

# Hispanic Executive

*Media Kit 2020*

**Our Mission**

**Our Process**

**Our Network**

**Sponsorship & Sales Models**

**Impact**

**Our Readership**

**Editorial Calendar**

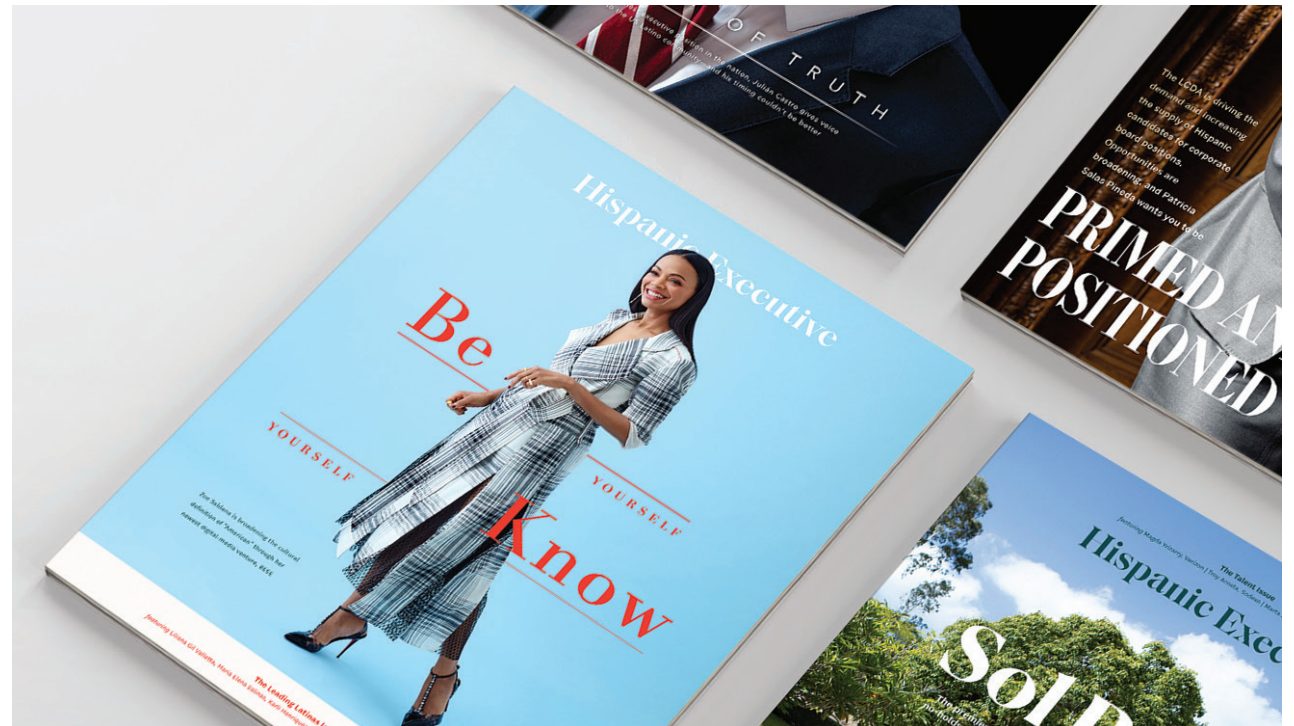
**Ad Rates & Specs**

**Uniting Powerful Leaders**

*Hispanic Executive* is the premier voice for successful Latinos in business today. By turning our spotlight on business’s most influential Latinos, we help drive our community’s unmatched economic, political, and social power. As we shape the dialogue on the cultural force that is Hispanic leadership, we connect corporate America to Hispanic America and amplify the voices of those driving growth in the global marketplace.

From our pages, a network emerges for the brightest minds in the Americas.

We are more than just a magazine; we unite the leaders of the new majority. As the leading print publication profiling Latino leaders, *Hispanic Executive* provides access to an exclusive platform to connect with those who are redefining the international business landscape.



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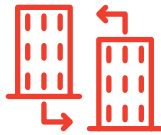
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## The Executive Positioning System

Regardless of title or function, all business leaders are driven by a similar set of priorities when it comes to growing their companies, cultivating great teams, building their own expertise, and serving a larger mission that gives meaning to their professional work.

