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

For more information, contact Kyle Evangelista, kyle@guerreromedia.com
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

For more information, contact Kyle Evangelista, kyle@guerreromedia.com
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 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 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.
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
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: 110,000

<table>
<thead>
<tr>
<th><strong>$890M</strong></th>
<th><strong>$400K-$5M</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>the average company net worth</td>
<td>Average spend outsourcing budget</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>74%</strong></th>
<th><strong>77%</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>fortune 1000 executives</td>
<td>percent of active social media users</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>9,000-11,000</strong></th>
<th><strong>33-65</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>average number of employees</td>
<td>age</td>
</tr>
</tbody>
</table>

### DIGITAL READERSHIP // QUARTERLY: 72,000

<table>
<thead>
<tr>
<th><strong>WEBSITE</strong></th>
<th><strong>NEWSLETTER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>89%</strong></td>
<td><strong>38%</strong></td>
</tr>
<tr>
<td>unique visitors</td>
<td>Open Rate</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>86%</strong></th>
<th><strong>5.3%</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop visitors</td>
<td>click rate</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>14%</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile visitors</td>
</tr>
</tbody>
</table>
Our Mission
Our Process
Our Network
Sponsorship & Sales Models
Impact

**Our Readership**

**Editorial Calendar**

**Ad Rates & Specs**

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**Top 5 Industries**

1. Financial Services
2. Food & Beverage
3. Information Technology & Services
4. Legal Services
5. Telecommunications

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**Top 5 Levels**

- Vice President: 23%
- Chief: 19%
- Director: 14%
- President: 13%
- Executive VP + Senior VP: 12%
- Other: 19%

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**Top 5 Functions**

- **LEGAL**: 20%
- **CHIEF EXECUTIVE**: 11%
- **FINANCE**: 9%
- **HR + TALENT**: 8%
- **OPERATIONS**: 8%

For more information, contact Kyle Evangelista, kyle@guerreromedia.com
Hispanic Executive's 2023 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 feature sections that are 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 2023 feature sections.

**ISSUE 1, 2023: A TECH-FOCUSED FUTURE**
Our first issue of the year will focus on exciting new developments in the technology space, putting a spotlight on both the emerging technologies themselves and the revolutionary thinkers behind those ideas.

**ISSUE 2, 2023: LEADING LATINAS**
Released during Women's History Month, our annual Leading Latinas issue honors the power, impact, and potential of Latina executives, innovators, and community leaders.

**ISSUE 3, 2023: ELEVATING EDUCATION**
This issue will recognize resilient and dedicated leaders working across the education sector, highlighting their commitment to supporting and guiding our nation's youth in an era of unprecedented challenges. This issue will include a special section on board members within the education world.

**ISSUE 4, 2023: FOOD AS CULTURE**
Our final issue of the year will pay tribute to the key role that food plays in Hispanic culture by shining a light on executives whose professional journeys or after-work activities have been profoundly influenced by their family's passion for food.
Our Mission

Our Process

Our Network

Sponsorship & Sales Models

Impact

Our Readership

Editorial Calendar

Ad Rates & Specs

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**PRINT AD RATES**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>1x</td>
<td>$15,640</td>
</tr>
<tr>
<td></td>
<td>2x</td>
<td>$14,076</td>
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<tr>
<td></td>
<td>4x</td>
<td>$13,294</td>
</tr>
<tr>
<td></td>
<td>6x</td>
<td>$12,512</td>
</tr>
<tr>
<td>Full Page</td>
<td>1x</td>
<td>$9,935</td>
</tr>
<tr>
<td></td>
<td>2x</td>
<td>$8,942</td>
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<tr>
<td></td>
<td>4x</td>
<td>$8,445</td>
</tr>
<tr>
<td></td>
<td>6x</td>
<td>$7,948</td>
</tr>
<tr>
<td>2/3 Page</td>
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<td>$7,710</td>
</tr>
<tr>
<td></td>
<td>2x</td>
<td>$6,939</td>
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<tr>
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<td>$6,554</td>
</tr>
<tr>
<td></td>
<td>6x</td>
<td>$6,168</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1x</td>
<td>$5,540</td>
</tr>
<tr>
<td></td>
<td>2x</td>
<td>$4,986</td>
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<tr>
<td></td>
<td>4x</td>
<td>$4,709</td>
</tr>
<tr>
<td></td>
<td>6x</td>
<td>$4,432</td>
</tr>
</tbody>
</table>

**Digital Ad Rates**

- E-Newsletter Advertisement: $3,500 (1 Month)
- Website Banner Advertisement: $3,500

