



QUINTESENTIALLY



01.

- 01. Le Galilée, a business center in France **BLANK 54**
- 02. Exclusive interview with Lydia Hearst, The Hearst Corporation heiress **BLANK 46**
- 03. La Vie en Rose Panama **BLANK 53**

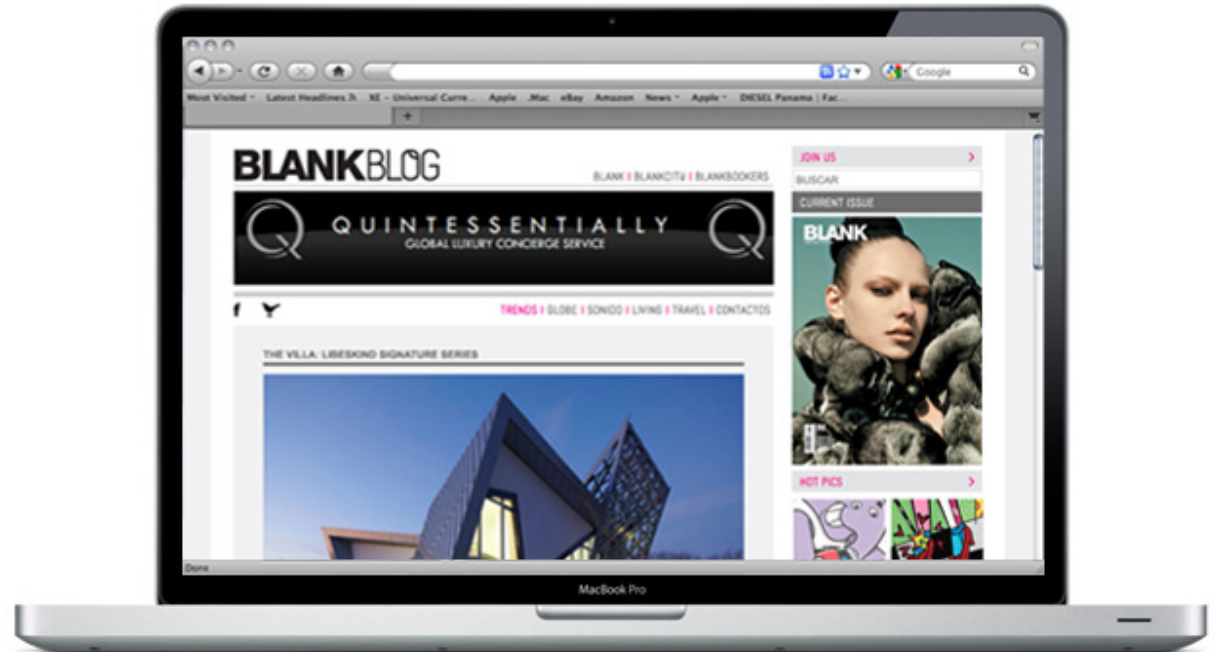


## EDITORIAL DIRECTION

**BLANK is the reflection of an increasingly globalized and borderless Panama and the world around it. It puts together only the best of what comes out locally and internationally; the latest news in fashion, design, music and architecture, as well as profound articles and interviews with personalities. Anyone who holds a BLANK knows they have an innovative magazine in their hands.**

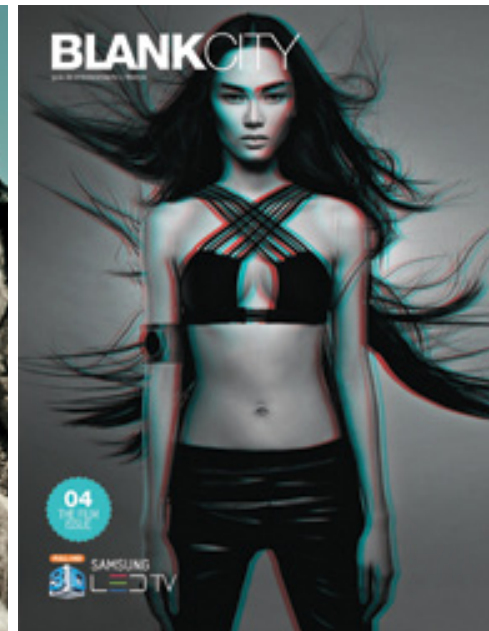
## MORE THAN A MAGAZINE, WE ARE A GLOBAL BRAND

We are a publication that fits in perfectly within our modern-day global reality; we mix the best trends, technology, fashion and personalities from Panama and the world; we appeal to the well-rounded reader who travels both physically and virtually, takes part in social networking and is up to date on what is happening around him or her and on the other side of the planet; and recently, we've expanded our brand to include new products such as **BLANKCITY, an entertainment and lifestyle city guide; BLANKBLOG, updated weekly and visited daily by new and returning visitors; and BLANKBOOKER, our very own model agency.** This integrative and multidisciplinary approach has made our brand stronger, providing us with credibility as an innovative medium with a worldly vision.



## BLANK 2.0

Nowadays, global individuals – the BLANK readers – invest large amounts of time navigating through the internet, which is why it's important to provide them with access to our content online, while they're not holding our magazine in their hands. Furthermore, communication is not a one way street anymore; interactivity is important for our readers, and thanks to web-based platforms we've been able to go beyond the printed page and establish a relationship with many of them through the internet, by far the most powerful medium of our times. **BLANK holds a strong presence on both Twitter and Facebook, with more than 2000 fans, divided equally between men and women as well as English and Spanish speakers, all of whom remain in constant conversation with BLANK,** expressing themselves through comments, messages and Likes, generating positioning, credibility and allowing us to get to know them a bit better every day.





