



TVNOTAS

ilresistible!



PROVEN TO BE THE **ABC**
OF THE **GOSSIP** AND **LATIN**
CELEBRITY BUZZ IN THE
US HISPANIC MARKET

LAUNCH DATE

1999

FREQUENCY

biweekly

WOMEN TARGET

18-44

CIRCULATION

220,000

MPG
MAYA PUBLISHING GROUP

TVNOTAS

¡Irresistible!



HISPANIC WOMEN WHO ARE TRULY FOLLOWERS OF THE LATIN ENTERTAINMENT WORLD and crave for the thrust worthy gossip braking news of there favorite celebrities can entertain and be up to date only with **TVnotas USA.**

TVNOTAS USA IS THE ONLY BI-WEEKLY MAGAZINE IN THE US HISPANIC MARKET, therefore it's the only one that can provide the freshest and up to date celebrities news and sizzling exclusives that are always documented and from a trusted source. **TVNOTAS** is an independent company which doesn't belong to any other media or television network, this allows us to have access to all the Hispanic celebrities in the US and abroad.



ALSO PREFERED FOR IT'S SPECIALL SECTIONS, SUCH AS:

- Beauty, fashion and household tips
- Delicious Hispanic recipes, easy to prepare

In 2012 we continue to grow

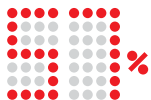
▶ **1,248,000 copies per year**

▶ **7,987,200 total reach**

And we can reach them anywhere they are: Home, office, shopping, with: **TVnotas USA magazine, TVnotasusa.com** and **TVnotas WAP**



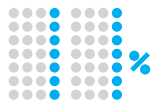
EDITORIAL BREAKDOWN



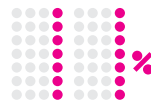
ENTERTAINMENT
NEWS



CELEBRITIES
INTERVIEWS



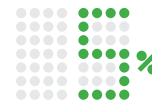
BEAUTY &
FASHION



LIFESTYLE



FOOD &
RECIPES



OTHER

READER PROFILE



GENDER	%
FEMALE	66
MALE	34

AGE BREAKDOWN	%
18-24	17
25-34	34
35-44	26
45-54	9
55+	14

LANGUAGE PREFERENCE	%
SPANISH DOMINANT	78
BILINGUAL	12
ENGLISH DOMINANT	10

PEOPLE PER HH	%
ONE	3
TWO	13
THREE	19
FOUR	18
FIVE+	47

EDUCATIONAL LEVEL BREAKDOWN	%
HIGH SCHOOL GRADUATE	46
GRADUATED COLLEGE OR MORE	4
TECHNICAL OR VOCATIONAL	2
OTHER	48

EMPLOYMENT STATUS	%
EMPLOYED FULL TIME	42
EMPLOYED PART TIME	12
HOMEMAKER	20
TEMPORARILY UNEMPLOYED	11
OTHER	15

CHILDREN PER HH	%
NONE	31
ONE	24
TWO	19
THREE	19
FOUR	4
FIVE+	3

HOUSEHOLD INCOME	%
\$20,000 +	10
\$30,000 +	10
\$40,000 +	17
\$50,000 +	17
\$75,000 +	16
100000+	8

MARITAL STATUS	%
MARRIED	53
NEVER MARRIED	33
DIVORCED/SEPARATED/WIDOW	14

TVNOTAS
ilresistible!

