

linda

por dentro y por fuera

From the editors of *Selecciones*



About “linda”

“linda” is distinguished by its unique editorial approach, encouraging Hispanic Women to look and feel beautiful inside and out. Filled with relevant editorial on fashion, beauty products, inspirational articles, and advice and horoscopes, *linda* is mailed directly to Hispanic households. This special issue is sure to grab the attention of your best prospect—U.S. Hispanic Women!

Reach 2.1 Million Trendy Hispanic Women

“linda” women are determined shoppers with their eyes on fashion and beauty products. Our subscribers are influenced by a combination of both price and brand name recognition. Reach 2.1 million Hispanic women at home with your brand message, targeting them as they make their purchase decisions before shopping.



Editorial Content May Include:

- Fashion Tips
- Celebrity Profiles
- Hair and Makeup Tips
- Diet and Fitness
- Advice
- Horoscopes

Targeted for Hispanic Women between the ages of 18-49, this special beauty and fashion issue is designed to give our female readers the tools, tips and recommendations she seeks to enhance her style and make her feel more beautiful.

Turn over for more information

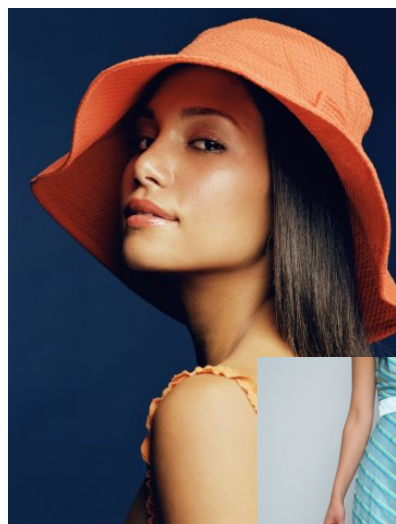
Added Value

In-Book Promotional Listing

Selecciones will create a promotional listing page for advertisers to promote beauty products and services. The promotional listing can include special offers, new product launches, and special advertiser promotions. Listing may include 25-30 words of copy, a logo, and advertiser's website.

Website Promotion: 1.2 Million Impressions

Digital extension through Todobebé.com—resulting in an additional 1.2 million impressions by Hispanic women.



RATES AND DATES*

Distribution: 300,000

Open Rate: \$45,000 GROSS

Cover Rate: \$49,500 GROSS

Publishing: Spring 2008

Commitment Date: March 15, 2008

Creative Due: March 28, 2008

At Home Delivery: May 31, 2008

Publishing: Fall 2008

Commitment Date: August 1, 2008

Creative Due: August 15, 2008

At Home Delivery: October 30, 2008

*Dates subject to change

Page Dimensions Single Page

Live Area 8 1/4" x 11 1/8"

Trim Size 8 1/8" x 10 7/8"

Bleed 7 5/8" x 10 3/8"

Spread

Please supply as 2 single pages according to specs above

Send All Materials To:

RR Donnelly Lancaster PreMedia Center
216 Greenfield Road, Lancaster, PA 17601
Attn: Tom Groody
(717) 481-2852 tel. (717) 481-2854 fax

Material Specs:

In supplying Advertising Material to *Selecciones*, please include the following:

- Insertion Order
- SWOP-approved contract proof
- Disk with the file (PDF/X-1a or Tiff-IT P1)
- One full-color copy of the Ad at 100% size

Selecciones

CASA

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For more information please contact *Publisher Elaine Alimonti* (212) 850-7291

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