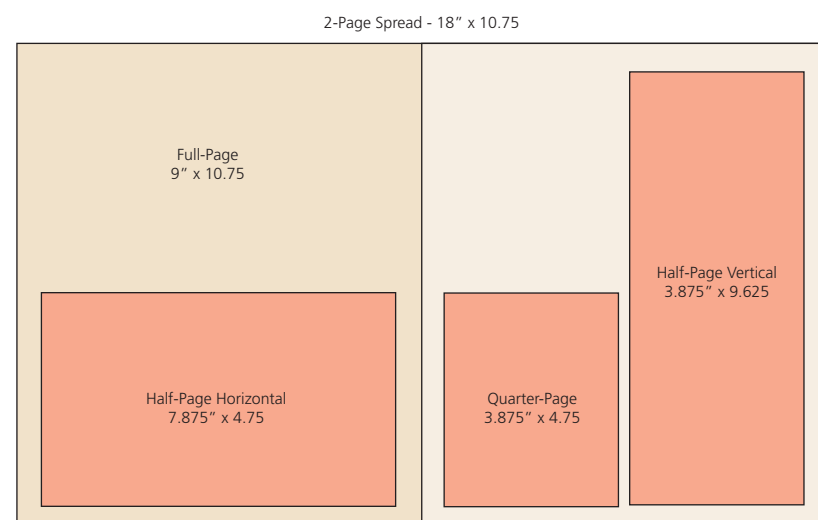


RATES & SPECIFICATIONS

Popular Hispanics offers a variety of ad sizes and rates to fit any budget. Contact us to see how we can help get your message to our readers.

Email to advertising@PopularHispanics.com or call (512) 971-8366



PREMIUM POSITIONS CHARGES:

Back Cover: Add 30%
 Inside Front Cover: Add 25%
 Inside Back Cover: Add 25%
 Page 1, Right-read: Add 20%
 Page 3, Right-read: Add 15%
 Guaranteed Right-read: Add 10%

*Rates good until 9/30/2014

AD SUBMISSION & DEADLINES:

All ad materials must be received a month before the publication. (Ex: ad running in March (31st) issue is due by February 28).
 Email to advertising@PopularHispanics.com or call (512) 971-8366

PAYMENT TERMS:

Half payment upfront upon signing the contract the other half is due the month before the quarterly issue date. For example if the issue is out at the end of March, payment is due by the last day of February. Credit card payments, checks and automatic withdrawals are accepted.

Ad Creation: \$250

Ad change: \$150

Allow our full-time graphic designers to create a powerful ad for you at just \$75 an hour with a one hour minimum. You must provide a high resolution image(s) and text. These costs are in addition to ad rates

Popular Hispanics accepts 3 file formats.

1. Press Ready PDF
 - File cannot use transparency (if your file uses transparency, please see EPS below).
 - All images must be set at 300 dpi for optimum quality (saved at lower dpi will result in a poor quality, low resolution image).
 - All colors must be 4 color CMYK or grayscale.
 - File must have a minimum of .125 inches bleed on all four sides.
 - Save as file type PDF.
 - Compatibility requirements- Acrobat 4.0 or higher.
 - All compression for images should be at 300 dpi for optimum quality.
 - Crop marks should be added to saved art with an offset of .25 inches (do not use bleed marks).
 - When saving art, please include all embedded fonts.

2. Press Ready TIFF

- All images must be set at 300 dpi for optimum quality (saved at lower dpi will result in a poor quality, low resolution image).
- All colors must be 4 color CMYK or grayscale.
- File must have a minimum of .125 inches bleed on all 4 sides.
- Save as file type TIFF.
- No compression of the file is necessary.
- Save file type as TIFF format.

3. Press Ready EPS

- All images must be set at 300 dpi for optimum quality (saved at lower dpi will result in a poor quality, low resolution image).
- All colors must be 4 color CMYK or grayscale.
- File must have a minimum of .125 bleed on all 4 sides.
- Save as file type EPS.
- PostScript: Level 2
- Color: CMYK
- Preview: TIFF
- Data Format: ASCII or binary
- EPS file must have a minimum of .125 inches bleed on all 4 sides.
- When saving art, please include all embedded fonts.

Popular Hispanics accepts 3 delivery methods.

