

LATINOS MAGAZINE MEDIA KIT 2010



INSIDE:

ENTERTAINMENT

POPULAR CULTURE

HEALTH

TRAVEL

FOOD

TECHNOLOGY

MUCH MORE!

LATINOS

MAGAZINE

magazine is

- Lifestyle
- Entertainment
- 4-Color glossy
- Customized for each market
- Gratis.... FREE

What can you expect to find in Latinos Magazine?

- MUSIC
- HEALTH
- FAMILY AND COMMUNITY
- CELEBRITIES
- RELATIONSHIPS
- LOCAL
- SPECIAL REPORTS
- ECONOMY
- TECHNOLOGY
- TOURISM
- HOMES

Why **LATINOS?**

MAGAZINE

- National and Local Content
- Local Flavor
- Catered to the needs of each market we serve
- Local publisher that understands each market you advertise in
- GRATIS, GRATIS, GRATIS

More than 75% of adult Hispanics/Latinos read magazines—more than 11 issues read per month, which is similar to the U.S. average. Mirroring the overall Hispanic/Latino population, these adult Hispanic/Latino readers are significantly younger, which impacts their income level and the presence of children at home.

Hispanic/Latino and Total Adult Population Magazine Readers

	Total Adults	Hispanic/Latino Adults
Read Magazines	84.3%	75.4%
Average Number of Issues Read in a Month	11.2	11.6
Age		
18 – 34	32.3%	53.1%
35 – 49	30.6%	29.4%
50+	37.1%	17.5%
Median Age	43.7	33.6
Household Income		
Median Household Income	\$56,728	\$45,192
Education		
Graduated High School or More	87.9%	67.3%
Attended College or More	56.6%	37.2%
Employment		
Employed	66.4%	71.5%
Not Employed: Retired	15.4%	5.4%
Home Ownership		
Own Home	70.4%	46.5%
Marital Status		
Married	56.8%	49.4%
Children < 18 Living at Home		
1+ Children in Household	41.7%	60.6%

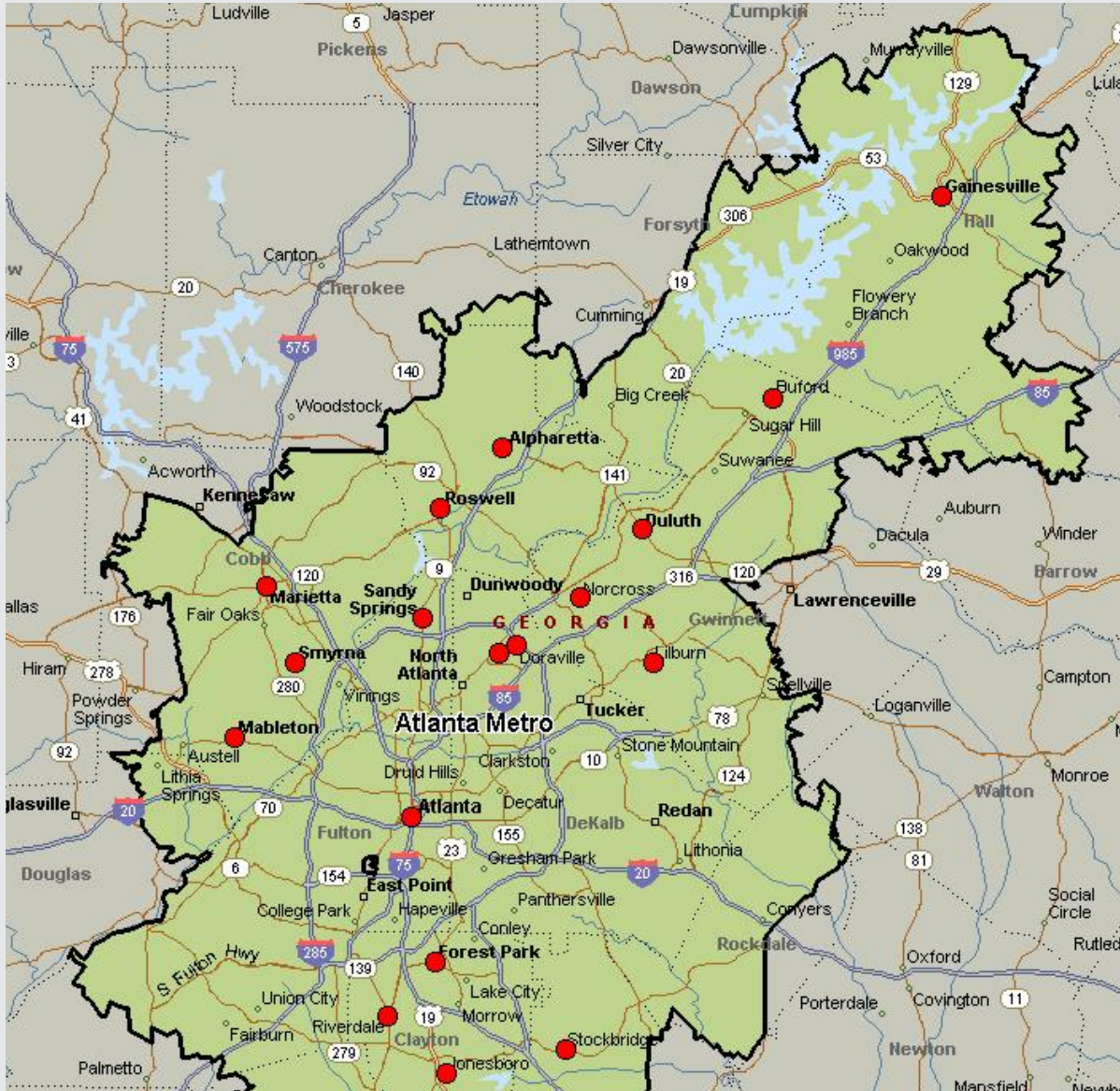
Base: Magazine readers Source: MRI Fall 2006

