video Games	131
Exercise/Jogging, etc.	129
Go to Gambling Resorts	129
Rent Videos	127

Research confirms the power of *ESPN Deportes La Revista* readers' consumption

Do you plan to make any of the following major (big dollar) purchases within the next 6 months?

ESPN Deportes La Revista readers plan to make major purchases of big ticket items in the next 6 months. According to BIG Research, *ESPN Deportes La Revista* readers are over 6x more likely than the average Hispanic to plan on the purchase of an RV or boat. They are 4x more likely to plan to buy a watch or a piece of jewelry, and are almost 3x more likely to be planning to buy a home in the next 6 months compared to the average Hispanic.

ESPN Deportes La Revista readers -index-

RV/Boat	684
Jewelry/Watch	409
DVD/VCR	298
House	292
Stereo Equipment	273
Home Appliances	238
Major Home Improvement or Repair	209
Digital Camera	203
Computer	189
TV	184
Furniture	160
Vacation Travel	157



Indexes are against the average Hispanic reader (avg. Hispanic reader index =100).
Source: BIG Research SIMM 10 2007



Rates and Circulation

Edition	Rate Base	Readers Per Copy	Reach
U.S. Hispanic:	55,000*	3.9**	214,500
Total:	55,000*		214,500

Note: To be ABC audited October-December 2007

* The circulation figures set forth for this publication, are an estimate of total circulation and are not the product of any audit by any circulation-auditing organization. No promise, guarantee, or representation is made or implied regarding the paid circulation (the number of copies of magazines which have been paid for by the purchaser, not for re-sale) of any such non-audited magazine.

** Source: ESPN Deportes la Revista subscriber study, Simmons Custom Research, August 2006

Circulation Breakdown

U.S. Hispanic

Subscriber: 75%

Newsstand: 25%

Cover price: \$2.99 per issue

4C (1X) Rates

	U.S. Hispanic	Premium Positions
Full Page:	\$ 8,800	2nd Cover: \$ 11,000
1/2 Page:	\$ 5,500	3rd Cover: \$ 10,560
1/3 Page:	\$ 3,960	4th/back Cover: \$ 11,440
2 Page Spread:	\$ 17,600	

Additional Sizes, Special Positions, and 2C And B/W Rates Available Upon Request

AD Sizes

In inches-indicated in width by height.

Perfect Bound (1/8" gutter allowance) Live Matter (7/16 each side from trim)

FULL PAGE



TRIM SIZE 8.25 x 10.812
BLEED SIZE 8.5 x 11.062
NON-BLEED SIZE 7.75 x 10.312

2-PAGE SPREAD



TRIM SIZE 16.5 x 10.812
BLEED SIZE 16.75 x 11.062
NON-BLEED SIZE 16 x 10.312

1/2 PAGE H.



TRIM SIZE 8.25 x 5.406
BLEED SIZE 8.5 x 5.656
NON-BLEED SIZE 7.75 x 4.906

1/2 PAGE V.



TRIM SIZE 4.125 x 10.812
BLEED SIZE 4.375 x 11.062
NON-BLEED SIZE 3.625 x 10.312

1/3 PAGE V.



TRIM SIZE 2.75 x 10.812
BLEED SIZE 3 x 11.062
NON-BLEED SIZE 2.25 x 10.312



FEBRUARY

- Soccer - Mexican League Preview
- Soccer - Copa Libertadores Preview
- Soccer - Champions League Mid-Season Report
- NFL - Super Bowl Section
- NBA All Star Game Weekend

Creatives

- Soccer - Champions League Calendar
- NFL - Super Bowl Gatefold
- Tennis - ATP 2008 Calendar

Event: Next Hispanic Athlete

On Sale Date: 01/30/08
Reservation Deadline*: 12/26/07
Material Deadline:** 01/02/08



MARCH

- Soccer - Concacaf Preolympic
- (Sweepstake) Euro Cup 2008 - Stadiums

Creatives

- Soccer-Concacaf Preolympic Calendar

On Sale Date: 02/27/08
Reservation Deadline*: 01/23/08
Material Deadline:** 01/30/08



APRIL

- MLS 2008 Preview
- MLB 2008 Preview
- Nascar - Autodromo - Mexico City Event
- Golf - Masters Preview
- (Sweepstake) Euro Cup 2008 - Teams

Creatives

- MLS Calendar

On Sale Date: 03/26/08
Reservation Deadline*: 02/20/08
Material Deadline:** 02/27/08



MAY

- Soccer - UEFA Champions League
- NBA - Playoffs Preview
- Tennis - French Open
- Sweepstakes - 2008 Olympics - The Best Hispanics

On Sale Date: 04/30/08
Reservation Deadline*: 03/26/08
Material Deadline:** 04/02/08



