



2016 OFFERINGS & HIGHLIGHTS

Innovative Native Advertising and Content Marketing Opportunities connected with digital, print, in-event presence and lead-gen programs.

NEW!

- New and revamped websites to be launched by January 25, 2016
- New ad formats and advertising opportunities connected to the relaunch!

- **www.portada-online.com**
The digital destination of choice for Marketers, Agency and Media Executives targeting the **U.S. and U.S. Hispanic Consumer**
- **www.latam.portada-online.com**
The digital destination of choice for Marketers, Agency and Media Executives targeting the **Latin American consumer (in English)**
- **www.mercadotecnia.portada-online.com**
The digital destination of choice for Marketers, Agency and Media Executives targeting the **Latin American consumer (in Spanish)**

2016 PORTADA EVENTS

FEBRUARY

FORO PORTADA ARGENTINA
FEBRUARY 18, 2016, BUENOS AIRES, ARGENTINA
#PortadaArg

JUNE

LATIN ONLINE VIDEO FORUM
JUNE 8, 2016, HYATT REGENCY MIAMI, FL
#PortadaLat

8TH ANNUAL LATIN AMERICAN ADVERTISING & MEDIA SUMMIT
JUNE 8-9, 2016, HYATT REGENCY MIAMI, FL
#PortadaLat

SEPTEMBER

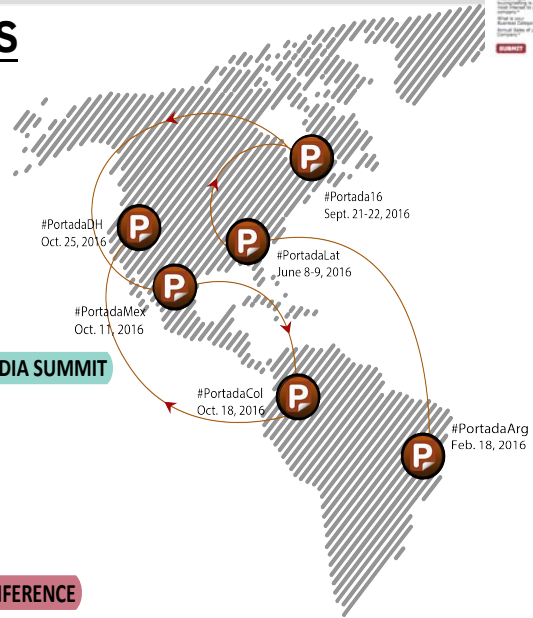
HISPANIC SPORTS MARKETING FORUM
SEPTEMBER. 21, 2016, NEW YORK CITY
#Portada16

10TH ANNUAL HISPANIC ADVERTISING & MEDIA CONFERENCE
SEPTEMBER. 22, 2016, NEW YORK CITY
#Portada16

OCTOBER

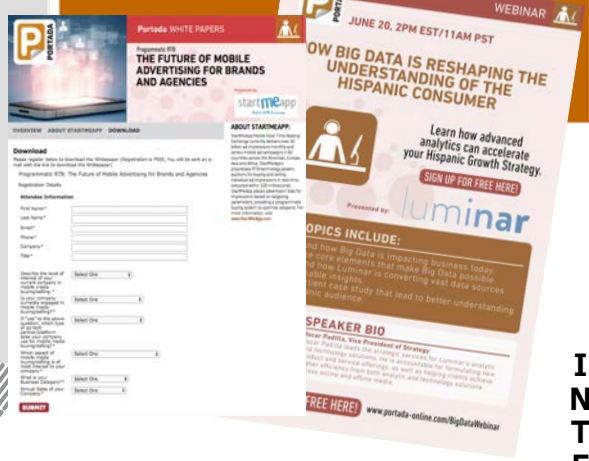
FORO MÉXICO DE PUBLICIDAD Y MEDIOS
OCTOBER 11, 2016, MEXICO CITY, D.F.
#PortadaMX

FORO PORTADA COLOMBIA
OCTOBER 18, 2016, BOGOTÁ, COLOMBIA
#PortadaCol



Lead Gen Programs

- White Papers
- Webinars
- Sponsored Article Series
- Event tie-ins



Expanded Editorial Coverage in key Areas including:

- Online Video Marketing
- Sports Marketing and Business
- Political Marketing to Multicultural Audiences
- Ad-Tech's Expansion into the Latin World (U.S. Hispanic and Latin America)
- Content Marketing Practices

2016 PRINT CALENDAR

Spring Issue - First Semester of 2016
Publication Date: April 12, 2016

Latin America Issue (Spanish) - July
Publication Date: July 13, 2016

Autumn Issue - Second Semester of 2016
Publication Date: September 6, 2016



INTEGRATED DIGITAL PRINT EVENT PACKAGES



SPECIAL REPORTS & GUIDES

- 2016 Hispanic Political Marketing Guide (Pub. Date: February 9, 2016)
- 2016 Sports Marketing Guide (Pub. Date: March 1, 2016)
- Latin Online Video Marketing Guide (Pub. Date: April 12, 2016)

Portada is the leading source of news and analysis on the Hispanic Marketing and Media space and beyond. We offer world-class news and intelligence through audited online, print and conference vehicles to highly targeted audiences. Portada's mission is to help professionals in Business and Marketing understand and reach Hispanic consumers in the U.S. Credibility is our biggest asset: The Portada team is very passionate about producing high-quality independent content that helps drive the Latin Marketing and Media space forward. Our 2016 offerings include strong lead generation and branding tools through traditional and native marketing in Portada's digital, print and event properties.

B2B Media for the new Mainstream

PORTADA'S AUDIENCE BY THE NUMBERS

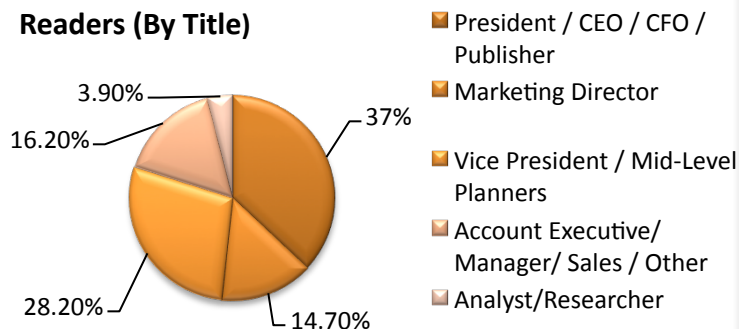


Portada's audited audience of over **120,000 marketing, advertising and media executives** not only includes marketers targeting the Hispanic market but as importantly thousands of marketers who have not yet tapped into the multicultural opportunity.

Source: CVC Audit and Portada estimate.

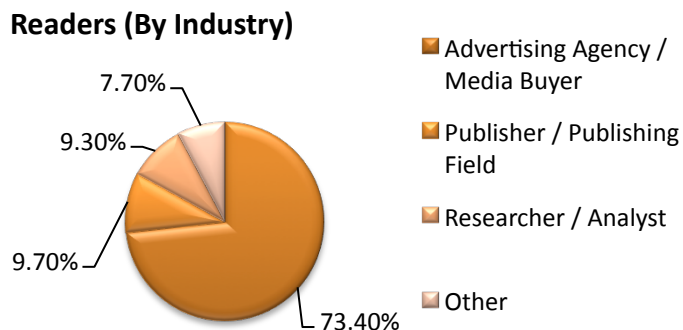
C Level Audience...

Readers (By Title)



... of Buyers of Media & Related Services

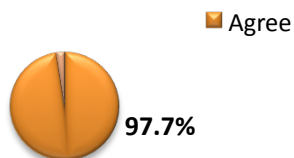
Readers (By Industry)



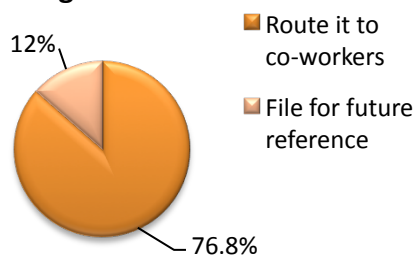
Highly credible and influential

... that makes the audience act!

