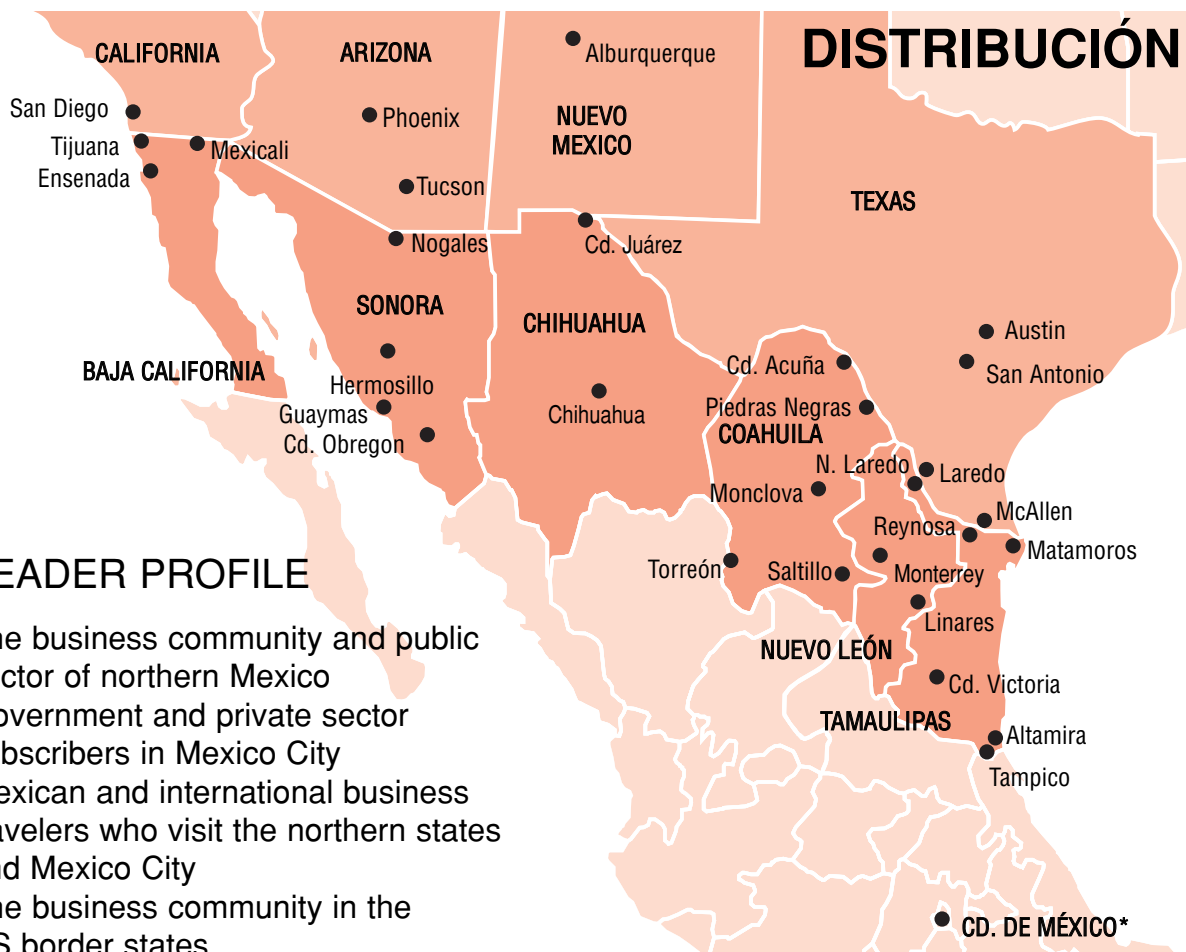


BIZNEWS

NORTH MEXICO
EL PERIÓDICO DE NEGOCIOS DEL NORTE DE MÉXICO

■ MEXICO'S LARGEST CIRCULATION BUSINESS PUBLICATION

- Weekly (published each Monday).
- Coverage of the region's business activity, economic development and public sector initiatives.
- Founded in 1999, in Monterrey, Nuevo Leon.
- Principal distribution area: northern Mexico and southern USA.
- The six northern states of Mexico (principal distribution area for Biznews) represent 24% of Mexico's GNP.
- Free distribution to registered subscribers, as newspaper insert, through associations and other trade groups, airlines, business centers.
- Largest circulation business publication in Mexico
- **Weekly circulation of 96,000. Certified.**



