

TVLATINA

MEDIA KIT 2024/2025





About the Publication

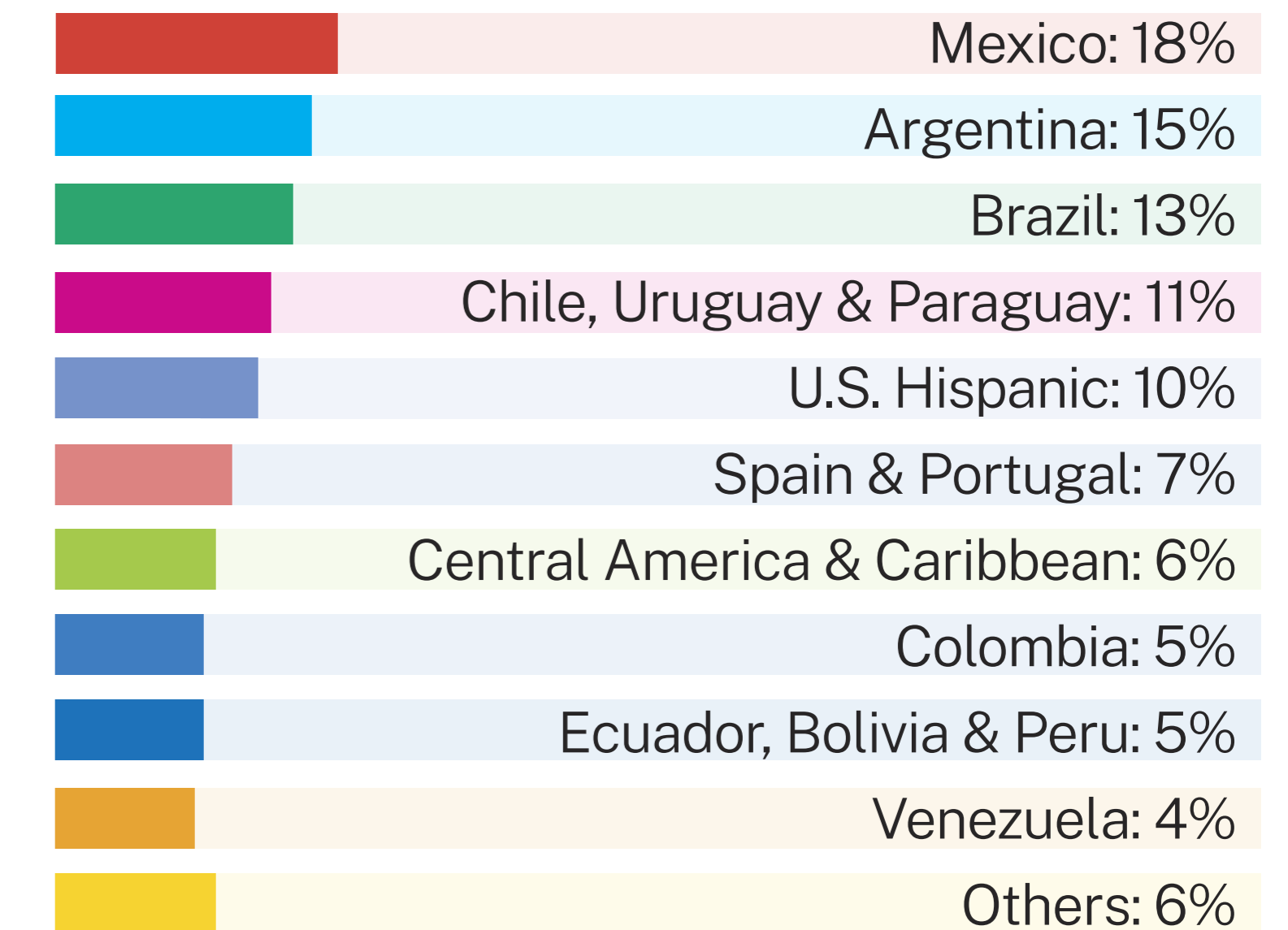
TV Latina is a Spanish-language publication covering the programming, OTT, cable and satellite industries in Latin America, the U.S. Hispanic market and Iberia.

Circulation

TV Latina is sent to:

- Chairmen, presidents, CEOs and general managers
- Cable operators, pan-regional media buyers and regional advertising agencies
- Directors of programming, planning and co-productions
- Program buyers for every program genre in all television stations, cable channels, pay-TV and satellite services, MSOs and OTT platforms in Latin America, the U.S. Hispanic market and Iberia

Country Breakdown



10 REASONS TO ADVERTISE IN TV LATINA

1 Editorial Excellence

For more than 25 years, our editorial group has published articles based on exhaustive research, with the journalistic integrity the industry deserves. **TV Latina** has set the standard for editorial excellence. Our interviews are always unique; unlike others, we do not publish interviews from press conferences or other promotional materials.

