

MEDIAKIT
English

POKER
HISPANO.COM
LA PRIMERA REVISTA DE POKER EN ESPAÑOL

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POKER

Poker is the most popular card game in the world of the so called gambling games. In this game players, with some or all of their cards hidden, make an opening bet, after which, the amount (pot) that was wagered by all the players goes to the player or players with the best combination of cards based on a pre-established hand-ranking.

For some poker is just a fun game, because they use poker to get away from their daily routines, if just for a few minutes, and see poker as an excellent alternative to escape from stress that builds up from normal everyday activities. For others, on the other hand, it becomes a perfect gateway to socialize. Others see it for its educational potential, which presents the opportunity to interpret different human passions reflected in body language that changes from player to player. Others find in poker a business, which considerably increases their options to make money.

Many are the options that come hand-in-hand with this form of entertainment and actually, very few other types of games offer such a wide variety of possibilities as those that come with the game of poker. Throughout time numerous circumstances have influenced to make poker a game in which wit and logic transform into an art form. It is precisely these characteristics that take poker into a realm of strategic challenge and human craftiness.

Playing poker definitely takes players into a place where one decision may grant you power and become your weapon of choice, which can lead to either a harsh defeat or a sweet rise to the top. This hobby-sport belongs to a small world where the hero does not grasp glory through arms but rather obtains victory through good judgment and reason, employing skill, keen observation, reasoning, experience and knack.

Poker is a game-spectacle which shows no discrimination and breaks down all known boundaries: social, cultural and racial. It is a micro cosmos where reality strikes and those who stand tall at the end of each war are those who are capable of facing the destiny that luck has set in store for them.



POKER IN LATIN AMERICA

Anyone who has traveled to Central or South America understands the enormous potential of one of the fastest growing markets of our times: poker.

This region could, and many insist that it will, produce millions of new poker fans. If such an amazing expansion has taken place in the United States and Europe, it would certainly take place in Latin America, where competition awakens passions and the love for games and sports (like soccer) is like no other place in our planet.

FERTILE TERRAIN

The demography in Latin America totally favors an unprecedented expansion when it comes down to poker. The average age in population in Latin America is considerably lower than in the United States and Europe. While the age average in the United States is 35 and in Europe 38, in Latin America the average age of the population is only 25 years old.

The use of portable computers amongst Latin Americans to play poker, anywhere and anytime, is each day more frequent and is catching up with the level of Americans and Europeans. This result of three factors – Internet access, competitive spirit and a considerable increase in the level of income – will be the boom of live and online poker.

GROWTH

Latin America is probably the fastest growing market in the world. Even though the largest online poker site does not go public with data concerning the amount of players per country, it is estimated that the amount of online poker players in Latin America (only on that site) is near the 300,000 mark. If we included all the other online poker sites, that number would grow even more, probably reaching the one million players mark.

Casinos in Argentina, Uruguay, Chile, Venezuela, Costa Rica, Dominican Republic, Colombia, and many others, have set their eyes on the most popular game in our planet. They have adapted and expanded their facilities to accommodate the numerous poker clientele that continues to grow at an unstoppable rate.

THE MEDIA TURNS THEIR EYES TO POKER

There is no doubt that the TV coverage will attract millions of new spectators to this game. The ESPN network regularly broadcasts the World Series of Poker. The Fox Sports network has followed in their footsteps and has acquired the broadcasting rights of international tournaments in Latin America, as well as the rights for the WPT (World Poker Tour).

It is well known that the World Series of Poker has obtained international success, so it is fair to speculate that large tournaments in the Latin American region will come very close to that level of success. The majority of the big events that take place in Latin America will be televised and will reach millions of people, aiding, with total certainty, to the growth of poker in the region.





POKERHISPANO

PokerHispano is targeted at poker players of all levels, from rookie amateurs to professionals. From our magazine to our website PokerHispano.com, the content is continuously renovated and directed to those, who just like us, love the wonderful game of poker. Our readers think of poker as something serious and so do we.

Located in San Jose, Costa Rica, the main office of PokerHispano produces a quarterly publication and runs the biggest and most complete portal of online poker information regarding the poker community in Latin America.

MISSION

“Through articles, features, and live coverage, inform, instruct and deliver every Hispanic the best of Latin American and worldwide poker.”

VISION

“Stay at the top as the best poker magazine of the Latin American market, maintaining the highest standards of quality, design and content, to continuously bring our readers the best of Latin American and worldwide poker.”



HISPANO.COM

PRIMERA REVISTA DE POKER EN ESPAÑOL

POKERHISPANO MAGAZINE

The best poker publication that Latin America has to offer. Published every 3 months, for a total of 4 issues per year and each issue is comprised of 30,000 copies distributed in 18 countries.

