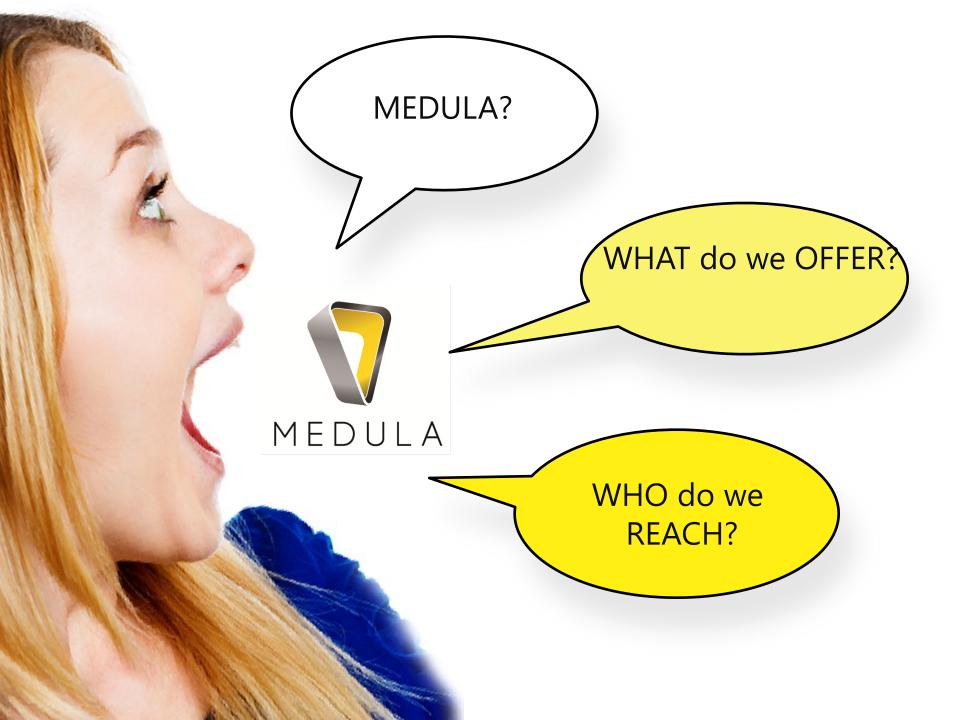


MEDULA 100% Publisher Owned & Operated





HISTORY

OUR COMPANY

2008

- PAL (Periódicos Asociados Latinoamericanos) was born
- · Consolidated and sorted all information from different media

600

- Grew to 15 newspapers
- Digital versions
- Managing implementation problems with all websites
- Unified ad specs with IAB in most of our websites

2010

- Online department in USA
- Administering all the media for the associated newspapers

2011

- PAL Network 170 websites administrated in our office in Miami
- Grew the number of members and users

2012

 MEDULA (MEDios Unidos LAtinoamericanos) was born with a 100% newspaper capital and 200+ properties **OUR COMPANY**

HISTORY

ClarinX

LATERCERA

LÍBERO

p^epular

El Heraldo

La Prensa

ELUNIVERSAL

EL COLOMBIANO

La República

Vanguardia

Liberal

EL DIARIO DE HOY

EL INFORMADOR

EL UNIVERSAL

LA REPUBLICA

EL MUNDO.es

PANAMA AMERICA

***Estampas**

MARGA, COM
Expansión
CRÍTICA
viarosario com

El País
LA PRENSA
LA VERDAD
EL TIEMPO
LA HOTA
LARAZON
LA CUARTA
CITTO
LOS Andes



- 100% owned and operated by the publishers
- Publishers with 50+ years in the market
- 100% based in the USA



WHAT DO WE OFFER?

WHO DO WE REACH?

