The Premier
Fashion and Beauty
Magazine for the
Hispanic Woman
Launched in 1961, Vanidades became the first Spanish-language women’s lifestyle magazine in the United States and the first to accompany the Hispanic woman on her journey of her ever changing role as a woman through the decades. The Vanidades woman is defined by her different statuses—professional, a fashionista, an entertainer or a stay-at-home mom. Vanidades provides an exciting all in one package covering everything that interests the multi-tasking Hispanic woman. From fashion and beauty, to health and travel, Vanidades presents all the information women need to be successful in an eloquent and relatable matter.

A pioneer in the market, Vanidades became the first Spanish-language magazine to interview top Latin designers such as Carolina Herrera, Oscar de la Renta, and Narciso Rodriguez in the United States; the first to cover international fashion shows directly from the runways in Milan, Paris, and New York; and the first to promote significant achievements of Latin women by creating the “Han Triunfado” section. By incorporating the pink ribbon on its cover, Vanidades also became the first Spanish-language magazine to draw attention to breast cancer awareness during the month of October. Through its editorial pages, Vanidades provides exclusive, in depth reporting and exclusive interviews of fashion, culture and entertainment icons. Vanidades sets the tone and stage for trends and ideas important to Hispanic women.

Having been in the market for over 50 years, Vanidades has become legendary amongst Hispanic women across the Spanish-speaking Americas. Vanidades has become an item so essential that it is passed down from generation to generation, growing and evolving alongside its sophisticated, elegant and experienced readers. Today Vanidades is the most read fashion and beauty magazine in the Hispanic market*. 

*Source: Simmons NCS/NHCS Spring 2013
Vanidades is published by Televisa Publishing + Digital, which is part of Grupo Televisa, the largest media company in the Spanish-speaking world based in its market share and a major participant in the international entertainment business. With presence in 20 countries and over 100,000 points of sale, Televisa Publishing + Digital publishes over 189 titles with an annual circulation of over 174 million. With 10 channels and over 100 websites, Televisa Interactive connects with its users because of the editorial content of each site, averaging over 4 minutes per page view in Latin America.

Televisa Publishing + Digital’s titles are #1 in market and audience share in most of its markets and provides multi-platform opportunities for optimum delivery and impact. Televisa Publishing + Digital’s popular brands extend to online properties, events, and branded products that reach a greater audience and exceed advertiser’s needs.

As part of Televisa Publishing + Digital, we provide a number of multi-platform opportunities that bring advertiser’s brands and products to life. From fashion shows and themed events, to conferences and multimedia programs, we take brands to the next level! Aside from the signature events listed, Vanidades puts together custom events tailored to meet your brand’s needs.

### CROSS PLATFORM CAPABILITIES

<table>
<thead>
<tr>
<th>PRINT AND CUSTOM PUBLISHING</th>
<th>PROMOTIONS</th>
<th>ONLINE &amp; MOBILE</th>
<th>TALENT USE &amp; MANAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Televisa Magazines</td>
<td>Multi-Media Programs</td>
<td>Esmas.com / Televisa Portal</td>
<td>Retail to content / In-store</td>
</tr>
<tr>
<td>Print Advertising</td>
<td>Signature Events</td>
<td>Vertical Sites</td>
<td>DVD’s, Novelas, etc.</td>
</tr>
<tr>
<td>Advertorials</td>
<td>Shopper Marketing</td>
<td>Content Integration</td>
<td>Televisa Talent / Celebrity Endorsement</td>
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<tr>
<td>In-Book Promotions /</td>
<td>Customized Programs</td>
<td>Promotions &amp; Advertising</td>
<td>Creative Rights</td>
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<td>Sweepstakes</td>
<td>Grassroots Strategies</td>
<td>Polls &amp; Surveys</td>
<td>In-store appearances</td>
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<tr>
<td>Print Online Tie-Ins</td>
<td>Integrated Opportunities</td>
<td>Site Sponsorship</td>
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<tr>
<td>Custom Publishing</td>
<td></td>
<td>iPad Apps</td>
<td></td>
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<tr>
<td>Content Development</td>
<td></td>
<td>Mobile Apps</td>
<td></td>
</tr>
<tr>
<td>Database Creation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Issues</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Vanidades Reader / Research
The most read women’s beauty and fashion title in the U.S. Hispanic market!