POKERHISPANO.COM

Established as a gateway of multi-functional information in the year 2004, PokerHispano.com is a site of the highest quality when it comes down to poker content.

DEMOGRAPHIC INFORMATION

Gender Age

| | | |
|---------|--------|---------------|
| Male: | 93,76% | 18-30: 67,35% |
| Female: | 6,24% | 30-49: 30,17% |
| | | 50+: 2,48% |

Education

| | |
|-------------------------------|--------|
| High School Diploma: | 10.13% |
| One year of college: | 12.33% |
| Two or more years of college: | 38.33% |
| College graduate: | 36.56% |



LATIN AMERICA POKER AND GAMING

🎰 The Latin American population ascends to **530 MILLION** people.

🎰 Latin Americans spend over **\$6 BILLION** on bets and gambling each year.

🎰 **CHILE** has a market with an estimate of **\$265 MILLION** and it is expected to reach the **\$600 MILLION** mark in investments in the coming years.

🎰 **ARGENTINA** has approximately 135 casinos and a market estimated at **\$2,700 MILLION**.

🎰 **PANAMA**, in the year 2006, generated over **\$700 MILLION** in gambling revenue.

🎰 In **VENEZUELA**, 59% of the population takes part in some activity related to gambling and spend over **\$1,000 MILLION**.

🎰 The poker industry **GREW AN ASTONISHING 62%** from 2006 to 2007.

🎰 In 2006 it was estimated that there were more than **3 MILLION PLAYERS ONLINE** in the world.

🎰 **52% OF THE PEOPLE INTERVIEWED** by PokerHispano said that they play poker everyday and 24% said that they play at least twice a week.

🎰 Costa Rica houses more than **2,000 COMPANIES** directly related to online gambling.

🎰 The online sites created for gambling concentrate **MORE THAN 12% OF THE TOTAL NETWORK OF WORLDWIDE GAMBLING**.

🎰 Latin America and the Caribbean have more than **70 MILLION** Internet users.



WORLD POKER

🎲 In September of 2008 a historic peak is reached regarding the searches of the terms “poker” and “online poker” on **GOOGLE**, to **WHICH THIS SEARCH ENGINE GAVE A SCORE OF 100**. Right around this time, but in 2007, the score had been a 42, which suggests an **INCREASE OF OVER 100%** regarding these searches in one year.

🎲 Online poker has been **THE LARGEST GROWING SEGMENT OF THE GAMING INDUSTRY** in the last 18 months, period in which it grew 600%.

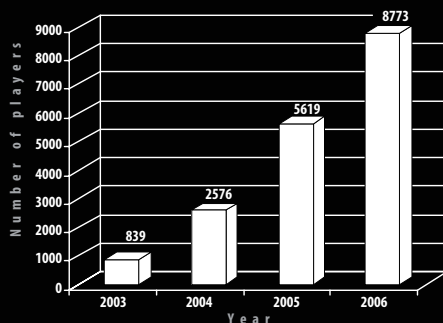
🎲 The number of Internet searches related to poker **INCREASED MORE THAN 500% IN SPAIN** between September of 2007 and September of 2008, according to recent statistics from “Overture” – from the Yahoo group.

🎲 In 2005 it was reported that the number of players playing at real money tables **INCREASED BY 100,000 PLAYERS EVERY MONTH**.

🎲 In 2008, The Economist reported that poker was an industry comprised of over **100 MILLION PEOPLE AND \$20 BILLION**.

🎲 In Italy it is expected that the current number of 1,700,000 players reaches the 5,000,000 player mark in the next few years. **14.5 MILLION** Italians say that they have played poker at least once in their lives.

Yearly growth in the number of players taking part in the Main Event of the World Series of Poker





MAGAZINE FACTS

PokerHispano, established in 2006, is a magazine that reaches for the highest standards of quality; it is published every 3 months for a total of 4 issues per year. It is the first poker magazine written completely in Spanish. With a production of 34,000 copies, the magazine is distributed in most casinos and poker rooms in Mexico, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, Panama, Puerto Rico, Dominican Republic, Colombia, Venezuela, Ecuador, Peru, Bolivia, Brazil, Chile, Argentina, Uruguay, Paraguay and Spain. It is also distributed in companies, amateur poker leagues, the biggest and most important poker tournaments and events in Latin America and outlet sale points. Each issue includes articles written by professionals, interviews and features, an academic section (designed to teach about the game), and other sections that have to do with young poker, Latin poker, worldwide poker and a calendar of upcoming tournaments.

