

## Editorial calendar 2010

| <b>YEAR 2010</b> |              |                  |   |
|------------------|--------------|------------------|---|
| <b>Nº</b>        | <b>MONTH</b> | <b>COPY DATE</b> | <b>CONTENT</b>  |
| 298              | JANUARY      | 17-01-2010       | SPANISH TV's audience in 2009                             |
| 299              | FEBRUARY     | 15-02-2010       | SPANISH DAILY NEWSPAPER'S CIRCULATION IN 2009             |
| 300              | MARCH        | 18-03-2010       | CONSUMER MAGAZINES / SPECIAL NO. 300 "NOTICIAS"           |
| 301              | APRIL        | 19-04-2010       | FREE DAILIES  |
| 302              | MAY          | 17-05-2010       | SPORTS DAILIES  |
| 303              | JUNE         | 17-06-2010       | LEADERS DAILIES / BUSINESS DAILIES                        |
| 304              | JULY-AUGUST  | 16-07-2010       | COMMERCIAL TELEVISION IN SPAIN                            |
| 305              | SEPTEMBER    | 15-09-2010       | PRESS COLOUR SUPPLEMENTS / NEWSPAPER PUBLISHERS IN MADRID |
| 306              | OCTOBER      | 18-10-2010       | COMMERCIAL RADIO  |
| 307              | NOVEMBER     | 18-11-2010       | SPECIAL DAILY NEWSPAPERS IN SPAIN                         |
| 308              | DECEMBER     | 17-12-2010       | RESUME OF THE YEAR 2010                                   |

The dates and contents are only orientatives. Issue dates: Last days of cover month. Format date: day-month-year.

| <b>ADVERTISING RATES</b>    | <b>Euros</b> | <b>Print area</b> | <b>Trim size</b> |
|-----------------------------|--------------|-------------------|------------------|
| Inside full page            | 2.000        | 18 x 27           | 21 x 30          |
| Back page                   | 2.400        | 18 x 27           | 21 x 30          |
| Double page                 | 3.200        | 39 x 27           | 42 x 30          |
| Half horizontal page        | 1.520        | 18 x 13,2         | 21 x 14,8        |
| Double half horizontal page | 2.200        | 39 x 13,2         | 42 x 14,8        |

Prices in Euros, valids from January 1st, 2007.

Prices not includes IVA / VAT taxes.

| <b>EXTRA CHARGES:</b>      |           |
|----------------------------|-----------|
| Guaranteed position        | 25 %      |
| Per additional spot colour | 200 Euros |

  

| <b>DISCOUNTS:</b> |      |
|-------------------|------|
| Agency commision: | 10 % |

|                           |                       |                         |                                      |
|---------------------------|-----------------------|-------------------------|--------------------------------------|
| <b>Frecuency:</b>         | Monthly (Exc. august) | <b>Column width:</b>    | 40 mm                                |
| <b>Circulation:</b>       | 2,000                 | <b>Column rule:</b>     | 5 mm                                 |
| <b>Distribution:</b>      | By suscription        | <b>Printing system:</b> | Offset                               |
| <b>Trim size:</b>         | 210 x 297 mm          | <b>Paper:</b>           | Matt coated, 90 gr.                  |
| <b>Bleed size:</b>        | 212 x 301 mm          | <b>Films:</b>           | No.                                  |
| <b>Type area:</b>         | 180 x 275 mm          |                         | only digital format (PDF. JPG, TIFF) |
| <b>Number of columns:</b> | 4                     | <b>Resolution:</b>      | 300 p.p.p.                           |