PASSION FOR DESIGN

MISSION

• Boost, promote, and circulate the best of architecture and design projects to attract a demanding, high level audience interested in consuming sophisticated content and stories that privilege the sense of good taste.

• Every high-end product has extraordinary doses of design, so we create stories about cars, watches, jewelry, travel, gastronomy and art.

VISION

• Architecture and design are a fundamental part of our culture; they express our individual and original character. For those individuals eager to know the best and latest proposals, Design Hunter Mexico has been created with a team led by David Solís, one of the most recognized experts in his region. His passion is to bring to the public the most solid and attractive projects, which today define lifestyle and translate into unparalleled experiences worthy of being diffused into well-written editorial articles with the absolute best visual quality.
123,799,217 population
Second largest user of internet in Latin America after Brazil.
29.1 millions of passengers traveled to México during 2014.

9 of every 10 internet users in Mexico are on social media.
51.8% of the population is 18-44 years old.
48.8% Men / 51.2% Women

TOP 10 AIRPORTS IN MÉXICO

Monterrey
Ciudad de México
Mérida
Cancún
Puerto Vallarta
Guadalajara
Los Cabos
Culiacán
Hermosillo
Tijuana
“Mexico’s construction industry is changing gears in 2017. It is the fourth-largest value-added activity in the country and constitutes 8% of GDP. A young, growing population and a rising middle class continue to drive demand for homes, shops, factories and offices. The infrastructure industry is preparing for a future where private sector funding takes over from the public sector and becomes the key engine of growth”.

Construction’s total market size was estimated at MXN2.4bn ($145m) in 2016, of which 77% was commissioned by the private sector and 23% was from the public sector. Of the private sector total, the highest areas of investment were residential spaces at 39.2%; commercial facilities, including shopping centres and warehouses, at 18.3%; and industrial spaces, such as industrial parks and factory shells, with 15.6%.
WHO ARE WE?
David Solís is an expert in contemporary Mexican architecture, decor and art. He was editor of the magazine Architectural Digest Mexico and Latin America for 15 plus years and creator of the coveted Icons of Design awards. He produces and hosts the radio show Formula Auto Trend of Grupo Radio Formula in Mexico City.

Communicator by profession with specialization in Marketing and Advertising. For 20 years he has dedicated to creating commercial content and advertising strategies for the luxury and lifestyle sector, leading brands such as Pan American Automobile, Men’s Health, Audi, GQ, Vanity Fair and Robb Report. He was Commercial Director of AD, doing dumbbells with David Solís for more than five years.

Cristián has worked with various international media and agencies as Creative Director of media for seven years for the media for LAN Airlines in Chile, Art Director for Architectural Digest for Condé Nast Mexico and Latin America, various projects for luxury brands, the Government of Mexico, and the Ministry of Culture for Chile.
THERE ARE THREE POSSIBLE ANSWERS TO AN IDEA: YES, NO AND WOW! WOW! IT'S WHAT YOU SHOULD ASPIRE TO.

MILTON GLASER

PASSIONATE CONTENT

• Design Hunter Mexico is a team with a long history and considerable recognition in the editorial area of content generation and marketing.

• We have successfully formed a network of experts with broad professional careers that allows us to generate collective work for wide-ranging projects in the world of luxury architecture, design, fashion, beauty, and lifestyle.
AUDIENCE PROFILE

SEX
- Woman 49%
- Man 51%

AGE
- 25-34: 35%
- 35-44: 43%
- 45+: 22%

ACADEMIC LEVEL
- Higher Studies: 99%

CIVIL STATUS
- Single: 43%
- Married: 57%

SOCIOECONOMIC LEVEL
- AB: 77%
- C+: 23%
**HIGH PROFILE FASHION**

- 91% Perfumes
- 66% Luxury footwear
- 57% Designer clothing
- 34% Cosmetics and beauty
- 35% Jewelry and watches
- 54% Handbags and briefcases
- 44% Sunglasses

Places they make these purchases
- 77% Department stores
- 90% Boutiques inside and outside shopping malls

**PERSONALITY**

- 90% Think they have style
- 58% Like to purchases the latest fashion trends
- 68% Willing to pay more for brand items
- 75% Loyal to brands
- 71% The latest in technology is vital
- 65% Like to buy the latest gadgets
- 68% Prefer to invest in high-end products

