

El Clasificado®

the spanish classifieds | elclasificado.com

2017 MEDIA KIT



Get to Know Us

“Creating channels to strengthen and empower the Hispanic community”

ABOUT EL CLASIFICADO

El Clasificado's print publication launched in 1988, circulating copies throughout East Los Angeles. After initially facing difficulty expanding beyond its initial distribution area, the publication began to grow and the company launched its website in 1998 with the initial purpose being to encourage companies to advertise in the free weekly publication. As El Clasificado continued to grow, so too did elclasificado.com.

Today, print distribution exceeds **510,000 weekly copies** reaching from Central California to San Diego and includes Los Angeles, Orange County, and the Inland Empire, while the site's strategy shifted to become a 33,500,000 page view marketplace for buyers and sellers of various products and services in more than 440 subcategories in 120 US areas and 270 locations globally.

QUICK FACTS:

Magazine

- ★ Over **510,000** weekly circulation
- ★ **20,000** distribution points in California
- ★ Over **1.5 million** weekly readers
- ★ **47** zones reaching over 300 cities

Website

- ★ elclasificado.com marketplace has over **33.5 million** monthly pageviews (Source: Quantcast.com)



SOME OF OUR CLIENTS:



LET US FIND A SOLUTION FOR YOU:

📞 323-278-5313

✉ sales@elclasificado.com

El Clasificado

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

California Hispanic Chambers of Commerce

- Latina Business Woman of the Year Award, 2014

ICIC- Inner City 100

- Inducted into Hall of Fame, 2011
- Included as one of the 100 Fastest-Growing Inner-City

Businesses in the USA:

- Fortune Magazine: 2013, 2012
- Bloomberg Businessweek Magazine: 2011, 2010, 2009
- Inc Magazine: 2008, 2004

Circulation Verification Council

- CVC Gold Standard Award 2007/2008

Inc Magazine

- Inc. 5,000, Included as one of the 5,000 Fastest Growing Companies in the USA, 2013, 2012, 2011, 2010, 2009, 2008, 2007

National Association of Hispanic Publications (NAHP)

- Outstanding Circulation Program: 2015, 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006, 2005, 2004, 2003, 2002
- Outstanding Classified Section: 2013, 2012, 2011, 2010, 2009, 2008, 2005, 2004, 2003, 2002, 2001, 2000

IN THE NEWS:

Los Angeles Times

- Featured article in business section "How I Made it", 2011

Bloomberg.com

- Interview with founders of El Clasificado, 2011

CNN en Español

- Martha de la Torre live on CNN Latino Sin Límites, 2013
- Martha de la Torre live on CNN Notimujer, 2012

Association of Free Community Papers (AFCP)

- Best Presentation of Classifieds on the Internet 2014, 2013, 2012, 2011, 2010, 2009, 2008
- Best Internet Home Page: 2009
- Best of Show, 2014, 2009: 2006
- Entrepreneur Award: 2005
- General Excellence: 2014, 2013, 2012

Latina Style Magazine

- Anna Maria Arias Memorial Business Fund Award recipients: 2008

National Association of Women Business Owners (NAWBoLA)

- Top Distinguished Women: 2004 • Hall of fame: 2001

United States Small Business Administration (SBA)

- Small Business Person of the Year, Los Angeles 2003

United States Hispanic Chamber of Commerce (USHCC)

- Hispanic Businesswoman of the Year, National Award 2000

Latin Business Association (LBA)

- Latina Entrepreneur of the Year: 2000

- Martha de la Torre live on CNN Dinero, 2012, 2015

CNBC

- Top 10 Hispanic Entrepreneurs, 2014

Univision

- Featured on the segment "Soy el sueño Americano", 2012

Telemundo

- Live interview on the news program "Buenos días", 2011

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El Clasificado

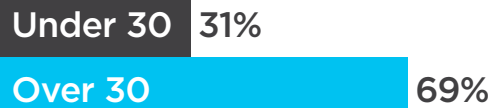
Our Readers' Profile

MAGAZINE

OVER **1.5 MILLION** READERS, AVERAGE AGE: 38



AGE GROUP



HOUSEHOLD AVERAGE: 5 people, 1.6 children

MARITAL STATUS:

Single 27%

Married 61%

PREFERRED LANGUAGE:

Spanish 64%

Other 36%

PREFERRED SOURCE FOR SHOPPING INFORMATION:

El Clasificado 75%

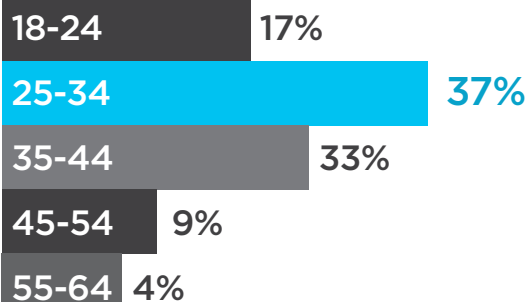
Other 25%

ELCLASIFICADO.COM

2.6 million SESSIONS MONTHLY, 33.5 million impressions monthly



AGE GROUP



ORGANIC SEARCH: 50%

TRAFFIC:

Mobile 83%

Desktop 13%

Tablet 4%

EDUCATION:

Graduated college 23%

Graduate studies 7%

No college 70%

HOUSEHOLD:

Have kids 57%

No kids 43%

Source: 2008 Independent readership study for El Clasificado conducted by Western Publication Research.
*Readers could check as many as applied. For more information about our readers, please contact marketing@elclasificado.com
Source: Google Analytics 2016

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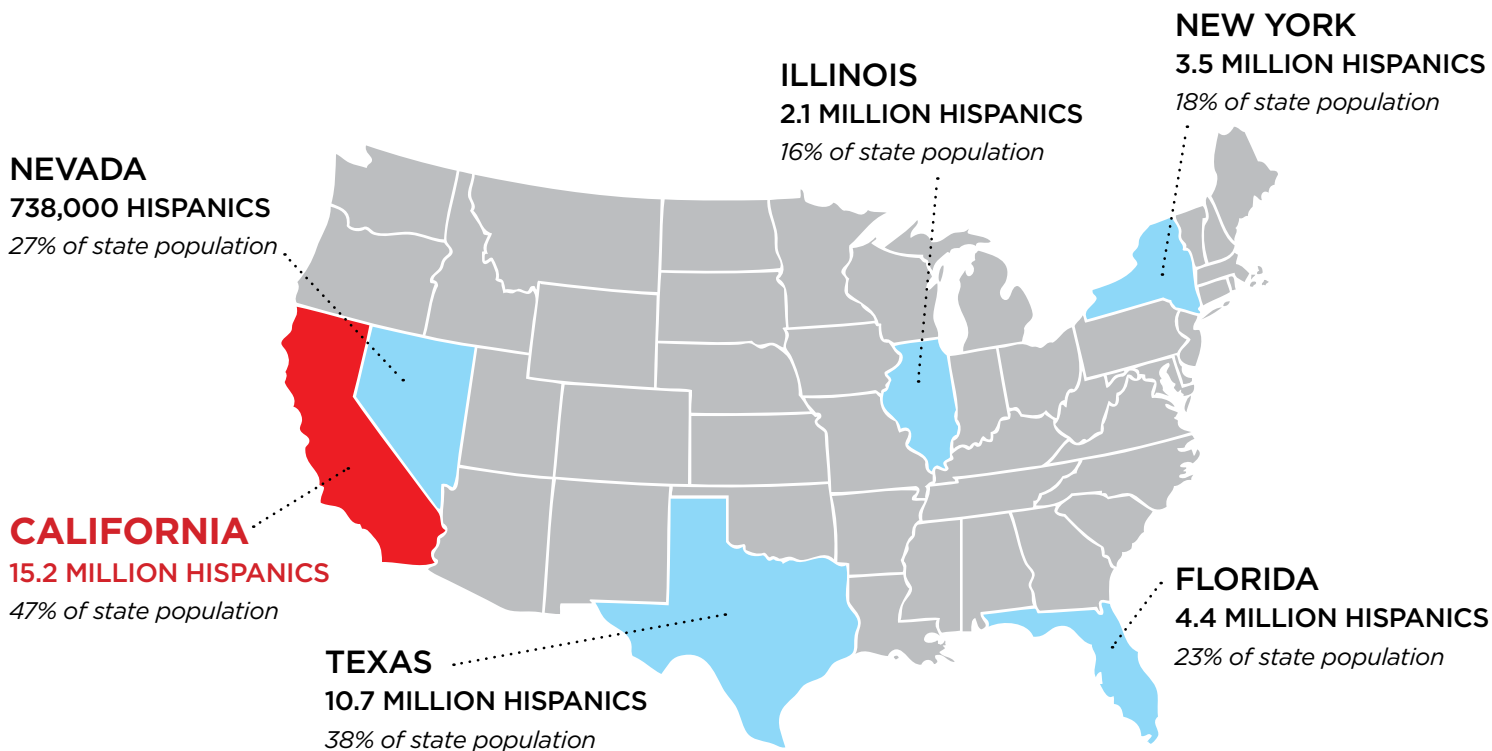
El Clasificado

