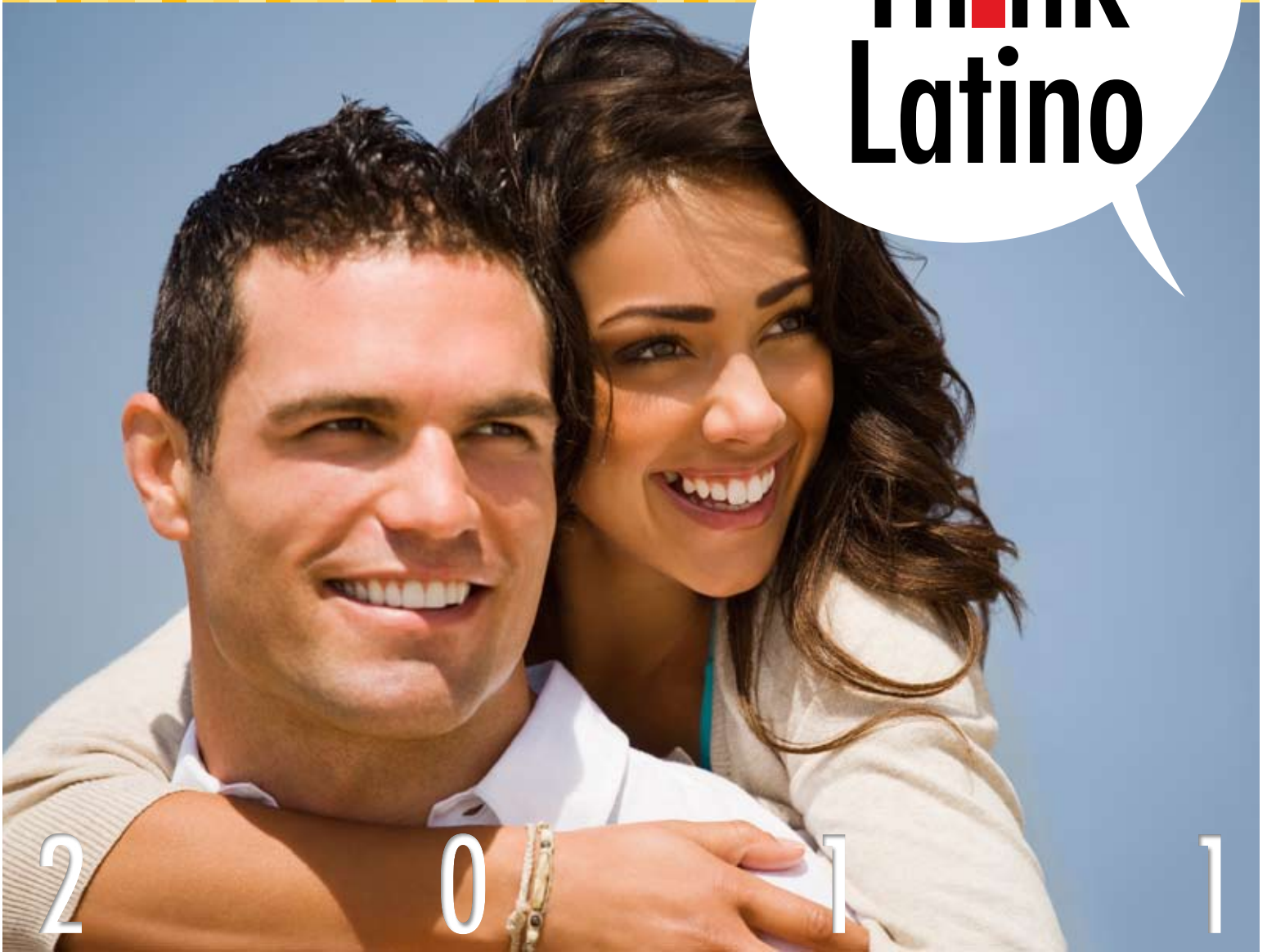


MEDIA KIT

Think
Latino



EL DIARIO

www.eldiariony.com

impreMedia



The Leading Hispanic News
and Information Company

If you're looking to grow your business in 2011,
we invite you to **"Think Latino"**.



