



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.

DESIGNHUNTER

PASSION FOR DESIGN

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 difused into well-written editorial articles with the absolute best visual quality.



DIGITAL



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RADIO



HOUSE









OXFORD BUSINESS GROUP SAYS IN ITS ANNUAL CONSTRUCTION REPORT IN MEXICO:

"Mexico's construction industry is changing gears in 2017. It is the fourthlargest 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".

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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 EDITOR

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.

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CHRISTIAN GRESS PUBLISHER

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 GÁLVEZ ART DIRECTOR

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.



COLOR



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 wideranging projects in the world of luxury architecture, design, fashion, beauty, and lifestyle.

THERE ARE THREE POSSIBLE ANSWERS TO AN IDEA: YES, NO AND WOW! WOW! IT'S WHAT YOU SHOULD ASPIRE TO.

MILTON GLASER



ABOUT DESIGNHUNNER

10.00



AUDIENCE PROFILE



DESIGNHUNTER

1.310



HIGH PROFILE FASHION

Han comprado artículos de alta gama

91% Perfumes

10.00

- 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

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AUDIENCE PROFILE

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
- 86% 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



CIRCULATION

DESIGNHUNTER

PRINT RUN

30,000

COPIES

2020 CALENDAR

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



DIGITAL AUDIENCE PROFILE



DESIGNHUNTER

1. 39 10

INTERNATIONAL AUDIENCE



FOLLOWERS IG

44,500

POSTS IMPACT

50,000

MONTHLY ACCOUNTS

260,000



RADIO AUDIENCE PROFILE

FORMULA AUTOTREND

10.39.08

MAN 58%

WOMAN 42%

AUDIENCE BY

TRANSMISSION

300,000

DESIGNHUNTER

FORMULA DESIGN

WOMAN 52%

MAN 48%

AUDIENCE BY TRANSMISSION

220,000



CASA DESIGN HUNTER



all all

RATES

PRINT

SIZE	UNIT COST (MXN)	RATES FOR INTERNATIONAL CLIE (USD)
1 page	\$ 156,797	\$ 7,839
1/2 page	\$ 94,078	\$ 4,703
2/3 page	\$ 117,597	\$ 5,880
1/3 page	\$ 62,719	\$ 3,114
SPECIAL POSITIONS		
1° double page preferential position	\$ 294,842	\$ 14,742
2° double page	\$ 291,139	\$ 14,556
3° double page	\$ 283,731	\$ 14,187
3° back cover	\$ 192,427	\$ 9,621
4° 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.





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DIGITAL

SOCIAL MEDIA	UNIT COST (MXN)	RATES FOR INTERNATIONAL CLIEN (USD)
1 POST	\$15,750	\$788
1 IG STORY	\$10,500	\$525
WEB PAGE	UNIT COST (MXN)	RATES FOR INTERNATIONAL CLIEN (USD)
1 NOTE WITH GALLERY	\$89,250	\$4,463
RADIO FORMULA AUTOTREND FORMULA DESIGN	UNIT COST (MXN)	RATES FOR INTERNATIONAL CLIER (USD)
INTERVIEW 7-10 MIN.	\$126,000	\$6,300
SPONSOR 1 MONTH	\$157,500	\$7,875
MENTION 1 MIN.	\$42,000	\$2,100

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