

A close-up, profile view of a woman with long, straight, light brown hair, smiling and looking to the left. She is wearing a red top. The background is a blurred, warm-toned scene, possibly a red carpet event.

Life is BEAUTIFUL

The ¡HOLA! brand is the leading resource and distribution network for exclusive fashion, beauty and style content through the lens of celebrities for Hispanic women.

Since its launch in 1944 in Barcelona, ¡HOLA! has evolved into 30 print editions, spanning more than 120 countries throughout 5 continents, reaching 20 million readers, in 10 languages. Digital editions and robust online, mobile, video, and social content followed suit.

In 2013, the brand expanded to television, introducing ¡HOLA! TV to Argentina, Puerto Rico, Chile, Colombia, Ecuador, Peru, Uruguay, and Venezuela. By 2014, ¡HOLA! TV was in households in Mexico and the United States.

Highly trusted and respected, the ¡HOLA! brand provides a host of touch points and multi-platform opportunities for maximum impact with its sought-after and rapidly growing audience of empowered women.

NOW AVAILABLE TO THE US LATINA MARKET

- Hispanic brand with heritage -- more than 70 years of trust.
- Original, award-winning content.
- Renowned for photo-features and exclusive access to the social elite.
- A unique take on celebrity lifestyle that resonates culturally and personally with Latinas.



FOR ADVERTISING & INTEGRATED MARKETING OPPORTUNITIES CONTACT:

SYLVIA BANDERAS COFFINET, PUBLISHER/VP OF INTEGRATED SALES

PHONE: 212-807-4650 EMAIL: SYLVIA.BANDERAS@HOLA.COM



BRAND MISSION

To entertain, engage and thrill our audiences by extending an exclusive invite for women to celebrate the greatest moments in life.

A COVETED GLOBAL BRAND

120 Countries Distributed | 30 International Editions
First Issue Introduced in 1944 | Family Owned & Operated

EDITORIAL VISION

Maria Cristina Marrero - Editorial VP HOLA! USA
We offer exclusive access to global celebrities, with a top-notch storytelling approach that is always ahead of trend. With an irresistible twist to fashion and lifestyle, we deliver the aspirational and intimate stories of the personalities our reader cares about: beauty, celebrity glam, travel and life-changing moments. Through impactful images and human interest reports, we will make our reader's life even more fulfilling, fun—and fabulous!

HOLA!
MADE IN USA

Launched September 2016 in the U.S. Market!
A Global Luxury Brand Celebrating the Best Moments In Life

HISPANIC AUDIENCE

EMERGENT & AFFLUENT
26% of Hispanic HH earn +\$75K/year
55.4 Million Hispanics in the U.S.
Projected to double in size by 2060

SPANISH-SPEAKING
44% of Hispanic millennials are foreign born

PASSIONATE READERS
86% read magazines in the last 6 months
Adults read avg. 9.8 magazines/month

CIRCULATION

NATIONAL DISTRIBUTION
Focus on Hispanic Affluent Zip Codes

CIRCULATION MODEL
75% Subscribers
15% Newsstand
10% Verified

LANGUAGE
HOLA! USA is available to subscribers in English or Spanish

RATE BASE

2H 2016: 200,000
1H 2017: 300,000
2H 2017: 400,000
2018: 400,000

6 Issues in 2017
7 Issues in 2018

AAM Measured in 2H 2016
Delivered Rate Base in Full

SOURCES: HISPANIC MILLENNIAL PROJECT, SENSIS/THINK NOW; GFK MRI, FALL 2014; US CENSUS BUREAU: THE STATE OF LATINAS IN THE UNITED STATES 2015 / *40% OF TOTAL US HAS HHI +\$75K

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Editorial CALENDAR 2017



ISSUE	THEME	AD CLOSE	MATERIALS	ON SALE
MARCH	Love Is In The Air Oscars	DEC 30 2016	JAN 6 2017	FEB 14 2017
APRIL	Spring is Here! The Design Issue	FEB 21 2017	FEB 23 2017	APR 4 2017
MAY/JUN	Spectacular Weddings Mother's Day	APR 18 2017	APR 21 2017	MAY 19 2017
SEPTEMBER	Fashion Issue #FashionFiesta	JUL 11 2017	JUL 14 2017	AUG 11 2017
OCT/NOV	Appreciation Issue #GraciasMoment	AUG 29 2017	SEP 1 2017	SEP 29 2017
DEC / JAN	New Year, New You	OCT 24 2017	OCT 27 2017	NOV 24 2017



