Hispanic Executive

Media Kit 2020
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 Américas.

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.
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.
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
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

[Logos of Wells Fargo, McKesson, Hilton, Toyota, and Lilly]
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:
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 executive's 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.
Case Study

José R. Sánchez
CEO
Norweigian 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
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

- **89%**
  - unique visitors
- **86%**
  - Desktop visitors
- **14%**
  - Mobile visitors

- **38%**
  - Open Rate
- **5.3%**
  - click rate

For more information, contact Vianni Busquets, (312) 564-2185, vianni@hispanicexecutive.com
**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.
Our Mission

Our Process

Our Network

Sponsorship & Sales Models

Impact

Our Readership

Editorial Calendar

Ad Rates & Specs

PRINT AD RATES

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(Discounts provided to referred partners)

DIGITAL AD RATES

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<tbody>
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<td>E-Newsletter Advertisement</td>
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<tr>
<td>Website Banner Advertisement</td>
<td>$3,500</td>
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For more information, contact Vianni Busquets, (312) 564-2185, vianni@hispanicexecutive.com
**Ad Rates & Specs**

### PRINT SIZES

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*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

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<td>E-Newsletter Advertisement</td>
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Website Banner Advertisements appear alongside the feature article posted on hispanicexecutive.com. 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 Advertisements appear alongside the monthly E-Newsletter sent to *Hispanic Executive* 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.
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

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
with respect to those orders requiring delivery by HE of a digital or tangible product (including, but not limited to, loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. 

In the event of any order cancellation, you and your representatives agree to be jointly and severally liable for the payment of all amounts in respect of your order. You authorize us to invoice any and all representatives, partners or company to feature or you hereby authorize us to reformulate or otherwise adjust your order so that it may be used.

In the event your order includes the distribution of your article or other content, you agree that (i) you are liable or responsible in any way should you be injured while at your photoshoot.

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 parish herein having 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, owner 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 or suits that may arise out of HE’s obligations and/or services with respect to your order.

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