READERSHIP RANKING: U.S. HISPANIC MAGAZINE MARKET  
(Numbers in 000/Avg issue audience)

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Spring 2013</th>
<th>Spring 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanidades</td>
<td>2,545</td>
<td></td>
</tr>
<tr>
<td>People en Español</td>
<td>2,034</td>
<td>1,881</td>
</tr>
<tr>
<td>TVyNovelas</td>
<td>2,009</td>
<td></td>
</tr>
<tr>
<td>Cosmopolitan en Español</td>
<td>1,509</td>
<td></td>
</tr>
<tr>
<td>TVyNotas</td>
<td>1,139</td>
<td></td>
</tr>
<tr>
<td>National Geographic en Español</td>
<td>1,099</td>
<td></td>
</tr>
<tr>
<td>Latina</td>
<td>1,037</td>
<td></td>
</tr>
<tr>
<td>Ser Padres</td>
<td>898</td>
<td></td>
</tr>
<tr>
<td>AARP Viva</td>
<td>778</td>
<td></td>
</tr>
<tr>
<td>Furia Musical</td>
<td>584</td>
<td></td>
</tr>
<tr>
<td>Poder Hispanic</td>
<td>579</td>
<td></td>
</tr>
<tr>
<td>Siempre Mujer</td>
<td>555</td>
<td></td>
</tr>
<tr>
<td>Harper’s Bazaar en Español</td>
<td>410</td>
<td></td>
</tr>
</tbody>
</table>

DEMOGRAPHIC PROFILE

GENDER
- Female: 94%
- Male: 6%

HIGHEST LEVEL OF EDUCATION COMPLETED
- Attended / Graduated College+: 77%
- Graduated High School: 32%

AVERAGE AGE
- 18 - 24: 8%
- 25 - 34: 25%
- 35 - 44: 20%
- 45 - 54: 19%
- 55+: 28%
- Average Age: 40
- Median Age: 39

MARITAL STATUS
- Married: 61%
- Not Married: 39%

HOME OWNERSHIP
- Rent: 54%
- Own: 43%
- Live with Parents / Family: 3%

COUNTRY / REGION OF BIRTH
- Mexico: 40%
- South America: 12%
- United States: 11%
- Central America: 8%
- Cuba: 6%
- Dominican Republic: 4%
- Puerto Rico: 3%
- Other: 16%

CHILDREN IN HOUSEHOLD
- % of Readers with Children in Household: 59%

AGE OF CHILDREN IN HOUSEHOLD
- Under 2: 10%
- 3-5: 19%
- 6-11: 22%
- 12-17: 20%

LANGUAGE SPOKEN IN HOME
- Spanish Dominant: 77%
- Bilingual: 22%
- English Dominant: 9%

EMPLOYMENT STATUS
- Employed: 70%
- Homemaker: 11%
- Other: 19%

HOUSEHOLD INCOME
- $20,000 - $49,999: 34%
- $50,000 - $74,999: 22%
- $75,000+: 13%
- Average HHl: $68,159
- Median HHl: $57,938

AS PER CENSUS, VANIDADES READERS RESIDE IN
- West: 36%
- South: 34%
- Northeast: 23%
- Midwest: 7%

Source: Simmons NCS/NHCS Spring 2013 & 2009

FROM 2009 - 2013, VANIDADES INCREASED ITS BASE READERSHIP WHILE OUR TOP COMPETITORS DECREASED THEIR READERSHIP!

PEOPLE EN ESPAÑOL – 16% DECLINE
- SPRING 2013: 2,545
- SPRING 2009: 3,026

LATINA – 29% DECLINE
- SPRING 2013: 1,037
- SPRING 2009: 1,459

Source: Simmons NCS/NHCS Spring 2013 & 2009
Marketing / Promotional Opportunities

DEFINING THE VANIDADES READER

She is ahead of the game when it comes to style and fashion

AGREE WITH THE FOLLOWING STATEMENTS: VANIDADES INDEX

Fashion magazines help me determine what clothes to buy 284
I like to keep up with the latest fashions 100
I am first among my friends to try new styles 136
I like to experiment with new styles 111
I keep up with changes — styles/fashion 133