The Executive Positioning System is our framework for creating purpose-driven content. We map your leadership priorities across five dimensions to ensure your content drives meaningful impact.



### 1. Company Advancement

Differentiate your business from competitors and humanize your organization's brand.



### 2. Team & Talent

Attract, motivate, and retain great talent and enhance your employer brand.



### 3. Authentic Leadership

Raise your profile in your industry to advance your career.



### 4. Business Expertise

Showcase your thought leadership and educate your peers.



### 5. Community Impact

Activate communities and bring awareness to a cause or mission.

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## Our Elite Network Of Influencers

We partner with leaders spanning every industry of the Global 500 to unlock the unique stories that differentiate them from their peers. Some of our notable partners are Nickelodeon, Carnival, Coca-Cola, BP, NASA, Cargill, Deloitte, Exxon Mobil, Edison International, Facebook, Freddie Mac, Four Seasons, HBO, Humana, Kroger, LCDA, Pepsico, and Universal Music Group.

## Meet Our Clients



**Daniel Lubetzky**  
CEO  
KIND Snacks



**Zoe Saldana**  
Founder  
BESE



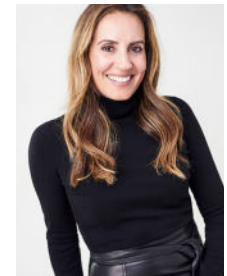
**Jairo Orea**  
CISO  
Kimberly-Clark



**Talita Ramon Erickson**  
General Counsel (Americas)  
and CEO of Barilla Resta  
Barilla



**Xavi Cortadellas**  
Global Head of  
Innovation and Design  
Gatorade



**Sandra Campos**  
CEO  
Diane von Furstenberg

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**What Our Clients Are Saying**



*“I am deeply grateful and honored to have been featured in such a prestigious magazine. The HE team were absolutely wonderful to work with. The writer was very thorough and photographer was excellent—she truly made me feel calm and comfortable (it’s not natural to pose for magazine photos)! . . . I have received so much positive feedback both within BMO and externally.”*

**Raquel Filmanowicz**  
Director, US Community Affairs  
BMO Harris Bank

**Meet Our Advertisers**



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**Our Partnerships and Events**

*Hispanic Executive's* reach extends beyond the printed page. Each year, we partner with community organizations and corporate partners to bring our network of executives together through exclusive events. Connecting people and ideas, our events celebrate the power of the Hispanic business community.

Signature events include:

- The Uniting Powerful Leaders Dinner Series
- Annual Leading Latinas Series
- Annual Best of the Boardroom Series
- Annual Top 10 Líderes Awards Dinner

**Industry Partners**

We've joined forces with the following organizations:



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### Our Cobranded Content Model

Cobranding is a form of sponsorship that showcases the key partnerships that drive progress in today's modern business landscape. With this approach, we invite an executives' business partners and external service providers to be part of the story and contribute through select media opportunities.

We work hand-in-hand with our executives, their marketing and PR teams, and their network of external business partners to secure sponsorship for each article. This helps us create the strongest content for our audience, and it increases the credibility and reach of each article.

Many companies also see the value of investing in their own executive's article through self-sponsorship, either alongside their business partners or with exclusive branding and distribution.



#### Example: FTS International

Our feature on Miguel Gastellum, executive director of supply chain management, was supported by three outside partners.



External Sponsor Ads



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**Case Study**

**José R. Sánchez**

CEO

Norwegian American Hospital

José Sánchez was looking for a platform to elevate the hospital's reputation and increase visibility from the local to the national level. *Hispanic Executive* was that platform.

We first featured Sánchez [in 2015](#), and he returned as a [cover star](#) in 2017. The articles resulted in increased awareness of the hospital and its current projects and benefited Sánchez's personal executive brand.

Sánchez received overwhelming positive feedback from respected individuals and organizations for the coverage, including the Illinois Health and Hospital Association and Becker Hospital Review. He also saw an increase in personal offers for industry-specific speaking opportunities.

Purpose: Company Advancement, Authentic Leadership



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## Hispanic Executive Readership

*Hispanic Executive* recognizes Latino leaders to target a population that speaks on behalf of, but also to, the entire Hispanic community.

The message sent to American business leaders is: you cannot afford to misunderstand your largest consumer segment. Policy makers, your Hispanic constituents will determine the length of our tenure. And fellow successful Hispanics, the makeup of your office, your industry, and your leadership are entirely up to you. Join the thought leaders and innovators. Embrace the opportunity at hand. *Hispanic Executive* is your entry to the conversation.

