

Successfully  
reaching the  
Hispanic Market  
for over  
**29 years!**



**Selecta**  
MAGAZINE

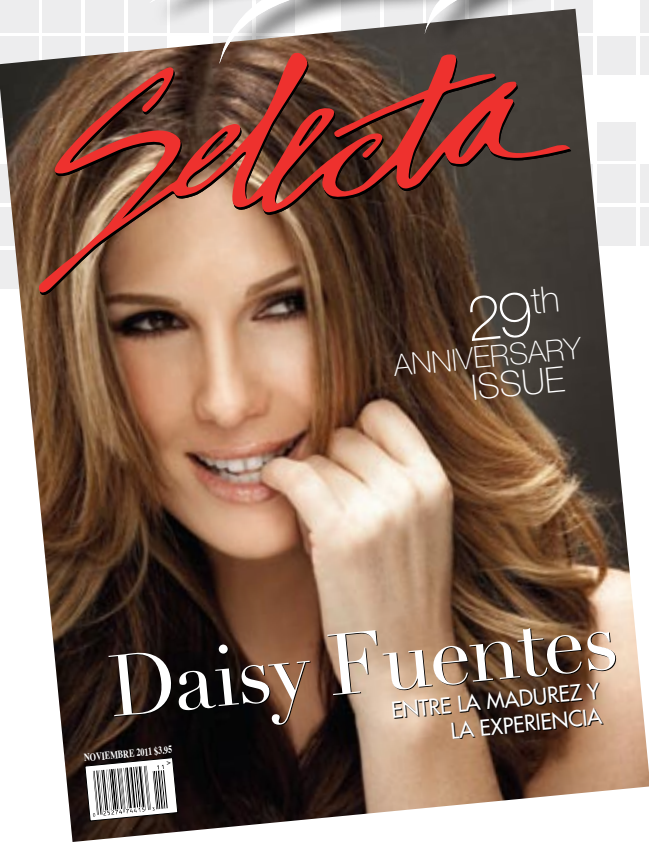
**RANKED #15  
AMONG THE TOP  
HISPANIC MAGAZINES  
IN THE COUNTRY**

- ADVERTISING AGE HISPANIC FACT PACK 2006

**media kit**  
**2012**

www.selectamagazine.com

# fact sheet



- Began in 1983 and now in its 29th year of successful publishing.
- The magazine of choice among upscale Hispanics in the United States.
- Circulation: 45,000 (12 issues a year) including Latin America.
- Median household income of readership: \$250,000 and a median age of 41.
- Readership: 252,000 based on a pass along rate of 5.6 readers per issue and a 5 to 6 month life expectancy.
- Available by both subscription and over 600 newsstands in South Florida.
- Distributed on American Airlines (Admirals Club) and United Airlines (Red Carpet Club).
- Distributed in upscale residential condominiums in South Florida and some of the most prestigious art galleries in the country.
- On newsstands in Paris and Milan during the Prêt-à-porter collections.
- Distributed throughout some of the most luxurious hotels including:
  - The Biltmore Hotel, Coral Gables. Mandarin Oriental, Miami. JW Marriott, Brickell
  - Intercontinental Miami, Downtown Miami. Sheraton, Bal Harbour. Hyatt, Coral Gables
  - Fisher Island. Wyndham Grand Bay, Coconut Grove. The Ritz-Carlton, Key Biscayne
  - The Tides Hotel, South Beach. MayFair House, Coconut Grove. The Ritz-Carlton, South Beach
  - Sagamore Hotel, South Beach. The Astor Hotel, South Beach. Fontainebleau Miami Beach



# editorial calendar

## JANUARY What's In Issue

- Fashion • Beauty • Home • Diets • Colors
- Technology • Destinations • New Trends • Hollywood • Hairstyles

## FEBRUARY Hot & Sexy Issue

- Hot spots • Celebrities • Fashion • Gift Guide • Lingerie
- Swimsuits • Hairstyles • Honeymoon Getaways
- St. Valentine's Day: A Celebration of Love and Friendship • Art Basel

