

LATINOS MAGAZINE MEDIA KIT 2010

INSIDE:

ENTERTAINMENT

POPULAR CULTURE

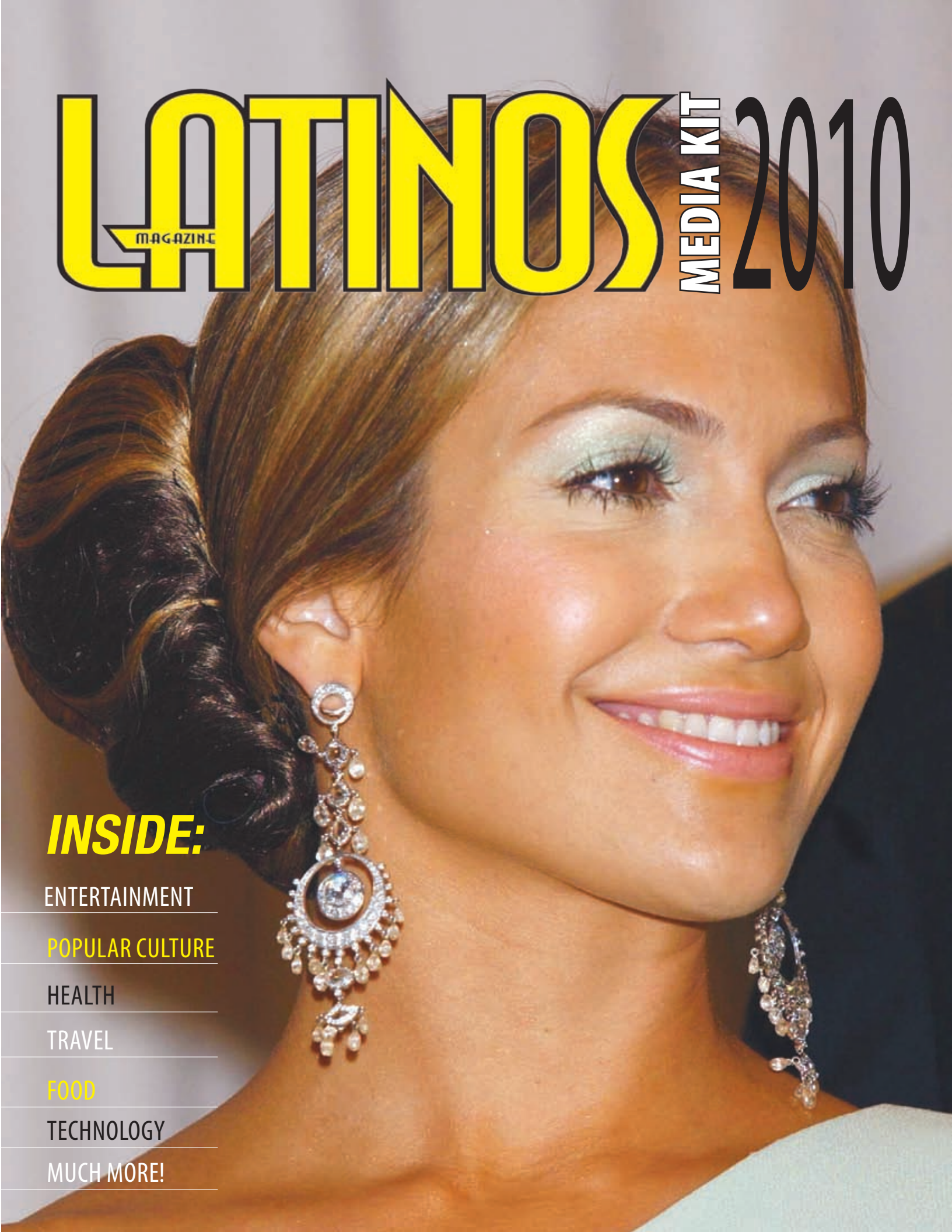
HEALTH

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

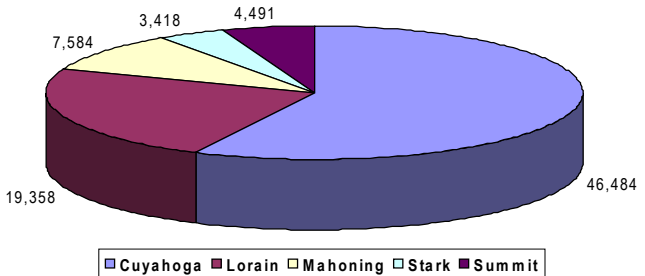
Why **LATINOS?**

MAGAZINE

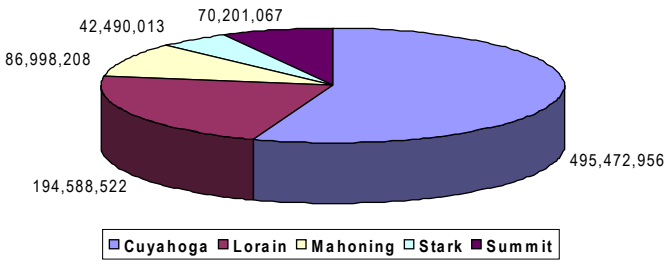
- National and Local Content
- Local Flavor
- Catered to the needs of each market we serve
- Local publisher that understands each market you advertise in
- GRATIS, GRATIS, GRATIS

County	Hispanic Population	Hispanic Income	Disposable Income
2000 Census Data			
Cuyahoga	46,484	582,909,360	495,472,956
Lorain	19,358	228,927,708	194,588,522
