



**LATINA**  
MEDIA VENTURES LLC

LATINA.com LATINA the **latin**kitchen



**2017**  
**MEDIA KIT**

**LATINA**  
*20 years as her  
trusted authority*

# OUR MISSION

**LATINA HAS 20 YEARS OF BUILDING A DEEP, EMOTIONAL CONNECTION WITH OUR AUDIENCE**

We address issues that American Latinas face from a young woman's perspective and an insider's point of view. Our voice is distinct, informed and authentic – understanding the cultural nuances of the modern Latina.

Through our multi-generational conversations, we deftly capture the unique dynamics of friends and extended families, providing a trusted relationship with her.

**We speak to her in-culture & keep her connected to her heritage.**



# OUR LATINA AUDIENCE: GET TO KNOW HER

## WHO IS THE LATINA READER?



**Acculturated Latinas are the fastest growing segment of the Hispanic population and they are also the most desirable:**

### **ENGLISH DOMINANT: 100% Latina / 100% American**

- 90% Use English most often
- 94% Consume everyday media in English

### **LATINA AUDIENCE AT A GLANCE:**

- **MEDIAN AGE:** Digital 34 | Print 36
- **HHI:** Digital \$73,247 | Print \$60,800
- 90% Attended College
- 81% Employed

### **FULLY ENGAGED WITH LATINA**

- 90% Agree that they are more inclined to notice, remember and potentially purchase the products in ads featured in Latina—than those in other beauty/fashion or lifestyle properties

Sources: 2015 Latina Media Ventures Total Audience Study and 2015 LMV Beauty Study

**HIGHLY ENGAGED**

**48** minutes spent reading an issue of Latina and **34** minutes on Latina.com



# AT A GLANCE

LATINA.com LATINA thelatinkitchen

## DIGITAL

- Latina.com: 2 million monthly uniques
- The Latin Kitchen: 80% growth in traffic YOY

## SOCIAL MEDIA

- 1.28 million engaged fans and followers

## MOBILE

- 70% of traffic through mobile - 290% growth

## DSP PLATFORM

- Reach 95% of the web through our DSP platform that delivers the Hispanic demo at scale nationally and regionally with extensive targeting capabilities using our proprietary 1<sup>st</sup> party data.

## PRINT

- Latina Magazine audience: 2.7 million



thelatinkitchen



# 2017 DIGITAL EDITORIAL CALENDAR

## DIGITAL

### JANUARY

- Resolutions: Fitness, Diet, Work
- Golden Globes

### FEBRUARY

- American Heart Association Awareness Month
- Afro-Latina Beauty Month
- Fashion Week
- Super Bowl (Half-time show)
- Valentine's Day
- Oscars
- Grammy Awards
- Premio Lo Nuestro

### MARCH

- Latinas and Sports (March Madness)
- Women's History Month
- Latina Exercise Challenge
- Spring Style
- Spring Beauty
- Easter

### APRIL

- Travel
- Resortwear
- Take Your Daughters/Sons to Work Day
- Latina's Career Boost Initiative
- Fashion Makeover for Career

### MAY

- National Physical Fitness and Sports Month
- Cinco De Mayo
- Mother's Day
- Mami-and-me Fashion
- Billboard Awards

### JUNE

- Family Travel Month
- Gay and Lesbian Pride Month
- Puerto Rican Day Parade
- Father's Day

### JULY

- Summer Movie Preview
- Outdoor Entertaining
- Premios Juventud
- Summer Hair

### AUGUST

- Family Fun Month
- Back to School Guide
- Denim Guide
- Primetime Emmys
- Latina's 30 Under 30 Social Voting
- Latina's Beauty Awards
- Teen Choice Awards
- MTV's Video Music Awards
- National Rum Day

### SEPTEMBER

- Hispanic Heritage Month
- Fall Fashion
- Fall Television Preview
- Hot in Hollywood
- Latina's 30 Under 30 Social Voting
- Social Media Week
- Mexican Independence Day (9/16)

### OCTOBER

- Healthy Heart
- Breast Cancer Awareness Month
- NCLR Alma Awards
- National Taco Day (10/4)
- Halloween/Day of the Dead

### NOVEMBER

- Latin Grammy Awards
- American Music Awards
- Latina's 30 Under 30 Reveal and Event Coverage
- Thanksgiving
- Black Friday
- Cyber Monday

### DECEMBER

- Novena de Navidad Countdown
- Holiday Gift Guides
- Holiday Deals and Steals
- Winter Movie Preview
- Noche Buena
- Christmas
- New Year's Eve Celebrations
- New Year's Eve Style and Beauty
- Horoscope Predictions

2017 PRINT

# EDITORIAL CALENDAR & ISSUE DATES

## PRINT

MONTH	EDITORIAL THEME*	SPACE CLOSE	MATERIAL CLOSE	ON-SALE DATE
FEBRUARY	Sex and Love	11/14/16	11/21/16	01/03/17
MARCH	Spring Style	12/19/16	12/26/16	02/07/17
APRIL	The Power Issue: Career, Education & Politics	01/16/17	01/23/17	03/07/17
MAY	The Body Issue (Health)	02/13/17	02/20/17	04/04/17
JUNE/JULY	Entertainment Issue; Travel: 20 Hot Destinations	03/20/17	03/27/17	05/09/17
AUGUST	20 Hot Guys/Icons Issue	05/15/17	05/22/17	07/04/17
SEPTEMBER	Annual Beauty Awards and 30 Under 30 List	06/19/17	06/26/17	08/08/17
OCTOBER	Hispanic Heritage; Hollywood Hot List	07/17/17	07/24/17	09/05/17
NOVEMBER	Food and Entertaining	08/22/17	08/29/17	10/10/17
DEC/JAN	Latina of the Year/Inspiring Latinas; Reasons to Love Being a Latina	09/18/17	09/25/17	11/07/17