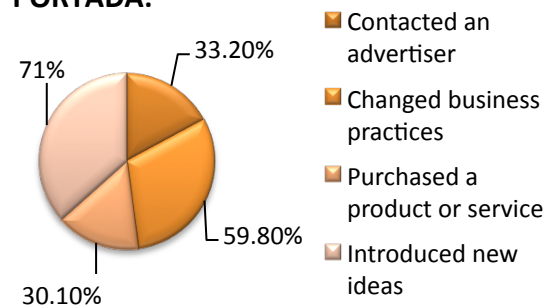
Does PORTADA give essential relevant information on the Hispanic Market?



What readers do with the PORTADA Magazine after reading it:



Actions taken as a result of reading PORTADA:



*Data is taken from **Portada's 2014 CVC Audit**. (See attached for additional information)

PRINT MAGAZINE

U.S. Edition

Audited Circulation of 20,000 reach 95,000, Extremely long shelf life.

See Enclosed CVC Audit and Readership Survey

Direct mailed to 12,000 plus subscribers and distributed at all Major U.S. and U.S. Hispanic Marketing and Media Events.



PRINT ADVERTISING RATES

PREMIUM POSITIONS	
FULL PAGE	US\$ 4,175
2/3 PAGE	US\$ 3,150
1/2 PAGE	US\$ 2,650
1/3 PAGE	US\$ 1,975
1/4 PAGE	US\$ 1,600
1/6 PAGE	US\$ 975
FALSE FRONT COVER	US\$ 15,000
COVER 2	US\$ 5,845
INSIDE BACK COVER	US\$ 4,910
BACK COVER	US\$ 6,500
NEXT TO TOC	US\$ 5,845
ADVERTORIAL - EXCLUSIVE	
2 PAGE, FULL COLOR SPREAD	US\$ 12,000
1 PAGE, FULL COLOR	US\$ 6,500



2016 EDITORIAL CALENDAR & MATERIAL REQUIREMENTS

ISSUE	SPECIAL EDITORIAL FEATURES & ADVERTISING OPPORTUNITIES	DEADLINES	CONFERENCE DISTRIBUTION INCLUDES
H1 2016	<ul style="list-style-type: none"> The Upfronts and the Newfronts: How Linear TV and OTT Players Position their Content - What You need to know 30 Rising Hispanic Marketing and Media Stars Mobile Marketing: Engaging, Advertising and Selling to Hispanics Opportunities in Spanish-language Marketing and Media Marketer Interviews: Key Insights from Leading Brand Marketers 	Publication Date: April 12, 2016	Audited Circ. 20,000 Conference Distribution: <ul style="list-style-type: none"> 2016 AHAA ANNUAL CONFERENCE BILLBOARD LATIN MUSIC CONFERENCE AND AWARDS PORTADA'S LATIN ONLINE VIDEO FORUM 8TH ANNUAL LATIN AMERICAN ADVERTISING & MEDIA SUMMIT and more to be announced.
		Sales & Material Deadline: March 1, 2016	
H2 2016	<ul style="list-style-type: none"> Special feature on Multicultural Marketing Sports Marketing: Why Sports Marketing is a Key Ingredient of Multicultural Marketing and Media Brand Storytelling and Social Media in the Hispanic Market 2017 Media Buying Trends Retail Marketing: How major National Retailers connect with Hispanic Local Audiences 	Publication Date: September 6, 2016	Audited Circ. 20,000 Conference Distribution: <ul style="list-style-type: none"> Portada's 10th Annual Hispanic Advertising and Media Conference Portada's Hispanic Sports Marketing Forum USHCC Annual Convention Namic Annual Convention Hispanic TV Summit ANA Multicultural Conference and more to be announced
		Sales & Material Deadline: August 1, 2016	

DIGITAL ADVERTISING OPPORTUNITIES

Banner and Rich Media Advertising on www.portada-online.com

The digital destination of choice for Marketers, Agency and Media Executives targeting the U.S. and U.S. Hispanic Consumers

- New and revamped websites to be launched by January 25, 2016
- New ad formats and advertising opportunities connected to the relaunch!