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2018 Editorial Calendar

ISSUE	THEME	AD CLOSE	MATERIALS	ON SALE
MARCH	Love Is In The Air Oscars	Jan 2 2018	Jan 5 2018	Feb 2 2018
APRIL	Spring is Here! The Design Issue	Feb 13 2018	Feb 16 2018	Mar 16 2018
MAY/JUN	Spectacular Weddings Mother's Day	Apr 17 2018	Apr 20 2018	May 18 2018
SEPTEMBER	Fashion Issue #FashionFiesta	Jul 10 2018	Jul 13 2018	Aug 10 2018
OCTOBER	Best of Fall Change Your Look	Aug 14 2018	Aug 17 2018	Sep 14 2018
NOVEMBER	Appreciation Issue #GraciasMoment	Sep 25 2018	Sep 28 2018	Oct 26 2018
DEC / JAN	New Year, New You	Nov 6 2018	Nov 9 2018	Dec 7 2018



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MAGAZINE *Advertising Specs*

	BLEED SIZE (Imperial)	BLEED SIZE (Metric)	NON-BLEED SIZE (Imperial)	NON-BLEED SIZE (Metric)
Full Page	8.25" x 11.125"	209.55mm x 282.575mm	8" x 10.875"	203.2mm x 276.225mm
2 page spread	16.25" x 11.125"	412.75mm x 282.575mm	16" x 10.875"	406.4mm x 276.225mm
1/3 vertical	2.75" x 11.125" with top, bottom, and outside bleed	69.85mm x 282.575mm with top, bottom, and outside bleed	2.625" x 10.875"	66.675mm x 276.225mm
2/3 vertical	5.125" x 11.125" with top, bottom, and outside bleed	130.175mm x 282.575mm with top, bottom, and outside bleed	5" x 10.875"	127mm x 276.225mm
1/2 horizontal	8.125" x 5.375" with top, bottom, and outside bleed	206.375mm x 136.525mm with top, bottom, and outside bleed	8" x 5.25"	203.2mm x 133.35mm
1/2 page spread	16.25" x 5.375" with top, bottom, and outside bleed	412.75mm x 136.525mm with top, bottom, and outside bleed	16" x 5.25"	406.4mm x 133.35mm

GENERAL INFORMATION:

- .125" (3.175mm) bleed at head, face and foot, not on gutter
- Position live image no closer than .25" (6.35mm) from trim
- Print-Ready Ads
- Support Adobe Acrobat PDF X-1A
- Images – CMYK, 300 dpi
- Please convert CMYK Process Color to Pantone
- Four color solids should not exceed SWOP density of 280%
- .Embed all fonts and flatten all transparencies
- Rules should be .25 point or thicker
- Do not nest EPS files in other EPS files



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2017 Magazine National Rate Card

GROSS ADVERTISING RATES

300K
JAN - JUL 2017

400K
AUG - DEC 2017

4C BLEED

Full Page	\$53,600	\$71,467
2/3 Page	\$42,900	\$57,200
1/2 Page	\$34,800	\$46,400
1/3 Page	\$24,100	\$32,133
Cover 2	\$61,640	\$82,187
Cover 3	\$58,960	\$78,613
Cover 4	\$64,320	\$85,760

BLACK & WHITE

Full Page	\$40,200	\$53,600
2/3 Page	\$32,200	\$42,933
1/2 Page	\$26,100	\$34,800
1/3 Page	\$18,100	\$24,133



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MAGAZINE

2017 Magazine Advertising Terms & Conditions

The following are certain terms and conditions governing advertising published by ¡HOLA! ("Publisher") in the U.S. print edition of ¡HOLA! Magazine (the "Magazine"), as may be revised by Publisher from time to time. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

Agency commission and payment

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within ten (10) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

Cancellation and changes

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to

additional charges at Publisher's discretion.

3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

Publisher's liability

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits

Miscellaneous

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims"; or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.
2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or

services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.

3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
4. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resembles editorial matter.
5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher's prior written consent.
6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

Additional copy and contract regulations

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

Rebates and short rates

Publisher shall rebate advertiser in ad space credit if advertiser uses more ad space than the quantity of space on which billed ad rates were based. Failure to use all such ad space shall result in higher ad rates. In such event, advertiser will be short-rated and owe Publisher an additional sum based on the difference between the billed rates and higher rates.



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