\*Subject to change

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MEDIA VENTURES LLC

# 2017 PRINT MAGAZINE SPECS

## TRIM SIZES

SIZES	TRIM SIZE	BLEED SIZE	LIVE AREA
FULL PAGE	7.75 X 10.5	8 X 10.75	7 X 9.75
2 PAGE SPREAD	15.5 X 10.5	15.75 X 10.75	15 X 9.75
1/2 HORIZ. SPREAD	15.5 X 5.125	15.75 X 5.25	15 X 5
1/2 PAGE HORIZ.	7.75 X 5.125	8 X 5.25	7 X 4.875
2/3 PG VERTICAL	5 X 10.5	5.25 X 10.75	4.625 X 9.75
1/2 PG VERTICAL	3.875 X 10.5	4.125 X 10.75	3.5 X 9.75
1/3 PG VERTICAL	2.625 X 10.5	2.875 X 10.75	2.25 X 9.75
SAFETY MARGIN	3/8 =.375		

SUPPLIED INSERTS	TRIM SIZE	SUPPLIED SIZE
2 PAGE SCENT STRIPS	7.5 X 10.5	7.625 X 10.75
2pp, 4pp, 6pp, 8pp INSERTS	7.75 X 10.5	8 X 10.75
4pp & 6pp GATEFOLDS	Please contact us for specs	
BRC CARDS (Minimum size)	6 X 4	6.375 X 4.125

**File Format:** PDF X-1a  
**Proofs:** 1 swop digital proof  
**Max Density:** 280%  
**FTP Ads:** No



Submit ads to the following ad portal:  
<http://latina.hyards.com>

**Ship Proofs to:**  
 Hal Garstein, Production Director  
 Latina Media Ventures  
 120 Broadway, 34th Floor  
 New York, NY 10271  
 212-642-0775

# 2017 PRINT RATES

## PRINT



SIZE	4C	4CB	B/W
1 PAGE	\$46,764	\$51,440	\$30,948
2/3 PAGE	\$35,073	\$38,580	\$23,209
1/2 PAGE	\$31,332	\$34,466	\$20,735
1/3 PAGE	\$22,212	\$24,433	\$14,701
2ND COVER	\$58,455	\$64,301	
3RD COVER	\$53,780	\$59,157	
4TH COVER	\$62,197	\$68,416	

### DISCOUNT STRUCTURE

*Frequency discounts:*

3 Pages	5%
6 Pages	7%
9 Pages	10%
12 Pages	15%





**MARKETING**

# MARKETING PROGRAMS

## STRATEGIC PLATFORMS TO SHOWCASE YOUR BRAND



- **NEW! LATINA LEADERSHIP SUMMIT: EMPOWERING CONVERSATIONS**—First-ever thought leadership summit designed to ignite an important dialogue with Latina women in business.
- TIMING: Fall



- **NEW! ICONS ON THE RISE**—First-ever digital music platform that will search for the up and coming musical Latino artists. Through a digital talent search and consumer voting mechanism, Latina will award one winner with access to mentors in the music business to further his/her career.
- TIMING: Fall



- **HOLLYWOOD HOT LIST**—Latina's annual celebration of the Latino rising stars in Hollywood. The invite-only, red carpet event in Hollywood features a star-studded guest list of VIPs and celebrities & includes an extensive, sponsorable digital platform.
- ISSUE: October | EVENT: November 2 | Los Angeles



- **NEW! RENEGADE WARRIORS**—A new monthly feature that showcases Latinas who are changing and challenging the norm across any array of categories. The feature is an in book franchise, video and event series all sponsorable by brands.
- TIMING: Ongoing



- **NEW! THE LATINA POWER NETWORK**—Latina's hand-curated group of influencers who will produce unique content for Latina through their unique lens and expertise.
- TIMING: Ongoing

# MARKETING PROGRAMS

## STRATEGIC PLATFORMS TO SHOWCASE YOUR BRAND



**OPINIONATED**



- **BEAUTY AWARDS**—September features our annual Beauty Awards, a curated list of all the award-winning products our editors love, across an array of categories. Latina.com features these product winners and additional beauty-centric content all housed on Latina.com within the Beauty channel. Content includes: slide shows, tips/trends, how-tos, videos and more
- ISSUE: September | TIMING: 8/8 – 9/5/17
- **VIDEO FRANCHISE SPONSORSHIP OPPORTUNITIES**
  - *Fashion*: “**Latina Fashion Closet**” — Getting dressed by the experts
  - *Beauty*: “**Beauty on the Run**” — Tips, trends, hacks and beauty secrets for the Latina’s unique beauty needs
  - *Politics*: “**Opinionated**” — Latina’s political video series putting the humor back in the political landscape
  - “**Ladies, First**” – Feminist video series that will put an end to gender roles by challenging them head on
  - *Multi-Category*: “**Fix Yo Life**” – Jesenia and Jenni dish out advice on ways to fix the issues that plague our audience
  - *Food*: The Latin Kitchen - Cooking with the pros
- TIMING: Once a week; four times a month
- **FACEBOOK LIVE**
  - Social media-based video series surrounding key topics (I.E., Beauty, Hair, etc) with brand integration opportunities.
- TIMING: Ongoing