Rates: Standard Ad Units

Leader Board (728x90, max. rotation 2 advertisers)	Price/month	US\$ 2,000
Skyscraper: (160x600, max. rotation 2 advertisers)	Price/month	US\$ 1,100
Big Box: (300x250, max. rotation 2 advertisers)	Price/month	US\$ 1,700
Buttons: (125x125)	Price/month	US\$ 550

**New Rich Media options available, including Expandable Video Banners!*

Please contact

Kelley@portada-online.com for specific availability and pricing.

• **E NEWSLETTER ADVERTISING** (NEW Mobile Friendly Format!)

- Portada Monday News (U.S. Hispanic, Monday, weekly)
- Digital Marketing eNewsletter (U.S. Hispanic, Thursday, weekly)
- Breaking News (as they come at least 25x a year)
- Entrepreneurship, Tech & Finance (New!) (Once a month)
- Exclusive Blasts (sponsored)
-

NOTE: All Portada sponsors and advertisers get heavily promoted in Portada's robust social media including Twitter, LinkedIn and Facebook

Rates – ENewsletter Banner Ads

	Specs	Price /Per Eletter
Top & Bottom Banner Sponsorship	970x250 pixels, gif or jpg format	\$400
Skyscraper Banner Ad	160x200 pixels, gif or jpg format	\$200
Small Banner Ad	200x200 pixels, gif or jpg format	\$120

TESTIMONIAL:

"I recently started receiving the online newsletter. I really like the articles you include and have found very important information in your "Breaking News" section. I am sharing it with many members of our team. Great job!"

Yvette De Jesus, Marketing Manager, Allstate Insurance

MATERIAL REQUIREMENTS & SPECS

SIZE	TRIM	BLEED
Full page	7.875" wide x 10.875" high	+bleed 0.197"
2/3 page	4.528" wide x 10.017" high	
1/2 page	Horizontal: 6.6" wide x 4.8" high Vertical: 3.2219" wide x 9.6" high	
1/2 page island	4 ½ " wide x 7 ½ " high	
1/3 page	Square: 4 ½ " wide x 5" high Vertical: 2 ¼ " wide x 7 ½ " high	
1/4 page	3.2213" wide x 4.8" high	
1/6 page	2 ¼ " wide x 5" high	
False front cover	Type: 17x197, 48mm 7.881" wide x 7.775" high	+bleed 0.197"



FORMAT: Hi Rez-PDF **RESOLUTION:** 300 dpi
SUBMISSION: Material to be emailed to Kelley@portada-online.com.

OTHER MARKETING AND LEAD GEN OPPORTUNITIES

- **Hispanic Advertising and Media Award Sponsorship** (Strong Branding and Lead Generation tool)
 *To learn more and for additional details, ask us for our Event Sponsorship Kits
- **SPONSORED ARTICLE SERIES ON PORTADA ONLINE.COM**

The article series presented by a sponsor works in the following way, the sponsor and Portada's Editorial team will work on several topics related to the marketing and advertising sector. **The objective is to put the Sponsor in a Thought Leadership Position by presenting an Article Series.**

See example of a recent Content Marketing Article Series presented by Skyword:

<https://www.portada-online.com/2013/10/14/content-marketing-should-media-firms-become-content-marketing-agencies/>



In today's article of our series on **CONTENT MARKETING** presented by **Skyword**, **Tom Gerace**, founder and CEO of Skyword, analyzes how marketers should approach Google's recent and fundamental change of encrypting referring keyword data when it hands search traffic to marketers. The task ahead is even more complex for organizations with web presences in the U.S. Hispanic market and in countries throughout Latin America.

Set high standards for your brand.

This series of articles about "Content Marketing" is brought to you by **Skyword**. Skyword provides a wide range of services so that companies may connect with their audiences and generate a higher degree of engagement via top-quality contents for online search and social networking, currently the two main sources for content consumption.

Other articles of the **CONTENT MARKETING SERIES**:

CONTENT MARKETING: What do we mean when we talk about "content marketing"?

