GO AHEAD OF THE FUTURE
MILESTONES OF OUR HISTORY

1986: DIRIGENTES is born

1995: We strengthen our leadership

2005: The online site DIRIGENTESDIGITAL.COM publishes economy and business news worldwide

2006: First control record of the magazine DIRIGENTES from the diffusion controller OJD

2012: More than 50,000 copies*

2013: FUNDS&MARKETS is born. An online site of financial news

2019: We add the news Premium Service and business events

*Notarial certificate of the monthly issues. Currently distributing 69,000 issues of the magazine DIRIGENTES
WHAT WE DO

PRINT: **DIRIGENTES MAGAZINE**
with information from our 4 headers: Dirigentes, Funds&Markets, Nuestros Negocios, and LifeStyle.

**CONJOINT AUDIENCE**
12,628,250 readers

DIGITALES
www.dirigentesdigital.com
www.fundsandmarkets.com
Dirigentes TV
Innovation Technologic & Fintech Forum

VIRTUAL FAIRS
Exhibit and sell the best and newest products and services in our virtual fairs. From the supplier to the end customer.
# Broadcasting

**Print: Dirigentes Magazine**

- **Monthly Frequency**
- **Annual Diffusion**: 759,000 issues
- **Annual Audience**: 2,153,250 readers
- Funds & Markets, Nuestros Negocios, LifeStyle

**Online Sites**

- **Page Views**: 28,500,000
- **Visits**: 10,475,000
- **Unique Visitors**: 6,750,000
- **Newsletter**: 360,500 receivers

### Distribution

- **The Only Economy and Business Spanish Magazine Distributed Within Spanish Speaking Countries**: Mexico, Colombia, Peru, Brazil, Chile, Argentina, and Miami.

**Sold On Newsstands**

- **Subscriptions**
- **Airlight Business Class**
- **Companies**
- **5 Star Hotels**
- **Business Events**
OUR READERS

54% MEN
46% WOMEN

BUSINESS LEADERS on every level

AVERAGE AGE OF 34 YEARS

TOP DECISION LEVEL

HIGH PURCHASING POWER

HIGH AND MIDDLE-HIGH CLASS

GRADUATE AND POSTGRAD FORMATION

OPINION LEADERS: homogeneous target with effective impact

URBAN AND ACTIVE, curious and life enthusiast

SOCIAL MEDIA

Twitter
Our tweets reach 60,000 impressions every month

Facebook
Our posts reach 5,000 interactions every month

Linkedin
WE DUPLICATE THE NUMBER OF FOLLOWERS in the last 6 months
DIRIGENTES PRIZES

Our **DIRIGENTES** and **EXCELLENCE PRIZES** gather every year the most important personalities from the economic, business and lifestyle areas.

33 YEARS REWARDING BUSINESS EXCELLENCE

Every year, the editorial board and the readers of **DIRIGENTES** magazine, along with the audience of dirigentesdigital.com, **Funds&Markets** and **Dirigentes TV** reward the top companies and their most relevant leaders for their brilliant strategies and success obtained due to their management in a ceremony of the highest business relevance.

www.dirigentesdigital.com
tel.: 912272446