Dear Advertisers,

impreMedia's slogan for 2011 summarizes our perspective on the powerful nature of the Latino market: "The Future Is Now/ El Futuro es Ahora".

Our society has been shaped in so many positive ways by the contributions of Latinos, and you will want to keep these facts front and center when developing your marketing strategies. Latinos have the greatest number of small business start-ups; the fastest growth rates in disposable income; have increasingly influential political power; are distinguished by their youthfulness, size, and linguistic characteristics; and are rapid adopters of technology, the internet and social media. These attributes combine to create a powerful market for any business in search of growth.

Here at *impreMedia* we continue to extend our platforms, products and reach to better assist you in this endeavor. We are more committed than ever to delivering solutions that help you engage with Hispanic consumers.

Our strong brands, deep community roots and national footprint provide you the best of all media combinations. We can take you from grassroots events to target-marketing via online and mobile. Our ability to connect and engage Hispanic audiences across all our publications is what attracts higher numbers of readers per copy and continuously delivers vertical alignment and product integration across all our platforms.

I encourage you to explore the many attributes of our media company. We can drive consideration, awareness, purchase intent and activation. If you're looking for results and are ready to "Think Latino", then remember to also "Think *impreMedia*".

Saludos,

A handwritten signature in black ink that reads "Mónica B." followed by a period.

Mónica Lozano
impreMedia's Chief Executive Officer

EL DIARIO

www.eldiariony.com

impreMedia

El Diario has built a reputation as a paper with a purpose. For over 98 years, *El Diario* has provided constant community coverage in both online and print. It continues to be the source for news and information to Hispanics in the New York Tri-state area.

El Diario's audience is influential

DIGITAL SOLUTIONS

Our digital online opportunities touch our Hispanic audiences in innovative ways. Integrating online and mobile capabilities across all our publications enables advertisers to further extend their Hispanic reach and drive traffic.

Our Digital Products

- Web banner campaigns
- Microsites
- Email marketing
- Promotional Sweepstakes
- Mobile marketing
- In-call media
- Buttons
- Directories
- Video pre-rolls
- Roadblocks



INTEGRATED CONTENT

Main News

Provides local, national, and international news with a variety of sections that appeal to New York Hispanic readers' interests and informational needs.

- Local, national and international News
- Opinion columns and Letters to the Editor

Sports

Capture the excitement of *El Diario's* most popular section –sports. Staff writers provide the latest in comprehensive sports coverage, team standings and scores.

- Complete coverage of New York's professional sports teams including: New York Yankees, Mets, Knicks, Red Bulls, Giants, Jets, Rangers and the New Jersey Nets
- Sports sweepstakes / event coverage

La Vibra

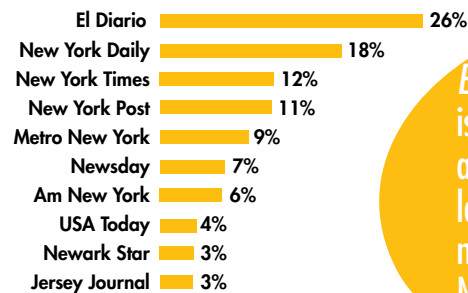
La Vibra is for the socially active adult, who wants to be in the know. The weekly entertainment guide publishes every Thursday and targets people ages 25 to 38. It covers music and movies and has exclusive interviews with some of the hottest stars.

- Entertainment and celebrity gossip
- Spotlight on national and up and coming music events
- Film focus and movie listings
- Music and restaurant reviews
- Cultural events and nightlife in New York

Classified

El Diario's daily Classified section is a one-stop-shop for Hispanic consumers from selling a car to searching for employment. The online Classified section now offers consumers an easy to use online portal and access to a number of category listings all from the comfort of their home.

- Automotive
- Employment
- Real Estate Directory
- Legal Directory
- Mortgages



Source: Scarborough Research 2010 R2; A18+.

