

2017 MEDIA KIT



Getting to Know Us

EC Hispanic Media has a number of online properties, live events and print products which reach target audience across various interest and age groups. The aggregate traffic of our properties delivers over **34.1 million pageviews** and over **1.5 million unique visitors** monthly.

While our online properties attract visitors from different parts of the world, the bulk of our traffic is from U.S. Hispanics. Whether visitors are looking for information on their favorite bands, helping plan a large party, trying to increase revenues for their business, EC Hispanic Media's platforms have become the go-to resources for Spanish and English-speaking U.S. Latinos.

OUR BRANDS



OUR AUDIENCE

- Indie Hispanic Young Adults
- Young Bilingual Latinas
- Latina Moms and Families
- Hispanic Small Business Owners
- Tech Savvy Bilingual Latino Millennials
- Affluent U.S. Hispanics
- Grassroots Spanish-Speaking Latinos

OUR SOLUTIONS

- ✓ Email Marketing
- ✓ Banner Advertising
- ✓ Live Event Opportunities
- ✓ Print Opportunities
- ✓ Custom Publications
- ✓ Website Development
- ✓ Directory Services
- ✓ Social Media Management
- ✓ SEO/SEM

SOME OF OUR CLIENTS:



Awards

LOS ANGELES
BUSINESS JOURNAL

**100 Fastest-Growing
Private Companies**

2007, 2008, 2009,
2010, 2011

HispanicBusiness
MAGAZINE

**100 Fastest-Growing
Private Companies**

2008, 2009, 2010,
2011, 2012, 2013

Bloomberg
Businessweek

Inner City 100

2004, 2008, 2009,
2010, 2012, 2013

EY Building a better
working world

**Entrepreneur
of the Year**

(Finalist of the greater
LA area) 2001, 2007, 2013

IN THE NEWS:



"Martha de la Torre, Among the
Top 10 Hispanic Entrepreneurs by CNBC"

TESTIMONIALS:



"Access to quality information provided through seminars like the ones presented by Su Socio de Negocios connects migrants with new ideas and options that can motivate them to begin a new entrepreneurial adventure..."

- Carlos M. Sada, General Consul of Mexico in Los Angeles



"We began to advertise in El Clasificado a little over 4 years ago and without a doubt it was the right move since we have received big results. Now, not only have we helped the Hispanic community to obtain licenses for driving trucks, but also we have extended our services to other communities. El Clasificado has been a great ally in this process. Thank you."

- Santiago David Rodríguez | Owner of America Truck Driving School, Santa Ana



"It is the first time we participate in the Expo. We are very excited, there are a lot of people and this has been a success. There are different products and services available for the people. Many people came to our booth, we did pretty well. We thought just a few people were going to attend, but this was a surprise. We definitely would like to participate in the following events taking place in other cities."

-Silvia Vazquez y Mónica Velázquez | Bella Bella Boutique, accesorios para Quinceañeras



"I have been a customer of theirs for two years now and have received wonderful customer service and countless business leads. Both the product and the service have made it money well spent!"

- John G., DoubleTree Claremont, Catering Manager





TARGET AUDIENCE:

Affluent U.S. Hispanics • Grassroots Spanish-Speaking Latinos • Tech Savvy Bilingual Millennials

ABOUT EL CLASIFICADO

- Print distribution exceeds **510,000 weekly copies** reaching from Central California to San Diego and includes Los Angeles, Orange County, and the Inland Empire
- Elclasificado.com is a **33.5 million pageviews** marketplace for buyers and sellers of various products and services in more than **440 subcategories** in 120 US areas and **270 locations** globally

MARKETING SOLUTIONS:



★ E-mail Marketing

170,000 e-mail database, newsletters, eblasts



★ Banner Advertising

Millions display impressions available, CPA, CPL, CPC, CPM



★ Print Opportunities

Largest reach of any print products targeting California Latinos

AUDIENCE PROFILE:

MAGAZINE



52% vs 48%

AGE

Under 30 31%
Over 30 69%

MARITAL STATUS:

Single 27% | Married 61%

PREFERRED LANGUAGE:

Spanish 64% | Other 36%

WEBSITE

Google Analytics 2016

36% vs 64%

AGE

18-24 23%
25-34 37%
35-44 29%
45-54 8%
55-64 3%

ORGANIC SEARCH: 52%

TRAFFIC:

Mobile 83% | Desktop 13% | Tablet 4%





TARGET AUDIENCE:

Affluent U.S. Consumers • Tech Savvy Bilingual Millennials

ABOUT EC CLASSIFIEDS

With over 28 years of experience, EC Hispanic Media launched a free classifieds publication. **EC Classifieds** caters to the needs of the English-speaking consumer. With our award-winning distribution system, EC Classifieds is the most accessible English weekly magazine in Orange County, Inland Empire, San Gabriel Valley, Bakersfield, Los Angeles, Long Beach and San Fernando Valley areas.

QUICK FACTS:

305,000

Weekly circulation
in Southern California



ADVERTISING OPPORTUNITIES:

- ✓ **Display Ads:** Full color, spot color and black & white
- ✓ **Classified Display Ads:** Full color, spot color and black & white
- ✓ **Classified Ads:** Various features available to make your ad stand out
- ✓ **Premium Positions:** Based on availability

CLASSIFIED SECTIONS:

- Real Estate
- Automotive Services
- General Products & Services
- Automotive Sales
- Business Opportunities
- Employment Opportunities
- Home Improvement Services
- Professional Services
- Miscellaneous Services
- Rentals
- Free Community Events & Services
- And more



TARGET AUDIENCE: Young Bilingual Latinas, Latina Moms and Families

ABOUT QUINCEANERA.COM

EC Hispanic Media's Quinceanera.com brand reaches the entire Hispanic household around a culturally-relevant time: Quinceañera celebrations.

- **1,200,000 magazines** annually distributed in conjunction with each event, making it the largest Quinceañera print product targeting California Latinas
- Quinceanera.com generates **270,000 unique visitors** with 1,000,000 page views monthly*

MARKETING SOLUTIONS:



★ E-mail Marketing

32,000 e-mail database, newsletters, eblasts

★ Banner Advertising

Millions of impressions available, CPA, CPL, CPC, CPM

★ Live Events

8 live expos attracting 15,000 Latinas, families and businesses, booth rentals, general sponsorship branding opportunities

★ Print Opportunities

1,200,000 printed copies annually, premium targeted audience



REACH YOUNG BILINGUAL LATINAS AND THEIR FAMILIES



85%

vs



15%

AGE

Under 18

17%

18-24

13%

25-34

25%

35-44

21%

45+

24%

TRAFFIC:

Mobile/Tablet **75%**

Desktop **25%**

LANGUAGE:

English **58%** | Spanish **42%**

HOUSEHOLD INCOME:

\$0-\$50k \$ \$ \$ \$ \$ \$ \$ 57%

\$50k-\$100k \$ \$ \$ 27%

\$100k-\$150k \$ 10%

\$150k+ \$ 6%

*From Quantcast.com

*Source: Google Analytics Jan-Dec 2015. **Quantcast.com

LET US FIND A SOLUTION FOR YOU: [323-278-5310](tel:323-278-5310) sales@elclasificado.com



TARGET AUDIENCE: Hispanic Small Business Owners

ABOUT SU SOCIO DE NEGOCIOS

Su Socio de Negocios seeks to help provide the owners of Hispanic small businesses with the resources and education necessary to help their businesses thrive in competitive marketplaces.