2 The Most Influential Publishing Group

TV Latina is part of **World Screen**, the most important, influential and respected group in the international media industry. This allows you to expand your target around the world at no additional cost. All printed and online information, including content from all of **TV Latina**'s editors, plus summaries and translations in English, are done by our team, spearheaded by Anna Carugati, editor-at-large, and recipient of an Emmy Award for journalism and a duPont Columbia honorable mention.

3 High-Level Interviews

TV Latina is the only magazine in our industry that has published exclusive interviews with CEOs from the most important media companies in the world. They trust our ability and commitment to quality.

4 Maximum Reach

TV Latina reaches your target in all of Latin America, the U.S. Hispanic market and Iberia.

5 Best Printing

We are committed to providing the best quality paper and printing in the market. We believe that a shrewd advertiser like yourself will find value in choosing a beautiful and elegant publication to display your ad. Our editorial group, winner of the Gold Ink Award for best-printed trade publication, is the finest product to deliver your message.

6 Digital Editions

Your ad will appear in the **digital editions** of the magazine, which reach **35,000** media executives before the markets.

7 Broad Online Coverage

We offer our partners coverage throughout the year with our online newsletters **Diario TV Latina**, **TV Niños Semanal**, **TV Canales Semanal**, **TV Series Semanal**, **TV Latina Semanal** and **TV Latina Screenings**, which are sent to between **8,000** and **10,000** executives in the region. Moreover, our 11 English-language services reach **35,000** executives, providing you with a powerful information tool during the entire year.

8 Website and Social Media

Our website, **TVLatina.tv**, is viewed by an average of **43,000** visitors per month. Access our X feed for the latest news stories via **@tvlatina**. View our Instagram feed for a steady stream of images from markets, press conferences, cocktail parties and more via **@tv_latina**.

9 Present Your Shows in the TV Latina Screening Rooms

With your advertisement, you have the opportunity to receive your own Screening Room in **TVLatinaScreenings.tv**. The video portal for the Spanish-language media industry delivers high-quality video clips, searchable by company name, genre, title and keyword. Reach your English-language audience at **WorldScreenings.com**.

10 The Most Complete Listings

As an advertiser, you will have access to the industry's most complete program listings in **TV Listings**, in the digital editions and in our apps.

10 ONLINE OPPORTUNITIES

1 TVLatina.tv

Our cutting-edge Spanish-language website TVLatina.tv is seen by over **43,000** monthly visitors, with an average of **240,000** page views a month. The site contains a range of content, including news, analysis, interviews, data, video reports and program listings. Advertising opportunities include: expandable top banner, pop-up ad, wallpaper ad, drop-down ad and expandable tower ad.

2 Diario TV Latina

Reaching over **10,000** media executives a day, the smartphone-friendly Diario TV Latina is the most important daily source of media news in Latin America, the U.S. Hispanic market and Iberia.

- **TV Latina Noticia de Último Minuto** delivers the very latest stories for the media markets in Latin America, U.S. Hispanic and Iberia.

3 TV Niños Semanal

A newsletter exclusively devoted to kids' programming and merchandising that comes out every Monday. The service, reaching more than **8,000** execs, presents an individual property or executive profile and the top kids' news stories of the week.

4 TV Canales Semanal

This service profiles a different channel each Tuesday, providing information on the outlet, including launch date, target audience, top executives, reach and distribution, strategy and program highlights. It reaches more than **8,000** executives.

5 TV Series Semanal

Distributed to more than **8,000** executives every Wednesday, this online service profiles a telenovela or series with pertinent information on the creator, producers and distributor, a synopsis of the show, and comments from those involved in the title.

6 TV Latina Semanal

Provides a summary of the week's most important news to more than **8,000** readers every Friday, plus executive profiles and articles on the media business in the region.

7 Festivals

- **Virtual Conferences:** With high-level speakers and in-depth discussion panels, our **TV Latina Festivals** provide a wide variety of advertising opportunities. All sponsors will receive advertisements in the festival agenda and digital edition of the magazine, our listings package and their logos featured prominently in all marketing materials, including the invitation, agenda and each festival session. Since these are free events, we can guarantee that you will reach a wide range of content executives.
- **Screenings Festivals:** Hosted in January, May and November, our **TV Latina Screenings Festivals** allow you to showcase your trailers in an elegant, uncluttered environment, while also receiving exposure through the editorial reports that accompany the virtual events.

8 TV Latina Screenings Exclusive Showcases / Screening Rooms

- **Exclusive Showcases:** Reaching about **10,000** media executives, this newsletter serves as a complement to our leading video portal, TVLatinaScreenings.tv. It features an interview with an executive at your company, a producer on one of your shows or on-screen talent, and a showcase of your company's programs.
- **TV Latina Screening Rooms:** You can promote your show or channel with a Screening Room on TVLatinaScreenings.tv.

