

MEDIA KIT

Think
Latino



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,

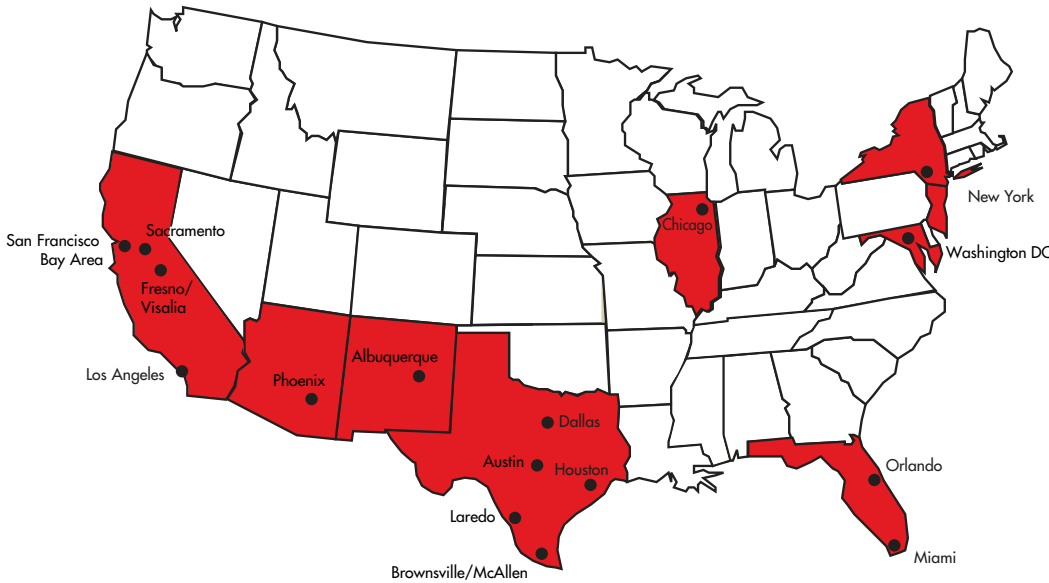


Mónica Lozano
impreMedia's Chief Executive Officer

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.

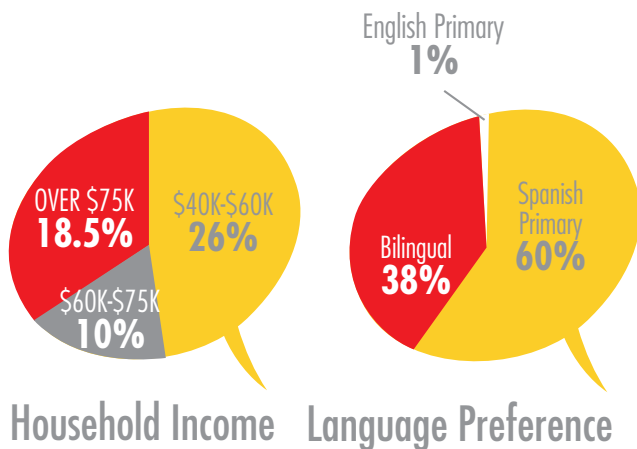
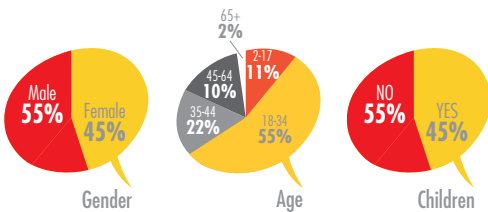


Tomás is a 26 year old Sports enthusiast. He enjoys playing soccer and checking out the latest scores, video replays and soccer games online. He's in constant search of capturing the excitement of soccer with his friends on blogs and in promotional sweepstakes.



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



Demographic Profile

Audience Profile Personal Demographics

	La Opinión	El Diario	El Mensajero	La Raza	La Prensa	Rumbo	impre.com
Male	74%	55%	39%	55%	51%	67%	66%
Female	26%	45%	61%	45%	49%	33%	34%
Average age	40	40	40	39	46	32	44
Married	65	43%	64%	51%	55%	34%	63%
Single	28%	41%	22%	38%	18%	50%	22%
Employed (Among Hispanic Adults 18-54)	79%	74%	77%	71.5%	61%	75%	74%
Born outside of the U.S.*	85%	76%	85%	73%	73%	83%	93%
Average years in the U.S.*	17	14	14.5	17	16	12	12

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

Household (HH) Demographics

Average HH Size	5	5	5	4	4	4	4
Average HH Income	\$42,353	\$56,014	\$43,140	\$52,842	\$42,709	\$47,916	\$46,320
HH's with Children (Age 17 and under)	74%	56%	73%	53%	44%	63%	73%**
Language Preference - Spanish	89%	84%	86%	83%	81%	81%	89%

Source: Scarborough Hispanic Custom Study 2010 R1; A18+ **Q: Do you have Children?. Not household specific.