- Susociodenegocios.com generates **10,000 unique visitors** with over 17,000 impressions monthly

MARKETING SOLUTIONS:



★ E-mail Marketing

16,000 e-mail database for newsletters and e-blasts



★ Banner Advertising

Thousands of targeted impressions, CPA, CPL, CPC, CPM



★ Live Event Opportunities

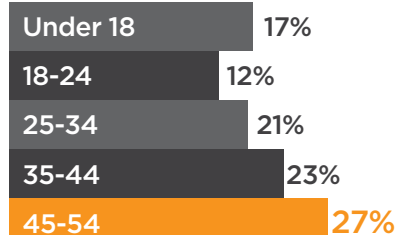
Events reaching Hispanic business owners through signature speakers' series. Booth rentals, general sponsorship, and branding opportunities available



THE MODERN HISPANIC SMALL BUSINESS OWNER



AGE



EDUCATION:

Graduated college **33%**
Graduate studies **12%**
No college **55%**

HOUSEHOLD:

Have kids **59%** | No kids **41%**

ORGANIC SEARCH: **53%**

TRAFFIC:

Mobile **53%**
Desktop **43%**
Tablet **4%**

Source: Quantcast.com

GUÍA DE INMIGRACIÓN JUNTOS

TARGET AUDIENCE: Hispanic community

ABOUT JUNTOS

JUNTOS is the new source of information on immigration issues that concern the Hispanic community in the United States. Here you will find expert and professional legal advice, important events, and relevant articles on the process of citizenship, consulates, visas, and issues that affect our community the most.

QUICK FACTS:

220,000

5 PUBLICATIONS PER YEAR

ADVERTISING OPPORTUNITIES:

- ✓ **Display Ads:** Full color, spot color and black & white
- ✓ **Classified Display Ads:** Full color, spot color and black & white
- ✓ **Classified Ads:** Various features available to make your ad stand out
- ✓ **Premium Positions:** Based on availability



DISTRIBUTION

Distributed alongside El Clasificado Magazine through its numerous points of distribution conveniently located in supermarkets and other businesses.

Source: Quantcast.com



TARGET AUDIENCE:

Indie Hispanic Young Adults, Tech Savvy Bilingual Latino Millennials

ABOUT AL BORDE

EC Hispanic Media's Latin Alternative platform with content focused on Latino rock bands, movies, and culture works to meet the needs of advertisers looking to reach the Hispanic millennial.

- Alborde.com generates **7,000 unique visitors** with over 10,000 impressions monthly

MARKETING SOLUTIONS:



★ E-mail Marketing

5,000 e-mail database for newsletters and e-blasts



★ Banner Advertising

Thousands of targeted impressions, CPA, CPL, CPC, CPM



★ Live Event Opportunities

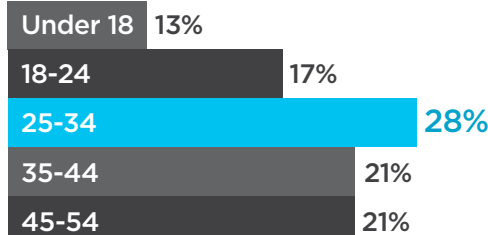
Events reaching thousands, booth rentals, general sponsorship branding opportunities



THE TECH-SAVVY BILINGUAL LATINO MILLENNIAL



AGE



TRAFFIC:

Mobile **45%**
Desktop **50%**
Tablet **5%**

EDUCATION:

Graduated college **45%**
Graduate studies **14%**
No college **41%**

HOUSEHOLD:

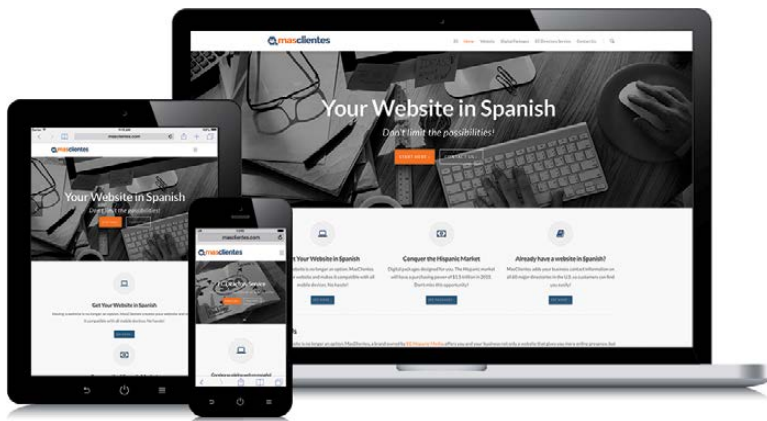
Have kids **46%**
No kids **54%**



ABOUT PANTERA DIGITAL

Pantera Digital provides businesses with conversion and lead-driven websites as well as all the internet advertising solutions a company could need to increase traffic, position their brand, expand their business, and attract new customers.