El Diario is the largest ABC audited Spanish-language daily newspaper in New York



1 Million

Print and Online Reach*

277,000

Daily Readership**

47,936

Circulation**

**Scarborough Research 2010 R1; A18+

EL DIARIO

www.eldiariony.com

impreMedia

*Source: Scarborough Research 2010 R1; A18+. Omniture Site Catalyst, impre.com Network LA DMA Visits, October 2010. 4% Scarborough identified duplication of weekly print audience and eldiariony.com in the past 7 days. Duplication re-calculated and removed from monthly Scarborough print audience plus online LA DMA Visits from Omniture.

impreMedia

| La Opinión | El Diario | La Raza | El Mensajero | La Prensa | Rumbo | La Vibra | Contigo | Vista | Hoy NY | impre.com

Think Latino



Demographic Profile

Audience Profile

Personal Demographics

Male	55%
Female.....	45%
Average age.....	40
Married.....	43%
Single	41%
Born outside of the U.S. *	76%
Average years in the U.S. * ..	14

(* Among Hispanic Adults born outside U.S.)

Household (HH) Demographics

Average HH Size.....	4
Average HH Income.....	\$56,014
HH's with Children	56%
<i>(Age 17 and under)</i>	
Language Preference	
Spanish.....	84%

Source: Scarborough Research 2010 R1; A18+

Calendar

Special Sections



JANUARY

- January 24 (Mon) Diversity Careers
- January 26 (Wed) Focus on Jackson Heights

FEBRUARY

- February 9 (Wed) Valentine's Day Gift Guide
- February 27 (Su) Dominican Independence

MARCH

- March 9 (Wed) Your Health
- March 23 (Wed) Focus on Washington Heights

APRIL

- April TBD Women's Luncheon
- April 6 (Wed) Spring Education
- April 15 (Fri) Spring Real Estate Guide
- April 20 (Wed) Immigration History Week
- April 22 (Fri) Auto Show
- April 27 (Wed) US Census

MAY

- May 3 (Tues) Mother's Day Guide
- May 5 (Thurs) Cinco de Mayo
- May 11 (Wed) Your Health
- May 25 (Wed) Dominican's Mother's Day

JUNE

- June 12 (Sun) Puerto Rican Heritage
- June 15 (Wed) Focus on The Bronx
- June 22 (Wed) Gay & Lesbian Pride
- June 29 (Wed) Summer in The City

JULY

- July 13 (Wed) Focus on Long Island
- July 20 (Wed) Colombian Independence
- July 28 (Thur) Peruvian Independence
- July 29 (Fri) Auto Preview

AUGUST

- August 10 (Wed) Ecuadorian Independence
- August 16 (Tues) Dominican Restoration Day
- August 17 (Wed) Back to School

SEPTEMBER

- September 12 (Mon) Fall Careers
- September 15 (Thur) Central American Independence
- September 16 (Fri) Mexican Independence
- September 28 (Wed) Focus on NJ

OCTOBER

- October 9 (Sun) Hispanic Heritage
- October 12 (Wed) Your Health
- October TBD El Awards / Men's Luncheon
- October 28 (Fri) The Best of Hispanic NY

NOVEMBER

- November 16 (Wed) Fall Education
- November 23 (Wed) Holiday Shopping Guide

DECEMBER

- December 14 (Wed) Last Minute Shopper Guide



"Piensa Digital" Seminar 2010



"El Awards" 2010



"Dominican Parade" 2010

Events

El Diario's community connection and audience empowerment offers a win-win proposition for our corporate partners and our community alike. Established programs and long-standing relationships with city leaders and event producers allow us the best position when engaging with the Latino community. As experts in targeting the New York Latino community, our reach goes beyond traditional advertising channels. *El Diario's* community connection and audience loyalty provide a clear direction for your company when deciding the best options for your Latino outreach initiatives.

Unique Opportunities



Section front strip



Back cover strip



U shape



Strip & Double Section Front strip



Island



Wrap



Diagonal



Triangle



Centerspread half page double truck

Stand Out!

Premium Advertising Opportunities

Get your name in front of customers with something creative and unique. Each of these stand out products are sure to increase attention to your business.

El Diario offers exclusivity by allowing only one specialty product per edition. Make a lasting impression with a *El Diario* advertising product tailored to your needs.

- Front Page & back cover banner ads & creative ad units
- Square Display Ad
- Fireplace ads - double truck or single full page
- Centerspread double-truck ads (Full or Half)
- Island ads
- Triangle ads
- Stair step ads
- Wraps
- Jacquets
- Oversize Insert
- Front page banner ads
- Centerspread banner ads
- Corner ads / Dog ear
- U-shape ads

These and many other creative ad units are available. Consult your Account Executive to discuss a creative campaign that suits your product or service.