## OUR QUALITY

Our trendsetting abilities won us a spot in **Distill Magazine's directory of the best and most inspiring magazines worldwide**. In addition, we were the only Panamanian publication to participate in **Colophon, an international biennale of magazines celebrated in Luxemburg, as well as in We Love Magazine Library, an exhibition of international magazines celebrated in Tokyo, both in 2009**. In 2010, we reached yet another hallmark of success: **BLANK is now for sale at BJ Magazines in New York, NY**, making us – without a doubt – the Panamanian magazine with the most worldwide exposure and farthest reach.

01. BLANK is available at BJ magazines in New York



## OUR READERS

The men and women who prefer BLANK are affluent entrepreneurs and successful professionals between the ages of **25 to 40 years old**. **They are contemporary upper-middle to upper class adults**, who actively participate in social outings and are passionate about communicating their attitude and individuality. **They're globalized citizens of the world who travel, dress innovatively, enjoy good design and high quality products, are environmentally friendly** and satisfy their cultural urges. They seek BLANK because they know they're going to find the most current local and international trends and information within our pages. Our readers identify with BLANK because our content emulates their lifestyle, values, preferences and aspirations.



## pics\*

BLANK readers **are affluent individuals who travel frequently, have curious minds, a unique vision, global perspective and an innovative aesthetic. It is because of them and for them that we created interactive sections like pics\***, which – in each issue – features the way they see the world through the pictures they send us via email, no matter what their camera model or professional ability is, giving them the opportunity to pitch in and decide part of our content, and keeping us in constant contact and exchange with them; **every month we receive over 200 photos and our pics\* archive is over 2000 pictures big.** This vast contributing reader network makes us unique in our category and represents one of our most valued tools.

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**Celebrate a unique vision of our surroundings, a different way of looking at life and a new perspective – your photos, your pics\*!**

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## ADVERTORIALS

From our beginnings as a magazine, we've now evolved into a full-fledged brand of products with a strong following and loyal fan base. Our readers trust in us and in the content of our publications, as well as value and appreciate the aesthetic with which it is presented. Knowingly, **at BLANK we can apply and adapt our clean and attractive design to your brand's necessities. Our advertorials are smart solutions; custom made features of your product**, for which we guarantee an outstanding presence over any other publication out there. By not exceeding ourselves in the number of pages of each BLANK, we allow our clients higher visibility for their brands and products.

# BLANK RATES 2011

	1 - 2 pub.	3 - 5 pub.	6 - 7 pub.	8 - 10 pub.	11 pub.
<b>single page</b>	\$ 1,725.00	\$ 1,625.00	\$ 1,525.00	\$ 1,425.00	\$ 1,325.00
<b>double page</b>	\$ 2,000.00	\$ 1,900.00	\$ 1,800.00	\$ 1,700.00	\$ 1,600.00
<b>back inside cover</b>	\$ 2,200.00	\$ 2,100.00	\$ 2,000.00	\$ 1,900.00	\$ 1,800.00
<b>back cover</b>	\$ 2,900.00	\$ 2,800.00	\$ 2,700.00	\$ 2,600.00	\$ 2,500.00

Preferential locations will have a **15%** surcharge within the first 20% of the magazine.  
**Rates do not include commission.**

## DISTRIBUTION

**15,000 issues of BLANK** are placed every month in more than **300 Panamex points of sale**, like supermarkets such as **El Rey, Super 99, Deli K, Riba Smith and Super Kosher**; as well as pharmacies like **Farmacias Arrocha, Farmacias Metro and Farmacias Farma**; boutique hotels such as **Canal House and Varianta Suites**; and **Valle Escondido Hotel & Spa, Bristol Buenaventura Hotel, Le Meridien Hotel, Miramar Intercontinental Hotel and Radisson Decapolis Hotel**. In addition, issues are also distributed directly to our subscribers; among them are business owners, brand managers, decision makers and leaders of opinion. **BLANK is also an added value received by all the Panamanian members of Quintessentially, the most important private club and concierge service worldwide, established in more than 50 countries, including Panama. [www.quintessentially.com](http://www.quintessentially.com)**

## DIGITAL FILE SUPPLY REQUIREMENTS

Advertising material should be supplied in digital format (In Design), with all related files supplied as CMYK at 300 dpi. Graphic elements – such as fonts and images – may be included for production and adaptation of ads (an additional fee of \$80.00 per page will be charged, including pdf creation and color proofing).

**BLANK magazine assumes no responsibility for incorrect publishing of ads that were not delivered properly.**

## SPECIAL ISSUES

**Summer Issue** February

**Fashion Issue** March, September

**Men's Issue** June

**Anniversary** December

## EDITORIAL CALENDAR

Each issue begins circulating in the first 5 days of every month

**February**

**March**

**April**

**May**

**June**

**July**

**August**

**September**

**October**

**November**

**December**

## DIMENSIONS

**single page**

format: **23 x 30 cms**

bleed size: **23.6 x 30.6 cms**

type area: **20.5 x 27.5 cms**

**double page**

format: **46 x 30 cms**

bleed size: **46.6 x 30.6 cms**

type area: **43.5 x 27.5 cms**

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