MARKETING SOLUTIONS



- ★ **Web Design** *optimized for all devices*
- ★ **Hosting and Custom Domain**
- ★ **Directory Management**
- ★ **SEO / SEM Service**
- ★ **Trackable Phone Number**
- ★ **Web Banners**
- ★ **Google Analytics Reports**

SOCIAL MEDIA MARKETING:

Pantera Digital also helps companies with **Hispanic Social Media Marketing** and **Latino Social Branding** to not just promote their campaigns to one individual, but their entire Hispanic families as well.



To accomplish this, Pantera Digital offers:

- ✓ **Social Media Account creation**
- ✓ **Social media page hosting** to build social followings and increase positive interaction for start-up and established social media accounts
- ✓ **Conversion-focused**, paid Facebook and Twitter campaigns



Print Opportunities



★ EL CLASIFICADO 26.5 million copies annually

El Clasificado has become the Spanish go-to source connecting sellers of various products and services with purchase-oriented Hispanics.

★ EC CLASSIFIEDS 15.8 million copies annually

EC Classifieds caters to the English-speaking audience in Orange County, Inland Empire, San Gabriel Valley, Bakersfield, Los Angeles, Long Beach and SFV areas.

★ QUINCEANERA.COM 1.2 million copies annually

Published in conjunction with the Quinceanera.com events, the magazine provides advice and tips regarding the party-planning process.



★ CUSTOM PRINTING

We work with each advertiser to develop custom publications with content in the right “language” to help companies connect with their target audience.



★ SPECIAL EDITIONS

We produce content-driven special supplements that provide educational value and entertainment for our readers pertaining to health, finances, sports, and more.

