



Batanga Magazine

2006

MEDIA KIT

batanga

MAGAZINE



Batanga Magazine: Giving You The Edge On Latin Music!

MISSION

Batanga provides Latin music news for the ever-growing population of educated, savvy young U.S. Hispanics who want coverage that goes beyond mainstream media. We deliver edgy, thought-provoking articles that dig deep into U.S. Hispanic culture, identity, and style through the music that bonds young people together across the country. *Batanga* frames the wisdom of traditional musicians and the buzz of groundbreaking new artists within the relevant context of U.S. culture.

CIRCULATION

Rate Base: 40,000

Published: 6x/year

Estimated Readers
Per Copy: 4

Publishers Suggested
1 Year Price: \$29.94

Single Copy
Cover Price: \$4.99

DEMOGRAPHICS

| | | |
|-----|-----------------|-----|
| Age | 18-20 year olds | 11% |
| | 21-24 year olds | 8% |
| | 25-34 year olds | 41% |
| | 35-44 year olds | 26% |
| | 45+ year olds | 10% |

| | | |
|--------|--------|-----|
| Gender | Male | 55% |
| | Female | 45% |

Median HHI \$50,000

College Education 80%
Source: Batanga Subscriber Study
September 2004



IN-BOOK OPPORTUNITIES

| Issue | Editorial Description | Space | Materials | On Sale |
|------------------|---|-------------|-------------|------------|
| Feb/March | To Be Determined | 23-Dec-2005 | 2-Jan-2006 | 3-Feb-2006 |
| April/May | Fashion Fashion and music. Can you really have one without the other? Fashion bares belly and soul, personality and mood, attitude and identity. Batanga will grab hold of today's coolest, most hip fashions of the streets, clubs and school and look at some of the hottest name brands and red-hot designers giving attitude and style to urban, pop, and rock culture creators and followers. | 24-Feb-2006 | 3-Mar-2006 | 7-Apr-2006 |
| June/July | On the Road Summer is a time for road trips, jet-set journeys, and cross-country excursions. Travelers need the best new music and electronics on hand to get there. Batanga will fill you in on the must-have summer CDs and tech toys. We'll also feature summer tour stories from artists on the road. *Includes summer listening lists and tour dates. | 25-Apr-2006 | 2-May-2006 | 2-Jun-2006 |
| August/September | Hispanic Heritage Batanga celebrates the vibrant and vast scope of Hispanic culture of the past, present and future. We'll have recipes, fashion, books, movies, travel, TV -- and music! Join us as we uncover the legends, tales and history behind some of the greatest music in the world. | 23-Jun-2006 | 30-Jun-2006 | 4-Aug-2006 |
| October/November | Lo Último Batanga reveals who's who and what's what in Latin music, fashion, gadgets, and movies. It's the listen-good, look-good, feel-good, go go gadget issue so red hot it just might burst into flames. Batanga is serious about music so we'll be loading up on interviews with top artists, behind-the-scenes features, hi-tech toys, and CD reviews. *Caution: List and chart overload issue. | 25-Aug-2006 | 1-Sep-2006 | 6-Oct-2006 |
| December/January | The Year End Batanga looks at the scandals, losses, chart toppers, chart droppers, award winners, and anything else to trigger those forgotten moments of the past year. Then we'll pull out our crystal balls and make predictions on next year's acts to keep an eye on, tracks and albums that will hold at the top of the charts, and more. *Includes the holiday gift guide. | 23-Oct-2006 | 30-Oct-2006 | 1-Dec-2006 |

IN EVERY ISSUE

COVER STORY

An in-depth interview with an accomplished artist or a dazzling new talent who represents young U.S. Hispanic culture.

INTERVIEWS

Interviews with big names along with upcoming acts in urban, rock, pop, tropical, and regional Mexican music.

FEATURES

Fashion, Hi-Tech & Games, Urban Wisdom, Batanga Recomendación, the Culture of Generation Ñ, Social Issues, Film, Producers, Diálogos (Feedback from readers on relevant topics), etc.

