



# Unido Digital Media

Published by Loren Moss, Unido Digital Media provides new media & business intelligence for the next generation of global decision makers.



# Our Publications

Specialized new media vehicles to target your specific geographies and industry verticals



## Finance Colombia

The only English-language business publication 100% focused on Colombia's business & investment sector, read by multinational executives and institutional investors around the globe.



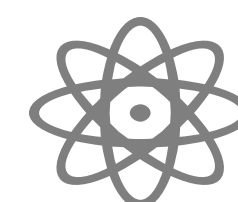
## Finance Americas

The business magazine that drills down on business and investment in the often-neglected economies of Central America & The Caribbean.



## Cognitive Business News

Disruptive Technology from an enterprise perspective: Written for the business leader rather than technical expert, Cognitive Business News focuses on Intelligent Automation (RPA, AI, ML), Customer Experience Innovation, Security, and Enterprise Digital Media.



## Coming Soon: Hydrogen!

Hydrogen is the infinite renewable fuel! Aside from being a pollution-free, portable energy source, unlike other renewables, it is also viable for vehicles including ships and aircraft. Here we cover the developing hydrogen industry, the deals, and the investors that are fueling its growth.

# Categories

Targeted coverage focusing on the most relevant categories to each audience

## Finance Colombia, 2014



- Banking, Securities, Insurance
- Energy: Petroleum, Renewables
- Information Technology, Telecom
- Mining & Minerals
- Startups & Entrepreneurship
- Industry: Manufacturing & Commerce
- Travel & Hospitality
- Civic: Public Sector & Education
- Food, Health, Agriculture
- Real Estate & Construction
- Philanthropy & Corporate Responsibility
- Economy & Markets
- Law & Justice
- Interview
- Analysis, Insight & Opinion

## Finance Americas, 2016



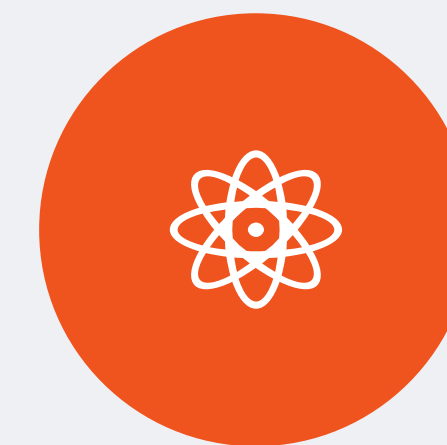
- Outsourcing, Shared Services, Customer Experience Delivery
- Site Selection, Location Intelligence
- Banking & Capital Markets
- Fintech – Disruptive Finance Technology
- Natural Resources: Mining & Energy
- Along The Way: Local flavor & enjoying the trip

## Cognitive Business News, 2017



- Robotics Process Automation
- Artificial Intelligence
- Enterprise Digital Media
- Data Analytics
- Deals
- Talent
- Insight: Opinion & Analysis
- Smart CX: Customer Experience Innovation
- Enterprise Information Security

## Coming Soon: Hydrogen!



- Technology: Innovation in Hydrogen Generation
- Hydrogen storage & transportation
- Mobility: Hydrogen vehicles
- Hydrogen Regulation & Policy
- Deals: Investment, M&A, Finance
- Hydrogen Opinion & Analysis
- Talent: Who's Who in Hydrogen

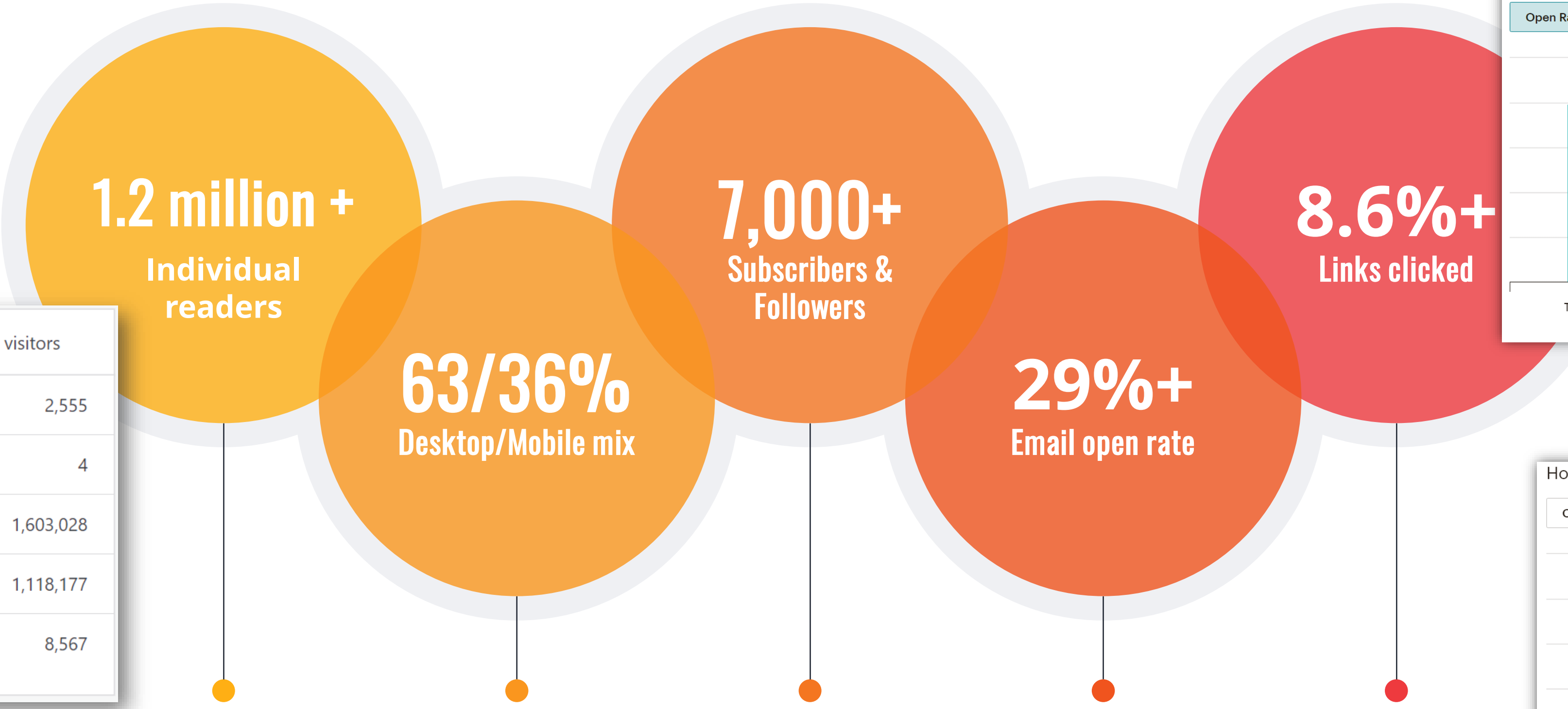
Help us shape the editorial context! Our hydrogen publication is under development.

The beauty of our digital publications is that content is evergreen, meaning it never expires. Categories and sections are also flexible and can be updated to adapt to industry evolution and sponsor needs.

