

MEDIA KIT

Think  
Latino



**La Opinión**

[www.laopinion.com](http://www.laopinion.com)

**impreMedia**

# 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".

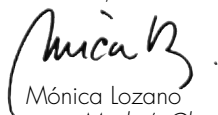
Our society has been shaped in so many positive ways by the contributions of Latinos, and you will want to keep these facts front and center when developing your marketing strategies. Latinos have the greatest number of small business start-ups; the fastest growth rates in disposable income; have increasingly 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

# La Opinión

www.laopinion.com

impreMedia

As the nation's #1 Spanish language daily newspaper, *La Opinión* is revolutionizing the way Hispanic audiences think about media. Leveraging print and digital opportunities, *La Opinión* continues to captivate Hispanic audiences by enriching the lives of its readers via print, online and mobile to deliver high-quality news and entertainment to Hispanic households in Southern California.

*La Opinión's*  
audience is  
more involved  
and more  
connected.

## 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



## INTEGRATED CONTENT

### Main News

Provides news from around the globe and across the nation from our award-winning staff of multimedia journalists.

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

### Sports

Capture the excitement as our staff writers provide the latest sports coverage, team standings and scores in the most active section of the paper.

- Sports coverage and analysis with emphasis on soccer
- Game results
- Sports sweepstakes/event coverage

### Entertainment

holaIA! is *La Opinión's* premier entertainment destination offering readers front row to the latest in celebrity news, upcoming events and life and style.

- Entertainment news
- Latino lifestyle
- TV listings
- Movie reviews

### 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 reviews and exclusive interviews
- Top 5 things to do each week.

### Classified

*La Opinión's* daily Classified section is a one-stop-shop for Hispanic consumers from selling a car to searching for employment. Recently redesigned, 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

### Contigo

A practical how-to-guide for the Latino family, with some entertainment and sports feature stories. *La Opinión Contigo* is home delivered to more than 255,000 households in high-density Latino zones of Los Angeles and Orange Counties.

- Health advice
- Tips on jobs and education
- Advice on personal finance
- Women's page: beauty, health, recipes, children
- Men's page: gadgets, autos

### Specialty Print Publications

Also available online



# 2.2 Million

Print and Online Reach\*

# 408,251

Daily Readers\*\*

\*\*Scarborough Research 2010 R1; A18+.

## La Opinión

[www.laopinion.com](http://www.laopinion.com)



\*Scarborough Research 2010 R1; A18+. Contigo March 2010 CAC Publishers Statement / Verification Study April 2010. Omniture Site Catalyst, impre.com Network LA DMA Visits, October 2010. 4% Scarborough identified duplication of weekly La Opinion print audience and laopinion.com in the past 7 days. Duplication re-calculated and removed from monthly La Opinion print audience.



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





# Demographic Profile

## Audience Profile

### Personal Demographics

Male .....	<b>74%</b>
Female.....	<b>26%</b>
Average age.....	<b>40</b>
Married.....	<b>65%</b>
Single .....	<b>28%</b>
Born outside of the U.S.* .....	<b>85%</b>
Average years in the U.S.* ..	<b>17</b>

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

### Household (HH) Demographics

Average HH Size.....	<b>5</b>
Average HH Income.....	<b>\$42,353</b>
HH's with Children .....	<b>74%</b>
<i>(Age 17 and under)</i>	
Language Preference	
Spanish.....	<b>88.5%</b>

Source: Scarborough Hispanic Custom Study 2010 R1; A18+

## Calendar

### Adv. Supplement

	Publication Date
Best of L. A. ....	1/27
Viajando #1 .....	3/17
Earth Day .....	4/22
Cinco de Mayo.....	4/29
Health Supplement #1 .....	5/23
Viajando #2 .....	6/16
Water and Conservation.....	8/15
LA County Fair/La Vibra Special Edition .....	9/1
Fiestas Patrias/Hispanic Heritage Month.....	9/9
Health Supplement #2.....	10/17
Viajando #3 .....	10/13
Bridal & Quinceanera.....	11/3
Dias Festivos .....	11/25
LA Auto Show .....	12/2

### In Paper

	Publication Date
Calendario Torneo Apertura .....	January
MLS Calendar.....	March
Mujeres Destacadas .....	March
Dodger's Opening Day Calendar .....	April
Angel's Opening Day Calendar.....	April
Éxito Empresarial - Seminar Sponsor .....	Year long
Mother's Day.....	May
MLB All Star.....	July
4th of July Blowout Special .....	July
Mexican Soccer League - Double Truck Calendar ..	July
Mexican Soccer League -	
Weekly Standings Page .....	July
Back to School - La Opinión .....	July/August (Friday's)
Back to School - Contigo .....	August (Sunday's)
Holiday Gift Guide Sections .....	December

