

MEDIA KIT

Think  
Latino



**LaPrensa**

[www.laprensafl.com](http://www.laprensafl.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 Prensa

www.laprensafl.com

impreMedia

La Prensa delivers unsurpassed award-winning journalism in both online and print to over 70,000 Florida Hispanics weekly. La Prensa connects you to Florida's dynamic Hispanic community by positioning itself as the premier newspaper for and by Hispanics.

La Prensa resonates with Hispanics beyond print and online media.



## INTEGRATED CONTENT

### Main News

Provides national, and international news with special sections dedicated to news from countries such as Puerto Rico and Latin America.

- Local, national and international news
- Opinion columns

### Sports

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

- Coverage on Miami professional sports teams including: Miami Heat, Florida Marlins, Miami Dolphins, Florida Panthers and Miami FC
- Column on the Orlando Magic
- 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 published 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 reviews
- Cultural events and nightlife in Florida area
- Hispanic Concerts and Outdoor Festivals

## Classified

La Prensa's 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

## 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 Platforms

- Web banner campaigns
- Microsites
- Email marketing
- Promotional Sweepstakes
- Mobile marketing
- In-call media



112,000

Print and Online Reach\*

260,000

Monthly Gross Impressions\*\*

\*\*Scarborough Research 2010 R1; A18+

**LaPrensa**

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**impreMedia**

\*Source: Scarborough Research 2010 R1; A18+.  
Omniture Site Catalyst, impre.com Network ORL DMA Visits, October 2010.

**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 .....	<b>51%</b>
Female.....	<b>49%</b>
Average age.....	<b>46</b>
Married.....	<b>55%</b>
Single.....	<b>18%</b>
Born outside of the U.S.* .....	<b>73%</b>
Average years in the U.S.* ..	<b>16</b>

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

### Household (HH) Demographics

Average HH Size.....	<b>4</b>
Average HH Income.....	<b>\$42,709</b>
HH's with Children .....	<b>44%</b>
<i>(Age 17 and under)</i>	
Language Preference	
Spanish.....	<b>81%</b>