1. FTP

- You can only access our FTP site through an FTP program (i.e. Dreamweaver, Fetch, etc). You cannot access it through a browser window.
- Host name: [ftp.PopularHispanics.com](ftp://ftp.PopularHispanics.com)
- Please name the ad with month and advertiser's name (ex: feb_advertiser name.pdf)
- When uploading file, please send confirmation to milton@PopularHispanics.com

2. CD-ROM

- When sending discs and proofs, please note there are two different addresses depending on your sending method:
- All materials sent via FedEx, UPS, or any other overnight delivery service go to: 1339 Lakeside Loop, Round Rock, TX 78665 Attn.: Milton Torres

3. EMAIL

- Send complete artwork via email: milton@PopularHispanics.com
- Please compress any files over 10MB or send artwork using a different method

ON THE WEB WWW.POPULARHISPANICS.COM



Online Topic Editorial Submission Deadline/Online Dist. Date

- Spring Break & Pets: 1/10 - 2/03
- Jobs & Your Career: 2/01 - 3/07
- Music & Outdoors: 3/01 - 4/05
- Weddings & Wedding Dresses: 4/01 - 5/02
- Back To School/college: 5/01 - 6/14
- Fall Homes/Housekeeping: 6/01 - 7/04
- Cars: 7/01 - 8/01
- Diet/Exercise: 8/01 - 9/06
- Holidays: 9/01 - 10/03
- Weddings, Summer Brides: 10/01 - 11/01



For all calendar events there's a pattern for generating coverage. This pattern is based upon the different seasons; winter, spring, summer and fall. Journalists and advertisers have to plan existing stories; new product launches, seasonal promotions, travel page features, etc, to fit the appropriate season in advance.

Popular Hispanics offers three different mediums, an e-newsletter, online publication, and magazine. Since an e-newsletter is sent out weekly leads are crucial. The online publication is updated monthly and the magazine is published quarterly. It is essential to factor in lead times into overall planning as you look over the Popular Hispanics Media Kit.



POPULAR HISPANICS®



MEDIA KIT 2014

LIVIN' LA VIDA



WITH STYLE

Popular Hispanics® is a chic and trendy online English language magazine that brings you the latest lifestyle news on fashion, travel, sports & fitness, arts, celebrity sightings, community news, food and drinks, all spiced up and served with a Hispanic twist.



We are the voice that will introduce your business to our multicultural consumers looking for lifestyle and entertainment products and services.

Our number one goal is to create content relevant to our readers in the markets we serve. We offer a weekly newsletter, an online Web magazine, a quarterly print magazine and social media platforms (Facebook, twitter, LinkedIn and Youtube).

These mediums are a way for advertisers to reach the nation's 50.4 million Hispanic consumers, the nation's largest minority. A market with a purchasing power currently estimated at 1.2 trillion, and expected to grow to \$1.5 trillion by 2015.

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.

MISSION STATEMENT

Popular Hispanics is a chic and trendy English language online and print magazine exploring the American Latino culture. We are dedicated to bringing the latest lifestyle and entertainment news that will enrich and educate our reader's lives.

Our goal is to represent, support and promote the Hispanic community by fusing our Hispanic-American values with all cultures. We do this by producing great stories on the hottest trends, entertainment, fashion, fitness, sports, food and travel.

VISION

To build a platform of digital/traditional print titles & mediums that represents the Hispanic community. Popular Hispanics' vision is to provide engaging and entertaining news that enhance the lives of our readers.

Generating coverage about high profile Hispanics and non-Hispanics, who are changing and educating the world through their profession. The intent is to bring their messages to the communities around the globe in order to break down social barriers.

Sharing stories that offer an understanding of Hispanics and the contribution they provide to the global community. We want to invite our readers to engage with the writers through our website, blog, and social media platforms.

MARKET PRESENCE (in order of planned launch)

Austin, Dallas, San Antonio, Houston, LA, NYC, Miami, Chicago, Albuquerque, Denver

- Successful Hispanic market
- Household income of \$100,000 or above
- Reads & writes English
- Enjoys fashion, dining, music & entertainment, Fitness & sports, travel, and food

SITE PROFILE

Hispanic Market: Educated, 26-60 year-old *SOURCE: U.S. CENSUS BUREAU

Market Presence	Hispanic Population
Miami	65.8%
San Antonio	58.7%
Los Angeles	46.5%
Albuquerque	39.9%
Houston	37.4%
Dallas	35.6%
Denver	31.7%
Austin	30.5%
New York City	27.0%
Chicago	26.0%

MAGAZINE INFORMATION

- Distribution: Magazine, Website & e-newsletter
- Magazine: Quarterly, 48 pages, color
- Estimated Readership: 100,000
- Circulation: 18,160 (Austin)
- Newsstand/Subscription rate: US, \$4.95
- Events: Launch Parties, advertising, e-newsletters, social media platforms.
- Controlled Distribution: e-newsletters, database driven