Market Reach

HISPANICS IN THE U.S. HAVE A PURCHASING POWER OF **\$1.5 TRILLION**⁴

- There are **16.2 million** Hispanic family households in the US¹.
- **40 million** (72.9%) The percentage of Hispanics age 5 and older who spoke spanish at home¹.
- The median age of the Hispanic population is **27.3 years of age**, compared to 37.2 for the population as a whole¹.
- **64%** of the U.S. Hispanic population is of Mexican descent¹.

TOP 6 HISPANIC MARKETS IN THE U.S.



¹U.S. Census Bureau News, "Facts for Features," July 15, 2014

²Synovate, "2010 vs Diversity Markets Report," 2010

³Advertising Age, "Hispanic Fact Pack," July 28, 2008

⁴<https://www.thinkwithgoogle.com>

<http://www.pewhispanic.org>

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El Clasificado

Distribution

CIRCULATION

El Clasificado is the most accessible free Spanish language publication in the Los Angeles Metropolitan Area with a verified weekly circulation of over 510,000.

DISTRIBUTION

El Clasificado is delivered through more than **20,000 locations**. This includes contracted racks in supermarkets, retail stores and restaurants, and street racks in densely-populated Hispanic residential communities.



*Distributed in
over 300 cities*

- CITIES BY ZONES -

ZONE 1	10,000	East Los Angeles	ZONE 25	6,500	Palmdale, Lancaster, Canyon Country, Santa Clarita, Saugus, Acton, Littlerock, Valencia, Rosamond
ZONE 2	12,000	Montebello, Pico Rivera, Whittier, Santa Fe Springs, La Mirada, La Habra	ZONE 26	7,500	Victorville, Hesperia, Apple Valley, Adelanto, Phelan
ZONE 3	10,000	Bell, Vernon, Bell Gardens, Cudahy, Maywood, City of Commerce	ZONE 27	10,500	Coachella, Indio, Cathedral City, Palm Desert, La Quinta, Desert Hot Springs, Palm Springs, Thousand Palms, Rancho Mirage, Thermal
ZONE 4	15,500	Huntington Park, Los Angeles	ZONE 28	12,500	Bakersfield, Arvin, Lamont, Lebec, Taft, Tehachapi
ZONE 5	10,500	South Gate, Los Angeles, Willowbrook, Watts	ZONE 29	6,000	West LA, Culver City, Santa Monica, Venice, Marina del Rey, Pacific Palisades
ZONE 6	11,500	Carson, Gardena, Harbor City, Lomita, San Pedro, Wilmington, Torrance, Redondo Beach	ZONE 30	22,000	Santa Ana, Costa Mesa, Orange, Tustin, Huntington Beach, Irvine, Fountain Valley, Newport Beach
ZONE 7	9,500	Hollywood, Los Angeles, Los Feliz, Mid Wilshire	ZONE 31	10,000	Bonsall, Carlsbad, Encinitas, Escondido, Fallbrook, Oceanside, Poway, Ramona, San Marcos, Vista