Source: Scarborough Research 2010 R1; A18+

# Editorial Calendar



## Special Sections

\*Dates are subject to change

### MARCH

- Hispanic women that make a difference

### APRIL

- Negocios Hispanos

### MAY

- 5 de Mayo
- Celebrations of the Family

### JUNE

- Festivities from Puerto Rico

### AUGUST

- Back to School

### SEPTEMBER

- Hispanic Heritage

### OCTOBER

- Who's Who

### NOVEMBER

- Christmas Gift Guide

### DECEMBER

- Holiday Guide



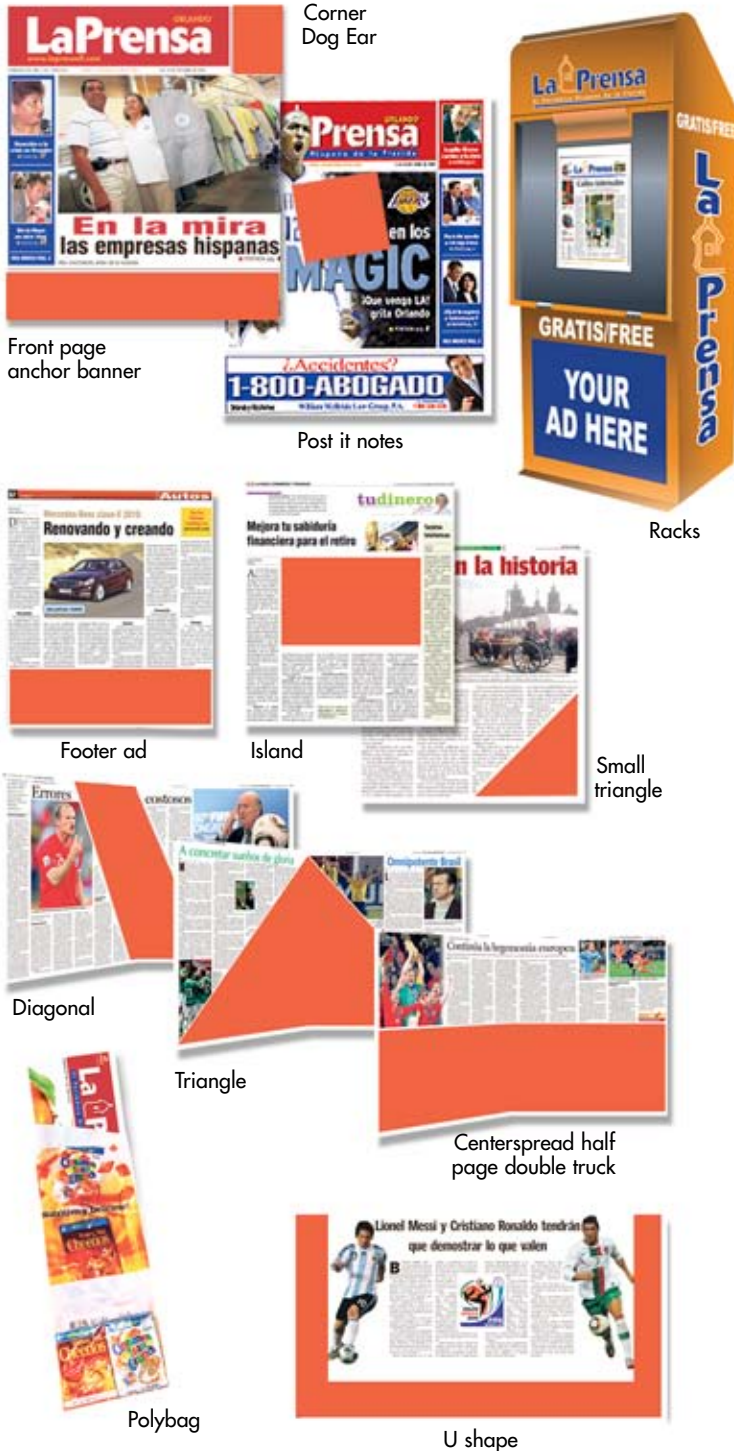
## Events

La Prensa'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 Central Florida Latino community, our reach goes beyond traditional advertising channels. La Prensa's community connection and audience loyalty provide a clear direction for your company when deciding the best options for your Latino outreach initiatives.

Participation in grass roots programs designed to facilitate one-to-one interaction with consumers and building brand loyalty.

- More than 40 community events per year
- 3 major signature events
- Over 1.8 M in attendance
- Fiestas, health fairs, festivals, walks, workshops, community fairs, seminars and other community focused programs

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

- Front Page banner ads & creative ad units
- Post it notes
- 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
- 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.