Third Quarter: (Summer/Fall) July – September

Q3

Fall Fashion

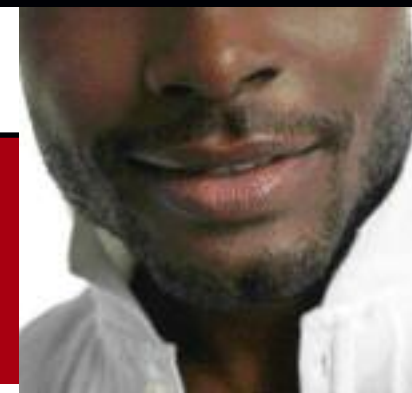
Issue Date: 9/30
Ad RSVP Deadline: 8/15
Ad Material Deadline: 8/30



- Key dates:**
- July 4th, Ramadan Month of August
 - Labor Day (Sept 5) ■ Hispanic Heritage Month (Sept 15 – Oct 15)
 - Autumn begins (Sept 23)
 - Rosh Hashanah Begins (Sept 29).

- Events:**
- Summer movies
 - Summer travel
 - Back to school,

- Suggested Articles:**
- Ski Vacation Getaways
 - Popular Hispanics Sports Person of the Year
 - Best & Brightest Hispanics
 - Fall Season Entertainment
 - Sports & Fitness
 - Nightlife Activities
 - Winter Fashion
 - Christmas Stories
 - Thanksgiving Ideas & Recipes
 - New Years Eve Party Plans



Fourth Quarter: (Fall/Winter) October – December

Q4

Popular Hispanics Person of the Year

Issue Sale Date: 12/31
Ad RSVP Deadline: 11/15
Ad Material Deadline: 11/30

- Key dates:**
- October:** Yom Kipper (Oct 8)
 - Columbus Day (Oct 10),
 - Halloween (Oct 31),
 - November:** Daylight Savings Ends (Nov 6) ■ Veterans Day (Nov 11)
 - Thanksgiving (Nov 24),
 - December:** Hanukkah (Dec 21)
 - Winter Begins (Dec 22), Christmas (Dec 25) ■ 1st day of Kwanzaa (Dec 26) ■ New Year's Eve

- Events:**
- World Series
 - American Indian Heritage Month



First Quarter: (Winter/Spring) January – March

Q1

Musica

Issue Sale Date: 3/31
Ad RSVP Deadline: 2/15
Ad Material Deadline: 2/28



- Key dates:**
- January:** New Year's Day ■ MLK (Jan 17).
 - February:** Black History Month (Feb)
 - Groundhog Day (Feb 2) ■ Chinese New Year (Feb 3) ■ Lincoln's Birthday (Feb 12)
 - Valentine's Day (Feb 14) ■ Washington's Birthday (Feb 22). **March:** Women's History Month (Mar) ■ Shrove Tuesday/Mardi gras (Mar 8) ■ Ash Wednesday (Mar 9) ■ Daylight Savings (Mar 13) ■ St Patrick's Day (Mar 17)
 - Spring Begins (Mar 20)

- Events:**
- Super Bowl
 - NCAA Tournament
 - The Academy Awards
 - Musica (SXSW)

- Suggested Articles:**
- Latest Summer Style
 - Health & Fitness
 - Exotic & Romantic Travel
 - Who are the most powerful Hispanics
 - Health
 - Music
 - Beautiful Brides & Weddings
 - Summer Vacation Get Away
 - Tax Advice
 - Baseball Season
 - Spring Gardening
 - Memorial Day
 - Easter



Second Quarter: (Spring/Summer) April – June

Q2

The Great Outdoors

Issue Sale Date: 6/30
Ad RSVP Deadline: 5/15
Ad Material Deadline: 5/30



- Key dates:**
- April:** Tax day (April 15) ■ Easter (Apr 24)
 - May:** Mother's Day (May 8)
 - Memorial Day (May 30),
 - June:** Flag Day (Jun 14) ■ Father's Day (Jun 19) ■ Summer begins (Jun 21)

- Events:**
- Baseball opening day
 - Spring gardening season
 - End of school
 - Summer vacation
 - Summer movies

- Suggested Articles:**
- Fall Fun Fashion
 - Summer fashion
 - Powerful Latinas
 - Sports
 - Fine Dining
 - Green Living
 - The Innovations & New Products Issue
 - Hot Trends in Home Décor Designs
 - July Fourth Picnic Recipes
 - Summer Cines
 - Back to School

