

Audit Period: July 1, 2014 – June 30, 2015

Portada

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	19,446 (Print Edition)
Website:	Average Website Unique Visitors:	10,500
	www.portada-online.com	
Website:	Average Website Unique Visitors:	1,675
	www.latam.portada-online.com	
Website:	Average Website Unique Visitors:	11,710
	www.mercadotecnia.portadaonline.com	

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 24 Pages
Circulation Cycle:	Quarterly
Ownership:	Contenido, LLC
Year Established:	2002
Publication Type:	Hispanic Publication
Content:	40% Advertising / 60% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	78% Mail / 22% 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, 2015
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
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: kelley@portada-online.com
Circulation:	Armando Gutierrez	EMAIL: armando@portada-online.com



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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)	19,446
Average Gross Distribution	(5-F)	19,446
Average Net Press Run	(5-A)	19,982
Audit Period Detail		
A. Average Net Press Run		19,982
B. Office / File		536
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		13,101
4. Requestor Mail		2,000
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		2,625
8. Education		0
9. Restock & Office Service		1,720
Total Average Controlled Distribution		19,446
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		19,446
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. 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. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		19,446
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		19,446

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

	Monthly Audit Period Average
Website Unique Visitors	10,500
Website Visitors	15,549
Percent of New Visitors	66.42%
Website Page Views	26,384
Pages Per Visit	1.70
Average Time Spent on Website	00:01:41
Bounce Rate	75.76%

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

	Monthly Audit Period Average
Website Unique Visitors	1,675
Website Visitors	2,572
Percent of New Visitors	64.05%
Website Page Views	4,113
Pages Per Visit	1.60
Average Time Spent on Website	00:01:40
Bounce Rate	77.91%

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

	Monthly Audit Period Average
Website Unique Visitors	11,710
Website Visitors	13,425
Percent of New Visitors	86.76%
Website Page Views	17,795
Pages Per Visit	1.33
Average Time Spent on Website	00:01:03
Bounce Rate	84.53%

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 Reported

6C. Text Media - Not Reported



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6D. Social Media

Social Media Source	Media Usage
Facebook - www.facebook.com/portada	1,675 Likes
Facebook - www.facebook.com/portadaesp	315 Likes
Twitter - @Portada-Online.com	3,779 Followers
Twitter - @Portada_esp	1,220 Followers
Twitter - @PortadaLatam	385 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
Subscriber Email Database	Not Applicable
Non-Subscriber Email Opt-In Database	12,211

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH SIX (E)
MAGAZINE SUBSCRIBER EMAIL DATABASE: Subscribers of the publication 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.
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 Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	19,095	19,975	-	-
01/01/14-12/31/14	CVC	19,975	19,975	19,975	18,739
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



8. Distribution by Zip Code (Fall 2015 Edition) Quarterly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AK	Assorted	Assorted	AK	0	0	4	0	4
AL	Assorted	Assorted	AL	0	0	71	0	71
AR	Assorted	Assorted	AR	0	0	57	0	57
AZ	Assorted	Assorted	AZ	0	0	167	0	167
CA	Assorted	Assorted	CA	0	0	2,380	0	2,380
CO	Assorted	Assorted	CO	0	0	130	0	130
CT	Assorted	Assorted	CT	0	0	209	0	209
DC	Assorted	Assorted	DC	0	0	149	0	149
DE	Assorted	Assorted	DE	0	0	20	0	20
FL	Assorted	Assorted	FL	0	0	2,704	0	2,704
GA	Assorted	Assorted	GA	0	0	291	0	291
HI	Assorted	Assorted	HI	0	0	6	0	6
IA	Assorted	Assorted	IA	0	0	42	0	42
ID	Assorted	Assorted	ID	0	0	14	0	14
IL	Assorted	Assorted	IL	0	0	830	0	830
IN	Assorted	Assorted	IN	0	0	67	0	67
KS	Assorted	Assorted	KS	0	0	50	0	50
KY	Assorted	Assorted	KY	0	0	52	0	52
LA	Assorted	Assorted	LA	0	0	18	0	18
MA	Assorted	Assorted	MA	0	0	276	0	276
MD	Assorted	Assorted	MD	0	0	121	0	121
ME	Assorted	Assorted	ME	0	0	15	0	15
MI	Assorted	Assorted	MI	0	0	246	0	246
MN	Assorted	Assorted	MN	0	0	216	0	216
MO	Assorted	Assorted	MO	0	0	134	0	134
MS	Assorted	Assorted	MS	0	0	12	0	12
MT	Assorted	Assorted	MT	0	0	5	0	5
NC	Assorted	Assorted	NC	0	0	206	0	206
ND	Assorted	Assorted	ND	0	0	3	0	3
NE	Assorted	Assorted	NE	0	0	37	0	37
NH	Assorted	Assorted	NH	0	0	14	0	14
NJ	Assorted	Assorted	NJ	0	0	481	0	481
NM	Assorted	Assorted	NM	0	0	16	0	16
NV	Assorted	Assorted	NV	0	0	40	0	40
NY	Assorted	Assorted	NY	0	0	2,690	0	2,690
OH	Assorted	Assorted	OH	0	0	236	0	236
OK	Assorted	Assorted	OK	0	0	23	0	23
OR	Assorted	Assorted	OR	0	0	70	0	70
PA	Assorted	Assorted	PA	0	0	285	0	285
PR	Assorted	Assorted	PR	0	0	62	0	62
RI	Assorted	Assorted	RI	0	0	21	0	21
SC	Assorted	Assorted	SC	0	0	33	0	33
SD	Assorted	Assorted	SD	0	0	3	0	3
TN	Assorted	Assorted	TN	0	0	102	0	102
TX	Assorted	Assorted	TX	0	0	1,217	0	1,217
UT	Assorted	Assorted	UT	0	0	45	0	45