Mahoning	7,584	96,468,480	86,998,208
Stark	3,418	49,988,250	42,490,013
Summit	4,491	82,589,490	70,201,067
Total	81,335	1,040,883,288	884,750,795

Hispanic Population for Distribution Area



Hispanic Disposable Income for Distribution Area



2007 Estimates		
	Population	% Increase
Cuyahoga	52,960	13.93%
Lorain	22,184	14.60%
Mahoning	8,463	11.50%
Stark	4,161	21.74%
Summit	6,403	42.57%
Total	94,171	15.78%

Ohio Hispanic Population		
	Population	Increase
State in 2000	213,889	
State in 2007	283,755	32.66%

Selected Counties as % of Ohio Population	
2000	38.03%
2007	33.19%

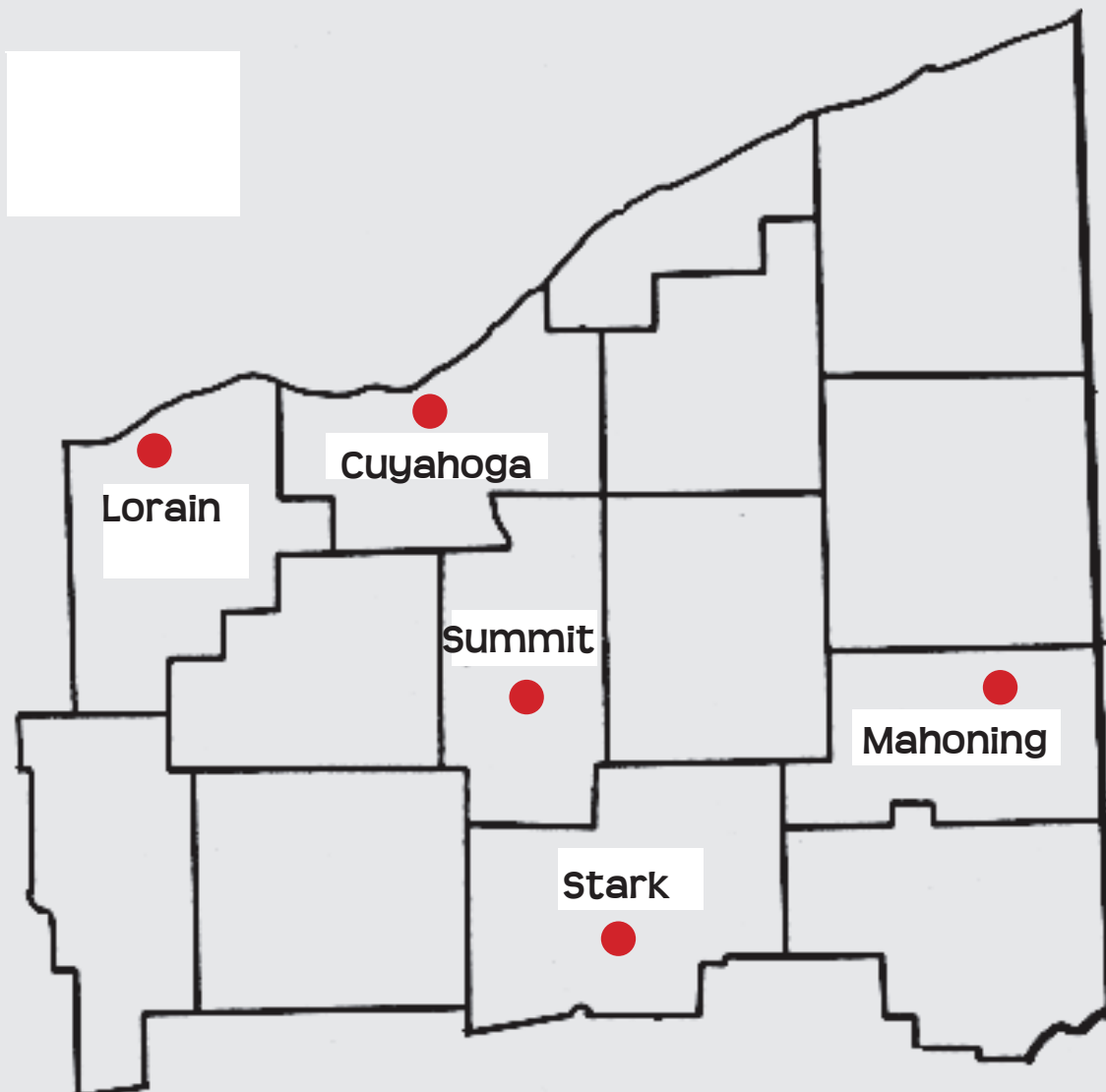
Did you know?