CONTENT MARKETING: Flying Through the Fog: A Marketer's Guide to Navigating Search After Google Keywords Were Encrypted

CONTENT MARKETING: What we can learn from Iron Mountain, IBM and Autotrader

CONTENT MARKETING: Should Media Firms become Content Marketing Agencies?

CONTENT MARKETING: Spanish Language: What opportunities does it afford?

CONTENT MARKETING: How P&G, Clorox and Tampico engage Hispanic audiences

CONTENT MARKETING: How Pepsi's "Cultural Fluency" concept translates into Content Marketing executions

Print Facebook Twitter LinkedIn Google

OTHER MARKETING AND LEAD GEN OPPORTUNITIES

- **WEBINARS**



- **SPONSORED INFOGRAPHIC SERIES**

- **WHITE PAPER SPONSORSHIPS**

Portada WHITE PAPERS

Programmatic RTB: **THE FUTURE OF MOBILE ADVERTISING FOR BRANDS AND AGENCIES**

Presented by: **startmeapp**

Download

Please register below to download the Whitepaper (Registration is FREE). You will be sent an e-mail with the link to download the Whitepaper.

Programmatic RTB: The Future of Mobile Advertising for Brands and Agencies

Registration Details

Attendee Information

First Name*

Last Name*

Email*

Phone*

Company*

Title*

Describe the level of interest of your current company in mobile media buying/advertising*

Is your company currently engaged in mobile media buying/advertising*

If "yes" to the above question, which type of ad tech platform/platforms does your company use for mobile media buying/advertising*

Which aspect of mobile media buying/advertising is of most interest to your company*

What is your Business Category**

Annual Sales of your Company

SUBMIT

PORTADA WEBINAR

JUNE 20, 2PM EST/11AM PST

HOW BIG DATA IS RESHAPING THE UNDERSTANDING OF THE HISPANIC CONSUMER

Learn how advanced analytics can accelerate your Hispanic Growth Strategy.

SIGN UP FOR FREE HERE!

Presented by: **luminar**

KEY TOPICS INCLUDE:

Understand how Big Data is impacting business today. Review the core elements that make Big Data possible. Understand how Luminar is converting vast data sources into actionable insights. Review a client case study that lead to better understanding of its Hispanic audience.

SPEAKER BIO

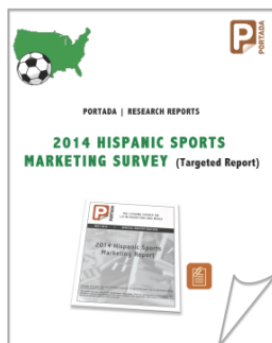
Oscar Padilla, Vice President of Strategy

Oscar Padilla leads the strategic services for Luminar's analytic and technology solutions. He is accountable for formulating new product and service offerings, as well as helping clients achieve higher efficiency from both analytic and technology solutions across online and offline media.

SIGN UP FOR FREE HERE! www.portada-online.com/BigDataWebinar

- **INTERACTIVE DIRECTORY OF CORPORATE MARKETERS AND AGENCY EXECUTIVES TARGETING U.S. HISPANIC CONSUMERS**

- **TARGETED RESEARCH REPORTS**



An interactive online directory with detailed contact information of more than 3,000 Leading Agency and Marketing/Advertising Directors who are targeting Hispanics that will help you identify opportunities and increase sales.

CONTACT INFORMATION:

To discuss these and other opportunities to align your brand with Portada please contact:

KELLEY EBERHARDT, Sales and Marketing Manager, kelley@portada-online.com, 212 685 4441

BOB OLIVA, Business Development Director, bob@portada-online.com

PORTADA

315 Fifth Avenue, STE 702
New York, NY 10016

CVC AUDIT REPORT ATTACHED

Audit Period: July 1, 2013 – June 30, 2014

Portada

315 Fifth Avenue, Suite 702
New York, NY 10016
(212) 685-4441
(212) 685-4450 FAX

EMAIL: kelly@portada-online.com
www.portada-online.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	20,225 (Print Edition)
Website:	Average Website Uniques:	12,573 www.portada-online.com
Website:	Average Website Uniques:	1,375 www.latam.portada-online.com
Website:	Average Website Uniques:	5,313 www.mercadotecnia.portada-online.com
E-Newsletters:	Average Opt-Ins:	12,211