FSI - Inserts

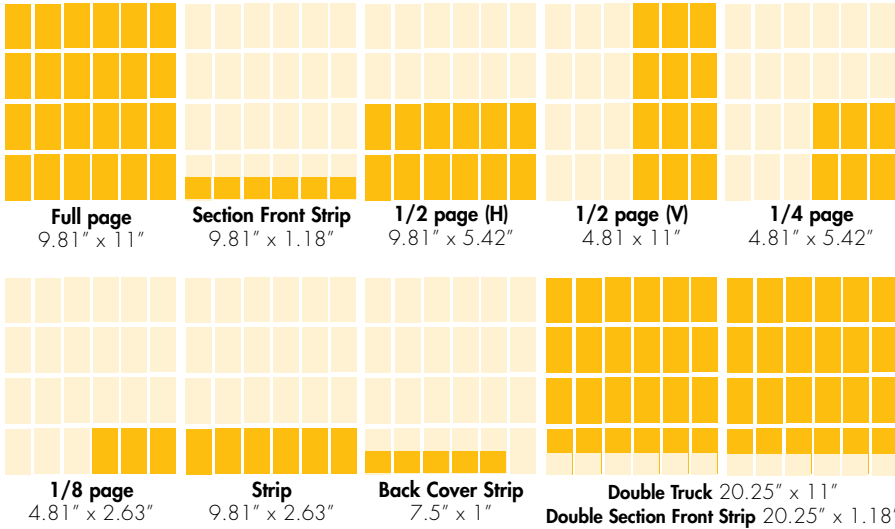
We have a number of options for Print and Delivered Inserts as well as pre-printed materials that can be inserted into our publications. Ask your Account Executive about these specialty products.



2 0 1 1

Specs, Deadlines & Delivery

DISPLAY AD DIMENSIONS



Column/Ad Sizes TABLOID PAGE

DISPLAY

6 columns x 11" height

Ad Size	Inches
Full page	6 col. (9.81") x 11"
1/2 page (H)	6 col. (9.81") x 5.42"
1/2 Page (V)	3 col. (4.81") x 11"
1/4 page	3 col. (4.81") x 5.42"
1/8 page	3 col. (4.81") x 2.63"
Section front strip	6 col. (9.81") x 1.18"
Strip	6 col. (9.81") x 2.63"
Back Cover strip	7.5" x 1"
Double Truck	13 col. (20.25") x 11"
Double section front Strip	20.25" x 1.18"

CLASSIFIED

7 columns x 11" height

Sizes	Dimensions
1 column wide	1.25"
2 columns wide	2.656"
3 columns wide	4.062"
4 columns wide	5.50"
5 columns wide	6.906"
6 columns wide	8.312"
7 columns wide	9.75"

Deadlines

Space Reservation: Minimum 3 days prior to publication

Ad Delivery: 2 days prior to publication

Camera Ready Ads: 2 days prior to publication

File Delivery

Email to: production.eldiariony.com

Please, make sure to include your account executive to email. All files, other than PDF's must be packaged and compressed in Stuffit.

Materials

- **File Formats Accepted:** PDF (preferred), eps, tiff, or jpeg.
- **Resolution:** Submitted files must be no less than 200dpi
- **Fonts:** All fonts must be embedded. Only Opentype and Postscript fonts will be accepted. NO TRUE TYPE FONTS.
- **Color:** All color images must be CMYK and all black copy must be 100% black.
- **Transparencies:** Transparencies and other effects used in vector format softwares (Illustrator or InDesign) must be flattened up*.

*Make sure the "Preserve Alpha Transparency" check box is selected.

FSI Delivery

All Preprints must be shipped directly to our printer at:

Concept Press
c/o El Diario
43-01 22nd Street
Long Island City, NY 11101
(718) 784-8899

Receiving Hours: Monday - Friday
9 a.m. to 5:00 p.m.

