

Strong • Sophisticated • Successful

FUERTE!

M A G A Z I N E

Official Media Kit

“The New Generation Latino”

GO
GO
GO

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What is Fuerte Magazine?

¡FUERTE! Magazine is a lifestyle magazine targeting the more affluent “New Generation Latino” men and women. This new demographic is highly educated, acculturated, technologically savvy, with a fluid approach to family and heritage. They are on the rise and redefining the world.

Each issue will reach more than 550,000 highly educated professional Latino men and women, between the ages of 25 and 54, with an average income of more than \$120,000. Local editions are available in Los Angeles, CA and Phoenix, AZ. Future national editions are planned for the United States, Mexico, the Caribbean, and Central and South America.

Our Mission

Our mission is to promote the concept of “community” and “unity” without “conformity.” We have a commitment to profile Latinos who are representing a global futuristic vision culturally, artistically, economically, and politically, and who can both encourage and provide role models to other Latino men and women.

¡FUERTE! Magazine, through its' editorial content, is a vessel to inform Latinos world-wide about important issues that affect their everyday lives, celebrate the many aspects of their culture and heritage, and encourage interaction amongst Latinos globally.

DEPARTMENTS

Global Politics & Economics

Money Matters

Gadgets & Gizmos-The Latest In
Technology

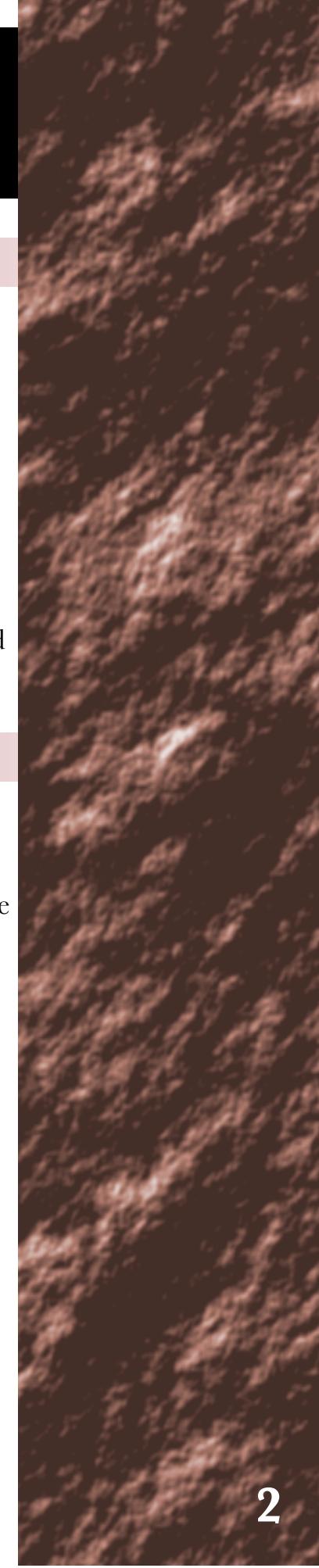
Power Players-Movers & Shakers
Car & Driver-Are You Driven?

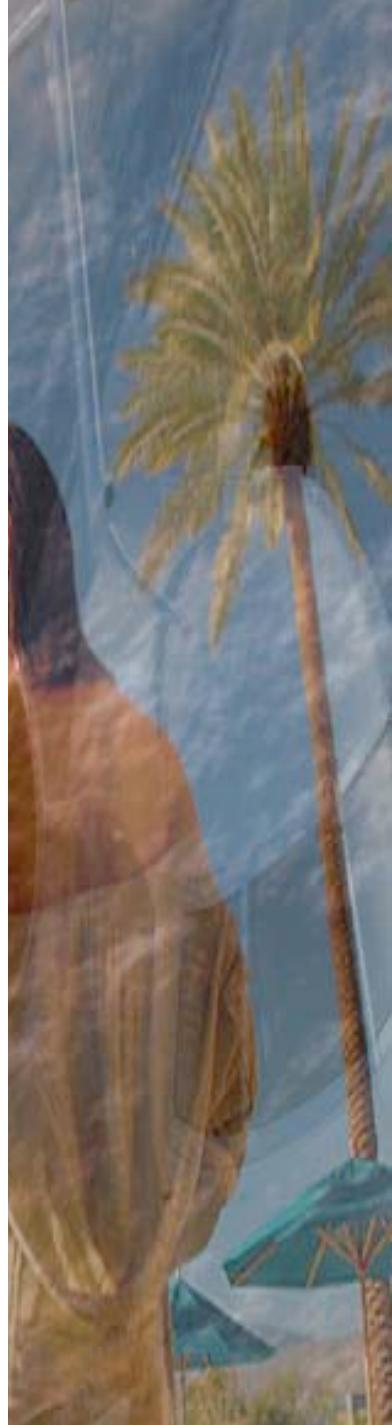
Travel-Exotic Ambience

Your Fashion Forecast

Dating/Love/Relationships
Culture/Art/Music/Films

Beauty/Style/Living
...and much more.