# VIP Engagement With The Executives & Investors That Matter!

Our subscriptions are OPT-IN ONLY, meaning a highly engaged, receptive audience

All-time posts, comments, views, and visitors		
Posts	2,555	
Comments	4	
Views	1,603,028	
Visitors	1,118,177	
Best views ever	8,567	March 17, 2020



**1.2 million +**  
Individual readers

With over 1.2 million individual readers, we have reach & penetration. Finance Colombia often exceeds 44,000 per month!

**63/36%**  
Desktop/Mobile mix

62.6% of our readers are on a computer vs. 36.3% on a smartphone, and 1.1% on a tablet, meaning our readers are executives at work.

**7,000+**  
Subscribers & Followers

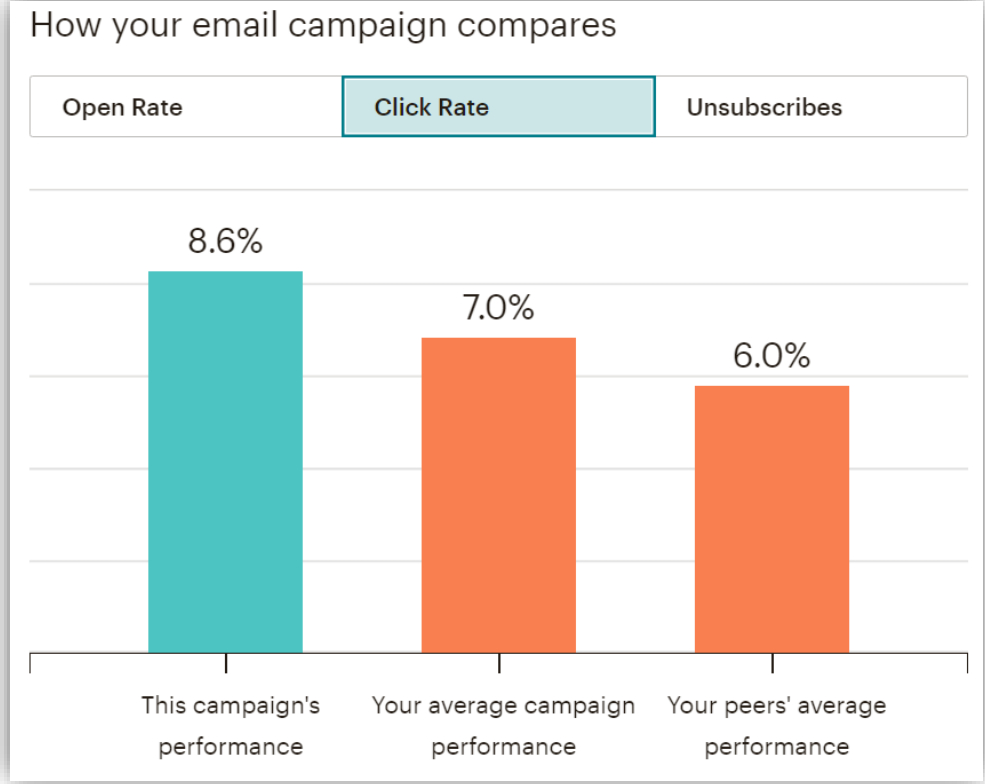
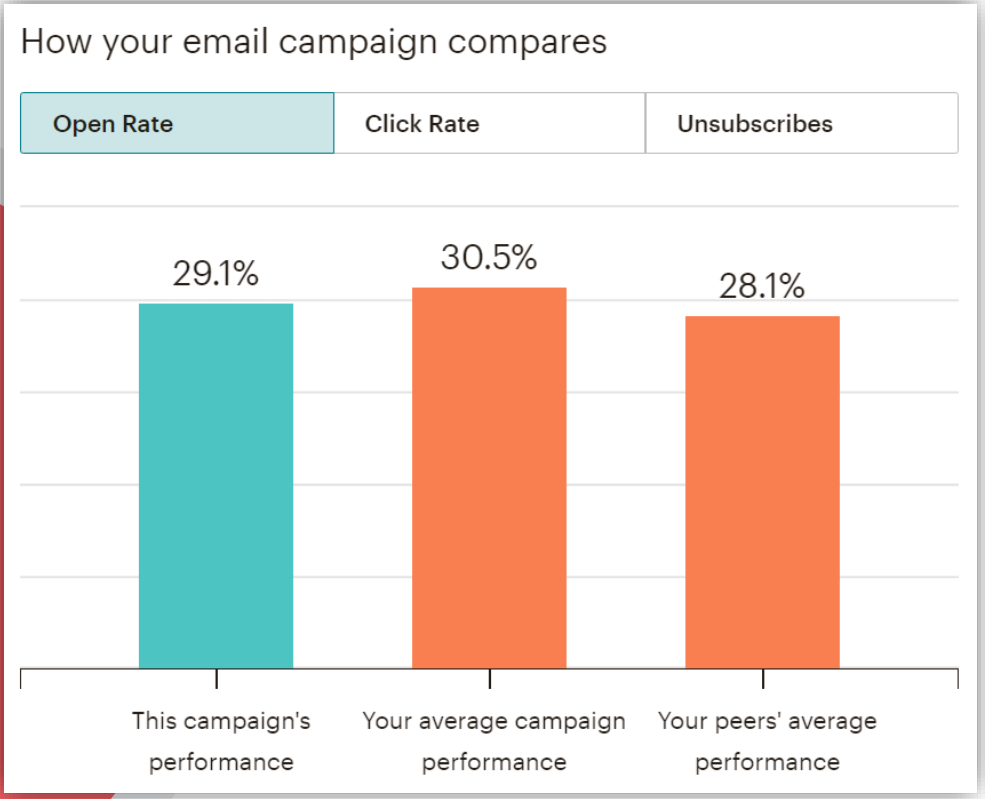
Our subscriber base and followers are opt-in only, meaning a highly engaged, targeted audience.

**29%+**  
Email open rate

Almost one in 3 subscribers open our weekly or monthly e-mail bulletins.