### READERSHIP DEMOGRAPHICS // TOTAL READERSHIP: 88,000

**\$890M**

the average company net worth

**\$400K-\$5M**

Average spend outsourcing budget

**74%**

fortune 1000 executives

**77%**

percent of active social media users

**9,000-11,000**

average number of employees

**33-65**

age

### DIGITAL READERSHIP // QUARTERLY: 50,500

#### WEBSITE

**89%**

unique visitors

**86%**

Desktop visitors

**14%**

Mobile visitors

#### NEWSLETTER

**38%**

Open Rate

**5.3%**

click rate

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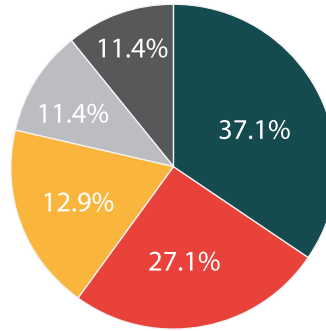
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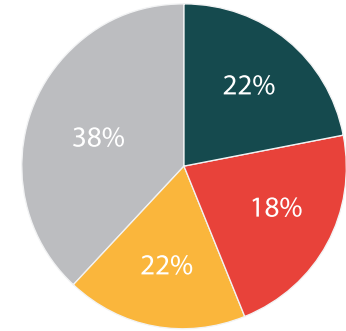
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**Top 5 Funtions**



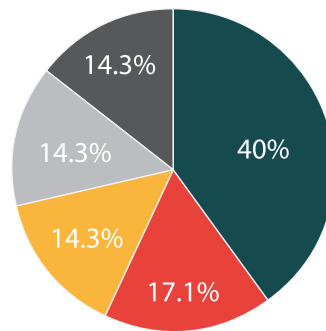
● Legal	38.5%	● Finance	11.9%
● Chief Executive	22.5%	● Operations	9.9%
● HR & Talent	17.2%		

**Top Regions**



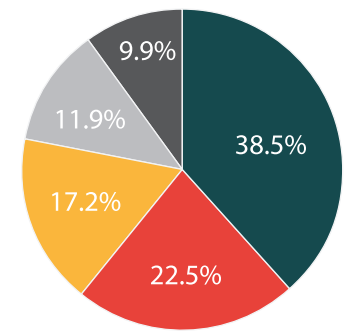
● West	22%	● Northeast	22%
● Midwest	18%	● South	38%

**Top 5 Funtions**



● Financial Services	44%	● Telecommunications	14.3%
● Food & Beverage	17.1%	● Legal Services	14.3%
● IT Services	14.3%		

**Top 5 Titles**



VP	38.5%	● SVP	11.9%
Chief	22.5%	● CEO/President	9.9%
Director	17.2%		

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## Hispanic Executive's 2020 Editorial Calendar

In every issue of *Hispanic Executive*, we feature the leadership styles, philosophies, initiatives, and accomplishments of executives across such fields as: **Finance, Law, Talent, Supplier Diversity, D&I, Technology and more.**

We also offer a feature section that is exclusive to each issue, shining a spotlight on important topics that allow our magazine to lend its voice to an impactful conversation. Here is the schedule of our 2020 feature sections.

### ISSUE 1, 2020: SOCIAL RESPONSIBILITY

The concept of social responsibility speaks to a theme of “greater good,” of doing things for the benefit of the larger community. Executives in this section will be mission-driven; their leadership is driven by a cause.

**ON THE COVER: DANIEL LUBETZKY, CEO, KIND SNACKS**

### ISSUE 2, 2020: LEADING LATINAS + L'ATTITUDE

Released during Women's History Month, this issue celebrates the remarkable Latinas who turn “double minority” into double the power. Their stories and achievements, both exemplary and inspirational, are a beacon of hope for a future of inclusivity. This issue will also feature a special section covering the 2019 L'ATTITUDE event, helping enlightened executives understand the new mainstream economy and the US Latino cohort that is driving it.