ZONE 8	14,000	North Hollywood, Pacoima, San Fernando, Sun Valley, Sylmar, Burbank, Universal City, Studio City	ZONE 32	11,000	Ontario, Alta Loma, Fontana, Rancho Cucamonga
ZONE 9	12,500	Downtown Los Angeles	ZONE 33	11,500	Azusa, Baldwin Park, Covina, Diamond Bar, Glendora, Hacienda Heights, La Puente, Walnut, West Covina
ZONE 10	11,500	Highland Park, Eagle Rock, Echo Park, Lincoln Heights, Los Angeles, El Sereno, Glendale, Pasadena, S. Pasadena, Altadena	ZONE 34	11,500	Fresno, Kernan, Mendota, Clovis, Firebaugh
ZONE 11	20,000	Anaheim, Fullerton, Stanton, Westminster, Placentia, Garden Grove, Buena Park, Brea, La Palma, Cypress, Yorba Linda	ZONE 35	9,000	Tulare, Visalia, Corcoran, Earlimart, Pixley, Tipton, Lindsay, Porterville, Strathmore, Exeter, Farmersville
ZONE 12	11,500	Chino, Chino Hills, Claremont, La Verne, Montclair, Pomona, San Dimas, Upland	ZONE 36	10,500	Calexico, El Centro, Brawley, Imperial, Westmoreland, Calipatria
ZONE 13	10,000	Alhambra, Arcadia, Duarte, El Monte, Monrovia, Monterey Park, Rosemead, San Gabriel, Sierra Madre, South El Monte, Temple City	ZONE 37	11,500	San Diego, Lemon Grove, Spring Valley, La Mesa, El Cajon
ZONE 14	11,000	Hawthorne, Inglewood, Lawndale, Westchester, Los Angeles	ZONE 38	5,000	San Juan Capistrano, Lake Forest, San Clemente, Mission Viejo, Dana Point, Capistrano Beach, Laguna Niguel
ZONE 15	13,500	Canoga Park, Van Nuys, Northridge, Panorama City, Reseda, Mission Hills, Granada Hills, Chatsworth, Woodland Hills, Sherman Oaks, Encino	ZONE 39	5,000	Delano, Wasco, Buttonwillow, McFarland, Shafter, Lost Hills
ZONE 16	11,000	Lynwood, Compton	ZONE 40	5,500	Selma, Dinuba, Sanger, Parlier, Kingsburg, Reedley, Fowler
ZONE 17	11,000	Downey, Bellflower, Norwalk, Paramount	ZONE 41	5,000	Madera, Chowchilla
ZONE 18	11,500	San Bernardino, Highland, Redlands, Loma Linda, Yucaipa	ZONE 42	10,000	Colton, Rialto, Bloomington
ZONE 19	9,500	Corona, Mira Loma, Norco	ZONE 43	9,500	Riverside, Rubidoux
ZONE 20	10,000	Perris, Murrieta, Homeland, Lake Elsinore, Sun City, Temecula	ZONE 44	12,000	Moreno Valley, San Jacinto, Banning, Beaumont, Calimesa, Hemet
ZONE 21	10,500	Long Beach, Hawaiian Gardens, Cerritos, Artesia, Lakewood	ZONE 45	10,000	Boyle Heights, City Terrace
ZONE 22	10,000	Los Angeles	ZONE 46	12,000	Mid City, McArthur Park
ZONE 23	12,000	Oxnard, Santa Paula, Ventura, Camarillo, Moorpark, Simi Valley, Fillmore, Port Hueneme, Thousand Oaks, Oak Park, Somis, Piru	ZONE 48	5,000	Santa Maria, Santa Barbara, Carpinteria, Lompoc, Goleta
ZONE 24	13,000	Chula Vista, San Ysidro, National City, Imperial Beach, Bonita			