How about \$1 trillion in buying power?

¡FUERTE! Magazine delivers the most affluent segment of the US market: Business owners/partners, executives and professionals. Hispanic organization owners today have more than 1.56 million companies generating \$219 billion in annual revenues - more than any other ethnic group. Average annual company expenditures on goods and services is \$4.2 million. The economic force which the subscribers represent makes them ideal prospects.

Average individual earned income is \$99,200.

68% Age 25-54

\$136,000 Average household income

62% Married

78% Home owners

72% Hold senior level management or professional positions

45% Business owner/partner

92% Currently attend or graduated from College

25% Hold Post-Graduate Degrees

Over 75% of adult Hispanics/Latinos read magazines.

More than 11 issues read per month, similar to the U.S. average.

- Median Age 43.7 33.6**
- Graduated High School or More 87.9% 67.3%**
- Attended College or More 56.6% 37.2%**
- Employed 66.4% 71.5%**
- Married 56.8% 49.4%**
- Own Home 70.4% 46.5%**

***The buying power of Latinos is growing nationally at an 8.8 percent annual rate, exceeding \$860 billion in 2009 and is whizzing its way to more than \$1.2 trillion by 2014.**

(Selig Center for Economic Growth, The University of Georgia)

The Latino population is very brand loyal in the market place. By advertising in our target publication, you can capitalize on a great opportunity to acquire these loyalties for your brand or service accounts. The geographic regions **¡FUERTE!** Magazine reaches will penetrate the Latino marketplace and deliver results to you.

Latinos are the fastest growing consumer market.

STATISTICS

Now 44.8 million strong, Hispanics/Latinos are a fast-growing, diverse ethnicity in the United States. With growth surging nearly 58% from 1990 to 2000—more than four times the growth rate of the U.S. population—and approximately 23% from 2000 to 2006. Hispanics/Latinos comprise 14.7% of the total population.

More significantly, the community is expected to keep growing at a strong and steady clip—by 2016, it is estimated that there will be 50 million Hispanics/Latinos or 16% of the total U.S. population. By 2050, 28% of the entire U.S. population is projected to be Hispanic/Latino (estimated to be 122 million).

Hispanics/Latinos are an increasing proportion of the total affluent market (defined as adults with household incomes of \$100,000 or more).

From 2000 to 2010, the growth of affluent Hispanics/Latinos rose 126%. More than 70% of adult Hispanics/Latinos read magazines—about nine issues per month, the same as the U.S. average.

U.S. Hispanics can serve as a virtual link to Latin America's population of over 450 million, helping mold and influence the region's buying patterns. Advertising in Spanish-language publications can yield advertisers an average 20% hike in sales amongst Latino consumers.

Hispanic/Latino Market Profile© Copyright 2009 Magazine Publishers of America

TOP TEN ADVERTISING CATEGORIES HISPANIC MEDIA VS. GENERAL MEDIA

Advertising Categories	Hispanic Rank	Hispanic Media Share	General Rank	General Media Share
Retail and Direct Response	1	31%	1	24%
Domestic Automotive	2	7%	3	7%
Telecommunications Services	3	7%	4	4%
Restaurants	4	5%	8	3%
Audio/Video Equipment	5	5%	16	2%
Nondomestic Automotive	6	5%	2	7%
Government	7	4%	17	2%
Beverages Nonalcoholic	8	4%	23	1%