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 36 Pages
Circulation Cycle:	Quarterly(March, May, September and November)
Ownership:	Contenido LLC
Year Established:	2002
Publication Type:	Hispanic Trade Media
Content:	40% Advertising / 60% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	67% Mail / 33% Controlled Bulk & Single Copy
Insert Zoning Available:	No
CVC Member Number:	01-2217
DMA/MSA/CBSA:	National Distribution
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2014
Mechanical Data:	Three (3) columns x 11.024-inch column depth Full page: 7.874" wide X 11.024" depth.
Open Rate:	Local: \$4,175.00 Full Page - \$975.00 1/6 th Page National: \$4,175.00 Full Page - \$975.00 1/6 th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	Contact Publisher
Deadline Day & Time:	Quarterly by 5 PM
Website Rates:	Leaderboard \$2,000.00 per month – Buttons \$550.00 per month
E-Newsletter Rates:	Banner \$400.00 per eletter - Small Banner \$120.00 per eltetter

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Marcos Baer	EMAIL: marcos@portada-online.com
Advertising:	Kelley Eberhardt	EMAIL: kelly@portada-online.com
Circulation:	Kelley Eberhardt	EMAIL: kelly@portada-online.com

5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-2217		Quarterly	Portada New York, NY
Audit Period Summary			
Average Net Circulation	(5-H)		20,225
Average Gross Distribution	(5-F)		20,225
Average Net Press Run	(5-A)		20,250
Audit Period Detail			
A. Average Net Press Run			20,250
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			0
2. Controlled Bulk Delivery / Demand Distribution			0
3. Mail			11,878
4. Requestor Mail			1,687
5. Controlled Waiting Rooms			0
6. Controlled Hotels			0
7. Events, Fairs, Festivals and Trade Shows			5,714
8. Controlled Education			0
9. Restock & Office Service			946
Total Average Controlled Distribution			20,225
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			20,225
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Paid Waiting Room			0
5. Paid Hotels			0
6. Paid Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			0
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Sponsored Waiting Rooms			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			0
F. Average Gross Distribution			20,225
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			20,225

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
 1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
 2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
 3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes.
 4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes. Qualified requestor circulation is audited by the United States Postal Service.
 5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical offices and professional firms.
 6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5E returns.
 7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5E returns.
 8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5E returns.
 9. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.

CONTROLLED RETURNS: Distributed editions, in the controlled distribution categories, returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
 1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.
 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
 3. MAIL: See C3 for explanation of mail distribution.
 4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.
 5. PAID HOTELS: See C6 for explanation of hotel distribution.
 6. PAID EDUCATION: See C8 for explanation of NIE distribution.

PAID RETURNS: See section C: Controlled Returns for explanation of returns reporting *(See paragraph 12 for CVC return/unclaimed confirmation.)
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.
 1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.
 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.

SPONSORED RETURNS: See section C: Controlled Returns for explanation of returns reporting *(See paragraph 12 for CVC return/unclaimed confirmation.)
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

6A. Audited Average Website Reporting - www.portada-online.com

	Monthly Audit Period Average
Website Unique Visitors	12,573
Website Visitors	17,157
Percent of New Visitors	72.23%
Website Page Views	28,470
Pages Per Visit	1.66
Average Time Spent on Website	00:01:36
Bounce Rate	76.96%

6A1. Audited Average Website Reporting - www.latam.portada-online.com

	Monthly Audit Period Average
Website Unique Visitors	1,375
Website Visitors	2,061
Percent of New Visitors	65.59%
Website Page Views	3,273
Pages Per Visit	1.59
Average Time Spent on Website	00:01:49
Bounce Rate	77.25%

6A2. Audited Average Website Reporting - www.mercadotecnia.portada-online.com

	Monthly Audit Period Average
Website Unique Visitors	5,313
Website Visitors	6,630
Percent of New Visitors	79.53%
Website Page Views	10,498
Pages Per Visit	1.58
Average Time Spent on Website	00:01:40
Bounce Rate	80.39%

Explanatory – Website**PARAGRAPH SIX (A)**

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

VISITORS: The total number of visitors, expressed as a monthly average, to a publication's website regardless of unique status, as expressed above.