REVIEWS

Evaluations of recent and new CD releases.

UPCOMING RELEASES

CDs available in the next month or two.

BATANGA CHARTS

Batanga Top 10 Charts for pop, rock, tropical, and regional Mexican music.

MUSIC EVENTS

Concerts, festivals, & more!

LO ÚLTIMO

Latest and greatest in music, fashion, technology and more!

ART SPECIFICATIONS

Page size: 8 3/8" x 10 7/8"
1/8" bleed on all sides.

- Ad files are accepted in PC .tif and .pdf formats.
- Color files must be CMYK.
- Images should be high resolution (300 dpi).

Files can be e-mailed to jessica@batanga.com or uploaded via FTP. For assistance call Sarah at 336.510.5485.

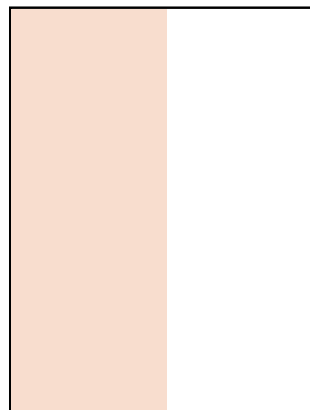


FULL PAGE

Trim: 8 3/8" x 10 7/8"

Bleed: 8 5/8" x 11 1/8"

Live: 7 7/8" x 10 3/8"

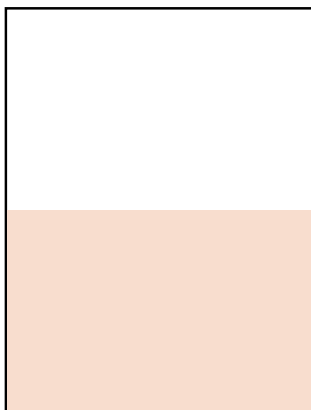


1/2 PAGE VERTICAL

Trim: 4 1/4" x 10 7/8"

Bleed: 4 1/2" x 11 1/8"

Live: 3 3/4" x 10 5/8"

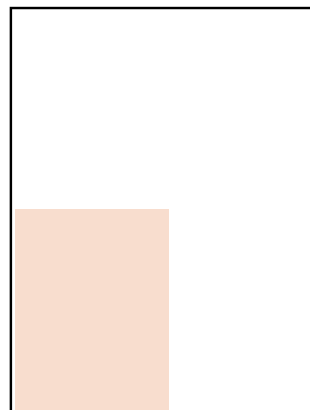


1/2 PAGE HORIZONTAL

Trim: 8 3/8" x 5 1/2"

Bleed: 8 5/8" x 5 3/4"

Live: 7 7/8" x 5"

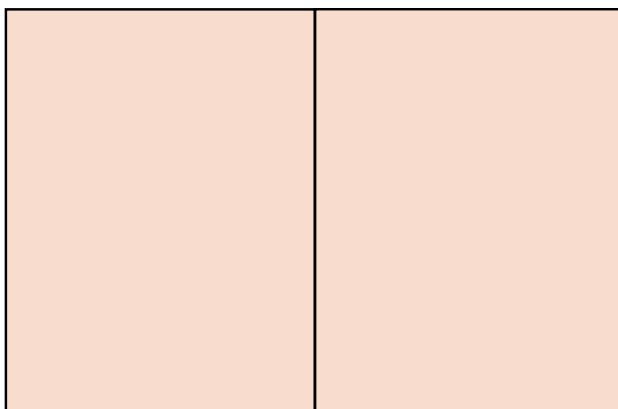


1/4 PAGE

Trim: 4 1/4" x 5 1/2"

Bleed: 4 1/2" x 5 3/4"

Live: 3 3/4" x 5"



2 PAGE SPREAD

Trim: 16 3/4" x 10 7/8"