43.5 MILLION

total printed magazines annually

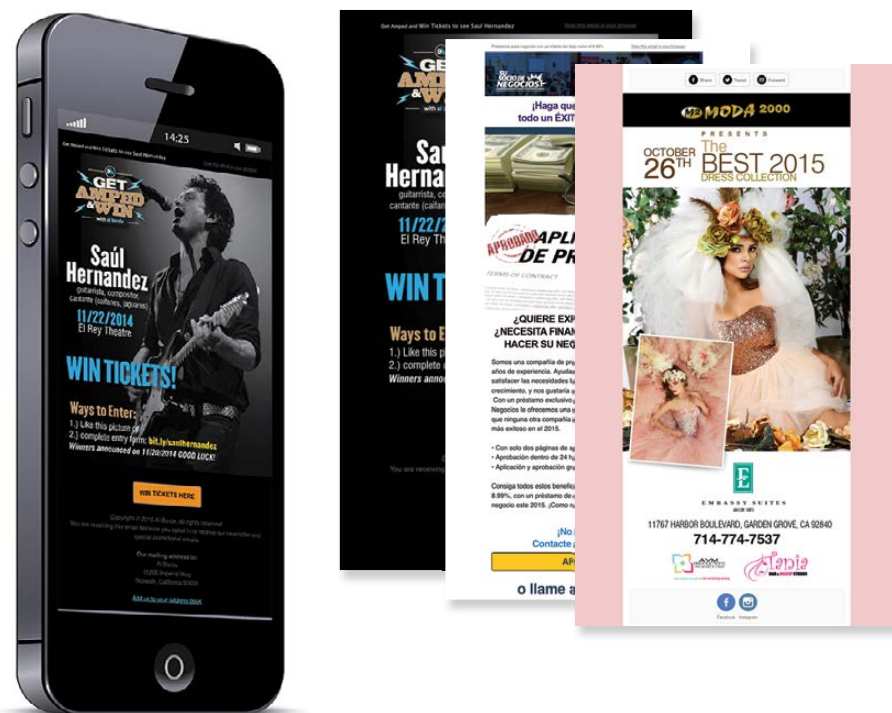


88% AVERAGE PICKUP RATE, even as we expand into new markets

- ✓ Qualify key zip code demographics and identify key areas with high foot traffic
- ✓ Ensure each location maintains minimum pick-up rates
- ✓ Shut down underperforming locations
- ✓ Constantly search for new locations in high performing, untapped areas
- ✓ Increase overall saturation as demand increases
- ✓ Hyper-localized for high performing areas to increase geo-targeting and overall advertising response

E-mail Marketing

There is **a higher percentage of Hispanics that own smartphones** than any other ethnicity in the United States. Whether it's a young, bilingual Latina teen looking to stay connected through social media, a Hispanic millennial checking work e-mails, or a Latina mom looking to make sure she is connected to her family, Hispanics are constantly connected through their smartphones and EC Hispanic Media offers numerous ways to connect with them.



OUR CUSTOM E-MAIL MARKETING SOLUTIONS INCLUDE:

- ✓ Newsletter advertising
- ✓ Sole-sponsored e-blasts
- ✓ Target-specific databases
- ✓ Optimized for desktop and mobile devices

REACH YOUR TARGET AUDIENCE WITH OUR E-MAIL DATABASE

El Clasificado.com	170,000	Grassroots Spanish-speaking Latinos
Quinceanera.com	32,000	Young bilingual Latinas
SuSocioDeNegocios.com	16,000	Hispanic small business owners
AlBorde.com	5,000	Indie Hispanic young adults
ECHispanicMedia.com	Newly Activated	Affluent U.S. Hispanics

223,000 total e-mail database



Live Events EXPERIENTIAL MARKETING



EC Hispanic Media's events drive a connection with our audience and bring companies face-to-face not only with consumers, but the right type of consumers, those with **high purchase intent**.

216 events hosted annually

- ✓ Booth Rentals
- ✓ General Sponsorship
- ✓ Branding Opportunities
- ✓ Direct Interaction with Shoppers



8 LIVE EXPOS A YEAR

Over 15,000 young latinas and their families

The expos, held in different venues and cities, bring in an average of over **1,500 attendees per expo** to learn about different products and services as they plan for their quinceañera celebration and provides sponsors with direct leads and high potential sales opportunities.

QUINCEANERA.COM ATTENDEE EXPERIENCE

- Paparazzi Section
- Vendor Hall
- Fashion Show
- Vendor and Sponsor Raffles



2 LIVE EVENTS A YEAR

Thousands of small business owners

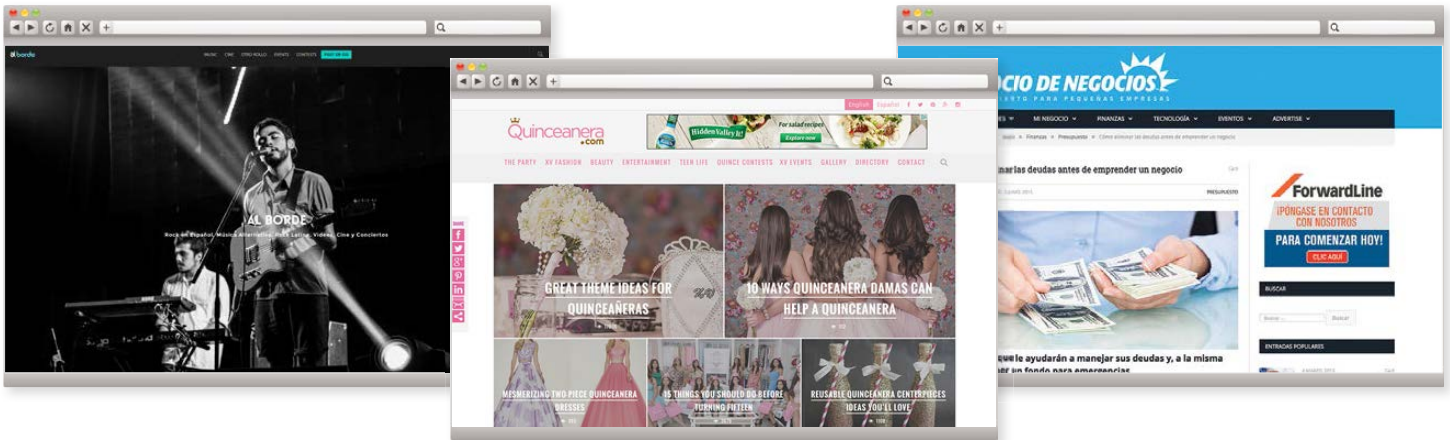
The Su Socio de Negocios events attract thousands of eager Spanish-speaking small business owners with educated keynote speakers to help educate, inspire, and provide tools for each attendee to gain a competitive advantage in the marketplace.