FSI Deadlines

Space reservation: 10 days prior to publication

Delivery: 7 days prior to publication

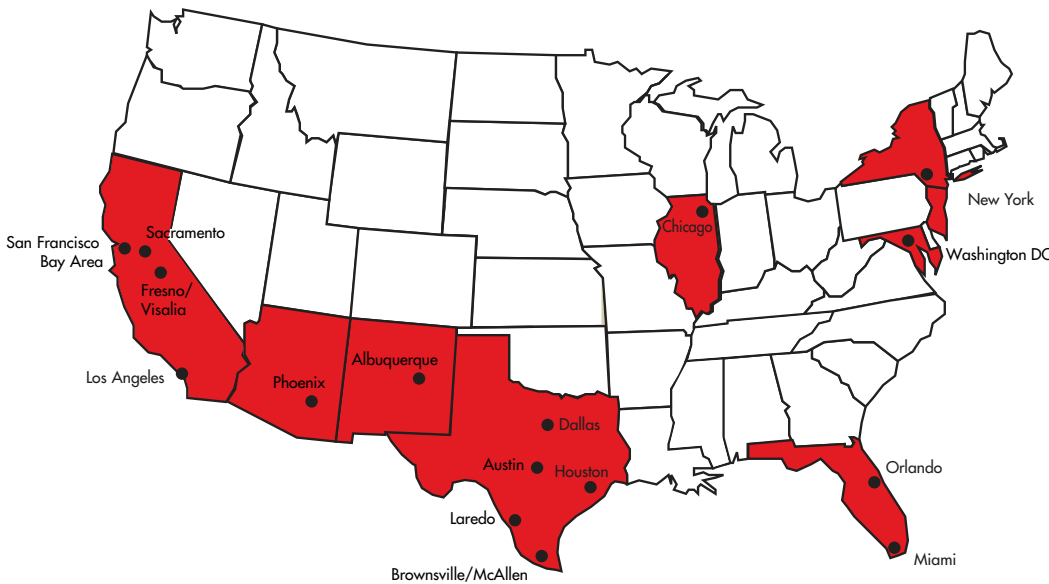
Contact Us

Display Advertising
212.807.4600

Our Brands

As the nation's largest Hispanic newspaper publisher in the U.S., *impreMedia's* most trusted brands deliver a complete multimedia experience that engage Hispanic audiences.

We connect to Hispanic audiences by leveraging print and digital opportunities across our media platforms bringing our brands to life.



Total
Access

15 markets
7 platforms

24%
of the U.S. Hispanic
adults use an
impreMedia product.
**Influence
starts here.**

Additional reach through our partnerships

La Opinión

EL DIARIO

El Mensajero

La Prensa

La Raza

RUMBO

La vibra

La Opinión
CONT!GO

impre.com

Hoy
NUEVA YORK

vista

Our Partners

el Nuevo Herald

encasa

Vida
en el valle

The Miami Herald

Value\$

Our Audience

impreMedia's audience is composed of highly-engaged, and super connected influencers. Their households have four or more members. They are active online users and engaged readers.

Cultural relevance and news - you - can - use are important to our audience. They actively use impreMedia websites and publications as tools for everything from the latest in entertainment to job opportunities to learning about college financial aid. They play active roles in their communities and grow with our respective brands.

impreMedia's Market profile

\$549 Billion Hispanic Buying Power*

\$60,642 Hispanic Average Household Income**

9.4 Million Monthly Audience***

4.2 Hispanic Average Household Size**

* Source: U.S. Diversity Market Report, Synovate 2010

** Source: Scarborough Research 2010 R1; A18+

*** Source: Scarborough Research 2009 R2; A18+

impreMedia's audience is more connected, more engaged and more influential.

Meet Our Audience



Cristina, 35, works from home and is a mother of three children. She is big on local news and the Lifestyle section. She and her husband are always looking for deals they can take advantage of and information they can use to improve their family's life.