■ READER PROFILE

- The business community and public sector of northern Mexico
- Government and private sector subscribers in Mexico City
- Mexican and international business travelers who visit the northern states and Mexico City
- The business community in the US border states

*In Mexico City, Biznews is delivered to leading private sector companies, financial sector, international and national media companies, consulting and research companies, universities, senators, representatives, political parties, federal government, embassies and consulates and NGOs

BIZNEWS
MONTERREY

BIZNEWS

N O R T H M E X I C O
EL PERIÓDICO DE NEGOCIOS DEL NORTE DE MÉXICO

■ HOW BIZNEWS WORKS

EDITORIAL FOCUS

Biznews is northern Mexico's only region-wide business publication.

Published since 1999, it is a Spanish-language weekly newspaper in a tabloid format.

Biznews covers news and issues concerning business, industry and regional development across the trans-border region comprised of the six northern Mexican states and four southwest US states that share the border.

Each week Biznews publishes in its print and online formats news from the region:

- Summary of major business stories from each border state.
- Feature stories about business opportunities and trends in the region.
- Interviews with members of the business community and public officials.
- Special reports and analyses
- Regional Business Calendar of trade shows and events ("Agenda" section)
- Corporate hiring and new business announcements ("Ganadores" section)

DISTRIBUTION

- Distribution is in four zones:
 1. **NORTHERN MEXICO:** (Baja California, Sonora, Chihuahua, Coahuila, Nuevo León, Tamaulipas – 86% of total circulation.)
 2. **SOUTHWEST US:** (California, Arizona, New Mexico, Texas - – 7% of total circulation.)
 3. **MEXICO CITY*:** (Please see subscriber profile on Page 1 of this Rate Card - 4% of total circulation.)
 4. **REGIONAL SUBSCRIBERS:** (From other states in Mexico and the US - – 3% of total circulation.)

In each city where Biznews is distributed, a representative delivers the newspaper to individual subscribers, offices, business centers and other strategic points, including:

- Business owners and managers
- State and municipal government officials
- Federal government offices
- Associations and Chambers of Commerce
- Golf and sporting clubs
- Hotels and restaurants
- Airports and airlines

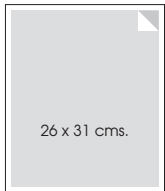
BIZNEWS
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BIZNEWS

NORTH MEXICO
THE BUSINESS NEWSPAPER OF NORTHERN MEXICO

NATIONAL RATES

(Total Circulation)



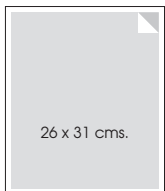
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B&W 4800



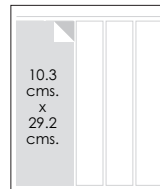
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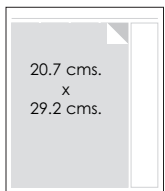
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B&W -



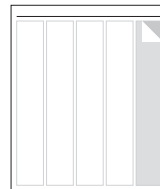
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B&W 1900



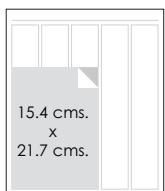
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B&W 3350



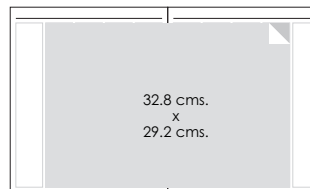
1 COL. X 29.2 (1 COL.= 5 CMS)