PRODUCTS

STRATEGIC ASSOCIATIONS

REPRESENTATION







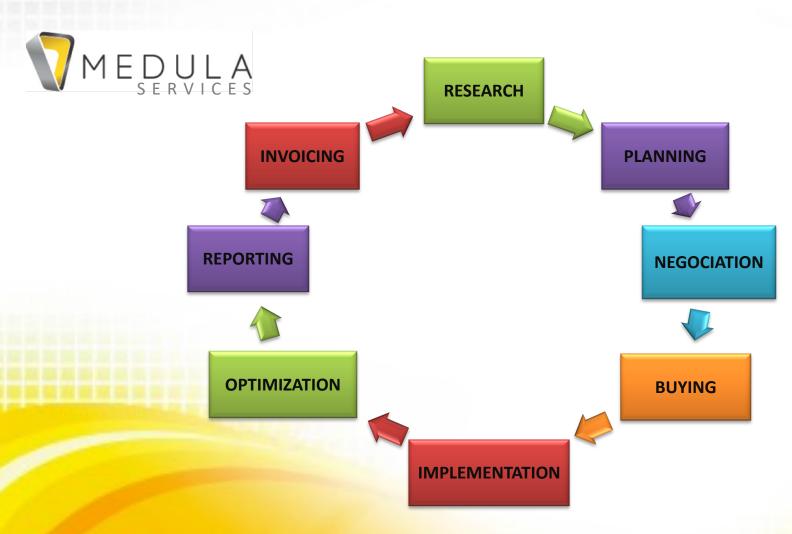
WHAT DO WE OFFER?

WHO DO WE REACH?

PRODUCTS

STRATEGIC ASSOCIATIONS

REPRESENTATION





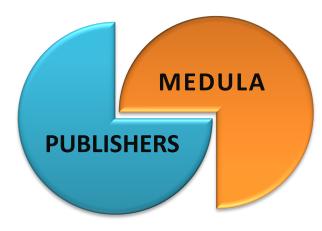
PRODUCTS

STRATEGIC ASSOCIATIONS

REPRESENTATION



Commitment



Our Publishers:

- Have proprietary Content
- Are part of an editorial house (TV, Newspaper, Radios etc.)

Multiple Channels:

- Entertainment
- Finance
- Health
- News

- Sports
- Technology
- Travel
- Women



WHAT DO WE OFFER?

WHO DO WE WORK?

PRODUCTS

STRATEGIC ASSOCIATIONS

REPRESENTATION



























WHAT DO WE OFFER?

WHO DO WE WORK?

STRATEGIC ASSOCIATIONS

PRODUCTS

REPRESENTATION





e-Planning







WHAT DO WE OFFER?

WHO DO WE REACH?

REPRESENTATION

STRATEGIC ASSOCIATIONS

PRODUCTS

MEDIA REPRESENTATION IN LATAM & US HISPANIC

ELUNIVERSAL ELCOLOMBIANO	ClarínX	El País	Diario Libre	MILENIO PERIODICO.am INFORMADOR.COM.MX El Diario mx Diario Colima ELCOEBATE
La República	LATERCERA LÍBERO	LA VERDAD EL TIEMPO	Olé	ELÇDEBATE VANGUARDIA EL MAÑANA PULSO SESCON EL BRAVO
Vanguardia Liberal EL DIARIO DE HOY	p²pular El Heraldo	LaHora	MAS! EL SALVADOR	El Diario Correo Novedades ACAPULCO ME El Porvenir.mx ciudadanos en red.com.mx Criterio.
EL UNIVERSAL	La Prensa	LARAZON La Cuarta	EL SALVADOR	NUMODÍA NOGALES SIMPARCIAL EXPRESO AGUAS digital.com Indicias
LA REPUBLICA EL©MUNDO.es	cliez Marca,com	Los Andes	metr <u>⊕</u> La Voz	ELOMERCURIO TRIBUNA City Santiago HOY PROVINCIA EL DICTAMEN CONTINUO CONTIN
PANAMAAMERICA elsalvador.com	Expansión	DIAADIA	TELVA Estilo	emesquis Hidrocalido y Morelos Novedades LaAfición ELERBE EL COMPONICION CONTROL CONTR
*Estampas	viarosario com	Honduras F Tips in yodona.com	Qué	NNC el Caribe Correo CLecto
EL SIGLO	*PAULA	deautos	icarito	EL BOCÓN diariodechiapas. CON La Cuarta PL MOTICAS CARALLE CAR
El Diario	PERIODICO.am	cienradios.com	SHOCK STATE CARACOL.COM	ELESPECTADOR·COM GORIOS.IN CB EL POPULAR CONTROL
VICTORIA	Salud	LIBERO.PE	CARACOL COM CARACOL COM MOUS	WEB



WHAT DO WE OFFER?

WHO DO WE REACH?

LATAM US HISPANIC OUR REACH





- **→US Hispanics**
- **→ LATAM**
- **→**Europe
- →Brazil (coming soon)



LATAM US HISPANIC OUR REACH



- OUR CAPABILITIES:
- Target by DMA
- Target by Ethnicities
- Locally Managed Ad Serving
 - -Accuracy
 - -Optimization
 - -Timing
- Range of 2 million unique users



WHAT DO WE OFFER?