INSIDE EVERY ISSUE OF POKERHISPANO YOU WILL FIND:

Strategy and analysis

The best Latin American players comment and argue

about various aspects of the game, making PokerHispano the most useful tool of learning and information that the Latin American poker industry has to offer. The articles help readers improve their level of play, and in doing so, become winning players.

Features, interviews and news

Each issue of PokerHispano presents the reader with the best coverage of the most important and attractive poker tournaments inside our poker loving Latin American community; it also offers interviews with the most important players of our time. You will find news about the current situation in the world of Latin American poker, information regarding upcoming events and other areas of general interest that are a must in every issue of PokerHispano.

Latin Poker and Young Poker

The most complete information about what's going on in the game today, results and development of the game in each of the 18 countries regarding poker is the result of an ongoing effort from our correspondents and their hard work. All this is captured in each issue of PokerHispano.

POKERHISPANO MAGAZINE...

... IS THE MOST READ AND HAS
A GREATER MARKET DISTRIBUTION
THAN ANY OTHER MAGAZINE
RELATED TO POKER.

34,000

That's the total number of printed copies of each issue every 3 months.

140,000

That's the number of estimated PokerHispano readers.

5,000,000

That's the estimated number of new players in Latin America in the next 5 years.

... IS THE MAGAZINE WITH
THE MOST EXPERIENCE IN
THE LATIN AMERICAN MARKET...

Being the first poker magazine written completely in Spanish, PokerHispano becomes the most experienced poker magazine inside the Latin American market. With over 4 years of experience within this fast growing business, PokerHispano is well aware of the needs, interests and preferences of Latin American poker players.

... POKERHISPANO IS ALSO
DISTRIBUTED AT AMATEUR POKER
LEAGUES, NATIONAL AND INTERNATIONAL
TOURNAMENTS, RESTAURANTS
AND DIVERSE COMPANIES,
FOR SALE AT NEWSTANDS AND
AVAILABLE FOR SUSCRIPTORS.

The maximum exposure of brands is guaranteed, due to the fact that PokerHispano is distributed to all major casinos and poker rooms in Latin America.

THE POKERHISPANO
BRAND IS IN CONSTANT
RENOVATION WHICH
ALLOWS IT TO ADAPT TO
THE NEW TENDENCIES
OF THE MODERN WORLD.

ADVERTISING PRICES

| | FORMATO | TAMAÑO | PRECIO |
|----------|---------------------------------------|-----------------------------------|----------|
| A | Full page | 8.5" x 11" | \$8,000 |
| B | Half page | 4.25" x 11"(v) 8.5" x 5.25"(h) | \$4,400 |
| C | Quarter page | 4.25" x 5.25" | \$2,500 |
| D | Doble spread premium page 2 y 3 | 17" x 11" | \$18,000 |
| E | Back Cover | 8.5" x 11" | \$18,000 |
| F | Inside back cover | 8.5" x 11" | \$9,000 |
| G | Doble spread | 17" x 11" | \$14,500 |

*The prices listed above are per edition.

* For the purchase of three editions in a contract, the client will receive the fourth edition for free. This promotion does not apply for premium positions.

| | | | |
|------------------|----------|----------|--|
| A - E - F | B | B | |
| | | | |

| | |
|----------|--------------|
| C | D - G |
| | |

POKERHISPANO.COM

PokerHispano.com was established in 2004 as an Internet website envisioned to provide the most complete information regarding the poker world. Some of the information included in the site is: industry news, live tournament coverage, player profiles, articles/advice, information regarding upcoming tournaments in Latin America and much, much more. The site also includes complete information about online poker; an industry that has had a steady growth ever since it was created and which attracts more Latin American players every day.

INFORMATION ABOUT

News

-  **Tournament results and upcoming tournaments**
-  **Online poker websites**
-  **Poker academy: advice, articles and strategy**
-  **Player biographies**
-  **Live coverage of the biggest tournaments in Latin America**
-  **Exclusive photos and videos**
-  **Search the archive for past articles from the PokerHispano magazine**

...is the most experienced site in all the Latin American community
 ...averages 5 viewed pages per visitor averages more than 600 visitors per day
 ...is up to 18,000 visitors per month, a number that is constantly growing

ADVERTISING RATES

GENERAL PRICES:

| | BANNER | SIZE | PRICE |
|----------|-----------|-----------|-------|
| A | Header | 468 x 60 | \$400 |
| B | Menu | 234 x 60 | \$275 |
| C | Principal | 250 x 250 | \$525 |
| D | Footer | 120 x 90 | \$125 |