### ISSUE 3, 2020: BEST OF THE BOARDROOM + TECH

This issue shines a spotlight on two paths that few Latinos have traversed: the corporate boardroom, and the technology sector. Our annual best of the boardroom feature section, in partnership with the Latino Corporate Directors Association (LCDA), interviews Latino board directors about how they got to where they are today, what they're doing to advance diversity and inclusion at the board level, and their guidance on navigating to your own board seat. A second feature section will focus on Latinos in tech.

**ON THE COVER: ANTONIO NERI, PRESIDENT AND CEO, HEWLETT PACKARD ENTERPRISE; BOARD DIRECTOR, ANTHEM INC.**

### ISSUE 4, 2020: TOP TEN LÍDERES

Our eighth-annual Top 10 Líderes issue will showcase leadership at its finest, featuring executives who have recently made a marked impact on the business landscape.

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**PRINT AD RATES**

				
	<b>2-Page Spread</b>	<b>Full Page</b>	<b>2/3 Page</b>	<b>1/3 Page</b>
1X	\$15,640	\$9,935	\$7,710	\$5,540
2X	\$14,076	\$8,942	\$6,939	\$4,986
4X	\$13,294	\$8,445	\$6,554	\$4,709
6X	\$12,512	\$7,948	\$6,168	\$4,432

				
	<b>Inside Front Cover</b>	<b>Inside Front Cover (2-Pg)</b>	<b>Inside Back Cover</b>	<b>Back Cover</b>
1X	\$14,317	\$20,332	\$12,738	\$18,204

(Discounts provided to referred partners)

**DIGITAL AD RATES**

	<b>E-Newsletter Advertisement</b> \$3,500 (1 Month)		<b>Website Banner Advertisement</b> \$3,500
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PRINT SIZES

Type	Bleed*	Bleed Trim*	Non-Bleed
2-Page Spread Print Advertisement	17.25" x 11.25"	17" x 11"	n/a
Full Page Print Advertisement	8.75" x 11.25"	8.5" x 11"	7.897" x 10.2"
2/3 Page Print Advertisement	n/a	n/a	5" x 10.2"
1/3 Page Print Advertisement	n/a	n/a	2.45" x 10.2"

\*Print Advertisement Notes for Bleed Specs: Keep safety 3/8" from bleed, 1/4" from trim. *Hispanic Executive* is sheetfed offset, perfect bound. Publication trim size: 8.5" x 11".

DIGITAL SIZES

Type	Size
Website Banner Advertisement	250 x 250 px
Website Banner Advertisements appear alongside the feature article posted on <a href="http://hispanicexecutive.com">hispanicexecutive.com</a> . Website Banner Advertisements must be designed in a square format and saved as a .jpeg, .png, or .gif. Maximum file size is 150 KB.	
E-Newsletter Advertisement	600 x 200 px
E-Newsletter Advertisements appear alongside the monthly E-Newsletter sent to <i>Hispanic Executive</i> subscribers. E-Newsletter Advertisements must be designed in a horizontal format and saved as a .jpeg, .png, or .gif. Maximum file size is 150 KB.	

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AD SPECIFICATIONS

**Requirements**

Digital file and contract proof: Must be clearly indicated as to issue, publication, and advertiser.

**Print File Format**

The only file format supported by Hispanic Executive is a press-ready .pdf. We will NOT accept any native application files such as InDesign, Quark, or Illustrator. Materials should be supplied on a Macintosh-formatted CD-ROM or DVD-ROM. Materials should comply with SWOP standards.

**Preferred Color Guidance**

Please provide Kodak Approval, CREO Spectrum, or iris digital proofs for color guidance on press. The supplied color guidance must meet all SWOP specifications and must include a 6mm 5 percent, 25 percent, 75 percent and 100 percent CMYK patch strip for quality control. All proofs are to be pulled on publication grade stock. A set of two laser proofs (paginated) including the crop marks must be sent with materials. On bleed ads and undersized non-bleed ads, provide separate ruled position proof showing trim.

**File Storage**

Digital files will be stored for a period of three months, after which they will be destroyed unless written instructions are received to return them.

**Production Contact/Materials**

All advertising materials, questions regarding materials and extensions, and related matters should be directed to: [clientservices@guerreromedia.com](mailto:clientservices@guerreromedia.com)

**Sending Ads Via Ftp**

Artwork may be uploaded to our FTP. To access, visit <https://ghcm.syncedtool.com/files/> and use the case sensitive login information below. Upload all materials in a folder with your company name. Once uploaded, please email your Client Services contact that the files have been submitted.