Bleed: 17" x 11 1/8"

Live: 16 1/4" x 10 5/8"

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M A G A Z I N E

GROSS RATES

| Four Color | 1x | 3x | 6x |
|------------|---------|---------|---------|
| Full Page | \$3,910 | \$3,790 | \$3,680 |
| 2/3 Page | \$3,130 | \$3,030 | \$2,940 |
| 1/2 Page | \$2,350 | \$2,210 | \$2,080 |
| 1/3 Page | \$1,560 | \$1,470 | \$1,380 |
| 1/4 Page | \$1,170 | \$1,100 | \$1,040 |

| B + W | 1x | 3x | 6x |
|-----------|---------|---------|---------|
| Full Page | \$3,519 | \$3,070 | \$2,980 |
| 2/3 Page | \$2,530 | \$2,460 | \$2,380 |
| 1/2 Page | \$1,900 | \$1,840 | \$1,790 |
| 1/3 Page | \$1,270 | \$1,230 | \$1,190 |
| 1/4 Page | \$950 | \$920 | \$890 |

| Cover | 1x | 3x | 6x |
|---------|---------|---------|---------|
| Cover 2 | \$4,700 | \$4,600 | \$4,400 |
| Cover 3 | \$4,300 | \$4,200 | \$4,000 |
| Cover 4 | \$4,900 | \$4,700 | \$4,600 |

CLOSING CALENDAR

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| June/July | 25-Apr-2006 | 2-May-2006 | 2-Jun-2006 |
| August/September | 23-Jun-2006 | 30-Jun-2006 | 4-Aug-2006 |
| October/November | 25-Aug-2006 | 1-Sep-2006 | 6-Oct-2006 |
| December/January | 23-Oct-2006 | 30-Oct-2006 | 1-Dec-2006 |

All Advertising Materials Should Be Sent To:
 Jessica Bloch
 Batanga.com, Inc.
 2007 Yanceyville St
 Suite 3314
 Greensboro, NC 27408

Production Questions Should Be Directed To:
 Jessica Bloch
 336.510.5596
 jessica@batanga.com

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special:
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ROCK / HOLOTOV

MOLOTOV
More Than just a
Cocktail Explosion

THE MORE THEY CRITICIZE, THE MORE WE

SHOWCASE / NEW TALENT

PRESENTANDO

With so many new faces in the Latin music industry, how can you decide when to say please? It's in order to help you choose and provide a platform of exposure to these emerging talents, Batanga, reveals a new wave of up-and-coming artists to watch. They are the future of the genre, and they need to be heard. Meet the world's hottest stars.

ANASOL
Anasol is a reggaeton duo consisting of brothers Anasol and Anasol. They are currently working on their debut album and are set to release it in the near future. Anasol is a reggaeton artist who has been active in the industry for several years. He has released several singles and has been featured on various reggaeton albums. Anasol is a reggaeton artist who has been active in the industry for several years. He has released several singles and has been featured on various reggaeton albums.

NESS
Ness is a reggaeton artist who has been active in the industry for several years. He has released several singles and has been featured on various reggaeton albums. Ness is a reggaeton artist who has been active in the industry for several years. He has released several singles and has been featured on various reggaeton albums.

SARA VALENZUELA
Sara Valenzuela is a reggaeton artist who has been active in the industry for several years. She has released several singles and has been featured on various reggaeton albums. Sara Valenzuela is a reggaeton artist who has been active in the industry for several years. She has released several singles and has been featured on various reggaeton albums.

LEÑA
Leña is a reggaeton artist who has been active in the industry for several years. He has released several singles and has been featured on various reggaeton albums. Leña is a reggaeton artist who has been active in the industry for several years. He has released several singles and has been featured on various reggaeton albums.

JEANNIE ORTEGA
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INES GAVIRIA
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Want to advertise in Batanga Magazine?

Contact Amy Reed
 Phone: 614.485.0729
 E-mail: amy@batanga.com