(Discounts provided to referred partners)
PRINT SIZES (ALL NOTED AS WIDTH X HEIGHT)

<table>
<thead>
<tr>
<th>Type</th>
<th>Bleed*</th>
<th>Bleed Trim*</th>
<th>Non-Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread Print Advertisement</td>
<td>17.25” x 11.25”</td>
<td>17” x 11”</td>
<td>n/a</td>
</tr>
<tr>
<td>Full Page Print Advertisement</td>
<td>8.75” x 11.25”</td>
<td>8.5” x 11”</td>
<td>7.897” x 10.2”</td>
</tr>
<tr>
<td>2/3 Page Print Advertisement</td>
<td>n/a</td>
<td>n/a</td>
<td>5” x 10.2”</td>
</tr>
<tr>
<td>1/3 Page Print Advertisement</td>
<td>n/a</td>
<td>n/a</td>
<td>2.45” x 10.2”</td>
</tr>
</tbody>
</table>

*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 (ALL NOTED AS WIDTH X HEIGHT)

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Banner Advertisement</td>
<td>250 x 250 px</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Newsletter Advertisement</td>
<td>600 x 200 px</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Website Banner Advertisement</td>
<td>970 x 90 px</td>
</tr>
</tbody>
</table>

Homepage Website Banner Advertisements appear on the homepage at hispanicexecutive.com and are responsive based on the platform opened (desktop, tablet or mobile). As such, all three file sizes are required to ensure clarity when viewed on each device. Homepage Website Banner Advertisements must be designed in a horizontal format and saved as a .jpeg, .png, or .gif. Maximum file size is 150 KB.
AD SPECIFICATIONS

PRINT ADVERTISEMENT REQUIREMENTS
The only print advertisement file format supported by Hispanic Executive is a press ready .pdf designed in a vector-based program and preferably exported as PDF/X-1a:2001. We cannot accept any native application files such as InDesign (.indd) or Illustrator (.ai). Do not use pantone colors. Bleed ads should include crop marks.

COLOR GUIDANCE
If your print advertisement requires a critical color match, we request a publication grade stock proof (Kodak Approval, CREO Spectrum, etc.) be mailed in addition to the press ready .pdf submission. Materials should comply with SWOP standards.

PRODUCTION CONTACT/MATERIALS
All file submissions, questions regarding materials and extensions, and related matters should be directed to your Client Services contact. Miscellaneous inquiries may be emailed to clientservices@guerreromedia.com.

SENDING FILES VIA FTP
Print and/or digital submissions may be emailed to your Client Services contact or uploaded to our File Station. To access, visit the site below using the case sensitive login information. Once logged in, click on the folder labeled File Station. In the white space, drag and drop a folder labeled with your company name that includes the file(s) within. Once uploaded, please email your Client Services contact that the files have been submitted.

File Station: https://guerreromedia.us5.quickconnect.to/
Username: Uploads
Password: Gm531256
Products & Services

1. The following terms 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 or prior to the dates established by HE for the applicable publication, and you must acknowledge that any failure to do so by you or your representative(s) will result in your liability for full payment; (ii) 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) the order was dependent on your timely approval of a digital or tangible product and you failed to provide that approval; (iii) the order was dependent on the availability of space or other factors in the applicable publication; (ii) HE is not responsible for errors or omissions in, or the production quality of, furnished content; or (iii) if the entire order were published. In the event of your cancellation of any portion of any order not in compliance with the applicable publication, you will remain responsible for the full price of the order. HE will endeavor to reschedule your content in the applicable publication of the following date, assuming that you have paid in full. If you have not paid in full, HE may assess a rescheduling fee. If you purchase a high resolution digital image from us, you will gain the right to reproduce it for your own use. HE, including its affiliates and all staff and representatives related to photoshoots, is not responsible for full payment of such content distribution services regardless of the number of times your article or advertisement with respect to any order. Notwithstanding the foregoing, the ultimate decision with respect to all content, 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.

2. 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 is prohibited. You may purchase a high resolution digital image from us, on which we will grant you reproduction rights for your own use. HE, including its affiliates and all staff and representatives related to photoshoots, is not responsible for any liability or responsible in any way should you injure while at your photoshoot.

3. The copyright of all content is owned by HE, and may not be otherwise used by you or third parties without HE’s written consent.

4. 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.

5. 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.

6. Any digital advertisement prepared by an agency on your behalf will be binding on you and such agency.

7. Any delay with respect to the release of the applicable particular issue or other content.

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

9. If you agree not to hold HE or its affiliates responsible for any liability, loss, claim, damage or cause 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. 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, instructions, 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.