## MARCH Spring Fashion Issue

- Aesthetics (Plastic Surgery, etc.) • Fragrances • Skincare • Diets
- Health Foods • Personal Trainer • Massage Therapy • Spas
- Latest in Swimwear Collections

## APRIL Travel Issue

- Tourism: From Asia to Europe • Most Exclusive Destinations - Explore the Remote & Exotic • Palm Beach Update • Seasonal Getaways
- Top Resorts from Around the World

## MAY Annual Real Estate Issue

- Annual South Florida Real Estate Guide • Mother's Day Gifts • Sony Ericsson Open
- Decorating Tips • Interior Design Special: Home Furnishings, Exclusive Residences, Landscaping and Gardening • New Developments in South Florida

## JUNE Summer Fashion Issue

- Hottest Summer Fashion Collections • Summer Accessories • The Best Beaches from Around the World • Hotels & Resorts in South Florida • Father's Day Gifts

## Luxury Issue JULY

- Latest in Fine Watches • Fine Jewelry • Golf Fashions and Accessories
- First Look at Luxury Automobiles, Jets, Helicopters and Yachts for 2013

## Celebrity Issue AUGUST

- Selecta's Annual Latin American Guide • International Fall Fashion Report
- Celebrities • Lifestyles • Coverage of the Cannes Film Festival 2012

## Special Fashion Issue SEPTEMBER

- Interviews with Hottest Designers • Special Section Dedicated to Fashion
- Prêt-à-Porter / Fall Collections 2012 / 2013 • Shopping Guides
- New Beauty Looks • Latest Trends Direct from Europe

## Glamour Issue OCTOBER

- Glamour Accessories: Millenery, Jewelry, Shoes • Haute Couture Fall / Winter Collections 2012 / 2013 • Hispanic Heritage Month
- Social Calendar of Events • National Breast Cancer Awareness Month
- Top Golf Resorts in the World

## Anniversary Issue NOVEMBER

- Selecta's 30th Anniversary • European Winter Collections • Best Events of the Season • Furs • Exclusive Ski Resorts • Holiday Decorating Ideas

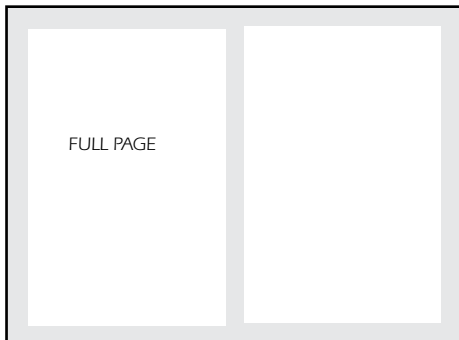
## Holiday Issue DECEMBER

- Holiday Gift Guide • Diamonds • Handbags • Eyewear • Perfumes
- Holiday Fashions • A Glance Back at 2012 • Fine Dining • Holiday Recipes

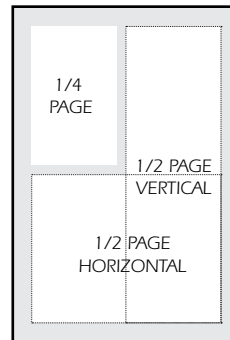
# rates, specifications & advertising deadlines

ISSUED SEPTEMBER 1, 2011 - EFFECTIVE JANUARY 1, 2012

	1X	3X	6X	9X	12X
Full Page	\$4860	\$4565	\$4275	\$4130	\$3880
2 Page Spread	\$7705	\$7245	\$6790	\$6545	\$6160
1/2 Pg	\$2930	\$2755	\$2600	\$2490	\$2345
1/4 Pg	\$1635	\$1525	\$1435	\$1385	\$1305
Inside Cvr/2	\$6460	\$6065	\$5680	\$5490	\$4390
Inside Back Cvr/3	\$5890	\$5535	\$5180	\$4995	\$4705
Back Cvr/4	\$7240	\$6810	\$6370	\$6150	\$5795