Did You Know?

- Eighty percent of Hispanic/Latino teens are magazine readers, a rate that is similar to that of total U.S. teens (78%).
- Hispanic/Latino teen magazine readers have a median of \$85.64 in spending money per month, not including spending money from a job—7.4% higher than the median of \$79.72 per month for all U.S. teens.

Sources: Simmons Market Research Bureau 2005; Teenage Research Unlimited; Telenacion; MRI Fall 2006; NCS/NCHS Fall 2003 Adults Full-Year Unified; Cheskin Research, POV on Growth Strategies—Hispanic Teens, 2006; MRI 2006 Teenmark Study

DISTRIBUTION MAP



● Indicates high density Hispanic areas.

KEY AREAS OF DISTRIBUTION:

Atlanta, Alpharetta, Buford, Chamblee, Doraville, Duluth, Gwinnett, Lawrenceville, Lilburn, Norcross, Roswell, Sandy Springs, Tucker

	4x	8x	12z
Inside Front Cover	NA	\$2,250	\$2,000
Inside Back Cover	NA	\$1,750	\$1,550
Back Cover	NA	\$1,900	\$1,750
Page 3	NA	\$1,900	\$1,750
1/3 Page	\$700	\$750	\$625
Full Page	\$1,400	\$1,250	\$1,100
½ Horizontal	\$850	\$725	\$650
½ Vertical	\$850	\$725	\$650
¼ Horizontal	\$550	\$475	\$385
¼ Vertical	\$550	\$475	\$385

TO ADVERTISE CONTACT:

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- Please note rates can vary in different markets.
- \$50 per translation
- 2 (1/3) pages available per 32 pages.
- **“ASK YOU REP ABOUT MULTI MARKET DISCOUNTS”**

Dimensions (inches)

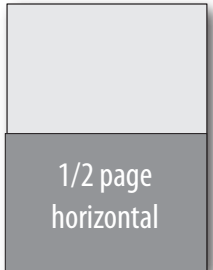
Full page (with bleed) RECOMMENDED	8.25 x 10.75
Full page (no bleed)	7.5 x 10.25
1/2 page (verticle)	3.5 x 10.25
1/2 page (horizontal)	7.5 x 5
1/3 page	2.5 x 10.75
1/4 page (verticle)	3.5 x 5
1/4 page (horizontal)	7.5 x 2.5



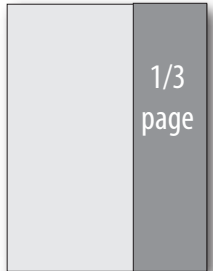
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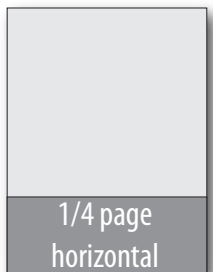
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1/3
page



1/4
page
vert.



1/4 page
horizontal

Production 2010

ISSUE DATE	DEADLINE
January 8	December 28
February 12	February 1
March 12	March 1
April 2	March 22
May 7	April 26
June 4	May 24
July 2	June 21
August 6	July 26
September 3	August 23
October 8	September 27
November 5	October 25
December 3	November 22

Requirements

- Ads should be CMYK and 300 dpi
- Accepted file formats: JPG, TIFF, PDF, EPS
- Only full page and 1/3 page ads need bleeds.

Local Markets Include:

- Cincinnati, Ohio
- Dayton, Ohio
- Columbus, Ohio
- Cleveland, Ohio
- Detroit, Michigan
- Louisville, Kentucky
- Lexington, Kentucky
- Nashville, Tennessee
- Atlanta, Georgia
- **Several more coming soon...**