WHO DO WE REACH?

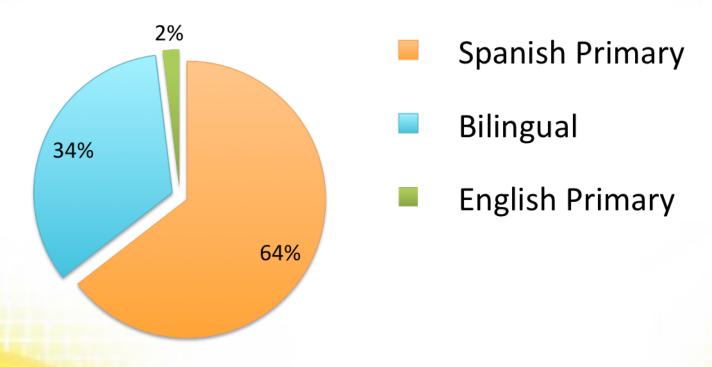
CONTACT US

OUR REACH

LATAM

US HISPANIC

Prominent Language





^{*}Information gathered from Media Metrix - Demographic Profile category as custom-defined by (ComScore)

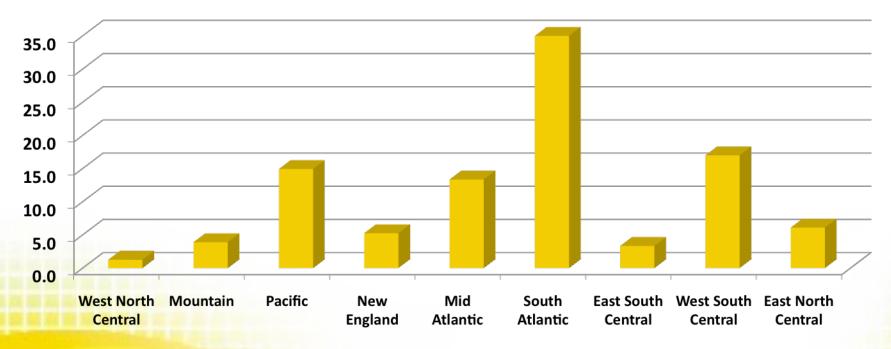
OUR REACH

LATAM

US HISPANIC



% Composition Unique Visitors





^{*}Information gathered from Media Metrix - Demographic Profile category as custom-defined by (ComScore)

LATAM PREMIUM MEDIA

US HISPANIC

OUR REACH

- OUR CAPABILITIES:
- Top ComScore newspapers in the region
 - South America
 - Central America
 - Caribbean
- Premium inventory and placement
- 37 million+ unique users
- 200 million+ page views monthly
- 28% Internet shared voice in the region



WHO IS MEDULA?

WHAT DO WE OFFER?

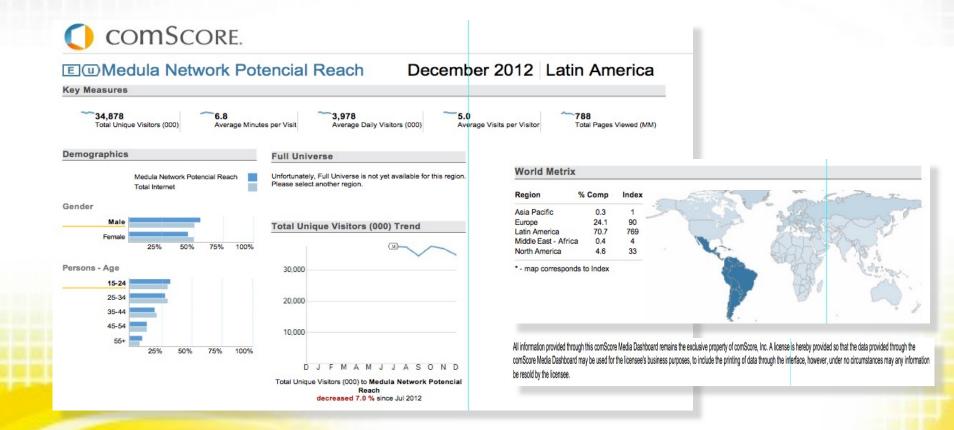
WHO DO WE REACH?

CONTACT US

US HISPANIC

OUR REACH

LATAM





Join us now!



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305.851.8151 | 305.851.7055