**Username: uploads@guerreromedia.com**

**Password: Gh531256**

# TERMS AND CONDITIONS

last revised: 3/4/2020

These terms and conditions constitute an agreement between you and Guerrero, LLC (“we”, “us”, “our” or any similar term) regarding Hispanic Executive (“HE”) and our products and services related thereto. The following terms and conditions, together with any documents they incorporate by reference govern our products and services, including, but not limited to, any content or advertisements in respect of HE. These terms and conditions shall by this reference be incorporated into any written agreement between you and us, and any such written agreement shall govern and control in the case of a direct conflict between such written agreement and these terms and conditions.

## Products & Services

1. The following items apply to all furnished advertising or content: (i) an accurate facsimile or electronic version of any furnished advertising or content must be submitted to HE for review on or prior to the dates established by HE for the applicable publication; (ii) HE is not responsible for errors or omissions in, or the production quality of, furnished advertising or content; and (iii) you shall be responsible for any additional costs or expenses incurred by HE arising out of your failure to deliver furnished advertising or content pursuant to HE’s specifications or time requirements.

2. Print advertisements must be submitted in a format and with dimensions required by HE. If you do not have a print advertisement prepared, HE will create one for you and may charge you an additional fee. Each print advertisement will be displayed as determined by HE.

3. Digital advertisements (including, but not limited to, banner advertisements, e-newsletter advertisements, etc.) must be submitted in a format and with dimensions required by HE. If you do not have a digital advertisement prepared, HE will create one for you and may charge you an additional fee. Each digital advertisement will be displayed as determined by HE. HE may have digital advertisements from several parties. When more than one digital advertisement is under contract, they will be evenly and fairly positioned from time to time as determined by HE.

4. Advertisements that simulate editorial content must be clearly defined and labeled “ADVERTISEMENT” and HE may, in its discretion, so label such copy.

5. Orders for advertising or content containing restrictions or specifying positions, facings, editorial adjacencies or other requirements may be accepted and inserted, but such restrictions or specifications are at HE’s sole discretion.

6. In the event an order is placed by an agency on your behalf, each of you and such agency warrants and represents that such agency has full right and authority to place such order on your behalf and that all legal obligations arising out of the placement of the advertisement or content will be binding on both you and the applicable agency. Any agreement made by an agency on your behalf will be binding on you and such agency.

7. You may not use any space provided to you for advertising or content either directly or indirectly for any business, organization, enterprise, product or service other than that for the purposes for which such space is provided by HE, nor may you authorize any others to use such space in such manner.

8. You agree that any advertisements published may, at HE’s sole option, be included in all forms of media, whether now in existence or hereafter developed, in which any content (regardless of the form of such media) containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part; provided, however, HE shall not be required to include (i) any advertisement originally published in one form of media in any other form of media regardless of any additional publication, reproduction, distribution, display, performance or transmission of the original content containing or otherwise related to such advertisement, or (ii) any advertisement originally published with or in connection with any content in any additional publication, reproduction, distribution, display, performance or transmission of such content. The copyright in any advertisement or content created by HE is owned by HE, and may not be otherwise used by you or third parties without HE’s prior written consent.

9. In the event that your order includes products and/or placements created by HE (including, but not limited to, any type of advertisement or content or the placement of same), you agree that the preparation and positioning of each will be in the sole discretion of HE. You shall remain liable for the full price of your order in each of the following instances: (i) HE is unable to prepare or publish as a result of your failure to comply with HE’s specifications or time requirements, (ii) your failure to cancel the applicable order in accordance with the cancellation requirements contained herein; and (iii) any delay with respect to the release of the applicable particular issue or other content.

10. In the event that your order includes content (including, but not limited to, a feature, story, case study, counseled connection, digital spotlight, early release, expertise spotlight, follow up story, online only story, etc.), you agree to provide information and resources to HE on a timely basis in order to permit HE to prepare the particular content in accordance with the order. The preparation and final approval of each piece of content will be in the sole discretion of HE, and excessive revisions or rewrites of your content will not be permitted. Content published may, at HE’s sole option, be included in other publications and in any form of media, in each case, whether now in existence or hereafter developed. The copyright of all content is owned by HE, and such content may not be used by you or third parties without HE’s prior written consent. You agree to work with HE in good faith to establish the placement and release date of your content. Notwithstanding the foregoing, the ultimate decision with respect to all content, placement and release matters will be made by HE. HE reserves the right at its absolute discretion, and at any time, to cancel or reject any content placement, whether or not the same has already been acknowledged and/or previously published. You shall remain liable for the full price of your order in each of the following instances: (i) HE is unable

to prepare or publish your content as a result of your failure to comply with HE’s specifications or time requirements, including any of the timing or other requirements with respect to any content scheduled for the future; (ii) your failure to cancel the applicable order in accordance with the cancellation requirements contained herein; and (iii) any delay with respect to the release of the applicable particular issue or other content.