She appreciates designer labels

AGREE WITH THE FOLLOWING STATEMENTS: VANIDADES INDEX

I always look for brand names 145
Top designers make quality clothes 157
I like to make a unique fashion statement 155

She cares about the environment which in turn shapes her shopping habits

AGREE WITH THE FOLLOWING STATEMENTS: VANIDADES INDEX

I would pay more for environmentally friendly products 170
When I shop for health and beauty products, I look for organic and natural products 204

More than half (80%) of Vanidades readers are influenced by ads in the magazine when making purchases

Categories in which they are influenced by ads to make purchasing decisions

Cosmetics 84%
Fashion Clothing 86%
Skincare Products 82%
Fragrances 78%
Fashion Accessories 82%
Travel 56%
Entertainment 80%
Groceries 84%
Jewelry/Watches 77%
Consumer Goods 86%
Electronics/Technology 78%
Financial 86%
Auto 80%
Personal Hygiene & Health 82%
Hair Products & Accessories 84%
Cleaning Products 87%

Language preference in ads in Vanidades

Spanish 50%
Both (bilingual) 36%
I don’t care 13%
English 1%

Source: GfK MRI Starch en Español September 2013
A huge success in its first years, Vanidades Icons of Style Event returns again. In 2014, Vanidades will take its iconic influence in the fashion world to honor the top Icons of Style in the following categories: iconic fashion designer, iconic accessories designer, iconic jewelry designer, iconic hair stylist, iconic photographer, iconic model and iconic up and coming fashion designer. The Icons of Style 2014 will be honored at an exclusive gala event that will have in attendance VIP’s and celebrities and generate vast press coverage. Sponsors will receive high impact exposure through logo on a step & repeat, brand presence in all press materials, sampling in gift bags, on-site branding, and much more.

Hispana Leadership Summit
LOCATION: TDB  •  TIMING: SEPTEMBER 2014

In its ninth consecutive year the Hispana Leadership Summit presented by Poder Hispanic and Vanidades, is a destination weekend conference geared to empower Hispanic women leaders. Offering panel based conversations from the perspective of a wide realm of successful women who have excelled in their respective fields. HLS provides valuable advice that attendees can apply to their personal and professional lives. The highlight of the event is ‘An Evening in White’, the traditional white party celebrating women in the Hispanic community.

Vanidades Icons of Style
LOCATION: NEW YORK CITY  •  TIMING: SEPTEMBER 2014

Vanidades Icons of Style 2014 will take its iconic influence in the fashion world to honor the top Icons of Style in the following categories: iconic fashion designer, iconic accessories designer, iconic jewelry designer, iconic hair stylist, iconic photographer, iconic model and iconic up and coming fashion designer. The Icons of Style 2014 will be honored at an exclusive gala event that will have in attendance VIP’s and celebrities and generate vast press coverage. Sponsors will receive high impact exposure through logo on a step & repeat, brand presence in all press materials, sampling in gift bags, on-site branding, and much more.

Vanidades Magia de la Moda
LOCATION: MIAMI, FLORIDA  •  TIMING: OCTOBER 2014

The magic of fashion comes to life in Vanidades’ highly anticipated Magia de la Moda in its ninth consecutive year. Magia de la Moda showcases the newest fall fashions and some of the most distinguished international designers featuring renowned international celebrities, live music performances, and vast media coverage. This event is the ideal venue to expose your brand to the glamorous and fashionable Miami lifestyle. Sponsors receive high impact exposure through logo on step & repeat, brand presence in all press materials, sampling in gift bags, on-site branding, and more.

SPECIAL COLLECTOR’S ISSUES
Apart from our regular issues, Vanidades publishes special issues, providing great advertiser exposure because of their unique content, increase in sell through, and the higher on sale cycle. Advertisers have the ability to sponsor and own a special issue.
Advertorial Series

Advertisers have the opportunity to create their own in-book advertorial series, that will enhance their product initiatives and advertising strategies. With advertorials, clients will incorporate the unique and exclusive creative design catering to each magazine look/feel and readers. These series speak to consumers and create the additional buzz for brands across all categories.

