

# PopularHispanics

## ADVERTISING INFORMATION

Beautifully illustrated in English, the quarterly digital 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.



The target audience is the affluent Hispanic market 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:

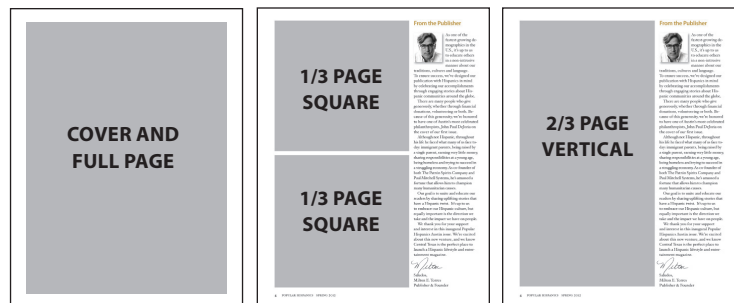
- Back Cover, Inside Front Cover, Inside Back Cover
- Page 1, Right-read: Add 20%
- Page 3, Right-read: Add 15%

### 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 OR ADVERTISING INFORMATION CONTACT US AT:

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

email: [advertising@PopularHispanics.com](mailto:advertising@PopularHispanics.com)

Inquiries in this regard should be addressed to:

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