- About 1 of every 2 people added to the nation's population between July 1, 2005, and July 1, 2006, was Hispanic. There were 1.4 million Hispanics added to the population over the period.
- Hispanics are the fastest growing minority group in the United States
- According to the 2000 census the population in Ohio only grew by 5% , while the Hispanic population grew 55%

*Information was obtained from the 2000 U.S. Census

DISTRIBUTION MAP

NORTHEAST OHIO



	4x	8x	12z
Inside Front Cover	NA	\$1,400	\$1,200
Inside Back Cover	NA	\$1,250	\$1,150
Back Cover	NA	\$1,400	\$1,250
Page 3	NA	\$1,400	\$1,200
1/3 Page	\$700	\$625	\$560
Full Page	\$1,200	\$1,100	\$1,000
1/2 Horizontal	\$700	\$625	\$550
1/2 Vertical	\$700	\$625	\$550
1/4 Horizontal	\$400	\$350	\$300
1/4 Vertical	\$400	\$350	\$300

TO ADVERTISE CONTACT:

LORAIN
Richard Romero
 (440) 244-3223
richardromero@centurytel.net

CLEVELAND
Richard Guilfu
 (216) 254-9300
rguilfu@yahoo.com

- 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)

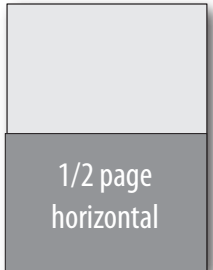
Full page (with bleed) RECOMMENDED	8.25 x 10.75
Full page (no bleed)	7.5 x 10.25
1/2 page (verticle)	3.5 x 10.25
1/2 page (horizontal)	7.5 x 5
1/3 page	2.5 x 10.75
1/4 page (verticle)	3.5 x 5
1/4 page (horizontal)	7.5 x 2.5



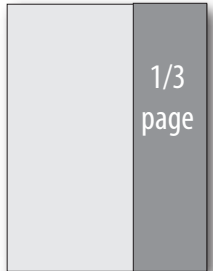
full page



1/2
page
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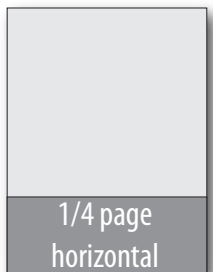
1/2 page
horizontal



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...**