Shopper Marketing Activation Program

Let Vanidades move your product through our multi-tiered retail program, which includes advertising pages, online exposure, on site shopper interaction, and a fun and engaging retail program that will drive sales, retail traffic, and brand awareness for your product. Retail portion includes a branded activation that can be used in sampling as well as interactive experience in stores nationwide.

Custom Publishing

Advertisers have the ability to sponsor and create a customized issue that will surround their brand, products and initiatives. In addition to a 32-page in-magazine booklet, advertisers will have the option to create a corresponding iPad application to enhance the print version using the latest technological interactions.
CIRCULATION VITALITY

Rate Base Growth 2011-2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>300,000</td>
</tr>
<tr>
<td>2012</td>
<td>330,000</td>
</tr>
<tr>
<td>2013</td>
<td>500,000</td>
</tr>
<tr>
<td>2014</td>
<td>550,000</td>
</tr>
</tbody>
</table>

+83% growth from 2011-2014

RATES

4C 1X Rates

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$66,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$41,250</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$29,700</td>
</tr>
<tr>
<td>2 Page Spreads</td>
<td>$132,000</td>
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</table>

Premium Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Cover</td>
<td>$82,500</td>
</tr>
<tr>
<td>3rd Cover</td>
<td>$79,200</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$85,800</td>
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</tbody>
</table>

Additional sizes, special positions, 2C and BW rates available upon request. Rates are in gross. Frequency discounts available.

2014 CLOSING DATES

<table>
<thead>
<tr>
<th>Issue Number</th>
<th>Issue Month</th>
<th>On Sale Date</th>
<th>Reservation Deadline</th>
<th>Material Deadline*</th>
</tr>
</thead>
<tbody>
<tr>
<td>S4-02</td>
<td>February</td>
<td>01-28-2014</td>
<td>12-16-2013</td>
<td>12-19-2013</td>
</tr>
<tr>
<td>S4-03</td>
<td>March</td>
<td>02-25-2014</td>
<td>01-13-2014</td>
<td>01-16-2014</td>
</tr>
<tr>
<td>S4-04</td>
<td>April</td>
<td>03-25-2014</td>
<td>02-10-2014</td>
<td>02-13-2014</td>
</tr>
<tr>
<td>S4-05</td>
<td>May</td>
<td>04-29-2014</td>
<td>03-24-2014</td>
<td>03-27-2014</td>
</tr>
<tr>
<td>S4-06</td>
<td>June</td>
<td>05-27-2014</td>
<td>04-21-2014</td>
<td>04-24-2014</td>
</tr>
<tr>
<td>S4-07</td>
<td>July</td>
<td>06-24-2014</td>
<td>05-19-2014</td>
<td>05-22-2014</td>
</tr>
<tr>
<td>S4-08</td>
<td>August</td>
<td>07-29-2014</td>
<td>06-16-2014</td>
<td>06-19-2014</td>
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<tr>
<td>S4-09</td>
<td>September</td>
<td>09-02-2014</td>
<td>07-28-2014</td>
<td>07-31-2014</td>
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<tr>
<td>S4-10</td>
<td>October</td>
<td>09-30-2014</td>
<td>08-25-2014</td>
<td>08-28-2014</td>
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<td>S4-11</td>
<td>November</td>
<td>11-04-2014</td>
<td>09-22-2014</td>
<td>09-25-2014</td>
</tr>
<tr>
<td>S4-12</td>
<td>December</td>
<td>12-09-2014</td>
<td>11-03-2014</td>
<td>11-06-2014</td>
</tr>
</tbody>
</table>

*ABC Audited
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 10.875
- Bleed Size: 8.5 x 11.125
- Non-Bleed Size: 7.75 x 10.375

**2 PAGE SPREAD**
- Trim Size: 16.5 x 10.875
- Bleed Size: 16.75 x 11.125
- Non-Bleed Size: 16 x 10.375

**1/2 PAGE HORIZONTAL**
- Trim Size: 8.25 x 5.4375
- Bleed Size: 8.5 x 5.6875
- Non-Bleed Size: 7.75 x 4.9375

**1/2 PAGE VERTICAL**
- Trim Size: 4.125 x 10.875
- Bleed Size: 4.375 x 11.125
- Non-Bleed Size: 3.625 x 10.375

**1/3 PAGE VERTICAL**
- Trim Size: 2.75 x 10.875
- Bleed Size: 3 x 11.125
- Non-Bleed Size: 2.375 x 10.5

---

**MATERIAL GUIDELINES**

**PRINTSURE**
In order to guarantee the safe and timely arrival of your materials, we encourage you to use PrintSure. PrintSure is our new, reliable and cutting edge solution software that collects job information from the user via a form, performs an optional local pre-flight check and delivers assets from the user’s workstation over the internet to the PrintSure server, thereby making the process of delivery safe, fast and easy.