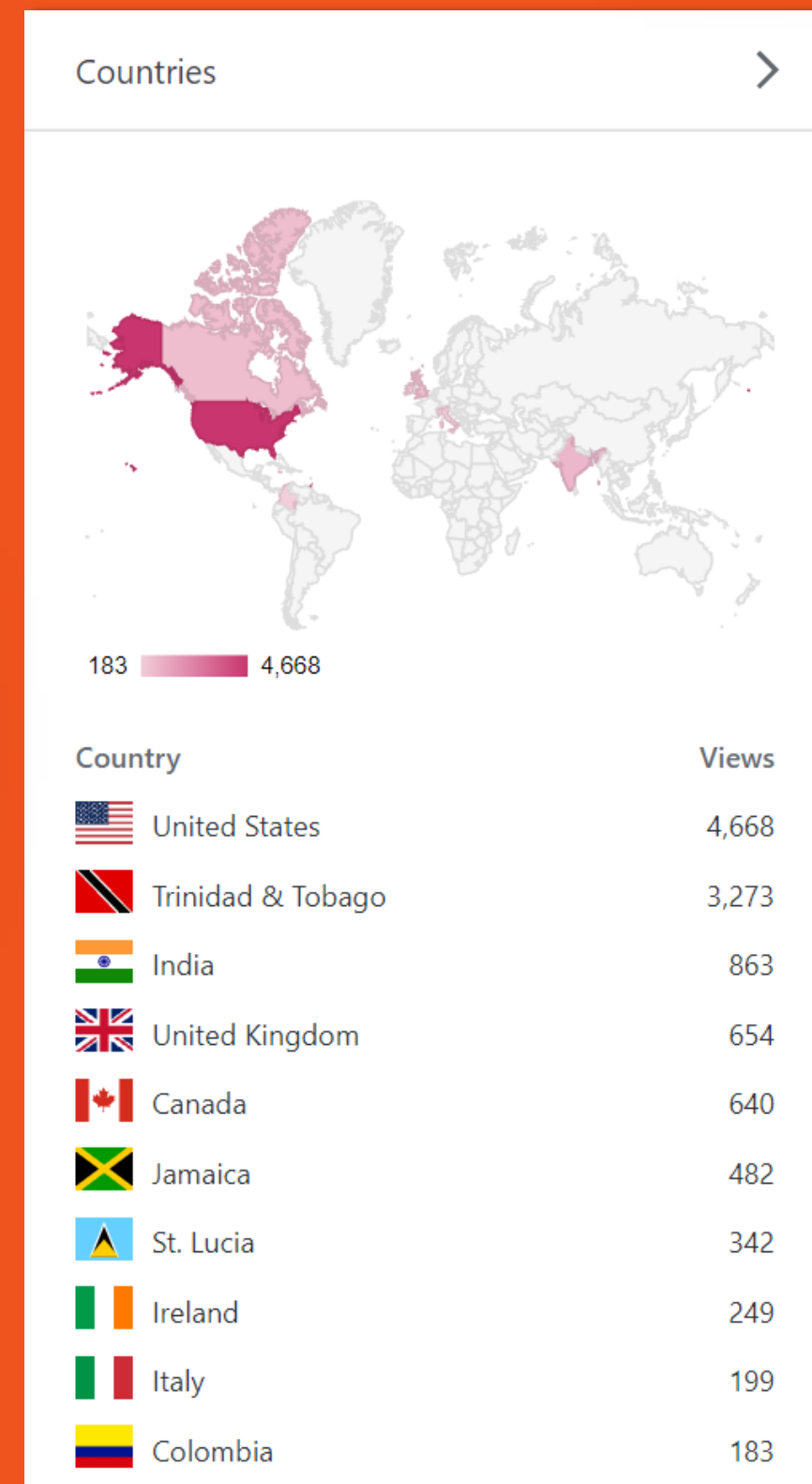
**8.6%+**  
Links clicked

30% of readers who open our email click on a link inside, or approximately 8% of all recipients, 2 points higher than industry average.



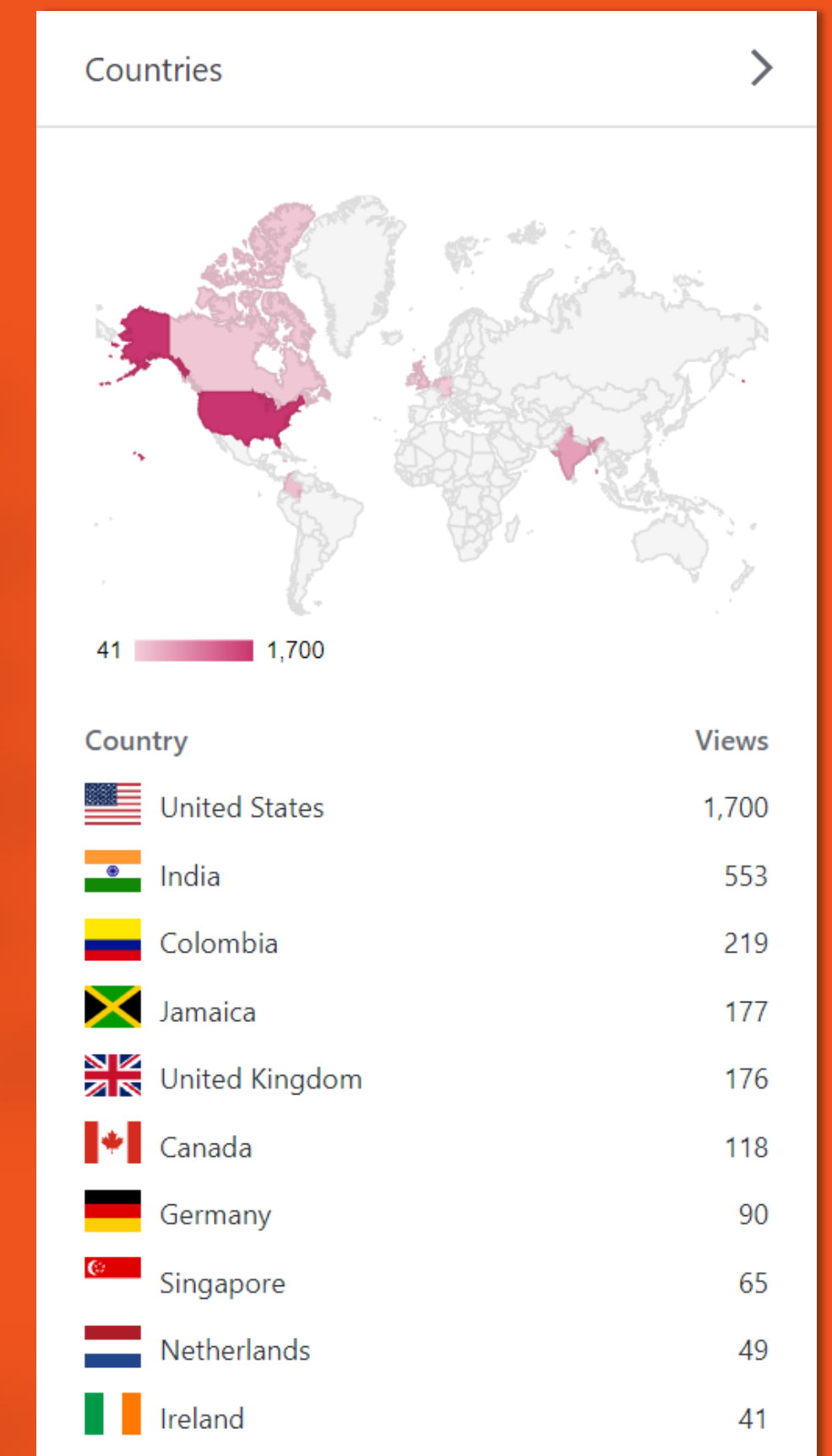
# Geographic Targeting

Finance Americas has a focus on the Caribbean & Central America, but read by global investors