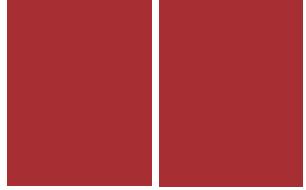
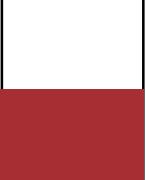
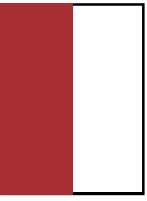
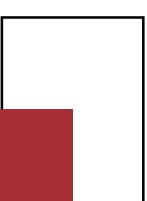
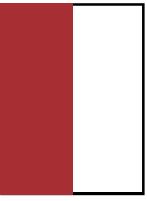
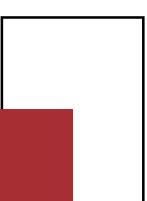
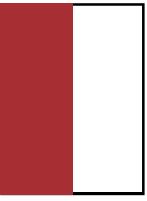
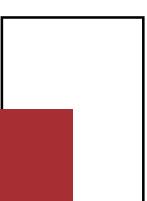
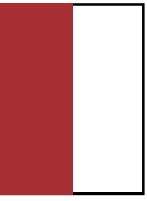
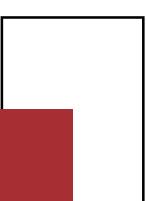
Hispanic Media includes: Spanish Language network TV: 3 networks; Spanish Language Cable: 1 network; Spanish Language Spot TV: 37 stations; Hispanic Magazines: 40 publications; Hispanic Newspaper: 58 publications.

Non-Hispanic/General Media includes: Network TV, Cable TV, Syndication, Spot TV, Network Radio, National Spot Radio, B-to-B Magazines, Consumer Magazines, Local Magazines, Sunday Magazines, National and Local Newspapers, Internet and Outdoor.

Hispanic/Latino Market Profile© Copyright 2009 Magazine Publishers of America



Rate Card

		OPEN	3X	6X	12X	18X
	Bleed 16 1/4" X 11 1/8"	\$22,000	\$18,265	\$17,895	\$17,500	\$17,000
	Trim 16" X 10 7/8"					
	Non-Bleed 15" X 10"					
	Bleed 8 1/4" X 11 1/8"	\$11,000	\$10,120	\$9,940	\$9,730	\$9487
	Trim 8" X 10 7/8"					
	Non-Bleed 7" X 10"					
	Bleed 8 1/4" X 5 1/2"	\$7,700	\$7,105	\$6,955	\$6,815	\$6645
	Trim 8" X 5 3/8"					
	Non-Bleed 7" X 4 7/8"					
	Bleed 4 X 11 1/8"	\$7,700	\$7,105	\$6,955	\$6,815	\$6645
	Trim 3 7/8" X 10 7/8"					
	Non-Bleed 3 1/2" X 10"					
	Bleed 4 X 5 1/2"	\$4620	\$3552	\$3477	\$3407	\$3322
	Trim 3 7/8" X 5 3/8"					
	Non-Bleed 3 1/2" X 4 7/8"					

-----There will be an additional 15% charge for all bleed advertisements. 25% premium for back cover and inside covers. Please clearly indicate the issue date to ensure proper handling of material. 5% discount on two page spreads. A 15% premium is charged for guaranteed positioning on pages. All rates are quoted in U.S. dollars.

Inserts: Inserts are accepted subject to size and scheduling limitations. Inserts are billed at Full and half page rates. Contact Publisher for availability, mechanical details, quantities required, and shipping locations. Discounts available for multiple page inserts. Mechanical charges: \$900 additional if tipped in. \$1200 additional if hand inserted.

Printing

Perfect Bound
Web Offset
Publication Finish Size: 8.5" X 11"
Paper Stock: High Gloss, 80#
On Newsstands: 8 weeks
Issued: bi-monthly
Cover Price: \$5.99
Circulation: Domestic-550,000

File Specifications

Digital Files Only
We accept files in the following programs:
Adobe- Illustrator, Photoshop, InDesign
Quark Express

Minimum 300 dpi, CMYK
All fonts must accompany artwork
Files can be sent on CD/DVD, zip disk or via email
Adobe Illustrator with hi-resolution elements. Fonts must be outlined
All Photographs must be in JPEG or RAW format and a minimum of 300dpi

Agency Discounts

A 15% discount will be acknowledged for recognized advertising agencies on display advertising.. Agencies must have a credit application on file and approved prior to first insertion. Invoices are mailed the first week of each month and are due upon receipt. Agency disclaimers will be honored only after the client submits a credit application and letter acknowledging financial responsibility for all advertising placed on its behalf by its agency of record. Agency discount will be withheld if account is not paid within 60 days.

Ads canceled after space reservation deadlines will be billed at 100%.

Liability

The publishers may hold both the advertiser and its agency jointly liable for all sums due and payable to the publishers. Liability of the publishers for any error or omission or delay shall in no event exceed the cost of the space paid for and occupied by such individuals.





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