2 PAGE SPREAD



## SPACE & MATERIAL DEADLINES:

Both 30 days prior to Publication  
(i.e. December Issue closes November 1st)  
Inquiries on where to send materials:  
305.446.3305

## SPECIFICATIONS

1 full page (bleed size)	10" x 13 1/4"
trim size	9 3/4" x 13"
live area	9 1/4" x 12 1/2"
2 full pages (spread) bleed	20" x 13 1/4"
spread (trim)	19 1/2" x 13"
live area	19" x 12 1/2"
1/2 page (vertical)	4 3/8" x 12 3/8"
1/2 page (horizontal)	9 1/4" x 6 1/8"
1/4 page	4 3/4" x 6 1/4"
restaurant guide	43/8" x 6 1/8"

CALENDAR SUBJECT TO CHANGE WITHOUT NOTICE

### Platform:

Mac & PC  
CD ▪ DVD

### Software:

Indesign ▪ Illustrator ▪ Photoshop ▪ QuarkXPress  
Acrobat (Hi-Res printing quality) ▪ Freehand ▪ Corel Draw  
300 DPI

2012

# demographic profile

## ETHNIC BREAKDOWN

Hispanic	84%
Non-Hispanic	16%

## MEDIAN AGE: 41

18-24	12%
25-45	46%
46-64	34%
65 and over	8%

## GENDER

Female	54%
Male	46%

## EDUCATION

Bachelors	44%
Masters	24%
Doctorate	17%

## SOCIO-ECONOMIC LEVEL

High	39%
Middle	45%
Low	16%

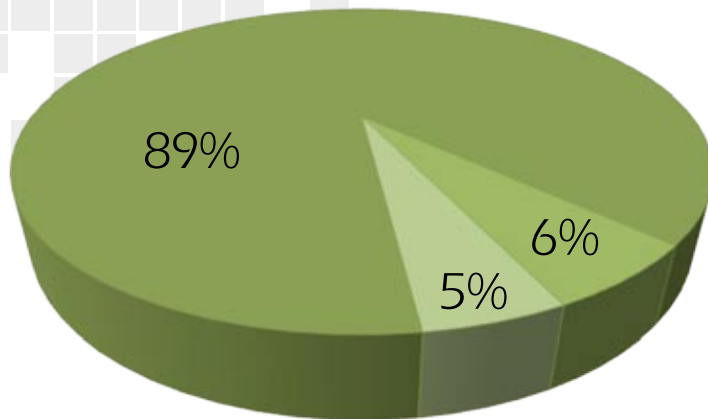
## MEDIAN HOUSEHOLD INCOME \$250,000:

\$100,000 - \$150,000	12%
\$200,000 - \$300,000	22%
\$350,000 - \$500,000	39%
Above \$500,000	27%



# circulation & geographic distribution

**READERSHIP: 252,000 \***  
**(CIRCULATION 45,000)**



## ✓ SOUTH FLORIDA

- Miami
- Palm Beach
- Bal Harbour
- Coral Gables
- South Beach
- Fort Lauderdale
- Boca Raton
- Weston

## ✓ OTHER CITIES

- New York
- Los Angeles
- Chicago
- Texas
- Paris
- Milan

## ✓ LATIN AMERICA

- Argentina
- Brazil
- Chile
- Colombia
- Puerto Rico
- Dominican Republic
- Venezuela