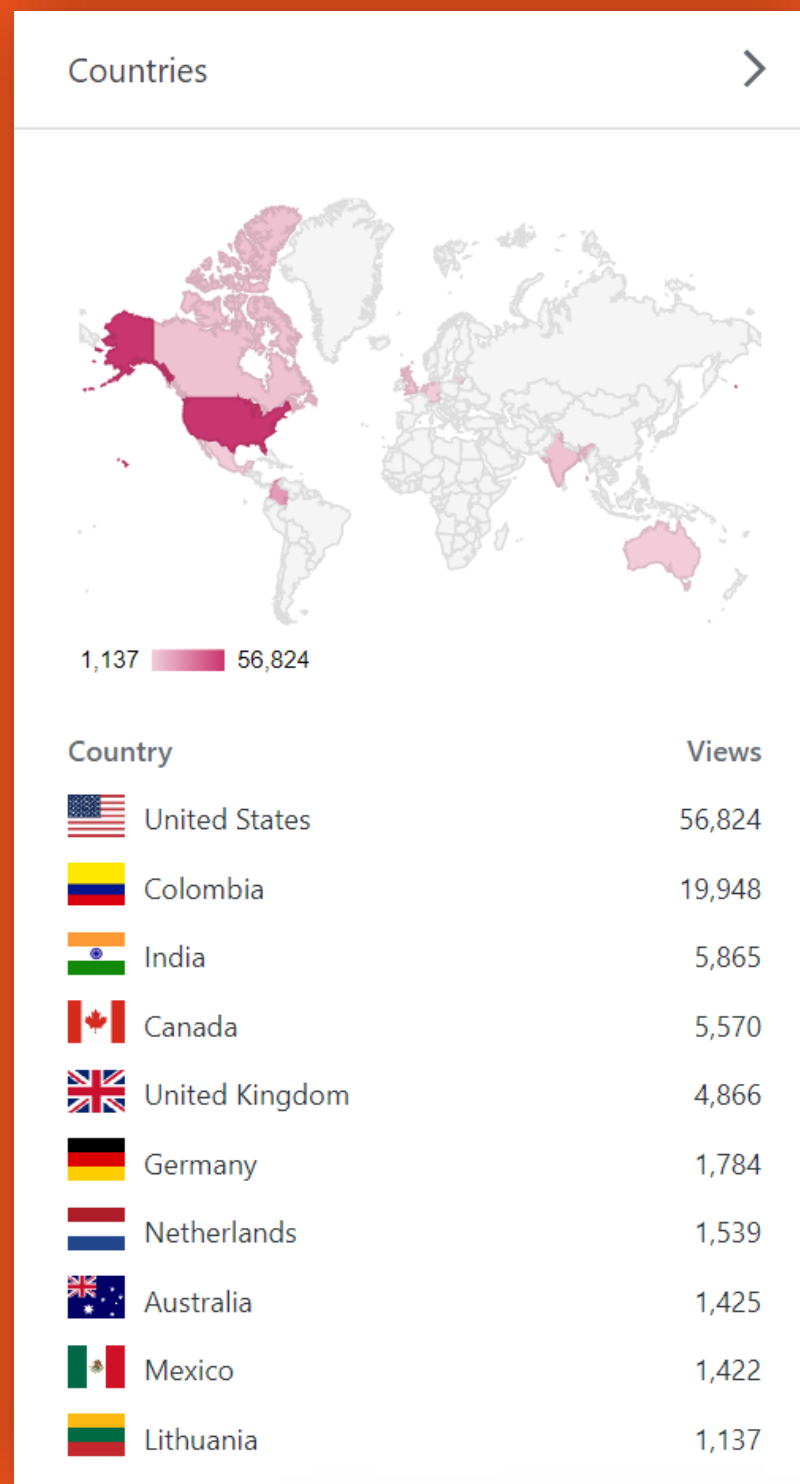


Each of our publications are carefully targeted...by design! Finance Colombia & Finance Americas target highly mobile executives and investors: Jet-setters that make decisions and spend more.

Cognitive Business News has a global audience with the highest concentration in the US, but a broad worldwide readership.



Tech-focused Cognitive Business News has a global readership with significant concentrations in the Americas, Europe, and India



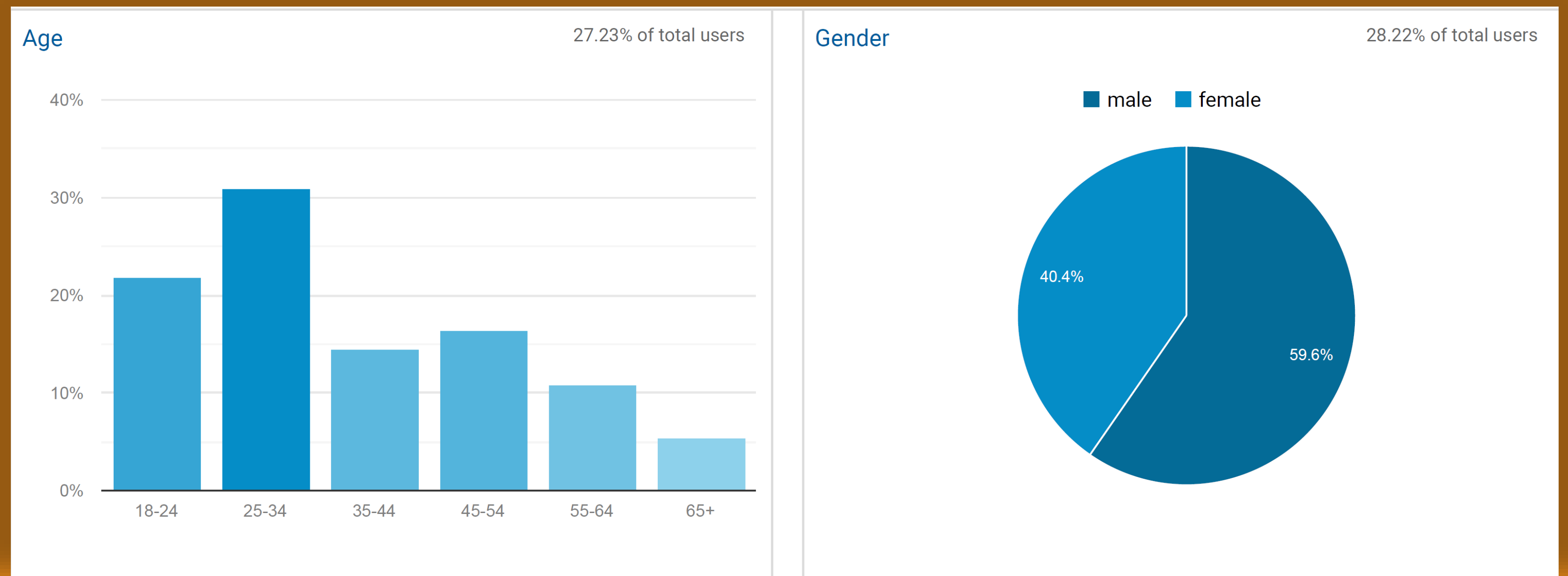
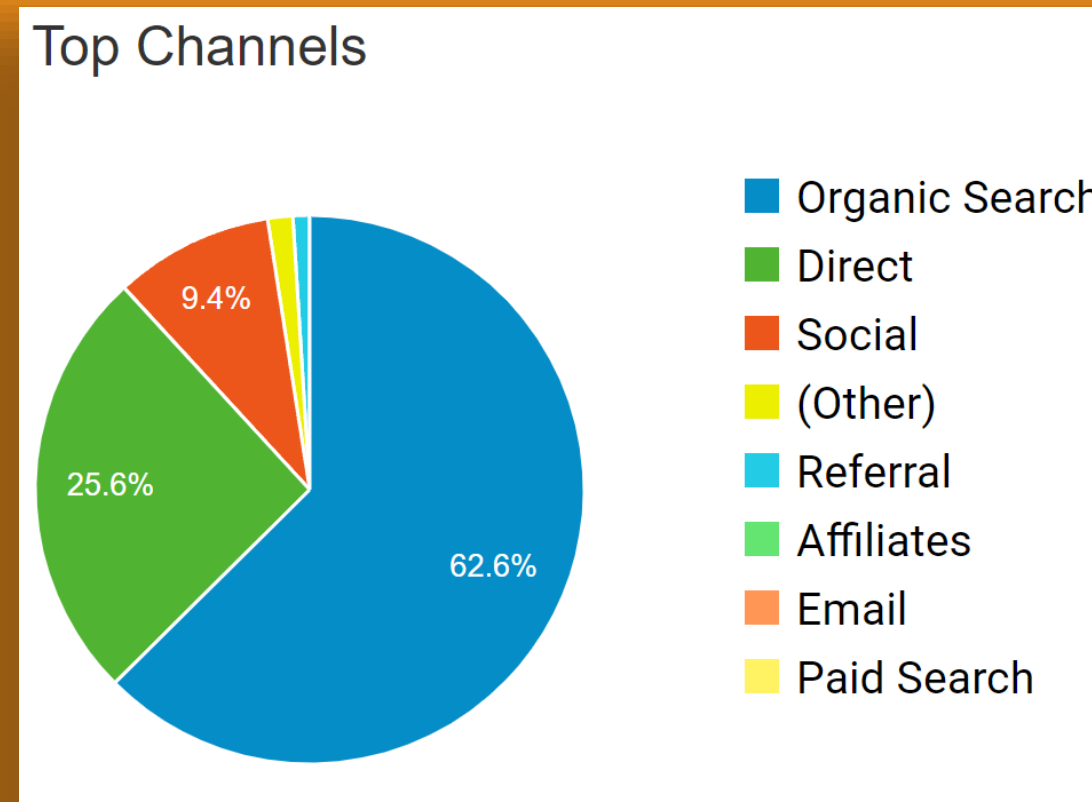
Finance Colombia has a large Anglophone global readership with more readers in the USA & a significant portion, over 30% in Colombia.