JUNE

- Soccer - Euro Cup Preview
- Golf - U.S. Open Preview
- Tennis - Wimbledon Preview

Creatives

- Soccer - Euro Cup Calendar
- Soccer - Champions League Summary / Gatefold
- Soccer - Mexican Soccer League Summary / Gatefold

On Sale Date: 05/28/08
Reservation Deadline*: 04/23/08
Material Deadline:** 04/30/08



JULY/AUGUST ANNIVERSARY ISSUE

- 2008 Olympics Preview
- Soccer - Mexican Soccer League Preview
- Soccer - Superliga - Mexican & MLS Games
- Golf - Open and PGA Open Preview
- Basketball - NBA Summary
- MLS All Star Game
- Baseball - All Star Game Preview (July 15)
- Summer X Games

Creatives

- 2008 Olympics Calendar
- Soccer - FLM Double Gatefold

On Sale Date: 07/02/08
Reservation Deadline*: 05/28/08
Material Deadline:** 06/04/08

Note: Editorial themes and dates subject to change.

* No extensions

**Desktop materials should be received within 3 working days of the "material deadline"



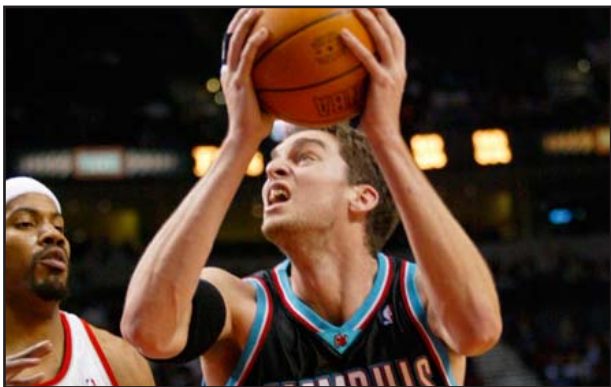
SEPTEMBER

- Soccer - Champions League Preview
- Soccer - Superliga - Mexican & MLS Games
- NFL Preview
- Volleyball - Male
- Tennis - U.S. Open Preview
- Surfing - Best Beaches
- Baseball - Recap/Pennant Races
- 50 Best Caribbean Athletes

On Sale Date: 08/27/08

Reservation Deadline*: 07/23/08

Material Deadline:** 07/30/08



NOVEMBER

- Basketball - NBA Preview
- Tennis - Master
- Tennis - Season's Recap

On Sale Date: 10/29/08

Reservation Deadline*: 09/24/08

Material Deadline:** 10/01/08

Note: Editorial themes and dates subject to change.

* No extensions

**Desktop materials should be received within 3 working days of the "material deadline"



OCTOBER

- Hispanic heritage Month: Best Hispanic athletes
- Picante Issue - Hottest Sports Figures
- Baseball - World Series/Playoffs Preview
- Baseball - Latino Players of the Year
- Soccer - MLS Playoffs - Predictions
- Baseball - Latino Players of the Year

On Sale Date: 09/24/08

Reservation Deadline*: 08/20/08

Material Deadline:** 08/27/08



DECEMBER - JANUARY

- 101 Most Influential Hispanics in Sports
- The Year in Sports
- Soccer - MLS Championship Recap
- Soccer - FLM Recap
- Soccer - Interliga 2009
- NFL - Road to Super Bowl
- The Biggest Surprises of 2008
- The Latino ESPY Awards for 2008

On Sale Date: 11/26/08

Reservation Deadline*: 10/22/08

Material Deadline:** 10/29/08



U.S. Hispanic 2008 Closing Dates

Issue #	Issue Month	On Sale Date	Reservation Date Line*	Material Deadline**
4-01	February	02/04/08	12/31/07	01/07/08
4-02	March	03/05/08	01/30/08	02/06/08
4-03	April	04/02/08	02/27/08	03/05/08
4-04	May	05/07/08	04/02/08	04/09/08
4-05	June	06/04/08	04/30/08	05/07/08
4-06	July-August	07/09/08	06/04/08	06/11/08
4-07	September	09/03/08	07/30/08	08/06/08
4-08	October	10/01/08	08/27/08	09/03/08
4-09	November	11/05/08	10/01/08	10/08/08
4/10	Dec08-Jan09	12/03/08	10/29/08	11/05/08

*NO EXTENSIONS

**DESKTOP MATERIALS SHOULD BE RECEIVED WITHIN 3 WORKING DAYS OF "MATERIAL DEADLINE"

NOTE: TELEVISA PUBLISHING WILL NOT BE HELD RESPONSIBLE FOR ANY UNPUBLISHED ADS IF THE MATERIALS WERE NOT TURNED IN BY THE ABOVE MENTIONED DEADLILNES