**PROOF SUBMISSION**
A conventional proof (MatchPrint, Chromalin) or digital color proof (Fuji, Kodak, etc) are recommended, but laser prints for layout are acceptable. For color accuracy, a digital color proof MUST be provided with every ad, otherwise we will not be held responsible for “Make-goods”.

**REMOTE FILE DELIVERY**
Adobe Acrobat PDF/X-1a files only. We DO NOT accept other formats. Color ads should be sent as composite files. Remote ads which require changes must be re-submitted.

**ELECTRONIC ADS**
Whether you are a high volume advertiser or agency, or a smaller, less frequent advertiser, PrintSure is the best ad delivery option.

**FILE FORMATS**
Preferred format: Adobe Acrobat PDF/X-1a.

**NOTE**
Televsia Publishing + Digital’s Production Department has introduced a new software for the exclusive use of our clients. This software (PrintSure) is meant to facilitate the traffic of incoming materials, from the agency or the client, directly to our server. The PDF/X-1a format will be Televisa Publishing + Digital’s preferred format for all accepted materials. Clients are asked to send all documents electronically in PDF/X-1a format through our new software server. PrintSure will not only facilitate the traffic of materials, but will also work as a “filter” as it verifies and controls the quality of all documents sent. This will ensure excellent reproduction quality of your ads.
TELEVISA PUBLISHING + DIGITAL’S WOMEN’S ONLINE NETWORK

When it comes to women’s interests, Televisa Publishing + Digital covers every segment in the Hispanic online space. From the young, hip Hispanic fashionista, to the sophisticated and classic women, and the established Hispanic moms, we have the content to satisfy their needs and special interests through our recognized and trusted brands. With fresh content that is updated daily, we deliver unparalleled coverage in the Hispanic women’s online space.

Vanidades.com

With its relaunch in 2013, Vanidades.com now features more of that compelling content Vanidades has become known for over the past 51 years. From fashion and beauty to health and travel as well as in-depth reporting and interviewing of icons in culture, fashion, fashion, and entertainment, Vanidades.com now features all of this in a new layout. While maintaining Vanidades’ unique and sophisticated tone, Vanidades.com brings its users closer to all the things she is passionate about through its videos and exclusive online content.

Esmas Mujer

Our women’s channel on Esmas, Esmas Mujer features information on everything today’s Hispanic woman needs to know including the latest in fashion and beauty trends, relationships and body care, cooking, mental health, and tips for mothers. Our easy navigation and variety of content make Esmas Mujer an indispensable guide for today’s Hispanic woman. Tests, blogs, and photo galleries bring users closer to their passion points and provide an engaging environment.

Esmas Health

Esmas Health helps Hispanics live a better and healthier life by providing robust content on nutrition, physical activity, and natural health. It also provides interactive tools such as calorie counters, tests and relevant health information.

Cosmoenespanol.com

Cosmoenespanol.com is the fearless Hispanic female offering the same empowering advice and savvy content as Cosmopolitan en español magazine in an up to date and fresh manner. With a new look and feel since 2011 featuring videos and more interactive content, cosmoenespanol.com offers daily articles on beauty, relationships, fashion, entertainment, nutrition and home decor. Cosmoenespanol.com serves as a community that guides the online savvy Hispanic woman on a daily basis while offering her the tools she needs to be the best she can be in all aspects of her life.

Caras.com.mx

The online destination for the upscale Mexican society featuring information and exclusive photos of the latest social events, as well as the latest in the world of entertainment and fashion. Caras.com.mx reflects the exciting and trendsetting elements of upscale Mexico, making it a must-visit website for affluent Mexicans living in the US.