# Our Readers

Our readers are evenly distributed across age ranges, with a peak in rising, connected professionals. Well balanced between men & women, there are slightly more men.

Our sites perform extremely well in search engines, resulting in most traffic, followed by readers who know us and come directly to the sites.



# Sponsorship Levels

Are you looking for something unique? Let us create a customized package specifically for you!

Deliverables		Insider	Bronze	Silver	Gold	Platinum	Corporate
1	Insider Community	✓	✓	✓	✓	✓	✓
2	Insiders-only expert seminars	✓	✓	✓	✓	✓	✓
3	Employment database	Apply	Recruit	Recruit	Recruit	Recruit	Recruit
4	Technology finder	✓	✓	✓	✓	✓	✓
5	Provider directory		Listing	Description	Display	Display	Display
6	Banner ads on site		Lower	Upper	Upper	Upper	Upper
7	Event calendar		✓	✓	✓	✓	✓
8	Social Media Posts, per month		2	4	4	8	12
9	Promotional Interviews, per year			2	2	3	4
10	Guest article contributions, per month			1	1	2	2
11	Banner ads - newsletter			✓	✓	✓	✓
12	Media strategy sessions			1	2	2	2
13	Message newsletter append			✓	✓	✓	✓
14	Event promotion				✓	✓	✓
15	Dedicated emails, per year				2	2	4
16	Hosted web events				2	2	2
17	Enhanced coverage				✓	✓	✓
18	Event coverage				✓	✓	✓
19	Video interviews				2	2	3
20	Strategy shorts					2	2
21	Reprint rights					✓	✓
22	Raw photos, footage					✓	✓

# Unique benefits for our sponsors

**Our sponsorship partners receive far more than advertising and publicity, but access to a functional, interactive platform that supports your business!**

- **Insider community** – A professional networking forum, exclusive members-only events, discounts & giveaways, employment platform
- **Employment database** – Insiders can post qualifications and resumés, Sponsors may advertise employment opportunities!
- **Technology finder** – Our technology vetting platform, free to readers, matches buyers with suitable providers. Tech sponsors will receive appropriate opportunities that are submitted through the platform.
- **Provider directory** – Your product or service showcased to our readers. Bronze sponsor get a basic listing. Silver sponsors may have a 255-character description. Gold & higher get a 300x250 display ad plus the description.
- **Site banner ads** – 300x250 or 728x90 graphic ads in rotation, placement & frequency dependent upon sponsorship level.
- **Event calendar** – List your upcoming events (that you organize), viewable by all readers.
- **Social media posts** – We will publish or repost your prepared social media posts across our social media channels: LinkedIn, Twitter, Facebook, Instagram
- **Promotional interviews** – Written, news article-style interviews discussing your offering or business.
- **Video interviews** – In-person or web-based, professionally recorded & edited video interviews published across our media & channels to convey your corporate message. Travel expenses not included.
- **Strategy shorts** – 2 -3-page research briefs created by our editorial staff on subject matter within our domain & of interest to you, for your internal use.
- **Insiders-only seminars** -closed, candid discussions on important, sometimes sensitive topics with carefully curated subject matter experts.
- **Guest article contributions** – Content, following our editorial guidelines, written by you, published as sponsored content.
- **Newsletter banner ads** – 728x90 graphic banner ads in our newsletters, either before or after content, depending upon sponsorship level.
- **Media strategy sessions** – We meet with you to discuss your media & publicity strategy; not limited to our own publications, but discussing your overall strategy, objectives & methods.
- **Newsletter appended message** – Your text message included at the end of our newsletter bulletins.
- **Event promotion** – beyond our event calendar, we publish content to promote events you organize.
- **Dedicated emails** – We send your email content to our subscriber base, on your behalf (but we never share our subscriber email addresses with anyone).
- **Hosted web events** – We host your online webinar or roundtable, moderating it on our platform or yours, in English or Spanish.
- **Enhanced coverage** – Special coverage designed to tell your corporate story above & beyond basic news coverage, whether your goal is to attract clients, buyers, investors, or craft your public image! (Still subject to editorial guidelines)
- **Event coverage** – We provide on-site news and social media coverage of your events. Travel expenses not included.
- **Reprint rights** – Licensing for you to use content we produce about you, news articles, etc. for your own purposes and distribution.
- **Raw photos & footage** – Licensing and access of raw footage and photography we record of you and your events for your own purposes and distribution.

