

# AdMedia Partners Advises Grupo Editorial Expansión in Acquisition by Time Inc.

*Time Inc.'s acquisition of Mexico's second largest magazine publisher marks move into the rapidly growing and valuable Hispanic market*

New York, NY – August 16 – AdMedia Partners represented Grupo Editorial Expansión in its acquisition by Time Inc., which was announced today. AdMedia Partners is a New York financial advisory firm specializing in the media, marketing, interactive and information services industries.

The official release is as follows:

Time Inc. has acquired Grupo Editorial Expansión, it was announced today. Financial terms of the transaction were not disclosed.

Based in Mexico City, Grupo Editorial Expansión (GEE), the premier publisher of high-end consumer and business magazines in Mexico, was founded in 1966. Its portfolio of 15 titles include Expansión, GEE's flagship magazine and Mexico's leading business magazine, and Quien, a bi-weekly celebrity/personality magazine that carries more advertising pages than any other periodical in Mexico.

Other titles include Obras, Mexico's leading architecture, construction and engineering title; Life and Style, a monthly men's lifestyle magazine; and Balance, a fitness, health and nutrition magazine for women.

GEE also has a thriving custom publishing business whose titles include Vuelo, the in-flight magazine for Mexicana Airlines, Mexico's largest national carrier, and Audi Magazine, published and distributed in Mexico for the auto manufacturer.

The combination of a robust and substantial economy -- the world's 12th largest -- and a rapidly emerging, well-educated middle class makes Mexico an attractive, vibrant and fast-growing magazine market.

Ann Moore, Chairman & CEO of Time Inc., said, "With international expansion a key element of our growth strategy, this is an ideal acquisition for us. Grupo Editorial Expansión is a terrific company with an impressive management team and world-class editorial products. This represents an exceptional opportunity to establish Time Inc. as a major presence in the dynamic Mexican magazine market."

Moore added, "Given the outstanding success that British publisher IPC (which we acquired in 2001) has enjoyed in the U.K. and Australia, we are confident in furthering our international expansion by acquiring GEE."

John Reuter, Chief Executive Officer of Grupo Editorial Expansión, said, "We're delighted and excited at the prospect of becoming part of Time Inc., the world's pre-eminent magazine publisher. Time Inc.'s outstanding

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**Editorial Medcom S.A. de C.V.**  
and its wholly owned subsidiary



have been acquired by

**Time Inc.**

**ADMEDIA PARTNERS, INC.**  
initiated this transaction and acted as financial advisor to  
**Editorial Medcom S.A. de C.V.**

record of success, reputation for excellence and immense resources will provide us with the ideal environment to continue to grow our business."

Grupo Editorial Expansión is currently owned by Editorial Medcom S.A. de C.V., a Mexican corporation, which bought it from the Walt Disney Company in 1993. Previously, GEE was owned by Chilton Publishing, which was acquired by Capital Cities prior to its merger with ABC.

Editorial Medcom's ownership is shared among the Serna family and La Caisse de Depot et de Placement du Quebec (a Canadian pension fund). The Serna family has a controlling interest in the company.

Time Inc. is the world's leading magazine publisher, publishing 140 titles that are read more than 300 million times worldwide on a monthly basis and account for nearly a quarter of the total advertising revenues of U.S. consumer magazines.

Time Inc. is a wholly-owned subsidiary of Time Warner Inc., a leading media and entertainment company, whose businesses include interactive services, cable systems, filmed entertainment, television networks and publishing.

### About AdMedia Partners

AdMedia Partners (<http://www.AdMediaPartners.com>) is a leading boutique financial advisory firm that provides middle market mergers and acquisitions advisory services to media and publishing, advertising and marketing services, and related internet businesses. Founded in 1990 and located in New York City, the firm has completed over 100 transactions since 1999.

Transactions completed by AdMedia Partners in the last two months include:

\* Representing Grupo Editorial Expansión, Mexico's second largest magazine publisher, in its acquisition by Time Inc., a subsidiary of Time Warner (NYSE: TWX).

\* Representing Gruner+Jahr USA in its sale of *Inc.* magazine and *Fast Company* magazines to Mansueto Ventures LLC.

\* Representing Dynamic Logic, the leading independent marketing research company, in its acquisition by Millward Brown, a unit of WPP Group Plc (NASDAQ: WPPGY).

\* Representing Taylor Rafferty, an independent global investor relations and financial communications advisor, in its sale to Xinhua Finance, China's premier financial services and media company.

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