11. In the event your order includes a photoshoot, you agree to appear at the agreed upon place and time for the photoshoot and to otherwise adhere to the instructions and requirements for the photoshoot. If you are having a location shoot, please be aware that arrangements may have to be changed at the last minute due to weather conditions (should this happen we will either move to another agreed location on that day, or rebook for another time). In the event you fail to appear for the photoshoot on time or otherwise fail to adhere to the instructions and requirements for the photoshoot, you will remain responsible for the full price of the photoshoot. HE will endeavor to reschedule your photoshoot in the event you provide HE at least three business days’ advance written notice of the need to reschedule, but no guaranty is made by HE regarding its ability to reschedule your photoshoot and you remain responsible for the full price of the photoshoot. In the event HE is able to reschedule your photoshoot at your request, HE may assess a rescheduling fee. All photos taken by our photographers (including by any of our affiliates) remain the copyright of HE and as such reproduction of photographs by scanning, photographing or other methods of copying are illegal. If you purchase a high resolution digital image from us, then we will grant you re-production rights for your own use. HE, including its affiliates and all staff and representatives related to photoshoots, is not liable or responsible in any way should you be injured while at your photoshoot.

12. In the event your order includes the distribution of your article or other content, you agree that (i) you are responsible for full payment of such content distribution services regardless of the number of times your article or other content is viewed (and HE cannot guaranty the number of views), (ii) HE may use affiliates or agents to perform the content distribution services, (iii) HE and its affiliates or agents will have a perpetual, non-exclusive, royalty-free license to use all imagery produced in connection with or otherwise related to your article or other content in order to perform content distribution services, and (iv) HE must receive payment in full prior to performing the content distribution services, provided that in the event services are performed by HE in its sole discretion prior to receiving payment in full, your payment will be due 45 days from the date your order for such services is received by HE and if not received by such date a twenty percent (20%) late payment fee will be charged on the outstanding balance.

13. In the event your order includes a digital pdf, a copy will be prepared by HE and provided to you in digital format no later than one month after the original publication date. The digital format for such article will be as determined by HE, and such article will remain “locked,” so any printing or reproduction rights with respect to such article will remain with HE.

14. In the event your order includes products or services not specifically set forth above, these terms and conditions shall apply to such products and services along with any specific terms for such products and services determined by us in writing.

## General

1. HE reserves the right at its absolute discretion, and at any time, to cancel any order or reject any advertisement or content, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection by HE, advertising or content already run shall be paid for at the rate that would apply if the entire order were published. In the event of your cancellation of any portion of any order not in compliance with the terms hereof or failure to have published the specified number of advertisements or content, or if at any time HE in its reasonable judgment determines that you are not likely to publish the total amount of advertising or content specified in the applicable order, any rate discount will be retroactively nullified and result in the standard rate utilized by HE, which rate will be provided to you upon request. In such event, you must pay HE the difference between the discounted rate provided to you and the standard rate within 30 days of invoice therefore and you will thereafter pay for advertising or content based on the standard rates utilized by HE, which rates will be provided to you upon request. Any merchandising program executed by HE in reliance on advertising or content that is cancelled will be paid for by you at the fair market rate for such program (including all costs and expenses incurred by HE).