PERCENT NEW VISITORS: The percentage of visitors that have visited the publication's website for the first time through the course of the month and are considered unique and are differentiated from multiple returning visits.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

6B. Audited Online/Digital Edition Reporting - Not Applicable**6C. Text Media - Not Applicable**

6D. Social Media

Social Media Source	Media Usage
Facebook - www.facebook.com/portada	1,457 Likes
Facebook - www.facebook.com/portadaesp	274 Likes
Twitter - @Portada-Online.com	3,003 Followers
Twitter - @Portada_esp	1,039 Followers
Twitter - @PortadaLatam	353 Followers

Explanatory – Social Media

PARAGRAPH SIX (D)

FACEBOOK LIKES: The average number of Likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

TWITTER FOLLOWERS: The average number of Followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

6E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	12,211

Explanatory – Email Media

PARAGRAPH SIX (E)

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

6F. Video & Podcast Media - Not Applicable

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14	CVC	19,975	19,975	-	-
01/01/13-12/31/13	CVC	19,975	19,975	19,975	20,975
01/01/12-12/31/12	CVC	19,975	19,975	19,975	19,975
01/01/11-12/31/11	CVC	18,000	20,000	20,975	19,975
01/01/10-12/31/10	CVC	16,950	17,581	20,000	18,000
01/01/09-12/31/09	CVC	14,370	14,370	16,350	19,704
01/01/08-12/31/08	CVC	9,975	10,225	11,950	10,950
01/01/07-12/31/07	CVC	9,975	9,975	9,975	9,975
01/01/06-12/31/06	CVC	7,207	9,975	9,975	9,975
10/01/05-12/31/05	CVC	-	-	-	6,656



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8. Distribution by Zip Code (Summer 2014 Edition) Quarterly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AL	*	*	AL	0	0	27	0	27
AR	*	*	AR	0	0	61	0	61
AZ	*	*	AZ	0	0	178	0	178
CA	*	*	CA	0	0	2,592	0	2,592
CO	*	*	CO	0	0	140	0	140
CT	*	*	CT	0	0	226	0	226
DC	*	*	DC	0	0	160	0	160
DE	*	*	DE	0	0	22	0	22
FL	*	*	FL	0	0	2,397	0	2,397
GA	*	*	GA	0	0	294	0	294
IA	*	*	IA	0	0	58	0	58
ID	*	*	ID	0	0	14	0	14
IL	*	*	IL	0	0	978	0	978
IN	*	*	IN	0	0	69	0	69
KS	*	*	KS	0	0	44	0	44
KY	*	*	KY	0	0	65	0	65
LA	*	*	LA	0	0	19	0	19
MA	*	*	MA	0	0	318	0	318
MD	*	*	MD	0	0	113	0	113
ME	*	*	ME	0	0	17	0	17
MI	*	*	MI	0	0	314	0	314
MN	*	*	MN	0	0	19	0	19
MO	*	*	MO	0	0	155	0	155
MS	*	*	MS	0	0	13	0	13
NC	*	*	NC	0	0	215	0	215
NE	*	*	NE	0	0	42	0	42
NH	*	*	NH	0	0	14	0	14
NJ	*	*	NJ	0	0	532	0	532
NM	*	*	NM	0	0	15	0	15
NY	*	*	NY	0	0	2,892	0	2,892
OH	*	*	OH	0	0	282	0	282
OK	*	*	OK	0	0	24	0	24
OR	*	*	OR	0	0	69	0	69
PA	*	*	PA	0	0	317	0	317
PR	*	*	PR	0	0	51	0	51
RI	*	*	RI	0	0	29	0	29
SC	*	*	SC	0	0	36	0	36
TN	*	*	TN	0	0	90	0	90
TX	*	*	TX	0	0	1,336	0	1,336
UT	*	*	UT	0	0	53	0	53
VA	*	*	VA	0	0	279	0	279
VT	*	*	VT	0	0	11	0	11
WA	*	*	WA	0	0	131	0	131
WI	*	*	WI	0	0	151	0	151
Misc.	Assorted	Assorted		0	4,049	1,089	0	5,138
TOTAL				0	4,049	15,951	0	20,000

9. Distribution by County (Summer 2014 Edition) Quarterly

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Portada is a nationally distributed publication and does not file distribution by county reports.							