# Exclusive benefits for our Finance Colombia Insiders Community!

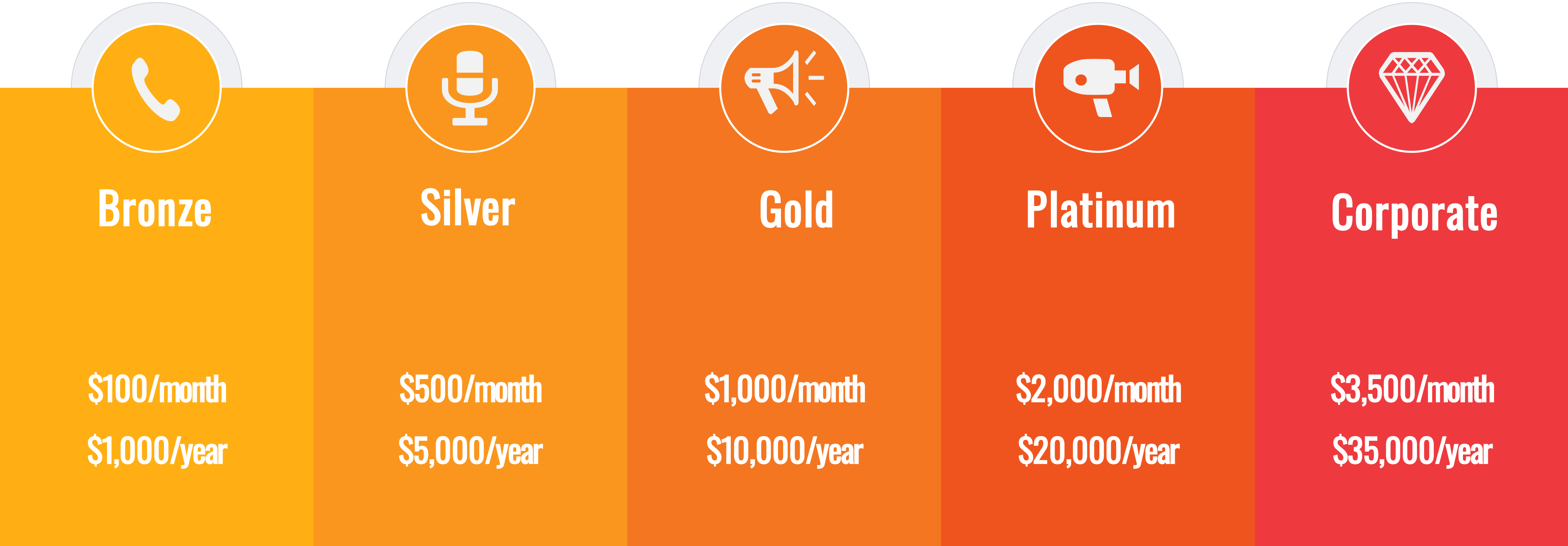
With the Insiders Community Platform coming to all our publications shortly!

- Ability to respond to employment offers and post your qualifications via the Employment database
- Insiders-only expert seminars discussing important, sometimes sensitive topics with carefully curated subject matter experts
- Access and use of our technology-finder platform, for unbiased sourcing of business technology and communications solutions and services.
- Membership in our members-only professional networking forum. Interact privately and freely with a vetted group of professional peers and colleagues. This is a closed space only for paid subscribers, sponsors and Finance Colombia contributors where you will be able to provide valuable input directly to Finance Colombia leadership and interact at a collegial, professional level with other Finance Colombia members. Practically all are other executives, investment professionals, government decision makers, and academics. This is your chance to get involved in a productive way!
- Direct access to Finance Colombia editorial leadership, up to 6 half-hour teleconferences per year.
- Unido Digital Medial publication of your choice following you on social media (only non-inflammatory, non-profane, non-polemic accounts, please)
- Invitation to forthcoming Finance Colombia webinars, in-person events, and executive roundtables.
- Invitation to exclusive, community-member-only “thank-you” events where we feature a speaker or guest on relevant business, economic and political topics. During the next year we confirm at least one event in both Bogotá & Medellín, we are potentially adding Cali, a coastal city (Barranquilla, Cartagena or Santa Marta), and Miami, Florida.
- Speaker availability – subject to scheduling, availability & logistics – Finance Colombia editor or journalist to speak to your event, office, academic or business group, in English or Spanish, on a relevant, mutually agreed-upon topic (you must cover travel per our travel policy).
- Community-only discounts and giveaways from our sponsor partners.

**Join the FC insiders community: \$19.95 per month + 1 month initiation fee, or \$200 USD per year! Ask about discounts for students.**

# Sponsorship pricing

Special pricing for cross-platform deals or customized offerings



Monthly payment plans include a 1-time launch fee equal to 1 month's payment. Save by choosing a single annual payment option! Payments are by credit card or PayPal. Traditional invoicing is available for annual payment option only. Services start only after payment clears. Prices USD.

# A La Carte Rates – Spot Insertions

*For those who are just not ready to make a commitment!*

Deliverable	Price	Description
White paper	\$14,000	Approximately 8 pages, client thought leadership or interview, PDF
Photo Gallery	\$13,000	Photojournalistic special, high resolution, to visually tell your story
Webex Feature Interview	\$10,000	Custom remote video interview produced & pushed to our audience
Trade Show Social Media	\$12,000	Social media support before & during your event to boost engagement
Sponsored Content Guest Post	\$5,000	Your guest article published on your choice of our platforms
Podcast Production, Per Episode	\$8,000	Audio production, postproduction & packaging. Travel not included
4-Part Thought Leadership Series	\$16,000	4-part monthly thought leadership series to highlight your expertise
E-mail Sent to Our Subscriber Base	\$6,000	An email of your content, sent to your choice of our subscriber bases
Social Media Post, Your Content	\$700	Publishing of a social media post you supply across any of our networks
Banner Insertion, Per Month	\$1,800	Your 728x90 or 300x250 display banner in rotation, per site
Video production	Quoted	Due to extremely variable costs, video production pricing is custom
Enhanced Banner Insertion, Per Month	\$2,900	Both 728x90 & 300x250 banners in frequent rotation, per site – OR one banner in your choice of two publications.

Spot insertions must be prepaid before any publishing takes place, no exceptions. Prices USD.

# Special Services: Video Production

**For publication, social media, distribution or your own uses, we have the professionals & tools.**



4K Video Interview at Ruta N

**We can produce your video across formats, on location, in studio, or cover your events, speeches or celebrations using trained professionals and professional, broadcast quality 4k video equipment. Are you ready to produce a Youtube or Vimeo series? We know how to get it done!**