9 Exclusive Pre-Market Sponsorships

Digital Editions: The Exclusive Sponsor receives a huge banner at the top and a video clip on the left-hand side of the digital edition. The digital editions are sent to our **35,000** online subscribers a week before the markets and are extensively promoted in our newsletters and websites.

10 Apps

The **World Screen App** and the **TV Latina App** feature program listings, news, exhibitor lists, restaurant and hotel directories, conference schedules and more. They are available for both iOS and Android devices.

PUBLISHING CALENDAR

MONTH	MAGAZINE FORMAT	BONUS DISTRIBUTION
January/February	TV Latina (print & digital)	Content Americas, NATPE Global
May/June	TV Latina (print & digital)	LA Screenings
October/November	TV Latina (print & digital)	MIPCOM
November/December	TV Latina (print & digital)	MIP Cancun

More than ever we'd like to remind you that value is getting the best environment and results that your money can buy. **TV Latina** offers the best value in the industry.

WHAT THEY SAY ABOUT US

“**TV Latina** keeps me apprised on the constant changes in the global television arena and provides insight into major worldwide industry trends that I weigh in my daily decision-making process.”

—**Diego Lerner, President,
The Walt Disney Company Latin America**

“**TV Latina** is an essential resource for executives in the television industry. Its editorial content, written with an international perspective, keeps us abreast of the latest trends, news and the future of the dynamic media and entertainment industry.”

—**Pierluigi Gazzolo, CEO, ViX**

“**TV Latina** is an indispensable source of information [known] for its independence and rigor. Its features and detailed analysis have made the publication a fundamental reference for all of us who are dedicated to television.”

—**Eduardo Zulueta, Managing Director,
AMC Networks International**

“Being well-informed is something the team of professionals who make up Grup Mediapro highly value. As such, **TV Latina** provides us with an essential overview of what’s happening in our sector internationally.”

—**Tatxo Benet, Managing Partner, Grup Mediapro**

“**TV Latina** creates a guide and flow of information from Latin America, which is more necessary each day as Latin content travels through the region and the world. As we increase our content offerings in Spanish and Portuguese, it is necessary to be informed.”

—**Francisco Ramos, VP, Latin American Content, Netflix**

“**TV Latina** has become one of the most reliable sources of information on the industry for channels, programmers and related companies.”

—**Eduardo Ruiz, President & General Manager,
A+E Networks Latin America**

“In a constantly changing environment, **TV Latina** provides relevant and reliable information.”

—**Fernando Medin, President &
Managing Director, Latin America &
U.S. Hispanic, Warner Bros. Discovery**

“Latin America is one of our key territories for development, so having accurate and updated information of the region, contextualized within international industry trends, is crucial. For years, the team at **TV Latina** has transformed the publication into a benchmark for industry analysis and for us it’s a must-read resource.”

—**Ignacio Corrales, Managing Director,
Buendía Estudios**

“Dori Media Group achieved great worldwide exposure and awareness of our brand name in a short time—**TV Latina** definitely played an important role achieving it.”

—**Nadav Palti, President & CEO,
Dori Media Group**

“It’s very important to have reliable and objective sources of information that at the same time give us a diversity of opinions, and that’s something that **TV Latina** does. Thank you for doing that.”

—**Enrique Yamuni, CEO, Megacable Comunicaciones**

“In our dynamic industry, which constantly changes at great speed, reliable and up-to-date information is 50 percent of the battle. And for that, **TV Latina** is a must-read every day!”

—**Pedro Félix Leda, Founder &
Chairman, Ledafilms**

“**TV Latina** is today among the top B-to-B circulating magazines in the country and the credit for that solely goes to its professional team for making this magazine reach such great heights.”

—**Tom Mohler, CEO, Olympusat Holdings**

“**TV Latina** is an international publication in the audiovisual sector and it is an essential tool for all professionals that are part of this industry.”

—**Javier Bardají, CEO, Atresmedia Corporación**

“**TV Latina** is crucial in such a dynamic industry and allows us to be constantly updated with truthful and reliable information. It is a great informative resource and a reference for Grupo Telefilms.”

—**Tomás Darcyl, President, Telefilms**

“In such a dynamic industry, where being informed and updated on the latest news is crucial, I can always count on **TV Latina**, which gives me reliable, concise and up-to-date information.”

—**Luis Balaguer, Founder & CEO, Latin WE**

“Our industry is constantly evolving, and it has been important to have partners like **World Screen** and **TV Latina** to keep us informed on the latest trends, in real time. Its objective and relevant editorial content has become a very useful tool for our team.”