**TECH**

- 100% Have a Smartphone
- 100% Have computer/laptop
- 88% Have a digital camera/video camera
- 98% Have a (LCD, LED, OLED, FULL HD 4K)
- 76% Have a tablet
- 100% Have informational entertainment equipment

**LIFESTYLE**

- 87% Go to theaters
- 94% Go to museums and art exhibits
- 69% Go to bars
- 99% Go to malls
- 100% Ear out
- 99% Go to Salons
- 95% Go to concerts
- 100% Shops
- 100% Read books and magazines
- 88% Exercise or play sports
- 98% Travel for pleasure/business
- 73% Travel by plane

**AUTOMOBILES**

- 98% Have a car
- 73% Have two or more cars**
- 97% Decide to purchases a car while at home
- 89% Bought their car new

**REAL ESTATE**

- 100% Use financial services
- 99% Have a debit card/credit card
- 83% Financial planning is a priority
- 98% Have insurance on the investment

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**Han comprado artículos de alta gama**

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**DESIGNHUNTER**
CIRCULATION

30,000 COPIES

PRINT RUN

2020 CALENDAR

FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY/AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER / JANUARY 2021

DESIGNHUNTER
DIGITAL AUDIENCE PROFILE

SEX
- WOMAN 56%
- MAN 44%

AGE
- 25-34: 45%
- 35-44: 24%
- 45+: 10%

INTERNATIONAL AUDIENCE
- MEXICO: 90%
- EUA-UK: 10%

POSTS IMPACT
- 50,000

FOLLOWERS IG
- 44,500

MONTHLY ACCOUNTS IMPACT
- 260,000
CASA DESIGN HUNTER
RATES

PRINT

<table>
<thead>
<tr>
<th>SIZE</th>
<th>UNIT COST (MXN)</th>
<th>RATES FOR INTERNATIONAL CLIENTS* (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$ 156,797</td>
<td>$ 7,839</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$ 94,078</td>
<td>$ 4,703</td>
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<tr>
<td>2/3 page</td>
<td>$ 117,597</td>
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<tr>
<td>1/3 page</td>
<td>$ 62,719</td>
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SPECIAL POSITIONS

| 1º double page preferential position | $ 294,842 | $ 14,742 |
| 2º double page                    | $ 291,139 | $ 14,556 |
| 3º double page                    | $ 283,731 | $ 14,187 |
| 3º back cover                     | $ 192,427 | $ 9,621  |
| 4º back cover                     | $ 278,250 | $ 13,913 |

NET RATES + TAX

FOR PREFERENTIAL POSITIONS, IT IS RECOMMENDED TO RESERVE WITH ANTICIPATION. FOR PARTIAL PAGES YOU MUST BE INFORMED WITH 30 DAYS OF ANTICIPATION.

RATES ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE.

FOR SPECIAL QUOTES (GATEFOLDS, INSERT, ETC.) AND CUSTOM PROJECTS, CONSULT CHRISTIAN GRESS FOR RATES.

RATES IN AMERICAN DOLLARS WILL BE CONVERTED WITH THE CURRENT EXCHANGE RATE AT THE TIME OF PAYMENT.
### DIGITAL

<table>
<thead>
<tr>
<th>SOCIAL MEDIA</th>
<th>UNIT COST (MXN)</th>
<th>RATES FOR INTERNATIONAL CLIENTS* (USD)</th>
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<tbody>
<tr>
<td>1 POST</td>
<td>$15,750</td>
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<td>1 IG STORY</td>
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<table>
<thead>
<tr>
<th>WEB PAGE</th>
<th>UNIT COST (MXN)</th>
<th>RATES FOR INTERNATIONAL CLIENTS* (USD)</th>
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<tbody>
<tr>
<td>1 NOTE WITH GALLERY</td>
<td>$89,250</td>
<td>$4,463</td>
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### RADIO

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<thead>
<tr>
<th>FORMULA AUTOTREND FORMULA DESIGN</th>
<th>UNIT COST (MXN)</th>
<th>RATES FOR INTERNATIONAL CLIENTS* (USD)</th>
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</thead>
<tbody>
<tr>
<td>INTERVIEW 7-10 MIN.</td>
<td>$126,000</td>
<td>$6,300</td>
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<tr>
<td>SPONSOR 1 MONTH</td>
<td>$157,500</td>
<td>$7,875</td>
</tr>
<tr>
<td>MENTION 1 MIN.</td>
<td>$42,000</td>
<td>$2,100</td>
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</tbody>
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