# Special Services: Book Production

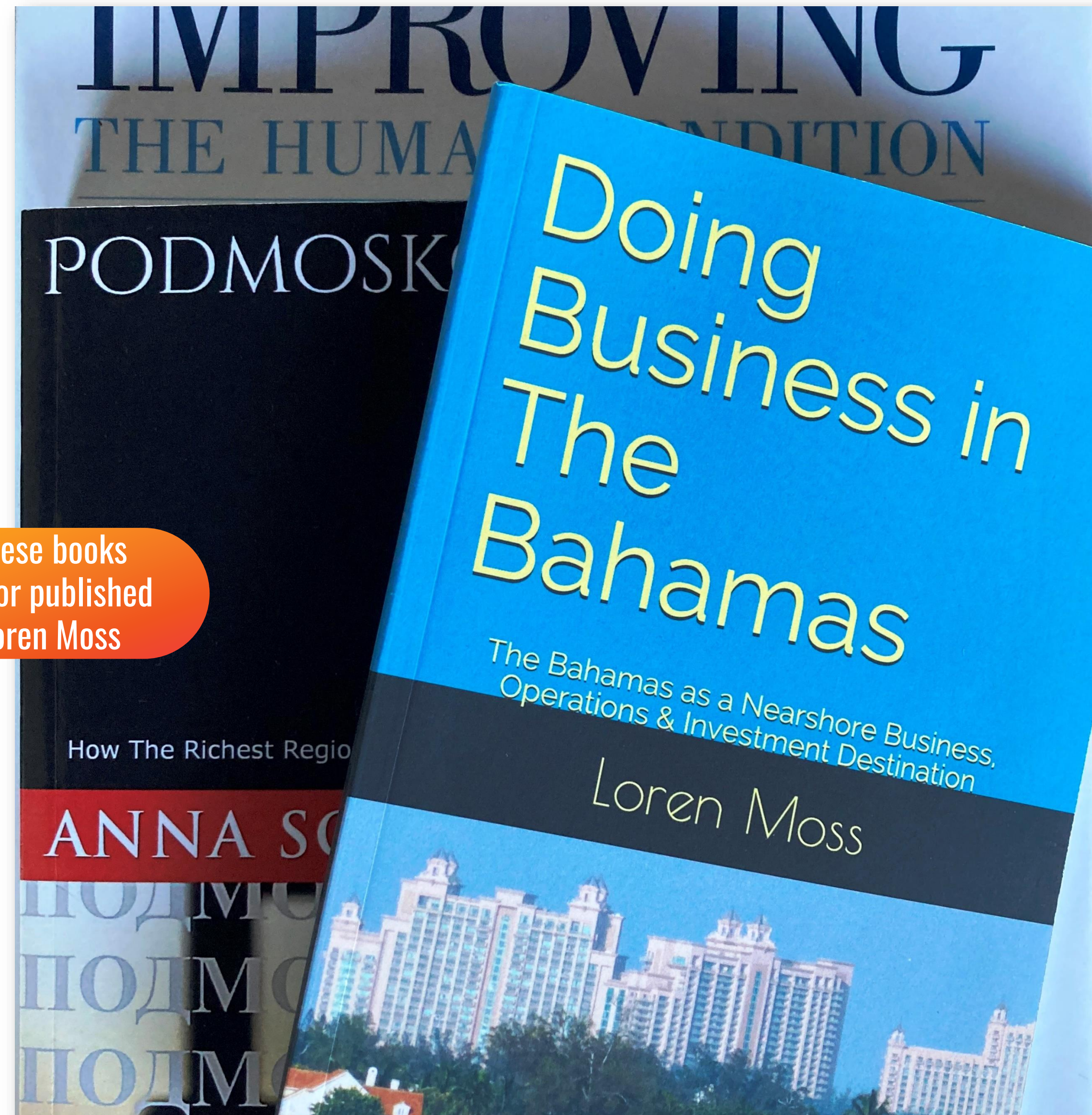
The human mind thinks in story form. You have a compelling story to tell, let's get it into print!

As a published, professional editors with deep domain technology in business, technology and other areas, we can help you as a thought leader, or your firm to create compelling content that accomplishes your objectives and exceeds your goals.

This may include editorial services, native-English copywriting for non-native authors & global firms, ghostwriting, content production, editorial consulting, or helping you to navigate through the new 21st century publishing process.

No matter the format: print, e-book, illustrated, hardcover, paperback, or PDF version, trust us with the process to get it done right.

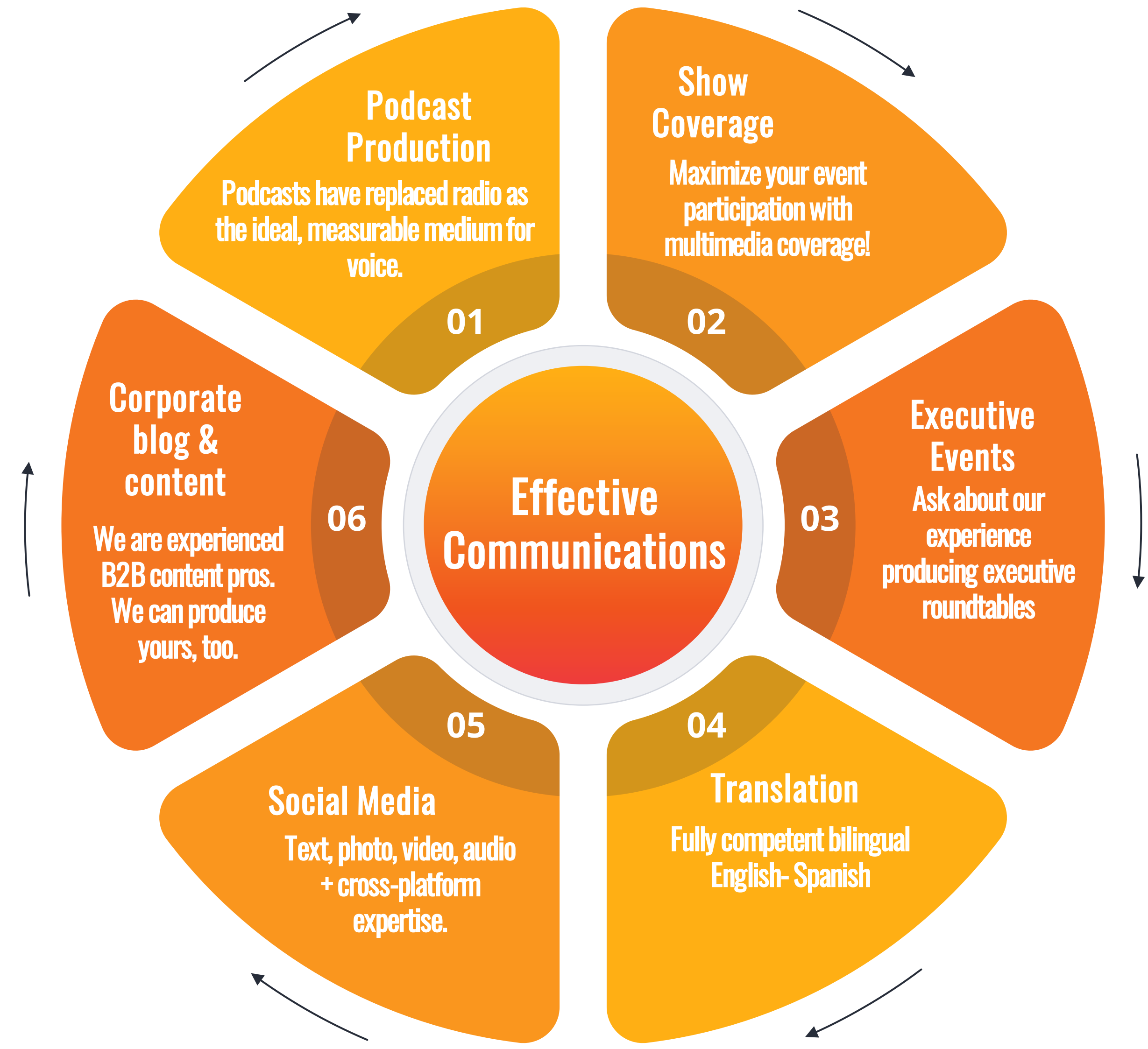
All these books edited or published by Loren Moss



# Special Services: New Media

Don't become extinct with an obsolete digital media strategy!  
We can help.