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Portada reported an average mail distribution of 13,565 during the audit period. Mail distribution is verified through the review of mail statements and additional publisher support documents. Portada did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to report individuals who receive the publication, and further identify individuals who read or look through the publication.

1. Portada is distributed regularly in your area. Do you receive Portada on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Portada?

CVC review indicates that a sufficient number of individuals reported that they receive Portada on a regular basis to substantiate the publisher's distribution claims.

CVC verification confirms that 267 of 303 or 88.1% report they regularly read or look through Portada.

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-3.5%.

Verification of Distribution

Controlled Bulk / Demand Distribution / Single Copy

Portada did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Event distribution locations received an average 5,714 copies per edition during the audit cycle.

12. Paid Reporting Analysis – Not Applicable

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$199.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: Opt-In
	AVERAGE WHOLESALE RATE: N/A

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires December 31, 2015.

If this report is presented after December 31, 2015 please call the toll-free number listed below.

Portada - New York, NY - 01-2217 - Supplemental Readership Study

The Circulation Verification Council interviewed Portada readers in the primary market areas indicated in publication’s CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather readership study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but is not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consisted of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or “non-zero”) probability of being selected for the random sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews, or 2.5% of net circulation for publications under 10,000 net circulation is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted over a minimum period of three weeks to minimize the impact of weather and/or special news stories. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a “no answer.” Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of individual’s residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-3.5% at the 95% confidence level. *267 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 4.55**

*Readership estimates compiled from 2014 CVC circulation & readership study data.

1. Portada is distributed regularly in your area. Do you regularly read or look through Portada?

YES	267	Survey Respondents
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2. Which of the following, if any, best describe your job title?

25.8%	69	Respondents	President / CEO / CFO
11.2%	30	Respondents	Vice President
12.7%	34	Respondents	Marketing Director
10.1%	27	Respondents	Publisher
10.1%	27	Respondents	Account Executive / Sales
20.6%	55	Respondents	Media Planner / Supervisor
00.7%	2	Respondents	Consultant
02.2%	6	Respondents	Account Manager
04.9%	13	Respondents	Analyst / Researcher
01.5%	4	Respondents	Other

3. Which of the following, if any, best describe your industry or company?

75.7%	202	Respondents	Advertising Agency / Media Buyer
11.2%	30	Respondents	Publisher / Publishing Field
10.1%	27	Respondents	Researcher / Analyst
03.0%	8	Respondents	Other

4. How much time do you spend reading each issue of Portada?

15.0%	40	Respondents	Less than 15 minutes
52.8%	141	Respondents	15-30 minutes
27.7%	74	Respondents	31-45 minutes
03.7%	10	Respondents	46-60 minutes
00.7%	2	Respondents	One hour, or more

Portada - New York, NY - 01-2217 - Supplemental Readership Study
(Continued)

5. Which of the following best describes your response to the following statement? "PORTADA gives essential, high quality, relevant information about the Hispanic media market?"

	Response Percent	Response Total	
Agree	97.4%	260	Respondents
Disagree	00.4%	1	Respondents
No Comment	02.2%	6	Respondents

6. How many people in your office read PORTADA?

Average Response: 4.55 Readers per Copy

7. What do you generally do with your copy of Portada when you finish reading it?

	Response Percent	Response Total	
File for future reference	09.0%	24	Respondents
File selected articles	00.7%	2	Respondents
Discard it	12.7%	34	Respondents
Route it to co-workers	77.5%	207	Respondents

8. Which of the following actions, if any, have you taken as a result of reading PORTADA? (% of Total Respondents)

	Response Percent	Response Total	
Contacted an advertiser	35.2%	94	Respondents
Changed business practices	55.8%	149	Respondents
Purchased a product or service	34.5%	92	Respondents
Introduced new ideas	68.9%	184	Respondents