

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**

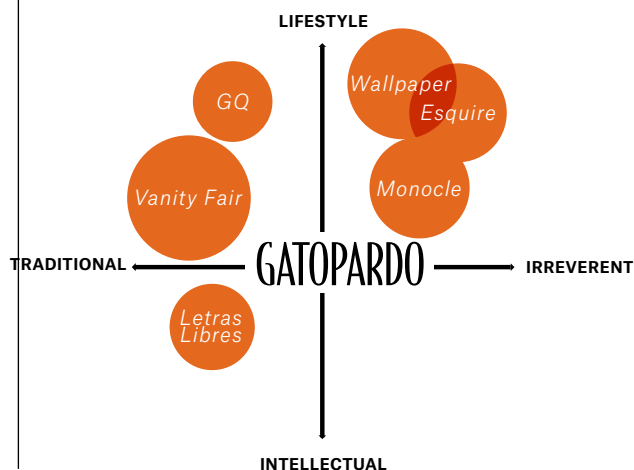
Atelier

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 Timepieces	JULY/AUGUST Special Issue SPECIAL ATELIER Drinks
SEPTEMBER SPECIAL ATELIER Fashion	OCTOBER SPECIAL ATELIER Design	NOVEMBER SPECIAL ATELIER Perfumes Special Cars Issue	DECEMBER/JANUARY Special Issue SPECIAL ATELIER Timepieces

Brand Positioning Brand





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	8,100
Full-page spread	14,000
Inside cover (spread)	14,800
Inside back cover	9,800
Back Cover	13,100
1/2 página	5,000
1/3 página	3,500

*Prices in US dollars.

Distribution (México)

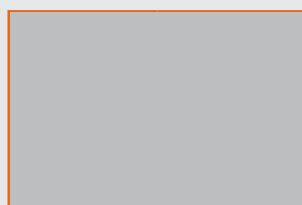
Select points-of-sale	35,000
Circulación controlada en México	13,500
• Aeroméxico Platino database	
• Aeroméxico first-class lounges	
• Aeroméxico first-class cabins	
• Gatopardo opinion leader database	
Regional subscribers	11,500
Total distribution (in copies)	60,000

Advertising Submissions Formats and Specifications

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.



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



1/2 page vertical (with bleed)
9.3 x 27.5 cm



1/2 page vertical (non-bleed)
8.4 x 24.5 cm



1/2 page horizontal (with bleed)
20.5 x 13.3 cm



1/2 page horizontal (non-bleed)
17.7 x 11.7 cm

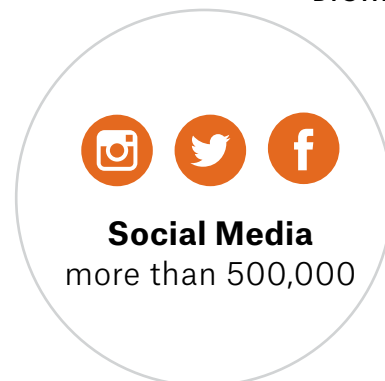


1/3 page vertical (with bleed)
6.3 x 27.5 cm



1/3 page vertical (non-bleed)
5.6 x 24.5 cm

DIGITAL



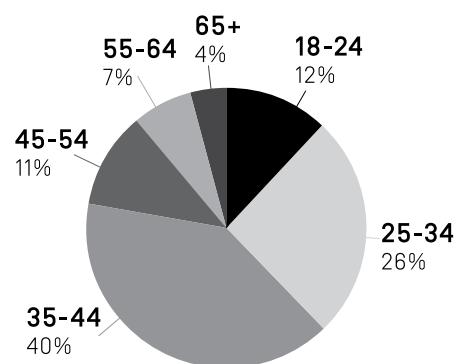
Formatos	Unidad	Dimensiones	USD
Layer on Video (Desktop/Mobile)	CPM	Responsive	23.00
InRead Video/Scroll Banner	CPM	Responsive	22.00
Super Leaderboard	CPM	970x250	14.00
Box Banner (Medium Rectangle)	CPM	300x250	13.00
Skyscraper (Half Page)	CPM	300x600	17.00
Mobile Leaderboard	CPM	320x100	15.00

E-mail		USD
html	Envío	870.00
Newsletter (box banner)	Envío	730.00

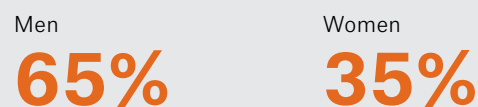
Sponsorship		
Take Over con Video (Skin, Leader, Box, Sky)	Fixed Homepage	1,350.00
Skin	Fixed Homepage	3,500.00
Take Over con Video (Skin, Leader, Box, Sky)	Fixed Homepage	1,700.00
Sponsored content	Home/Section	1,102.00

Special Sections		
Gastronomy	May	6,900.00
Drinks	July-August	6,900.00
Fashion	September	6,900.00
Design	October	6,900.00
Cars	November	6,900.00
Frangances	November	6,900.00
Timepieces	December-January	6,900.00

Age



Audience



Contact: ventas@travesiasmedia.com