1. Podcasts are ideal for targeted, push media with easily measurable results. We can fully produce your podcast series and distribute it across every major podcast network.
2. You have taken the time to invest in event participation. Maximize your investment with multimedia coverage of your participation and thought leadership with interviews of your leaders, clients, and show organizers, all highlighting your success.
3. We are experts in producing small, high-level gatherings for corporate executives and government functionaries. Ask Unisys Corp. or the Government of Quebec, Canada!
4. A major international airline trusts us with their safety and regulatory announcements. We can handle your bilingual content needs as well.
5. We can design and manage your social media campaigns, from scheduling content posting to copywriting, video, and photography: LinkedIn, Twitter, Facebook, Youtube, Instagram. Trust your social media to digital media publishers.
6. No one has more experience in content creation. We can write your periodic corporate blog posts along with advertising copy and commercial prose, from brochures, to websites, to owner's manuals, corporate reports and internal documents.



# Case Study: Executive Roundtable

When the government of Quebec, Canada wanted to bring a trade delegation to Medellín, they trusted us.



A delegation of 10 Canadian business executives from the Province of Quebec recently visited Medellín, accompanied by Export Quebec and led by Counselor for International Affairs Suzie Racine, for the purposes of connecting with construction industry executives in metropolitan Medellín. The successful event took place at Hotel San Fernando Plaza on March 14th and was attended by a diverse contingent of Colombian construction sector executives with backgrounds ranging from residential construction to civil engineering and public works.



The reception was organized by publisher Unido Digital Media & Finance Colombia. “It is great to see that Colombia, and Medellín in particular, are attracting positive attention from the rest of the world when it comes to investment, commerce and establishing closer business ties,” said Loren Moss, executive editor of Finance Colombia and founder of Unido Digital. “Canada is one of Colombia’s primary trading partners, and Quebec is one of the most economically and politically important regions of Canada. It makes perfect sense for Colombian and Canadian executives to work together in order to strengthen economic, cultural and political ties..”

# Case Study: Executive Roundtable

Trust us to connect you with the key executives (our readers!) who control budgets - Unisys & Microsoft did.



Technology executives from some of the most important companies in Colombia met in Bogotá to discuss the achievements and challenges migrations to a cloud-based IT infrastructure. The meeting was sponsored by Microsoft and Unisys in collaboration with Finance Colombia & Unido Digital Media.

The guest executives, primarily from the financial, travel and business services sectors, focused the discussion on the importance of corporate culture when it comes to cloud adoption. Some Latin American companies have earned a reputation for being laggards rather than leaders when it comes to IT innovation, but the executives in attendance demonstrated that this is not always the case.

The participants exposed the challenges they often face when presenting their value proposition to traditional-minded colleagues who are not up to date on best IT infrastructure practices. Executives pointed out that cloud infrastructures are now safer but require better implementation practices and an extreme security approach. Where Microsoft has established itself as a leader in the cloud Platform as a Service (Paas) and Infrastructure as a Service (IaaS), Unisys has taken the leadership position in enterprise security, especially in sensitive industries such as banking, insurance, and even defense..



## About our founder & publisher

### From Columbus, Ohio to Colombia, South America

### Rigorous, Credible, Persuasive

**Loren Moss** is the publisher and executive editor of [Finance Colombia](#): the only English-language business publication dedicated exclusively to covering Colombia's financial markets and growing economy. In addition, Moss publishes [Finance Americas](#) covering the often neglected Caribbean basin and Central America, [Cognitive Business News](#) covering disruptive technology from the enterprise perspective, and consults with corporate clients and government agencies on through his practice which can be contacted via [LorenMoss.com](#)

Before establishing Finance Colombia in 2014, Moss had a diverse career in finance, working as a stockbroker and registered investment adviser (RIA) representative serving international clients in the USA, as well establishing an insurance and surety brokerage and spending almost a decade in commercial real estate. It was while working as an analyst covering the Latin American BPO sector, Moss decided to move to Colombia, a country he already knew well for over a decade. It was then he realized the need for dedicated coverage of Colombia's growing financial sector curated and edited to serve an audience of global executives and investors.

# Important terms and conditions

Avoid misunderstandings. PLEASE always read the fine print!

1. If sponsor requires research, insight & analysis beyond our reporting and briefing, consider our project-based hourly consulting.- [click here.](#)
2. All necessary travel is booked by the sponsor per our travel policy – [click here.](#)
3. It is the sponsor's obligation to make service deliverable requests known. Please assign a primary contact in your organization to coordinate service delivery.
4. Deliverables do not “roll over” into the next 12-month term. If sponsor does not request and use a committed deliverable in one period, it does not obligate double deliverables the next. (This would potentially create an imbalance in editorial content, with a publication calendar full of only sponsor marketing and little or no news)
5. Deliverables requested by sponsor in the last quarter of a 12-month term may take up to 60 days extra to deliver, as firms sometimes delay their requests, causing an end of year rush.
6. Generally, we renew sponsorships the following year at the current year rate increased by the official Colombian consumer price index increase, subject of course, to sponsor approval.
7. In order to maintain the integrity of the publication, and credibility of its content, under no circumstances will Finance Colombia cede editorial control or authority of any kind to sponsors or advertisers. Any contributed content will be clearly labeled as such. We are also prohibited under the terms of our subscriber agreement to share e-mail addresses of our subscribers. All submitted content is subject to editing for grammar, syntax, language, and technical considerations.
8. Content (except ads) generally remains published indefinitely. However, we retain absolute editorial control and ownership over created and submitted content, including the right to modify, correct, update, or remove content at our sole discretion.
9. Preferred payment is via Credit card / secure PayPal platform accessible via this link: <https://www.paypal.com/paypalme/unidodigital> - Alternatively wire transfers may be utilized. US transfers are preferred, however Colombia bank transfers may be made after confirming the official exchange rate the day of disbursement
10. Finance Colombia & Unido Digital Media are the trade names of Loren Moss, a US Citizen doing business with a US tax ID number of 85-0802754. Address of domicile is 1158 Ironwood Drive, Blacklick, Ohio 43004 Tel. (614)859-6496. US Office number is +1 614 344-7569. Colombia number is +57 321 674-0458.
11. We invoice as [Loren Moss](#) dba [Finance Colombia](#), and offer easy monthly billing. Our preferred payment method is credit or bank card via our secure PayPal invoicing platform. This way we never have to handle or encounter your bank information. We also accept payment via ACH or Wire transfer to Bank of America in the US. We are also able to take domestic payments in Colombia across the PSE platform from other Colombian banks.
12. Projects billed on a monthly basis have a one-time launch fee equal to one month's services, so the first invoice would be for the launch fee plus the first month, then monthly thereafter. Sponsors who wish to pay annually enjoy a discount, as the yearly pre-paid cost is equal to 10 month's services and no launch fee, a savings of almost 30% Launch fees are not charged upon renewals. Services generally increase after a year by a rate equal to the [Colombian consumer price index](#) as established by the Colombian central bank.

# Thanks!

Let's get started today, telling your story, sharing your message, engaging your audience.



## Call us:

+1 614 344-7569

+57 321 674 0458



Whatsapp number



## Email us:

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[editorial@lorenmoss.com](mailto:editorial@lorenmoss.com)



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