## ✓ PAID CIRCULATION

- 62% SUBSCRIPTION
- 38% NEWSSTAND SALES

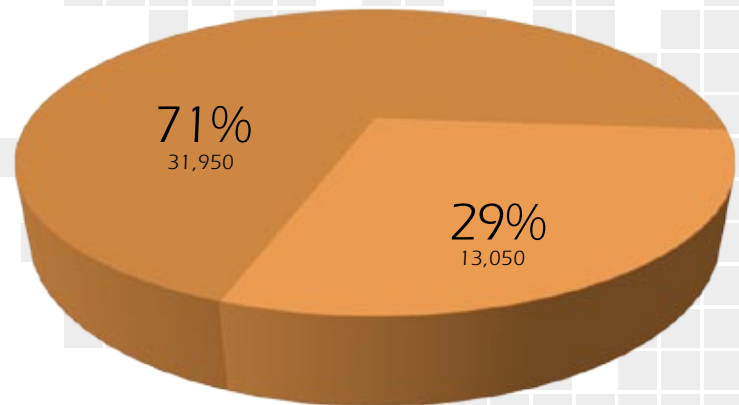
## ✓ CONTROLLED CIRCULATION

### THE ONLY SPANISH LANGUAGE MAGAZINE IN-ROOM AT THESE FINE HOTELS & RESORTS:

- The Biltmore Hotel, Coral Gables ▪ Fisher Island, Miami
- Intercontinental miami, Downtown Miami
- Sheraton, Bal Harbour ▪ Mandarin Oriental, Brickell Key
- Hyatt, Coral Gables ▪ The Ritz-Carlton, Key Biscayne
- The Tides Hotel, South Beach ▪ Mayfair House, Coconut Grove
- JW Marriott, Brickell ▪ Wyndham Grand Bay, Coconut Grove
- Sagamore Hotel, South Beach ▪ The Astor Hotel, South Beach
- Fontainebleau Miami Beach, South Beach

### AIRLINES & VIP CLUBS:

- United Airlines/Red Carpet Club
- American Airlines/Admiral's Club



\* BASED ON 5.6 READERS PER COPY

2012

## **NORA BULNES**

**PUBLISHER**

For more than 50 years, Nora Bulnes has not only been a businesswoman, entrepreneur and philanthropist, but also a prominent member of the community and society maven. Her commitment with South Florida led to the creation of Selecta Magazine 29 years ago, when she envisioned a publication that would serve as an influential vehicle reflecting the very best of Hispanics in South Florida and around the world. Her determination followed her vision and after years of successful publishing, Selecta Magazine has become the most prominent upscale Hispanic publication in the United States.

Throughout the years, she has been recognized by a myriad of organizations for her work. The City of Miami awarded her with October 18 as Nora Bulnes' Day and November 12 as Selecta Magazine's Day. Also the City of Miami presented her with the first-ever "Millennium Lady of Goodwill Ambassador" proclamation. She received the Lifetime Achievement Award, presented by the Hispanic Designers, Inc. in Washington, D.C. and the Cartier's Lifetime Achievement Award in 1998; she was also the first Hispanic recipient of the Crohn and Colitis "Women of Distinction" Award, The Weizman Institute of Science "Women of Vision" Award, the Leaders in Furthering Education (L.I.F.E.) "Ambassador Gold Medal" and has received the keys to Coral Gables, Bal Harbour Village, Miami and Miami-Dade County, among other accolades.

As a philanthropist, Nora has helped numerous charities throughout the years including from its inception, the Community Alliance against AIDS, when the disease was still a taboo. Other organizations include The Jackson Memorial Foundation, American Heart Association, American Cancer Society, St. Jude Children's Hospital and The Vizcayans, amongst many others. In 2001, she decided to create her own non-profit organization, the Hope and Dreams Foundation, in order to continue making a difference in the lives of those less fortunate.

Nora was born and raised in Manzanillo, Eastern Cuba. After graduating as a teacher, she lived in Havana. In 1960, she came to the United States with her two month-old daughter to face a new country, and a culture and language she didn't understand. Through perseverance, hard work, and dedication, she has become a leading entrepreneur and a true pioneer in our South Florida community. She was married in Cuba to Evaristo Bulnes and had two children, Avelina and Michael. She is now the proud grandmother of five: Fernando, Andrea, Joshua, Michelle y Michael. She currently resides in Miami where she continues to work and support the community.