Color 1100
B&W 950



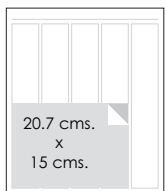
JUNIOR PAGE

Color 3100
B&W 2600



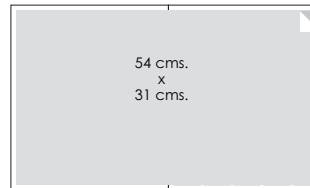
CENTERSPREAD JUNIOR

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B&W 6500



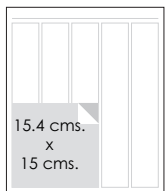
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Color 2550
B&W 2150



CENTERSPREAD

Color 12900
B&W 10650



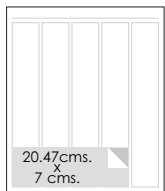
1/4 PAGE

Color 1750
B&W 1450



PAGE 1 STRIP

Color 2800



STRIP

Color 1100
B&W 900

- Right Hand Page **10%**
- Specific Page **20%**
- Prepayment discount 10%

- Rates are commissionable and in US dollars
- Rates valid as of January 1, 2009.
- Rates do not include 15% Mexican Sales Tax

MONTERREY/NORTHEAST EDITION:

The cost of any insertion in the Monterrey edition (distributed in the state of Nuevo León, Saltillo and the Texas border region) is 50% of the National rate).

BIZNEWS

N O R T H M E X I C O
EL PERIÓDICO DE NEGOCIOS DEL NORTE DE MÉXICO

REGIONAL COVERAGE

Advertisers may elect to limit appearance of their insertion to selected areas within the border region:

• NATIONAL RATE

(Entire press run: Baja California, Sonora, Chihuahua, Coahuila, Nuevo Leon, Tamaulipas, Mexico City, southern portion of US border states – CA, AZ, NM and TX)

100% of price as expressed on rate card.

• MEXICO EDITION

(Northern Mexico, Mexico City and subscribers in other Mexican states)

85% of National rate

• US EDITION

(southern portion of US border states – CA, AZ, NM and TX)

40% of National rate

• NORTHWEST MEXICO

(Baja California, Sonora, Chihuahua)

50% of National Rate

• NORTHEAST MEXICO

(Coahuila, Nuevo León, Tamaulipas)

50% of National Rate

• MONTERREY

(Greater Monterrey metropolitan area only)

35% of National Rate

• SINGLE CITY MARKET

(Any other city in the distribution area)

25% of National Rate

ZONING

Advertisers may publish multiple versions of their advertising material in the same edition.

Examples of common zoning requests

Spanish version in Mexico and English version in US

Different product offers for Northeast and Northwest Mexico

Cost of each plate change:

4 colors: \$300 USD.

B&W: \$200 USD.

SPECIAL EDITORIAL COVERAGE

AEitorial coverage of subject chosen by client.

Reported, written, edited and designed by Biznews editorial staff, under Biznews style guidelines.

May be published in Spanish and/or English, with separate versions for Mexican and US markets.

Appears in entire press run (regional buys not available).

Appears in print in Biznews and available to readers permanently at biznews.com.mx.

Optional press overrun for promotional copies.

PDF version available for client's future promotional use. Full copyright release (with credit).

May be contracted as half page, 3/4 page or as one or more full pages.

Cost is equivalent to a display ad at full national rate (frequency rates do not apply).

CLASSIFIED DISPLAY RATES

Appear within classified section.

Quoted by column centimeter (1 inch = 2.5 cm). Available in B&W only.

Minimum cost of any display insertion is \$320 USD.

Zoning available, with charges for plate changes.

Prices (USD per col. cm):

National	\$23.65
Mexico Edition.....	\$20.00
US Edition	\$9.45
Northeast Mexico	\$11.80
Northwest Mexico	\$11.80
Monterrey.....	\$8.25
Other single city markets	\$5.90

INTERNET ADVERTISING

Advertising in biznews.com.mx.

75% of users are in Mexico.

Principal foreign users: USA, Venezuela, Argentina, Honduras, Canada

Prices (USD per month):

Leader Board (728 x 90 pixels)	\$1,640
Full banner (468 x 60).....	\$1,365
Skyscraper (120 x 600)	\$1,090
Button (125 x 125)	\$455

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