Connecting you to *impreMedia's* influential and engaged online audience.

Reach Over
1 Million
 impre.com's
 Online Users

Source: impre.com network traffic, Omniture Site Catalyst, October 2010



impre.com is an online publisher of local and national news for US Hispanics. At the heart of this content are **strong local trusted brands** providing relevant content and features that inform, entertain and educate. The *impre.com* network contains 11 websites including the *impre.com* portal and all our newspaper sites.

Every day, U.S. Latinos connect to www.impre.com for information relevant to their lives and culture. Here they find continuously updated news, sports and entertainment coverage via photos, videos, blogs, email newsletters, mobile alerts and other multimedia resources. Other interactive services include: Classifieds, Automotive and Recruitment where online users can easily search through listings and digital display ads.

Audience

Gender: 55% male
 45% female

Age: 77% of users are between 18-44 years old

Language: 60% are Spanish-preferred and 38% are bilingual

Source: comScore Media Metrix, Total US Audience for *impre.com*, September 2010

IAB Hispanic Research Working Group Reports that U.S Latinos Online are a driving force

- Average Hispanic Household Income of Spanish-preferred and bilingual internet users is **\$71K**
- **66%** have children

Integrated Media Solutions to Help You Reach Connected Hispanics:

- **Web Banner Campaigns:** content targeting & geo-targeting capabilities
- **Rich Media Ads:** break through with expandable banners, floating ads, video streaming ads or wallpapers
- **Sponsorship Opportunities:** associate your brands with special events & categories
- **Custom Microsites & Landing Pages:** engage and build brand awareness with a specially designed microsite to showcase your message, products or services in Spanish
- **Mobile Alerts:** reach on-the-go Hispanics wherever they are with our SMS text messages
- **Email Marketing:** have your message reach users' inbox with customized e-blasts & through our email newsletters
- **Online Videos:** pre-roll, video streaming and infomercials to showcase your products & services
- **Customized Surveys & Polls:** capture consumer trends & preferences and learn more about your target audience
- **Online Sweepstakes & Contests:** engage and excite users with a special giveaway
- **List Building:** Sampling opportunities and contests to help you capture data and develop your email list

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 Publications

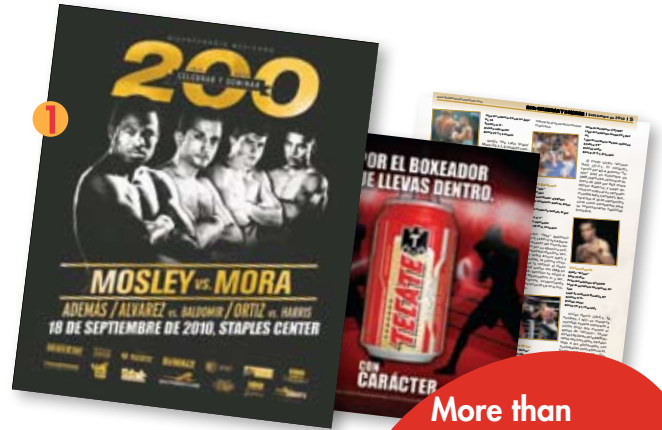
- 1 Shakira trivia promotional banners
- 2 Customized microsite: www.impre.com/shakira
- 3 Editorial promotion
- 4 Online spotlights
- 5 Promotional video "Loca"
- 6 Email promotion
- 7 Mobile alerts
- 8 Social media integration: Facebook/Twitter

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%.

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.





impreMedia

The Leading Hispanic News and
Information Company

www.impre.com
www.laopinion.com
www.eldiariony.com
www.laraza.com
www.hoynyc.com
www.elmensajero.com
www.contigola.com
www.laprensafl.com
www.rumbotx.com
www.vistamagazine.com
www.lavibra.com

Contact us

La Opinión
Display Advertising
(213) 896-2300

Classified Advertising
(213) 891-9191

New York | El Diario
Display / Classified Advertising
(212) 807-4600

El Mensajero
Display Advertising
(415) 206-7230 ext 102

Classified Advertising
(415) 206-7230 ext 108

La Raza
Display Advertising
(312) 870-7000

Classified Advertising
(312) 870-7033

La Prensa
Display Advertising
(407) 767-0070 ext 122

Classified Advertising
(407) 767-0070 ext 103

Houston | RUMBO
Display Advertising
(713) 579-3700

Classified Advertising
(713) 579-3751

Vista Magazine
Display Advertising
(305) 672-0071