CONSUMER PROFILE



COUNTRY OF ORIGIN	%
MEXICO	53
PUERTO RICO	2
USA	18
C. AMERICA	4
S.AMERICA	3
CUBA	3
DOMINICAN REPUBLIC	2
OTHER	15

NUMBER OF VEHICLES IN HH	%
ONE	36
TWO	19
THREE	17
FOUR	1
FIVE+	1

HOME OWNERSHIP	%
OWN HOUSE	31
OWN APARTMENT	1
RENT HOUSE	26
RENT APARTMENT	34
OTHER	8

OWN A CREDIT CARD	%
YES	31
NO	66

SOURCE: Winter 2011 NHCS Adult Survey 12-month

RATES

RATE CARD 2012 (G)

FP4C	\$8,400
1/2 Page	\$5,250
1/3 Page	\$3,830

PREMIUM POSITIONS

TOC	25%
COVER II, PG 1	20%
COVER III	15%
COVER IV	30%

Any additional ad sizes subject to approval

PLEASE SEND MATERIALS TO:

Maya Publishing Group
419 Michigan Ave
Miami Beach, FL 33139
Telf. 305-532-0204

Attention : Vianny Peguero ext 1221
and Please CC your Account executive

2012 CLOSING DATES

ISSUE	RESERVATION & MATERIALS DATES	ISSUE DATE/ ON SALE DATE
754	Dec-06-11	Jan-10-12
755	Dec-27-11	Jan-24-12
756	Jan-10-12	Feb-07-12
757	Jan-24-12	Feb-21-12
758	Feb-07-12	Mar-06-12
759	Feb-21-12	Mar-20-12
760	Mar-06-12	Apr-03-12
761	Mar-20-12	Apr-17-12
762	Apr-03-12	May-01-12
763	Apr-17-12	May-15-12
764	May-01-12	May 29-12
765	May-15-12	Jun-12-12
766	May-29-12	Jun-26-12
767	Jun-12-12	Jul-10-12
768	Jun-26-12	Jul-24-12
769	Jul-10-12	Aug-07-12
770	Jul-24-12	Aug-21-12
771	Aug-07-12	Sep-04-12
772	Aug-21-12	Sep-18-12
773	Sep-04-12	Oct-02-12
774	Sep-18-12	Oct-16-12
775	Oct-02-12	Oct-30-12
776	Oct-16-12	Nov-13-12
777	Oct-30-12	Nov-27-12
778	Nov-13-12	Dec-11-12
779	Nov-27-12	Dec-25-12

*DATES ARE SUBJECT TO CHANGE

SPECIAL EDITIONS



AUGUST

Celebrities before and after

RESERVATION

MAY-2-12

MATERIAL DUE DATE

JUN-19-12



OCTOBER

Horoscope

RESERVATION

JUL-17-12

MATERIAL DUE DATE

AUG-14-12



NOVEMBER

Latin Grammy

RESERVATION

SEPT-10-12

MATERIAL DUE DATE

OCT-9-12





TVNOTAS

irresistible!

MATERIAL SPECS

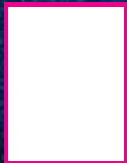
	TRIM SIZE	BLEED SIZE	NON BLEED SIZE
SPREAD	15.75" x 10.4331"	16.156" x 10.8268"	14.968" x 10.0394"
1 PAGE	7.875" X 10.4331"	8.265" x 10.8268"	7.093" x 10.0394"
1/2 PAGE (VERTICAL)	3.8583" x 10.4331"	4.2520" x 10.8268"	3.6220" x 10.0394"
1/2 PAGE (HORIZONTAL)	7.8740" X 5.1378"	8.2677" X 5.5315"	7.4803" X 4.9016"
1/3 PAGE (VERTICAL)	2.5433" X 10.4331"	2.9370" X 10.8268"	2.3858" X 10.0394"
1/3 PAGE (HORIZONTAL)	7.8740" X 3.3976"	8.2677" X 3.7913"	7.4803" X 3.0827"

MATERIAL SPECIFICATIONS

Material must be submitted in a digital format, by email or zip disk/cd and must meet the following:

- Indicate the program and version used
- All images must be high resolution (300 dpi)
- All fonts must be postscript
- Modifications: Any changes to the information already sent should be done by writing
- All materials must be sent by the dates specified in the Closing Dates sheet

Binding: Saddle stitched magazine



1 PAGE



1/2 VERTICAL



1/2 HORIZONTAL



1/3 VERTICAL



1/3 HORIZONTAL



SPREAD