LA County Fair 2010



Mujeres Destacadas 2010

### Events

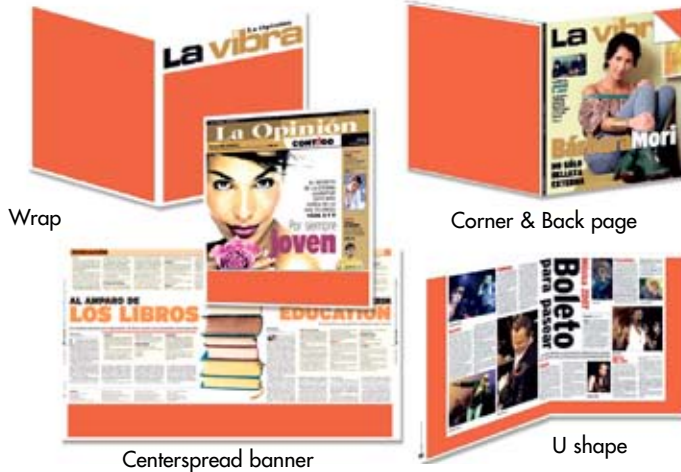
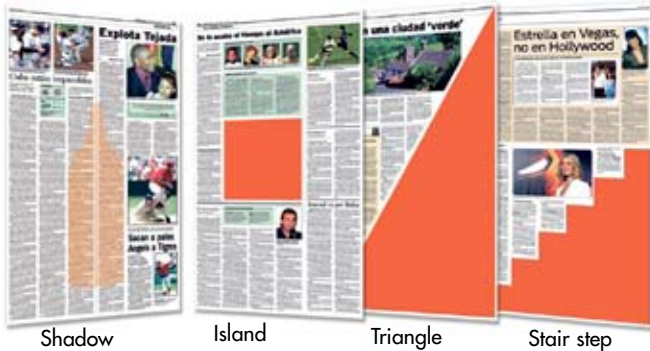
La Opinión's community connection and audience empowerment offers a win-win proposition for our corporate partners and our community alike. Established programs and long-standing relationships with city leaders and event producers allow us the best position when engaging with the Latino community. As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

#### Some of the events that La Opinión will be participating during 2011:

- Mujeres Destacadas Awards Luncheon
- Éxito Empresarial
- Cinco de Mayo (Placita Olvera)
- Feria Chapina (3 day Event)
- Hispanic Heritage Month/Fiestas Patrias
  - East LA Mexican Independence Parade & Festival
  - COFECA - Central American Parade
- Latino Book & Family Festival
- Sabor a Mexico
- Children's Art Contest



## Unique Opportunities



## 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.

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

- Front page banner ads & creative ad units
- Post it notes
- Spadeas
- Fireplace ads - double truck or single full page
- Centerspread double-truck ads (Full or Half)
- Water mark or shadow ads
- Island ads
- Triangle ads
- Stair step ads
- Tabloid wraps
- Tabloid front page banner ads
- Tabloid centerspread banner ads
- Corner ads
- 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

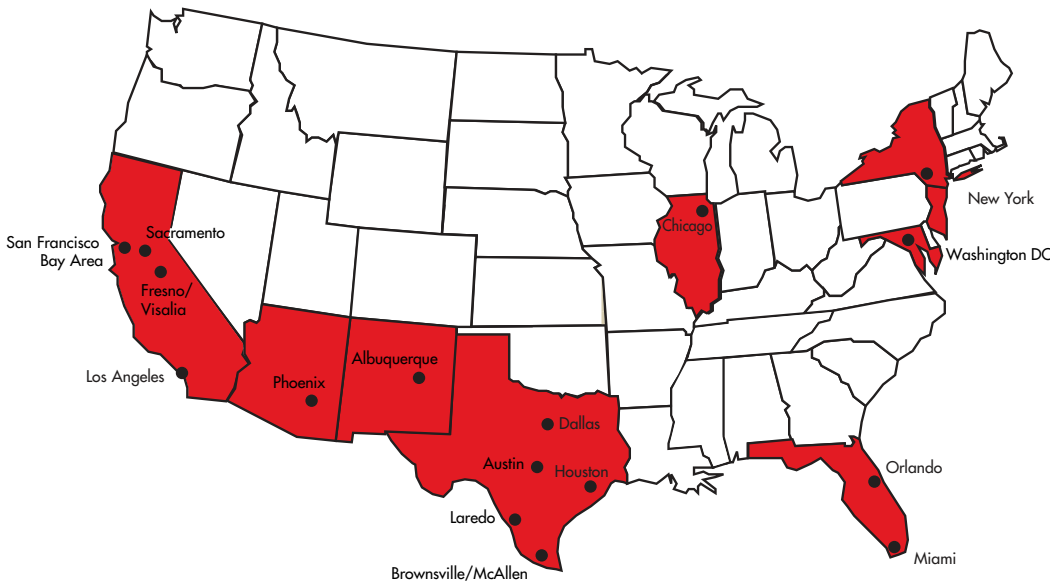
We have a number of options for Print and Delivered Inserts as well as pre-printed materials that can be inserted into our publications. Ask your Account Executive about these specialty products.