SSDN ATTENDEE EXPERIENCE

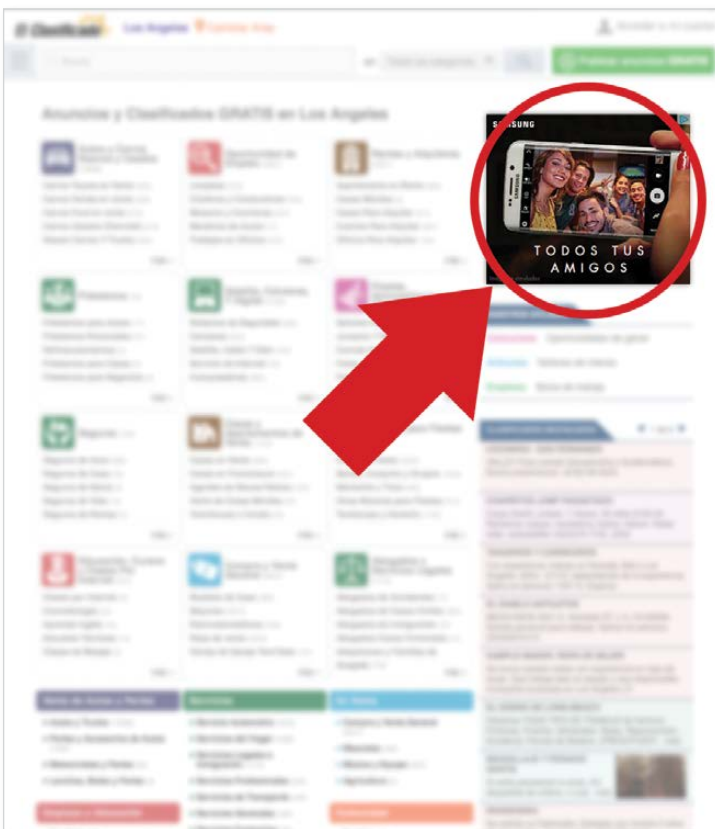
- Educational Workshops
- Networking Sessions
- Seminars with Keynote Speakers
- Cocktail Reception

Banner Advertising

Drawing on strong calls-to-action and a mobile-centric approach, banner advertising on EC Hispanic Media's network of sites can drive ROI and connect your business with the right audience! We have **millions of impressions** available to target specific Hispanic segments around the country.



CPL, CPA, CPC AND CPM ARE ALL AVAILABLE



- ✓ 36 categories
- ✓ 270 cities
- ✓ 400 subcategories

Target up to 4 brands:

El Clasificado
the spanish classifieds | elclasificado.com

Quinceanera
.com

al borde
www.alborde.com

SSN SU SOCIO DE NEGOCIOS

Let us find a solution for **you**

Contact: _____







www.echispanicmedia.com



Scan this QR code to
access our website