8. Distribution by Zip Code (Fall 2015 Edition) Quarterly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
VA	Assorted	Assorted	VA	0	0	232	0	232
VT	Assorted	Assorted	VT	0	0	8	0	8
WA	Assorted	Assorted	WA	0	0	139	0	139
WI	Assorted	Assorted	WI	0	0	137	0	137
WV	Assorted	Assorted	WV	0	0	3	0	3
WY	Assorted	Assorted	WY	0	0	1	0	1
Misc.	Assorted	Assorted	-	0	3,890	0	1,720	5,610
TOTAL				0	3,890	14,390	1,720	20,000

9. Distribution by County (Fall 2015 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 fill distribution by county reports.							

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Portada reported an average mail distribution of 15,101 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.

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 271 of 311 or 87.1% 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%.

11. 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. Distribution locations received an average 2,625 copies per edition during the audit cycle.

12. Paid Reporting Analysis – Not Applicable



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Optional Publisher Reporting - Special Section / Special Edition Reporting

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Soccer Marketing Guide	February	March
Special Supplement: Programmatic Buying in Latin America	June	July

Optional Publisher Reporting – Events Hosted Reporting

EVENT TITLE	EVENT FOCUS	DEADLINE DATE	EVENT DATE	ESTIMATED ATTENDANCE
Portada's Hispanic Music and Entertainment Marketing Forum	New Data and intelligence on the Hispanic music and entertainment consumption, Branded Entertainment, Crucial role of Digital and Mobile media.	8/1/2014	9/17/2014	250
Portada's 8th Annual Hispanic Advertising and Media Conference	Programmatic Buying and Hispanic media, Hispanic Digital Video Explosion, Social Media, Advertising preferences: English dominant vs. Spanish dominant, How National Brands Reach out to Local Audiences	8/1/2014	9/18/2014	300
Portada's 4th Annual Foro Mexico de Publicidad y Medios	The relentless growth of Online Video in Latin America, Case Studies: Marketing towards the new Mexican Woman, Social Messaging and Social Ads, Advice on how best to market the brand "Mexico" nationally and internationally	9/1/2014	10/13/2014	220
Portada's Evolving America- The Multicultural Summit at Digital Hollywood	How multicultural audiences are shaping the overall present and future of the U.S. entertainment, and media industries. The relentless "multiculturalization" of the U.S. and need to incorporate a Multicultural lens to be successful in U.S. Media, Entertainment and Advertising.	9/1/2014	10/21/2014	115

Optional Publisher Reporting – Events Hosted Reporting (continued)

EVENT TITLE	EVENT FOCUS	DEADLINE DATE	EVENT DATE	ESTIMATED ATTENDANCE
Portada's Latin Online Video Forum	What works when: Pre-roll, Rich Media, Product Placement, Programmatic Video Buying Inventory: Local vs. Regional, The Latin MCNs, Beyond Monetization through Advertising: Transactional and Subscription Models, Online video story-telling, Security Fraud	5/1/2014	6/3/2015	275
Portada's 7th Annual Latin American Advertising and Media Summit	Making data work to target the Latin American consumer, Mobile Marketing with cross platform measurement, Programmatic and Real Time Marketing, Luxury Category: How global brands are betting on the LatAm consumer, Pay-TV Advertising, Brand Integration and Content Marketing, Travel and Tourism, Country Focus – Mexico and Brazil, Sports Marketing, LatAm Political Economy.	5/1/2014	6/3/2015 and 6/4/2015	400



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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. CVC reports may not be used for USPS requestor or other permit qualifications. 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 September 30, 2016.

If this report is presented after September 30, 2016 please call the toll-free number listed below.



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

The Circulation Verification Council surveyed 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 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. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 net circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys 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 surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey 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. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; 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. 271 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 single copy, controlled bulk, or pass along distribution. 0 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 4.5**
*Readership estimates compiled from 2015 CVC circulation & readership study data.

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

YES	271	Survey Respondents
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2. Which of the following, if any, best describe your job title?

22.9%	62	Respondents	President / CEO / CFO
09.2%	25	Respondents	Vice President
13.7%	37	Respondents	Marketing Director
11.4%	31	Respondents	Publisher
08.5%	23	Respondents	Account Executive / Sales
21.0%	57	Respondents	Media Planner / Supervisor
01.5%	4	Respondents	Consultant
01.8%	5	Respondents	Account Manager
08.1%	22	Respondents	Analyst / Researcher
01.8%	5	Respondents	Other

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

72.0%	195	Respondents	Advertising Agency / Media Buyer
12.5%	34	Respondents	Publisher / Publishing Field
08.9%	24	Respondents	Researcher / Analyst
06.6%	18	Respondents	Other

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

17.3%	47	Respondents	Less than 15 minutes
53.5%	145	Respondents	15-30 minutes
26.2%	71	Respondents	31-45 minutes
02.6%	7	Respondents	46-60 minutes
00.4%	1	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	99.3%	269	Respondents
Disagree	00.7%	2	Respondents
No Comment	00.0%	0	Respondents

6. How many people in your office read PORTADA?

Average Response: 4.5 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	07.0%	19	Respondents
File selected articles	00.4%	1	Respondents
Discard it	15.1%	41	Respondents
Route it to co-workers	77.5%	210	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	31.7%	86	Respondents
Changed business practices	52.4%	142	Respondents
Purchased a product or service	31.7%	86	Respondents
Introduced new ideas	70.5%	191	Respondents



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