

PopularHispanics®

Bienvenidos to Popular Hispanics, an English language digital magazine bringing you the latest lifestyle and entertainment news all spiced up and served with a Hispanic twist.

As one of the fastest-growing demographics in the U.S. the Hispanic market is hot and it's up to us to educate others in a fun and exciting manner about our heritage. To ensure success, we've designed our digital publication with Hispanics in mind by celebrating/highlighting our accomplishments through engaging stories and information about our Hispanic culture.

Our goal is to tap into our culturally rich heritage to create content that's relevant to our readers in the markets we serve. We are the voice that will introduce your business to our multicultural consumers looking for the latest lifestyle and entertainment products and services.

Our motto is "Livin' La vida with Style."



IN THE SUMMER 2013 ISSUE

John Paul DeJoria

Throughout his life, John Paul has overcome many obstacles to become one of the most recognizable names in the business world with his successful salon products and the very popular, Patron Tequila. Although not Hispanic, John Paul's story is nothing short of remarkable.



Santa Fe

Step into New Mexico's past with New Mexico native and owner of the prestigious Heritage Hotels & Resorts, Jim Long. He has created culturally significant properties that incorporate the history and culture of the region.



Brazilian Sizzle

Churrasco and churrascarias (aka Brazilian steakhouses) can be found everywhere in Brazil today, but the tradition is originally from the southern states, notably Rio Grande do Sul which still boasts the best churrascarias in Brazil.

PopularHispanics®

ADVERTISING INFORMATION

Beautifully illustrated in English, the quarterly publication offers readers relevant lifestyle and entertainment news designed with Hispanics in mind. It consists of 48 pages, cover to cover, rich in content and written by a number of departments, regular columnists as well as contributors. For advertisers this is a very important opportunity to create a campaign in a demographic that can't be ignored. Start planning now if you want to reach and capture this very lucrative market.



TOTAL CIRCULATION: 18,160

The target audience is the affluent Hispanic market in the Austin Metro area with an income range of 100K or above.

DEMOGRAPHICS

71% Are 35-59 Years of Age

87% Are Married

83% Have an Income of \$100,000 - \$174,999

88% Are Confirmed Home Owners

81% Purchase Power Indicator of \$100,000 - \$174,999

Wealth Finder 66% in \$540,000 - \$1,739,999 Range

72% Are Aggressive to Very Aggressive Investors

79% Have High Tech Homes

PREMIUM POSITIONS:

Back Cover, Inside Front Cover, Inside Back Cover

Page 1, Right-read: Add 20%

Page 3, Right-read: Add 15%

SPECIFICATIONS

trim: 8.5" x 11"

bleed: 8.75" x 11.25"

line screen: Minimum of 300 dpi.

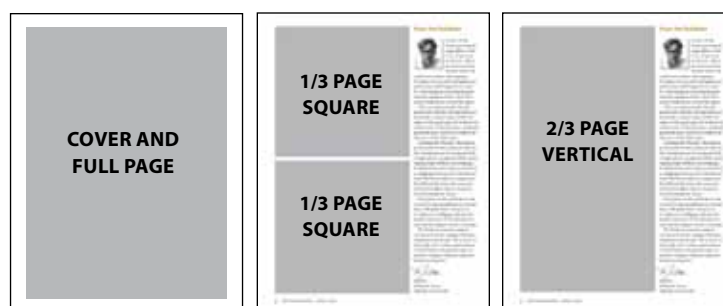
safety: All live matter must be 1/2" from trim on all four sides.

Saddle stitched, 4/C

REQUIRED MATERIALS

PDF digital files.

Total dot density of 300.



COVER AND FULL PAGE

non-bleed

7.5"w x 10"h

bleed

8.75"w x 11.25"h

trim

8.5"w x 11"h

2-PAGE SPREAD

non-bleed

15"w x 10"h

bleed

17.5"w x 11.25"h

trim

17"w x 11"h

2/3 PAGE VERTICAL

non-bleed

4.95"w x 9.84"h

1/3 PAGE SQUARE

non-bleed

4.95"w x 4.84"h

1/4 PAGE SERVICE SHOWCASE (NOT SHOWN)

non-bleed

3.67"w x 4.84"h

Supply us with a 300 dpi color image or logo and 40 words of copy and we will build your ad to our format.

FOR PRICING INFORMATION CONTACT US AT:

ph: 512-246-0726 cell: 512-971-8366

email: advertising@PopularHispanics.com

Inquiries in this regard should be addressed to:

Popular Hispanics - Advertising, 1339 Lakeside Loop, Round Rock, TX 78665