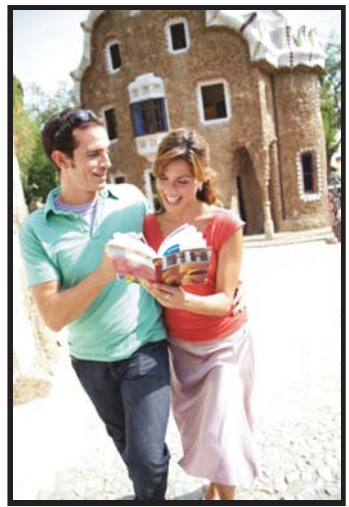


HISPANIC MAGAZINE

**NATIONAL
GEOGRAPHIC**
EN ESPAÑOL

TRAVELER

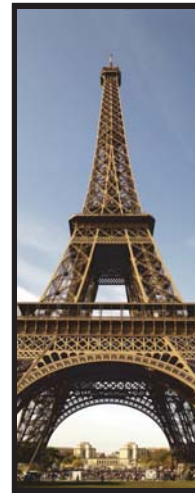


Set Yourself Up For Success

Reach over 2.3 million Hispanics with an audited circulation of 340,000** in both *National Geographic en español* & *Hispanic Magazine*

Are you ready to reach 2.3* million of the most affluent Hispanics in the country? For the first time ever, two extraordinary magazines will join forces to reach fearless Hispanics who have a passion for adventure and exotic destinations! *National Geographic en español* is proud to announce its latest venture, *National Geographic Traveler*, and its inclusion in *Hispanic Magazine*, the premier English-language magazine for Hispanics. *National Geographic Traveler* will pinpoint the most striking destinations throughout the world using National Geographic's unique style and striking photography. This powerful combination sets the stage for the opportunity of a lifetime! Now is a prime time to put your product on the forefront of travel and adventure with the impacting combination of two renowned magazines:

Hispanic Magazine and National Geographic en español.



An unforgettable supplement:

- National Geographic Traveler supplement inside *Hispanic Magazine*
- Supplement in up to 10 different issues
- Language: English
- Themes: Traveling and experiencing all of Hispanics favorite destinations

National Geographic Traveler - *Hispanic Magazine*

ISSUE DATE	ON SALE DATE	RESERVATION DEADLINE*	MATERIAL DEADLINE**
FEBRUARY	1/26/2007	12/27/2007	1/2/2007
MARCH	2/23/2007	1/30/2007	2/5/2007
APRIL	3/23/2007	2/28/2007	3/5/2007
MAY	4/27/2007	3/25/2007	3/30/2007
JUNE/JULY	5/25/2007	4/27/2007	5/2/2007
AUGUST	7/27/2007	6/25/2007	6/29/2007
SEPTEMBER	8/24/2007	7/30/2007	8/3/2007
OCTOBER	9/28/2007	8/27/2007	8/31/2007
NOVEMBER	10/26/2007	9/24/2007	9/28/2007
DECEMBER/JAN 08	11/30/2007	10/29/2007	11/2/2007

*Source: Simmons, NCS/NCHS Spring 2006 **ABC Audited

Two Powerful Names:



National Geographic en español reader profile:



Gender	Male: 54%	Female: 46%
Avg Age	39	
Employment	Employed: 73%	Unemployed/Other: 27%
Average HHI: \$50,200		

National Geographic en español readers are an ideal audience for a brand who wishes to reach educated and affluent individuals because:

- They average 3.6 domestic flights in 12 months
- They average 2.3 foreign trips in 3 years
- 61.3% attended or graduated from college

Source: Simmons, NCS/NCHS Fall Unified Study 2006



Hispanic Magazine reader profile:

Gender	Male: 51%	Female: 49%
Avg Age:	39	
Marital Status	Married: 62%	Not Named: 38%
Average HHI - \$98,500		

Hispanic Magazine readers are an ideal audience for a brand who wishes to reach educated and affluent individuals because:

- They average 3.8 domestic flights in 12 months
- They average 3.3 foreign trips in 3 years
- 79.8% have attended or have graduated from college
- 26.5% own their own business

Source: 2005 MRI study, Custom Division



Rates*

Full Page	1X	3X	6X
	\$24,945	\$22,045	\$17,636

* This special rate includes 1XFB4C inside the Traveler supplement in *Hispanic Magazine* and 1XFB4C inside *National Geographic en español*

Ad Sizes

	National Geographic EE	Hispanic Magazine
Trim size:	6 7/8" x 10"	7 7/8" x 10 1/2"
Non bleed:	7" x 10 1/4"	7 1/2" x 10"
Bleed:	5 3/4" x 9"	8 1/8" x 10 3/4"

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