## **MICHAEL BULNES**

**PRESIDENT**

Having been involved with Selecta Magazine since its inception, Michael Bulnes has over 29 years of experience in various aspects of publishing. He has made significant contributions to Selecta Magazine in the areas of advertising, international event marketing and content editing. In his last 18 years as President of Selecta Magazine, Mr. Bulnes has made great strides in publishing and advertising, having achieved a 400% increase in sales in the last 6 years alone. His experience working with the luxury market has been invaluable to Selecta Magazine. Michael is also the Publisher of CasaLife Magazine, the official Resort and Resident Magazine of Casa de Campo.

Bulnes has received recognition from reputable foundations like the American Heart Association, United Cerebral Palsy, Miami Children's Hospital Foundation, Cedars Medical Center, International Kids Fund of Jackson Memorial, Diabetes Research Institute, and St. Jude Children's Research Hospital. Bulnes was chosen, along with his wife, as a couple of distinction in 1996 for their support to the Women's Cancer League of Miami Beach for Jackson Memorial Hospital Breast Center & Sylvester Comprehensive Cancer Center.

# testimonials



**DONALD TRUMP**

"Selecta represents a cultural phenomenon. It has managed to break language barriers and united the Anglo and Hispanic communities. Its value to the Hispanic market is immeasurable."



**GLORIA & EMILIO ESTEFAN**

"We are very proud to have a magazine like Selecta project a positive image of Hispanics in this country. Our affection and congratulations to Nora Bulnes and her entire editorial staff for the tremendous work they continue to do for the Latin community for so many years."



**ARTURO SANDOVAL**

"As a Hispanic, I am very proud and honored to have such a high quality magazine representing us. I truly admire Selecta for all the accomplishments achieved throughout the years."



**OSCAR DE LA RENTA**

"Selecta is our Hispanic magazine - par excellence - and its professional coverage of the top European and American fashion collections is dynamic. Its pages are a constant, first class fashion show..."



**ALFONSO FANJUL**

"We are very proud to have a magazine like Selecta project a positive image of Hispanics in this country. Our affection and congratulations to Nora Bulnes and her entire editorial staff for the tremendous work they continue to do for the Latin community for so many years."



**MARIA CELESTE ARRARAS**

"Selecta is a magazine which heightens Hispanics and whose name suits it well... Selecta is for the selective reader."



**JULIO IGLESIAS**

"Selecta is a very important magazine for Hispanics in the United States. Its pages - articles, designs, photos and paper are of extraordinary quality. No matter where I am at, I make sure that I receive my monthly copy to stay informed of the latest happenings."



**ILEANA ROS-LEHTINEN**

"I have come to rely on Selecta for its incredible array of articles dealing with our Hispanic community and for its first class pictures. They represent what a truly great and exceptional magazine should be and what a powerful force Hispanics have become. Selecta is truly one of a kind!"



**DAISY FUENTES**

"Selecta Magazine is classy, stylish, elegant, and sexy. I am proud, and honored to have been featured in such a fine publication. Congratulations Nora, to you, and your extraordinary staff."



**GEORGE FELDENKREIS**

"I congratulate Selecta Magazine for being the most upscale Hispanic publication in the U.S representing our community via its timely editorial content including its great American and European fashion coverage."



**HELIO CASTRONEVES**

"It is a great respectful and spontaneous Spanish magazine. A nice way of showing the good things of Miami!"



**CAROLINA HERRERA**

"Always very professional and right on target."



**MARIO KREUTZBERGER**

"Selecta Magazine really lives up to its name... It is for a select reader who chooses to read a quality magazine supported by a select group of advertisers. That's what makes Selecta Magazine such a great choice."



**CARLITO FUENTE**

"Selecta Magazine, the Opus X of the magazine world, always rated #1 in the Hispanic community."