### Let's get creative together!

- Bags
- Notepads
- Mugs
- Fans
- Event Badges
- Event tickets

### FSI - Inserts

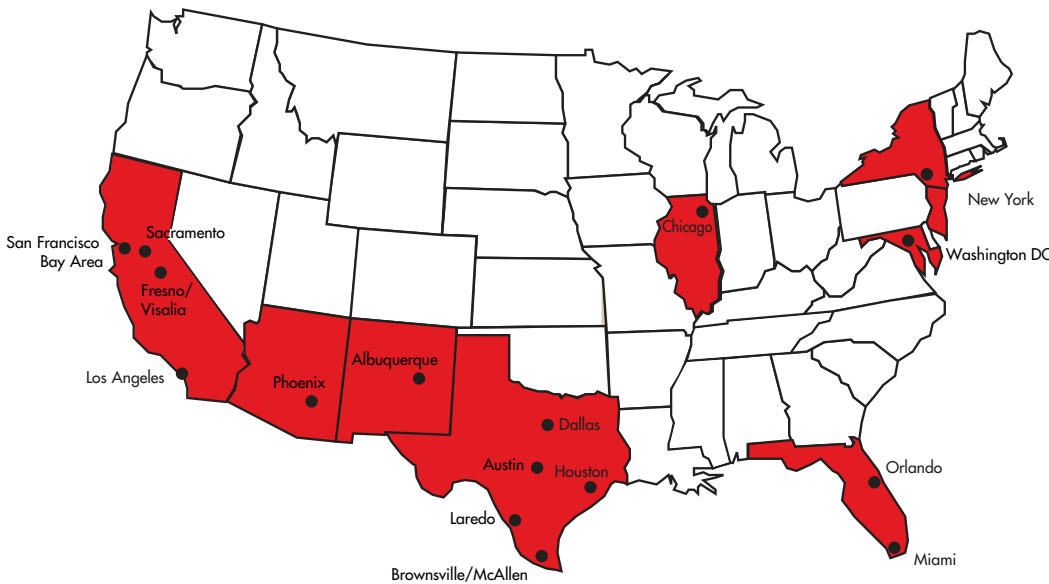
We have a number of options for Print and Delivered Inserts as well as pre-printed materials that can be inserted into our publications. Ask your Account Executive about these specialty products.



# 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*

**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.

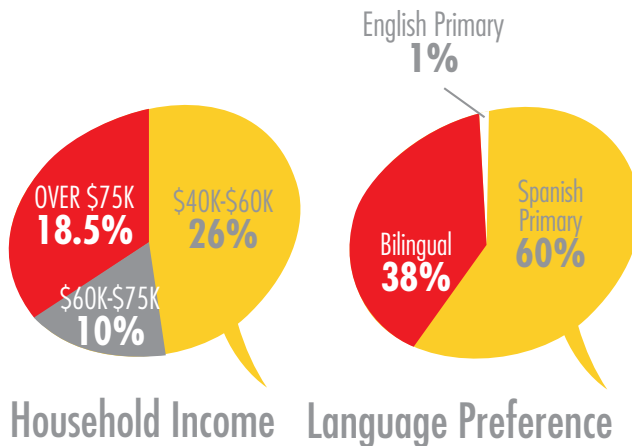
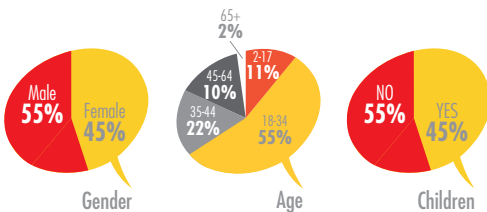


Tomás is a 26 year old Sports enthusiast. He enjoys playing soccer and checking out the latest scores, video replays and soccer games online. He's in constant search of capturing the excitement of soccer with his friends on blogs and in promotional sweepstakes.



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.

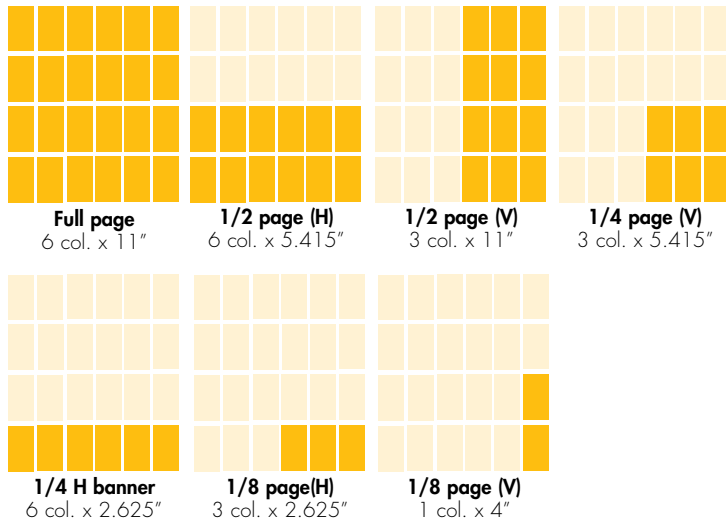
## impreMedia's Online Audience



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

## Specs, Deadlines & Delivery

### DISPLAY AD DIMENSIONS



### File Delivery

Email to: [adslp@laprensafl.com](mailto:adslp@laprensafl.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, psd, or jpeg.
- **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.

