

latinoconnection MAGAZINE

MEDIA KIT 2017



NEW LAYOUT FOR 2017

PENNSYLVANIA'S ONLY CERTIFIED BILINGUAL PUBLICATION

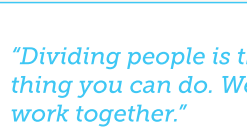
Our mission is to increase the education, health and professional development of the community. We offer a voice for your company's products, services, and events — in English and in Spanish.

We translate the meaning, not just the words, ensuring your message and your brand are presented in Spanish exactly as they are in English.

Certified translators guarantee the accuracy of the message in Spanish — a key factor in education, law and healthcare.

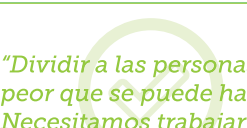
Partner with Latino Connection magazine, and you **extend your reach, strengthen your presence, and increase your bottom line.**

ENGLISH



"Dividing people is the worst thing you can do. We need to work together."

ESPAÑOL

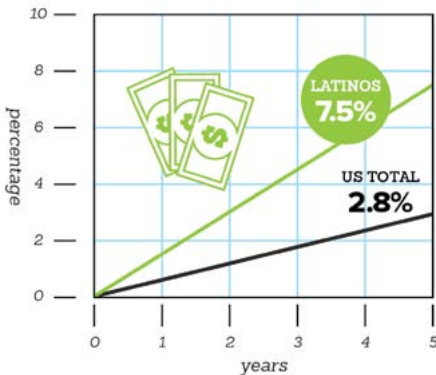


"Dividir a las personas es lo peor que se puede hacer. Necesitamos trabajar juntos."

“ Latinos will change the profile of American society over the next four decades. The Hispanic population will grow much quicker than other population segments, and Hispanic consumers will represent an increasing percentage of the American consumer base. ”

TATJANA MEERMAN, PUBLISHER; PACKAGED FACTS RESEARCH COMPANY

Latino Purchasing Power
(compared with total US population)



A GROWING AUDIENCE WITH PURCHASING POWER

Latinos are the fastest growing ethnic population in the Commonwealth.

According to US census data, the Latino population grew by 82.6 percent between 2000 and 2010 and continues to be the fastest growing subgroup nationwide.

Over 750,000 Pennsylvanians are of Latino origin. Pennsylvania ranks #13 in the nation in total Hispanic population.

Hispanic-American purchasing power has reached \$1.38 trillion.


The US Bureau of Labor and Statistics noted the Latino purchasing power has increased 45% in the last five years, increasing at a compound annual growth rate of 7.5%. That is more than twice as fast as the 2.8% growth for the total US purchasing power.

WHERE TO FIND LATINO CONNECTION MAGAZINE


Teasers of upcoming content and links to our official site offer readers a full digital experience of the full print version of every issue.


Downloadable PDFs are available at thelatinoconnection.net.

Articles and enhanced web content are also viewable at thelatinoconnectionmag.com.


 @latinoconnection


 @latinoconnection

 717-963-7218

 thelatinoconnection.net

 @latinoconnectpa

 @latinoconnection

 info@thelatinoconnection.net

 thelatinoconnectionmag.com

DISTRIBUTION & REACH

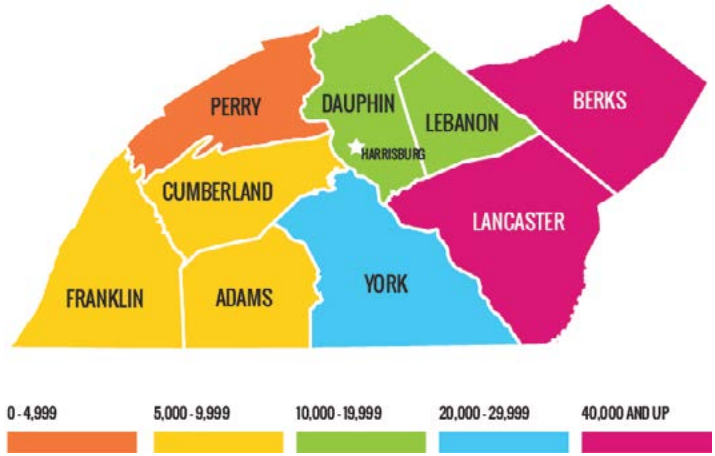
Latino Connection magazine is a free publication with two tiers of distribution:



Core Distribution: High Schools, Colleges/Universities, Libraries



Sub-core Distribution: Non-profits, Government Agencies, Senior Centers, Residential



OUR READERS

A bilingual publication cover to cover, Latino Connection magazine delivers high quality, relevant content to:

American Latinos
(English dominant)

Latino Americans (Bilingual)

Non-Latinos appreciative of the Latino culture

New Immigrants

CONTENT CALENDAR

Community-focused by design, Latino Connection magazine is organized into four primary departments (shown on the right). According to Pew Research, these departments represent the issues Hispanic American's care about most.

Health & Wellness	Education
Business & Industry	Lifestyle

SPRING

RESERVATION DEADLINE:
2/28/17

AD SUBMISSION DEADLINE:
3/5/17

DISTRIBUTION:
3/15/17



SUMMER

RESERVATION DEADLINE:
5/30/17

AD SUBMISSION DEADLINE:
6/5/17

DISTRIBUTION:
6/15/17



FALL

RESERVATION DEADLINE:
8/30/17

AD SUBMISSION DEADLINE:
9/5/17

DISTRIBUTION:
9/15/17



WINTER

RESERVATION DEADLINE:
11/30/17

AD SUBMISSION DEADLINE:
12/5/17

DISTRIBUTION:
12/15/17



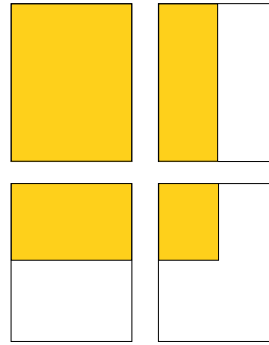
PRINT ADS

Advertising, Sponsorships, and Advertorials

Full Page	\$1500
Half Page	\$1000
Quarter Page	\$600

* **Note:** Sizes provided are trim sizes. For more info on how to set up artwork, request our Artwork Guidelines PDF

DIMENSIONS



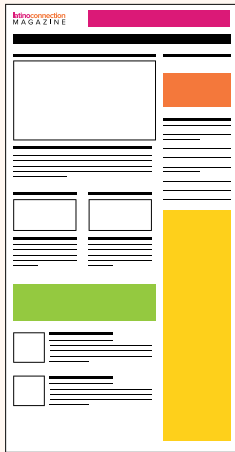
Full Page
8.5" x 11"

Half Page (Vertical)
4.25" x 11"

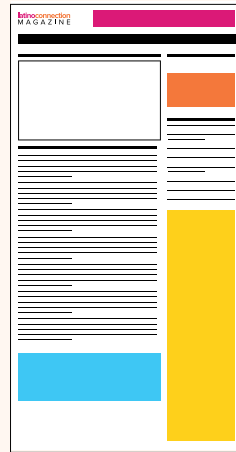
Half Page (Horizontal)
8.5" x 5.5"

Quarter Page
4.25" x 5.5"

HOMEPAGE



ARTICLE



DIGITAL ADS

Digital Ads

Two Online Banners \$475/month

Sizes and Placements

- Header Banner: 728x90
- Homepage Featured Stories Banner: 720x180
- Sidebar Banner Top: 384x180
- Sidebar Banner: 384x1152
- Article Banner: 668x334

MARKETING OPPORTUNITIES

Business & Community Council \$5000/year

Be recognized as a community partner in the mission and co-publisher for a full calendar year.

- Receive premium, full color logo placement on the back outside cover of every print issue.
- Complimentary digital advertisement
- Invitation to actively participate in the council to determine the most relevant article content
- Recognition as a community partner in all Latino Connection PR materials for one year



CONNECT

EXPAND YOUR COMPANY'S EMPLOYMENT POOL

Have a Bilingual Job to Fill? Latino Connection Magazine offers employment classified ads. Find a qualified candidate with our multi-tiered approach to advertise your opening. Every listing includes:



One posting in Latino Connection magazine per issue that includes your company logo and job description.



Announcement on all three social media outlets: Facebook, Twitter, and Instagram



60 day posting on our website
thelatinconnectionmag.com

Employment classifieds are part of a membership to **CONNECT**, a program that promotes business-to-business partnerships and professional opportunities within the Latino community across Pennsylvania.