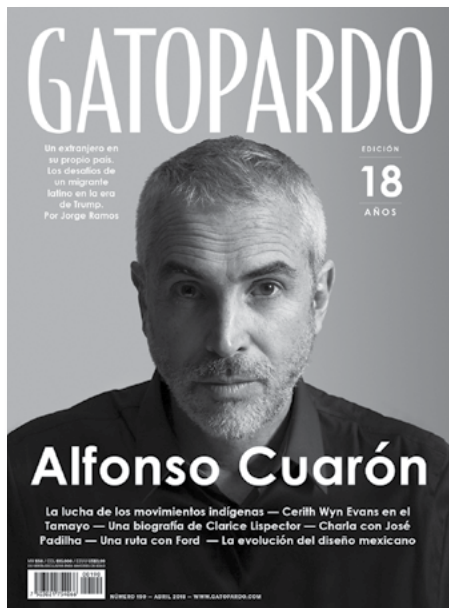


*At Gatopardo we like
telling influential stories*



The most **respected publication** in Mexico, a landmark of journalism that approaches relevant topics on **current events, culture** and **lifestyle**.

We have access to the most **famous personalities** and discover their **secret lives**, with the **best writers** and **photographers** among our pages.

We do a long-form independent journalism.

Who reads us?

Gatopardo features everything today's readers seek: style, luxury, and analysis of the current-day scene, both in Mexico and abroad; in well-told, smart stories. Our readers are educated and well travelled, accustomed to life's most refined pleasures. The pages of Gatopardo reaffirm our readers' tastes through an irresistible mix of sophistication and intelligence.

Gatopardo's readers

Men

65%

Women

35%

Average Age: **35 years old**

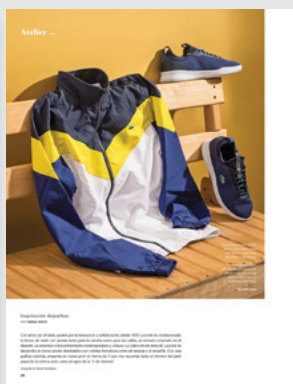
Successful, ambitious and influential connoisseurs

Seek out sophisticated and personalized experiences

ABC+ socio-economic level



— Atelier **Automotive**



— Atelier **Fashion**



— Atelier **Timepieces**

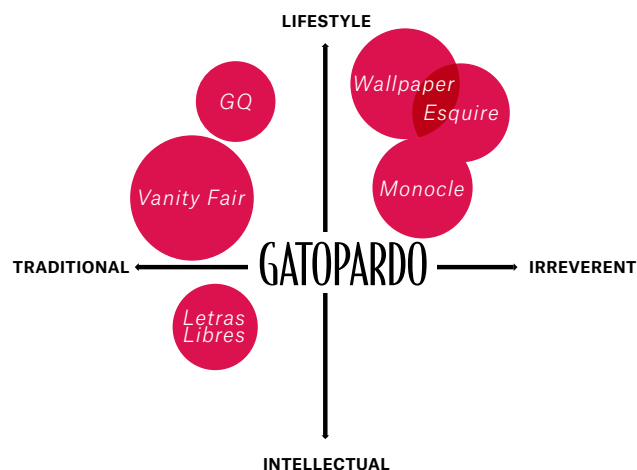
Atelier

Atelier offers more space for extraordinary brands. An all-new section that showcases the very best in fragrances, cars, travel, spirits and wines, shopping, restaurants, nightlife and men's accessories. At *Atelier*, luxury is always the guest of honor.

Editorial Calendar

APRIL SPECIAL Anniversary Issue	MAY SPECIAL ATELIER Gastronomy	JUNE SPECIAL ATELIER Watches	JULY/AUGUST Summer Special Issue
SEPTEMBER SPECIAL ATELIER Fashion SPECIAL ATELIER Drinks	OCTOBER SPECIAL ATELIER Design	NOVEMBER SPECIAL ATELIER Special Cars Issue	DECEMBER/ JANUARY Special Issue SPECIAL ATELIER Real Estate & Watches

Brand Positioning





Circulation (Mexico)

Print run: 60,000 copies

Pass along: 3.5

Total audience: 210,000

10 yearly issues

Pick up: 3.9

Advertising rates*

Full page	8,350
Full-page spread	14,250
Inside cover (spread)	15,050
Inside back cover	10,050
Back Cover	13,350

*Prices in US dollars.

Distribution (Mexico)

Select points-of-sale	35,000
Controlled circulation	13,500
• Aeroméxico Platino database	
• Aeroméxico first-class lounges	
• Aeroméxico first-class cabins	
• Gatopardo opinion leader database	
Regional subscribers	11,500
Total distribution (in copies)	60,000

Advert technical specifications*

- **Format: final size**
20.5 cm wide x 27.5 cm high
 - **Bleeds: allow for**
5 mm extra on every side
 - **Images: 300 dpi (hi-res)**
 - **Text: Preferably black;**
knockout type not recommended
- Closing date: The 10th day of the month prior to issue.**

* All specs given in centimeters. Please allow for center gutters to avoid lost texts/imagery. Travesías Media is not responsible for color or text materials that are not submitted with a match print.

Advertising Submissions Formats and Specifications



Full-page spread
41 x 27.5 cm



Full page (full-bleed)
20.5 x 27.5 cm



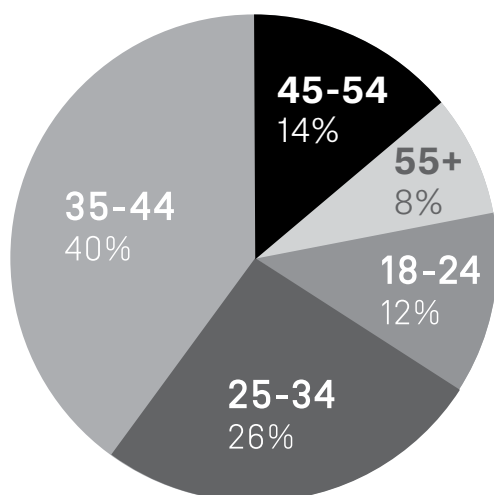
Full page (non-bleed/float)
17.7 x 24.5 cm



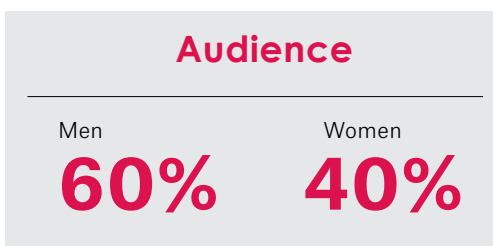
Social Media
more than 550,000

Ad Formats	Commercialization	Dimensions	Rates USD
InRead Video/Scroll Image	CPM	Responsive	22.00
Billboard	CPM	970x250	14.00
Box Banner (Medium Rectangle)	CPM	300x250	13.00
Skyscraper (Half Page)	CPM	300x600	17.00
Mobile Leaderboard	CPM	320x100	15.00

Age



Audience



E-mail

	USD
html	870.00
Newsletter (box banner)	730.00

Sponsorship

Take Over with Video (Skin, Leader, Box, Sky)	Fixed Homepage	1,350.00
Skin	Fixed Homepage	3,500.00
Sponsored content	Home/Section	1,102.00