# 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](http://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.

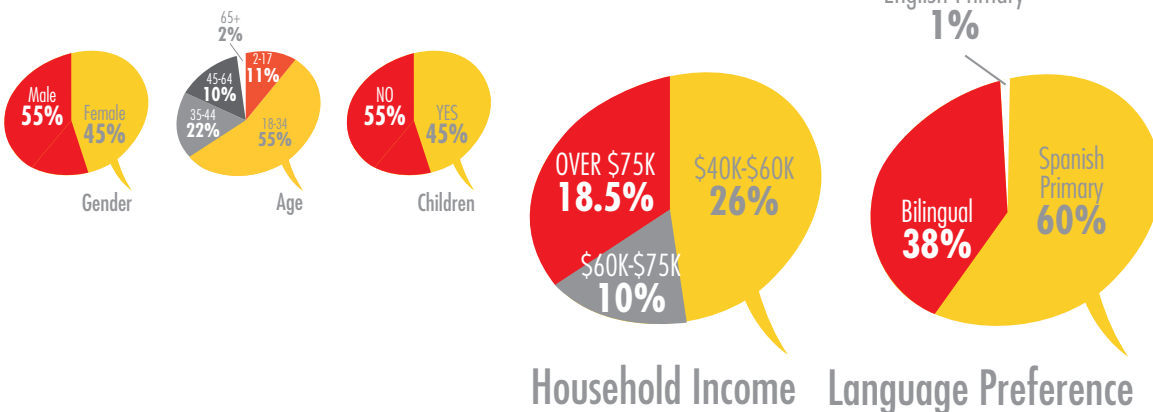


Tomás is a 26 year old Sports enthusiast. He enjoys playing soccer and checking out the latest scores, video replays and soccer games online. He's in constant search of capturing the excitement of soccer with his friends on blogs and in promotional sweepstakes.



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

## Specs, Deadlines & Delivery

### Deadlines

#### Display Advertising Deadlines

Publication Date	Space & Copy Reservation	Final Proof
Monday	Thursday, 5:00 p.m.	Friday, 4:00 p.m.
Tuesday	Friday, 2:00 p.m.	Monday, 2:30 p.m.
Wednesday	Monday, 3:00 p.m.	Tuesday, 2:30 p.m.
Thursday	Tuesday, 3:00 p.m.	Wednesday, 2:30 p.m.
Thursday La Vibra	Monday, 5:00 p.m.	Tuesday, 12:00 noon
Friday	Wednesday, 3:00 p.m.	Thursday, 2:30 p.m.
Saturday	Thursday, 3:00 p.m.	Friday, 2:30 p.m.
Sunday	Thursday, 4:00 p.m.	Friday, 3:00 p.m.
Sunday Contigo	Monday, 3:00 p.m.	Tuesday, 5:00 p.m.

#### Classified Line Ad Deadlines

Publication Date	Display Ad	Liner Ad
Sunday	Thursday, 4:00 p.m.	Friday, 5:00 p.m.
Monday	Thursday, 5:00 p.m.	Friday, 5:00 p.m.

One Day before publication by:

Tuesday	Friday, 2:00 p.m.	2:00 p.m.
Wednesday	Monday, 5:00 p.m.	2:00 p.m.
Thursday	Tuesday, 5:00 p.m.	2:00 p.m.
Friday	Wednesday, 5:00 p.m.	2:00 p.m.
Saturday	Thursday, 3:00 p.m.	Friday, 12:00 p.m.