2014 ONLINE NETWORK CALENDAR

<table>
<thead>
<tr>
<th>THEME</th>
<th>DATE</th>
<th>PRODUCTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valentine’s Day</td>
<td>FEBRUARY 2014</td>
<td>Hottest couple, best romantic films, Valentine’s Day gift guide</td>
</tr>
<tr>
<td>Mother’s Day</td>
<td>APRIL/MAY 2014</td>
<td>Celebrity moms, special gifts for moms, giveaway returns</td>
</tr>
<tr>
<td>Father’s Day</td>
<td>MAY/JUNE 2014</td>
<td>Celebrity dads, gadgets for him</td>
</tr>
<tr>
<td>Vanidades Beauty Awards</td>
<td>MAY/AUGUST 2014</td>
<td>Editor’s top picks for beauty, skin and hair products</td>
</tr>
<tr>
<td>Cosmo Summer Splash</td>
<td>JULY 2014</td>
<td>Sexy bikinis, swim footage, photo galleries, microsites</td>
</tr>
<tr>
<td>Summer Special</td>
<td>JULY/AUGUST 2014</td>
<td>Best beach hot spots, summer diets, sexy swimwear</td>
</tr>
<tr>
<td>Back to School</td>
<td>JULY/AUGUST 2014</td>
<td>Back to school shopping guide, editors’ recommendations for back to school styles and gadgets</td>
</tr>
<tr>
<td>Vanidades Icons of Style</td>
<td>SEPTEMBER 2014</td>
<td>Spool editorial, event photo galleries and video footage, microsites</td>
</tr>
<tr>
<td>Hispanic Heritage Month</td>
<td>SEPTEMBER/OCTOBER 2014</td>
<td>Special tribute of hispanic figures, microsite, interviews and video</td>
</tr>
<tr>
<td>Cosmo Bash</td>
<td>NOVEMBER 2014</td>
<td>Hottest bash party of the year</td>
</tr>
<tr>
<td>Vanidades Magia de la Moda</td>
<td>NOVEMBER/DECEMBER 2014</td>
<td>Hottest Fall/Winter trends, photo galleries, microsite, interviews and video</td>
</tr>
</tbody>
</table>

Our signature events come to life in their own microsites featuring an extensive photo gallery, videos of the events, interviews, behind the scenes, runway looks, and everything else associated with our events. Microsites are created for Vanidades Icons of Style, Cosmo Summer Splash, and Vanidades Magia de la Moda.

SIGNATURE EVENTS MICRO SITES

Vandades Icons of Style

Caras.com.mx

Cosmo.com

Vanidades Magia de la Moda

Esmas health

Vanidades

Esmas

TELEVISION + DIGITAL

Esmas.com users last 30 days Source: Spring 2013 NHCS Adult Study 1

Children in HH 64%

Median Age 36

55+

86%

Female

34%

25-34

20%

18-24

34%

25-54

86%

Female

34%

25-34

20%

18-24

34%

25-54

86%

Female

34%

25-34

20%

18-24

34%

25-54

86%

Female

34%

25-34

20%

18-24

34%

25-54

86%

Female

34%

25-34

20%

18-24

34%

25-54

86%

Female

34%

25-34

20%

18-24

34%
Telvisa Publishing + Digital is committed to entertaining and informing millions of US Hispanics while innovating our content through the latest technologies in order to provide Hispanics with information everywhere and anywhere. We deliver our content through various different formats so that our readers fully experience our brand in all of its dimensions.

**Digital Offerings for 2014**

- **iPad Apps**
- **Zinio**
- **Vertical Magazine Sites**
- **Qr codes in our major publications**
- **Targeted Microsites**
- **Smartphone Sites**
- **QR codes in our major publications**
- **Online Destinations and Targeted Channels**
- **Social Media**
  - 56,838 Facebook fans
  - 37,276 Twitter followers

**Online Destinations**
- Vanidades.com
- Caras.com.mx
- Cosmopolitan.com
- EsmaeMujer.com
- EsmaeSalud.com
- Espanol.splish.com
- CarasHoy.com

**Online Channels**
- Vanidades Icons of Style
- Caras Summer Splash