

CNN
EN ESPAÑOLSM



CNN EN ESPAÑOL

CNN en Español is the only 24-hour Spanish-language global news network. Gathered, written and produced from a Latin perspective, CNN en Español is not just the news in Spanish – it's the news for Spanish-speaking people. Featuring unsurpassed breaking news coverage, in-depth worldwide reporting, Mexico and U.S. specific programming, and innovative feature programming, such as business news, personal finance, sports, entertainment, health and technology, CNN en Español delivers the news and information most relevant to the U.S. Hispanic viewer.

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	1 minute at 00:29 and 1-minute at 00:59
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	N/A
Service Type:	Network is available fo all carriage levels
Satellite Feed:	Single
Launch Date:	March 1997
Ownership:	Turner Broadcasting System, Inc.

BENEFITS TO ADVERTISERS

1. **Credibility:** CNN en Español's continuous coverage of major world events, live breaking coverage and in depth analysis is 2nd to none.
2. **Strong Brand Equity:** The network's history in the US and Latin America has established itself as the network of record for U.S. Hispanics.
3. **Compelling Programming:** From live news updates to targeted features programming, CNN en Español offers a rich variety of content to viewers.
4. **Reach:** Like its English-language counterpart, CNN en Español reaches an upscale, educated audience.



CNN EN ESPAÑOL

RESEARCH INFORMATION

VIEWER TARGETED

Persons: 25-54

Men: 18+, 25-54

VIEWER PROFILE

Please contact CNN en Español directly for information.

VIEWER LIFESTYLE

Please contact CNN en Español directly for information.

DAYPART VIEWING

Please contact CNN en Español directly for information.



CNN EN ESPAÑOL

PROGRAMMING INFORMATION

PROGRAMMING GENRES: Business/Financial, News/Information, Health, Lifestyle, Ethnic: Hispanic

VIEWER TARGETED PROGRAMMING

Persons: 25-54, & Men: 18+, 25-54: *Directo Desde EE.UU.*, *Noticias México*, *Las Noticias*, *En Efectivo*, *Economía y Finanzas*, *Escenario*, *Detalles con Sasha*, *Deportes CNN*, *Consulta Médica*, *Aristegui*

NEW PROGRAMS FOR 2007/POPULAR ESTABLISHED PROGRAMS

Directo Desde EE.UU. - Viewers' direct link to top news events in the United States.

Noticias México - Reliable coverage of the most important news events originating in Mexico.

Las Noticias - A dynamic and comprehensive review of world events.

SPECIAL PROGRAMS

En Efectivo - Personal finance news that puts viewers in control, providing them the tools to make informed decisions about their economic health and future.

Economía y Finanzas - CNN en Español's flagship business program includes the most updated market information with up-to-the-minute reports and expert analysis.

Escenario - The latest buzz from the entertainment capital of the world, with a behind-the-scenes look at today's leading actors, artists, and trendsetters.

Detalles con Sasha - New: By looking at the business behind the world of design, *Detalles con Sasha*, takes fashion, industrial design and architecture and puts them in a whole new context.

Deportes CNN - All the scores and highlights of the sports that matter most to Latin Americans, with interviews and expert commentary.

Consulta Médica - Dispenses practical advice and timely information about personal health and fitness every week.

Aristegui - Newsmakers. Eyewitnesses. Opinion leaders. Every weeknight, Carmen Aristegui, one of Mexico's most respected journalists hosts Mexico's most influential and interesting personalities for a thought-provoking discussion on topical issues and current events making news across the country.



CNN EN ESPAÑOL

LEADING NATIONAL ADVERTISERS

CNN en Español attracts top national advertisers. Lists are provided to CNN en Español affiliates by request and are available on www.turnerresources.com.

NETWORK CONTACTS

Affiliate Marketing:

Turner Network Sales, Inc.
101 Marietta Street NW
22nd Floor
Atlanta, GA 30303

Turner Network Sales, Inc.
353 Sacramento Street
20th Floor
San Francisco, CA 94111

Affiliate Ad Sales Support:

VP, Affiliate Ad Sales
Kelly Ryan
kelly.ryan@turner.com
P:(404) 827-3403

Director, Affiliate Ad Sales
Kevin McMahon
kevin.mcmahon@turner.com
P:(404) 827-2525

Director, Affiliate Ad Sales
Marketing & Promotions
Cheryl McFadden
cheryl.mcfadden@turner.com
P:(404) 827-5595

Manager, Affiliate Ad Sales
Marketing & Promotions
Amy Rife
amy.rife@turner.com
P:(404) 878-0205

Coordinator, Affiliate Ad Sales
Marketing & Promotions
Thuy Burchette
thuy.burchette@turner.com
P:(404) 827-1570

Regional Contacts:

Central Region:
Manager, Affiliate Ad Sales
Josh Baron
josh.baron@turner.com
P:(404) 827-3440

Southeast Region:
Manager, Affiliate Ad Sales
Jamelia Outlaw
jamelia.outlaw@turner.com
P:(404) 827-2477

Northeast Region:
Manager, Affiliate Ad Sales
Chris Seaver
christopher.seaver@turner.com
P:(404) 827-1473

Western Region:
Manager, Affiliate Ad Sales
Summer Staino
summer.staino@turner.com
P:(415) 975-5013

National Ad Sales:

Turner Broadcasting Sales, Inc.
One Time Warner Center
New York, NY 10019
P:(212) 275-6000

Technical Hotline/24-Hour Authorization Center: (404) 827-2458

WEBSITE INFORMATION

Consumer Website: www.cnn.com/espanol
Affiliate Website: www.turnerresources.com