2. You shall remain liable for the full order rate in each of the following instances: (i) HE is unable to publish an advertisement or content as a result of your failure to comply with HE’s specifications or time requirements (in which case, HE shall not be required to run any generic or other advertisement or content); (ii) your failure to cancel the applicable order in accordance with the cancellation requirements contained herein (in which case, HE shall not be required to run any generic or other advertisement or content); and (iii) the cancellation or termination of the applicable content (including, but not limited to, the applicable feature story). If your order was dependent on canceled or terminated content (including, but not limited to, advertisements that mention the featured client or company, partner connections, digital pdfs, editorial side notes, expertise spotlights, integrated quotes, and sidebar quotes), you must nominate someone at your company for us to feature or nominate someone from another company to feature or you hereby authorize us to reformulate or otherwise adjust your order so that it may be used with other content. You agree to work with HE in good faith to establish the placement and release of your content or advertisement with respect to any order. Notwithstanding the foregoing, the ultimate decision with respect to all content, placement and release matters will be made by HE.

3. Except as provided below or as otherwise expressly provided in these terms and conditions, payment is due by the earlier of (i) the listed due date in the applicable order and (ii) 45 days from the date your order is received by HE. With respect to those orders requiring delivery by HE of a digital or tangible product (including, but not limited

to, custom covers, digital pdfs, digital spotlights, early release, photoshoots, and additional print copies of HE), HE must receive payment in full prior to delivering any such digital or tangible product. Notwithstanding anything to the contrary contained herein or the applicable order, in the event full payment is not received by HE on or prior to the due date as provided in this subsection, interest will be charged on the outstanding balance at 2.0% per month.

4. Orders that contain rates that vary from the standard rates of HE shall not be binding on HE unless approved in writing by an authorized officer of HE. In the event any discount rates are not approved in writing by an authorized officer of HE, the standard rates shall apply to such order at the discretion of HE.

5. An order will be deemed accepted by HE once HE commences performance of such order or otherwise indicates in writing its acceptance of such order.

6. In no event shall HE’s liability with respect to any order exceed the total amount paid to HE for such order, including any liability resulting from the errors or omissions of HE. In no event shall HE be liable for special, incidental, consequential or punitive damages.

7. All matters with respect to any order will be governed by the laws of the State of Illinois applicable to contracts to be performed entirely therein. Any action brought by you against HE or any of its affiliates must be brought in the state or federal courts in Chicago, Illinois; the parties hereby consent to the jurisdiction of such courts.

8. You and your applicable representatives represent to HE that all materials, information, examples or samples submitted to HE comply with all applicable laws and regulations and do not violate the rights of, and are not harmful to, any person, corporation or other entity. As part of the consideration to induce HE to undertake its obligations and perform its services with respect to your order, you and your applicable representatives each agree jointly and severally to indemnify and save harmless HE, and its affiliates, employees, owners and representatives, against all liability, loss, damage, and expense of any nature, including attorneys’ fees and court costs, arising out of any actual or potential claims for libel, invasion of privacy, copyright or trademark infringement and/or any other actual or potential claims or suits that may arise out of HE’s obligations and/or services with respect to your order.

9. You and your representatives agree to be jointly and severally liable for the payment of all amounts in respect of your order. You authorize HE, at its election, to tender any invoice to you or your representatives, and such tender shall constitute due notice to you of the invoice and such manner of billing shall in no way impair or limit the joint and several liability of you and your representatives. Payment by you to your representative(s) shall not discharge your liability to HE. The rights of HE shall in no way be affected by any dispute or claim between you and your representative(s).

10. An order may be cancelled by you or your representatives providing written notice of such cancellation to HE no later than the 3rd day after your order is received by HE. In the event of any order cancellation, you and your representatives shall remain liable for the cost of any work performed or materials purchased in respect of your order, including the cost of services, paper and/or printing.

11. You and your representatives agree to reimburse HE for its attorneys’ fees and costs in collecting any unpaid amounts in respect of your order.

12. Except for rates agreed to in writing by you and HE, rates and units of space for each order shall be at the standard rates utilized by HE on the date the applicable order is received by HE, which rates will be provided to you upon request.

13. Any commissions charged by your representative are your sole obligation and liability.

14. HE has not made any representations to you or your representative(s) that are not contained herein. No addition or alteration to these terms and conditions shall be valid or enforceable unless expressly agreed to in writing by HE. Unless expressly agreed to in writing by HE, no other terms or conditions in contracts, orders, copy, instruction, or other documents furnished by or on behalf of you or your representative(s) (regardless of when received by HE) will be binding on HE.

15. You agree not to hold HE or its affiliates responsible for any liability, loss, cost, claim, damage or causes of action of any kind that you may suffer as a result of the transactions contemplated by your order, including, but not limited to, loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault.



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