#### Automotive Section Deadlines

Fridays Auto	Tuesday, 3:00 p.m.
Saturday & Sunday Auto	Wednesday, 3:00 p.m.

#### Print and Deliver Deadlines

10 working days prior to run date (standard paper stock only)

Color Reservation is three working days prior to publication date. Color subject to space availability. Camera-ready copy is due two working days prior to publication date. For new ads, allow 1 hour for processing. Color deadlines advance normal deadlines by 24 hours. When a holiday falls on or between deadline and publication date, advance all deadlines 24 hours.

### Translations

48 hours before deadline. Full page require 72 hours prior to deadline.

### File Delivery

Web address: <ftp://www.laopinion.com>

Username: laopads Password: ads2002

or email it to our Production Dept. at: [ads@laopinion.com](mailto:ads@laopinion.com)

\*All files, other than PDFs must be compressed in Stuffit. Please notify your account executive once your ad has been uploaded on the FTP site or include in delivery email

### Materials

- **File Formats Accepted:** PDF (preferred), eps, psd, or jp eg.
- **Resolution:** Submitted files must be no less than 200dpi
- **Fonts:** All fonts must be embedded. Only Open type 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.



### Column/Ad Sizes

#### BROADSHEET PAGE

Display Sizes  
6 columns x 21.5" height

Columns	Inches
1 col	1.609"
2 cols	3.412"
3 cols	5.215"
4 cols	7.018"
5 cols	8.822"
6 cols	10.625"
Double Truck	21.75"

#### MODULAR

Full page	6c x 21.5"
1/2 H	6c x 10.75"
1/2 V	3c x 21.5"
1/4	3c x 10.75"
1/8	3c x 5.5"

#### Classified Sizes

10 columns x 21.25" height

Columns	Inches
1 col	0.946"
2 cols	2.021"
3 cols	3.097"
4 cols	4.172"
5 cols	5.248"
6 cols	6.323"
7 cols	7.399"
8 cols	8.474"
9 cols	9.55"
10 cols	10.625"

#### MODULAR

Full page	10c x 21.25"
1/2 H	10c x 10.75"
1/2 V	5c x 21.5"
1/4	5c x 10.75"
1/8	5c x 5.5"

#### TABLOID PAGE

Modular Sizes  
4 columns x 10.625" height

Ad Size	Inches
Full page	10.375" x 10.625"
1/2 H	10.375" x 5.256"
1/2 V	5.104" x 10.625"
1/4	5.104" x 5.256"
1/4 H banner	10.375" x 2.565"
1/4 V	2.469" x 10.625"
1/8 H	5.104" x 2.565"
1/8 V	2.469" x 5.256"
1/16	2.469" x 2.565"
Double Truck	21.5"

#### Classified Sizes

8 columns x 10.625" height

Columns	Inches
1 col.	1.151"
2 cols	2.469"
3 cols	3.786"
4 cols	5.104"
5 cols	6.422"
6 cols	7.74"
7 cols	9.057"
8 cols	10.375"
Double Truck	21.5"

### Contact Us

Display Advertising

**213.896.2300**

Classified Advertising

**213.891.9191**

Marketing

**213.896.2015**

The minimum display advertisement acceptable is six column inches. Ads over 19" deep will be billed for 21.5". Facing pages and/or double trucks will require the use of at least six columns on the left page with a minimum depth of 10.5". A broadsheet double truck is billed at 268.75".

## 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](http://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](http://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

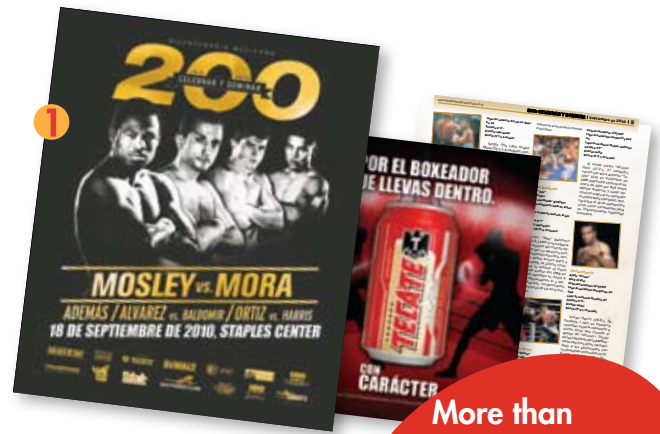
### The Results

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](http://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.