### FSI Delivery

All Preprints must be shipped directly to our printer at:

**The Lakeland Ledger**  
c/o La Prensa Newspaper  
300 West Lime Street  
Lakeland, FL 33815  
**(863) 802-7114**

**Receiving Hours:** Monday-Friday 9 am to 1:00 pm

### FSI Deadlines

- Space reservation:** Monday 3:00 p.m.  
(10 days prior to publication)
- Delivery:** Monday Monday 3:00 p.m.  
(10 days prior to publication)



### Column/Ad Sizes TABLOID PAGE

#### DISPLAY

6 columns x 11" height

Ad Size	Inches
Full page	9.625" x 11"
4 column	6.359" x 11"
Junior	6.359" x 8.205"
1/2 Page (V)	4.728" x 11" 1/2
page (H)	9.625" x 5.415"
2 column	3.097" x 11"
1/4 page (V)	4.728" x 5.415"
1/4 page (H)	9.625" x 2.625"
1/8 page (V)	1.466" x 4"
1/8 page (H)	4.728" x 2.625"

Double Truck 19.75" x 11"

#### COLUMN SIZES

6 columns x 11" height

Columns	Inches
1 col.	1.466"
2 cols.	3.097"
3 cols.	4.728"
4 cols.	6.359"
5 cols.	7.99"
6 cols.	9.625"

#### CLASSIFIED

8 columns x 11" height

Sizes	Dimensions
Full page	9.55" x 11"
1/2 page (V)	4.71" x 11"
1/2 page (H)	9.55" x 5.5"
1/4 page (V)	4.71" x 5.5"
3 cols x 3"	3.5" x 3"
3 cols x 1"	3.5" x 1"
2 cols x 2"	2.3" x 2"
2 cols x 1.5"	2.3" x 1.5"
2 cols x 1"	2.3" x 1"
1col x 2.5"	1.1" x 2.5"
1col x 2"	1.1" x 2"
1col x 1.5"	1.1" x 1.5"
1 x 1	1" x 1"

#### COLUMN SIZES

8 columns x 11" height

Columns	Inches
1 col. =	1.1"
2 cols =	2.3"
3 cols =	3.5"
4 cols =	4.71"
5 cols =	5.94"
6 cols =	7.11"
7 cols =	8.35"
8 cols =	9.55"

### Deadlines

**Space Reservation:** Wednesdays the week prior to publication by 3:00 p.m.

**Ad Delivery:** Wednesdays the week prior to publication by 3:00 p.m.

**Camera Ready Ads:** Fridays the week prior to publication by 6:00 p.m.

## Contact Us

Display Advertising  
**407.767.0070**

ext. 122

Classified Advertising  
**407.767.0070**

ext. 103

## 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* print national 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](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

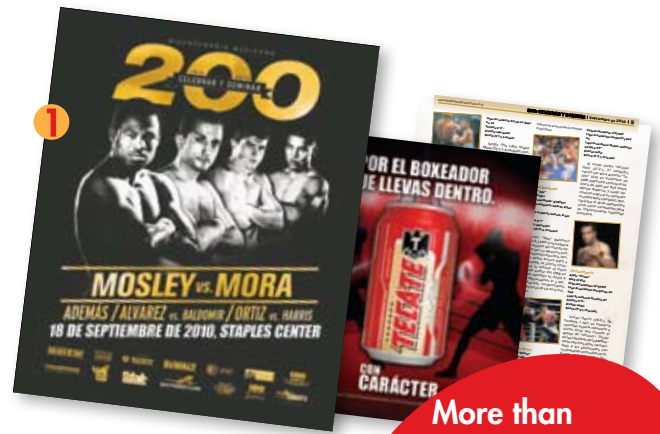
### The Results

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.