—**Lisette Osorio, VP,
International Business, Caracol Televisión**

“**TV Latina** is a world media leader that provides reliable and independent information for the reader. **TV Latina**, and of course **World Screen**, are excellent news sources geared specifically to the needs of readers. For Inter Medya, **TV Latina** is required daily [reading]. Thank you for the variety of news and an enduring objective stance.”

—**Can Okan, Founder & CEO, Inter Medya**

“**TV Latina** is read by leading media professionals throughout Latin America who want to stay up to date with what’s happening in the industry. Its comprehensive coverage makes **TV Latina** a must read.”

—**Alexander Marin, VP,
Distribution, Estudios RCN**

“**TV Latina** is an essential reference and current news source in today’s market. In all its versions, **TV Latina** reports daily, reliably and in-depth on an evolving industry. I believe that for those of us who are involved in different areas of the entertainment industry, **TV Latina** covers trends, news and other information that are vital for the performance of our businesses.”

—**Luis Villanueva, President
& CEO, SOMOS Group**

“**TV Latina** helps international industry executives keep up to date and in constant contact with our Latin American colleagues regarding the advances and challenges in the audiovisual world that matter to all of us. It’s a great resource.”

—**Sebastián Ortega,
Senior VP & Creative Director,
Telemundo Streaming Studios/
Underground Producciones**

“**TV Latina** is an indispensable source of information for anyone in the television and media industry. In a time of rapid change in the media landscape, it becomes increasingly important to stay up to date, and **TV Latina** is an excellent source you can trust to keep you informed and up to date.”

—**Erik Jensen,
Managing Partner,
CDC United Network**

“In a rapidly evolving industry, having a publication that provides timely information and delivers the latest news from the entertainment world is crucial. **TVLatina.tv** effectively fulfills its role as one of the top magazines in the industry, ensuring readers have access to up-to-date insights.”

—**Delmar Andrade,
International Sales Director,
Record TV**

ADVERTISING RATES & MECHANICAL REQUIREMENTS

Advertising Rates

(U.S. DOLLARS/GROSS)

Four Color	1X	4X	8X	12X
Full Page	2,000	1,900	1,800	1,700
Double-Page Spread	4,000	3,800	3,600	3,400
1/2 Page	1,500	1,400	1,300	1,200
1/3 Page	1,000	900	800	700

Covers (Four Color)

Front Cover	15,000	Inside Back Cover	3,000
Inside Front Cover	4,000	Back Cover	5,000

Metallic & PMS Color

\$600 (net) per page

Gatefolds and Inserts

Rates and specifications upon request.

TERMS & CONDITIONS: Invoices due in 30 days. 15 percent to recognized agencies. Payment by check in U.S. dollars from a bank with a branch in the U.S. or bank transfer. All bank transfer fees must be paid by advertiser. A 3 percent additional charge per month will be assessed on uncollected invoices past 90 days. There will be a \$150 charge per page to changes to advertisements that have already been plated. Subject to our credit requirements. Metallic and PMS color pages cost an additional \$600. Publisher not responsible for an "act of God" or any other cause beyond reasonable control.

Mechanical Requirements

ALL TEXT AND LOGOS MUST BE HELD 1/2" (14mm) AWAY FROM TRIM.

AD SIZE	INCHES		CENTIMETERS	
	WIDTH	LENGTH	WIDTH	LENGTH
Full Page w/Bleed	10.125"	13.625"	25.72	34.61
Trimming to	9.5"	13"	24.13	33.02
Full Page (no Bleed)	8.5"	12"	21.59	30.48
Full 2-Page Spread w/Bleed*	19.625"	13.625"	49.85	34.61
Trimming to*	19"	13"	48.26	33.02
Full 2-Page Spread (no Bleed)*	18"	12"	45.72	30.48
*ALLOW 1/2" (14MM) FOR GUTTER — 1/4" (7 MM) ON EACH SIDE OF CENTER.				
1/2 Page vertical**	4.75"	13"	12.07	33.02
1/3 Page vertical**	3.25"	13"	8.26	33.02
**ADD 5/16" (8MM) BLEED				
1/2 Page horizontal (no Bleed)	8.25"	5.25"	20.96	13.34
1/3 Page horizontal (no Bleed)	8.25"	3.75"	20.96	9.53
Front Covers**	9.5"	10"	24.13	25.40

**ADD 5/16" (8MM) BLEED

PLEASE SEND FLAT, 300 DPI, CMYK FILES.

PARA VER ESTE MEDIA KIT EN ESPAÑOL POR FAVOR VISITE: WWW.TVLATINA.TV/MEDIAKIT

TVLATINA

For space reservations, rates and ad specs, please contact **Ricardo Guise**, President & Publisher, on rguise@worldscreen.com