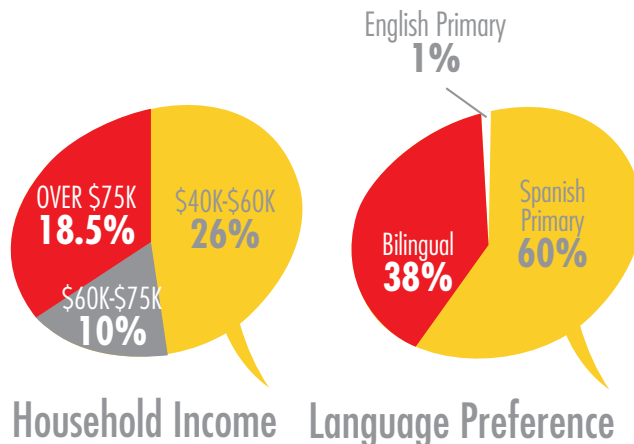
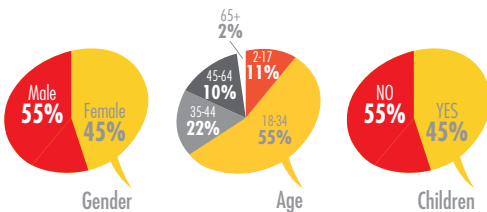


Tomás is a 26 year old Sports enthusiast. He enjoys playing soccer and checking out the latest scores, video replays and soccer games online. He's in constant search of capturing the excitement of soccer with his friends on blogs and in promotional sweepstakes.



Oscar, 32, is general contractor who owns his construction company and is an avid user of the Classifieds section. He constantly finds great deals on new and used trucks and equipment through the classifieds. He uses it as his number one tool for anything and everything for his company.

impreMedia's Online Audience



Source: September 2010, ComScore Media Metrix. Total US Audience

Entertainment Case Study: Shakira

Our brands deliver successful and fully integrated marketing campaigns



The Goal

Create the ultimate multimedia experience for Shakira's "The Sun Comes Out" World Tour.

The Strategy

Engage Shakira fans online through its customized microsite www.impre.com/shakira and in *impreMedia's national* print publications. Offer a 360 multimedia experience with promotional web banners, spotlights, email blasts and mobile messaging.

The Campaign

National

- 1 Shakira trivia promotional banners
- 2 Customized microsite: www.impre.com/shakira
- 3 Editorial promotion
- 4 Online spotlights
- 5 Promotional video "Loca"
- 6 Email promotion
- 7 Mobile alerts
- 8 Social media integration: Facebook/Twitter



The Results
1,940,715
impressions

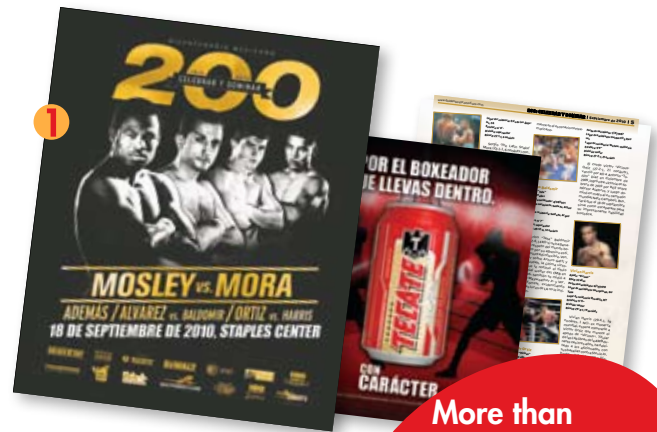
The Results

The ultimate promotion of "The Sun Comes Out" World Tour resulting in 1,940,715 impressions and overall click through rate of 0.19%.



The Leading Hispanic News and Information Company

Sports Case Study: Celebrating the Mexican Bicentennial with a Unique Boxing Guide "Celebrate and Dominate"



More than
30,000
magazines
distributed

The Goal

Create a multi-platform media campaign to include print, online, video and email promotion of the Mexican Bicentennial Celebrations in conjunction with Golden Boy Boxing schedule.

The Strategy

Engage Hispanics through a multimedia, knock-out event guide, both online and print, offering boxing content, profiles and statistics, event coverage of Bicentennial celebrations as well as sweepstakes and polls.

The Campaign

La Opinión (Los Angeles)

- 1 High impact event guide:
Distributed over 30,000 copies
- 2 Microsite: www.round13.com
- 3 Editorial promotion
- 4 Online promotional banners
- 5 Custom brand promotion: Tecate
- 6 Online sweepstakes
- 7 Email promotion

The Results

Incredible brand presence, millions of impressions and more than 30,000 magazines distributed.