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El Clasificado

Print Solutions



Skyscraper

Classified Tab



National Box

DISPLAY ADS

- Designed in full color, spot color and black & white to your specifications
- Wide range of sizes available (see next page)

PREMIUM POSITIONS (based on availability)

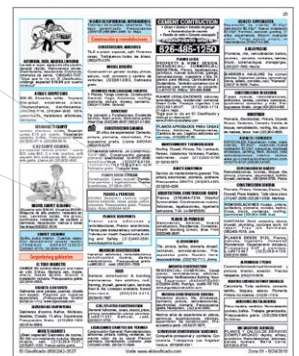
- Center Spread, Front Page, Back Page and Inside Back Cover available
- Classified Tab, Skyscraper, and National Box also available (see image above)



CLASSIFIED DISPLAY ADS

- Designed like a Display Ad, published as a classified
- Full color design available
- 4 different sizes available

PLANOS & PERMISOS
 (Drafter/ Designer) Licencia. Legalizamos Adiciones, casas, garaje, patios, concretos. Presupuestos gratis. Precios bajos. Ricky (909)684-9424



CLASSIFIED ADS

- Available features include headline, symbols, centered text, bold, boxed, photo, capital letters and font size

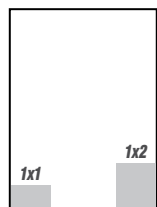
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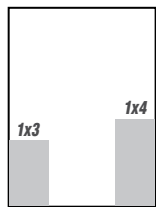
✉ sales@elclasificado.com



DISPLAY AD SIZES



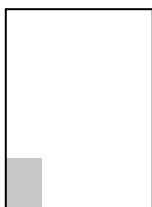
CDAs
1x1 1.8125" x 1"
1x2 1.8125" x 2"



CDAs
1x3 1.8125" x 3"
1x4 1.8125" x 4"



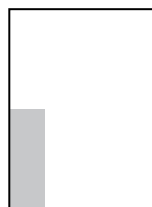
1/16 Page Horizontal
3.75" x 1.0625"



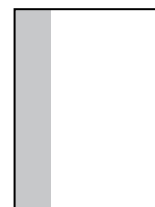
1/16 Page Vertical
1.8125" x 2.25"



1/8 Page Horizontal
3.75" x 2.25"



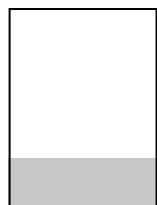
1/8 Page Vertical
1.8125" x 4.625"



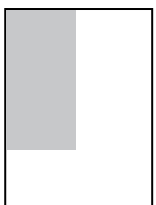
1/4 Column Vertical
1.8125" x 9.4375"



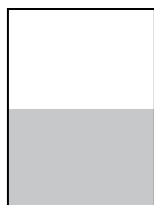
1/4 Page Vertical
3.75" x 4.625"



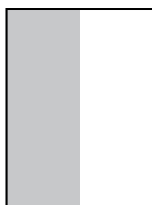
1/4 Page Horizontal
7.625" x 2.25"



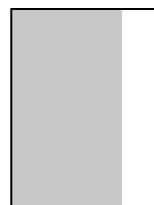
3/8 Page Vertical
3.75" x 7"



1/2 Page Horizontal
7.625" x 4.625"



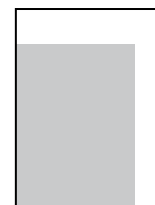
1/2 Page Vertical
3.75" x 9.4375"



3/4 Page Vertical
5.687" x 9.4375"



3/4 Column Horizontal
7.625" x 7"



Cover Page
5.776" x 7.855"



Full Page
7.625" x 9.4375"

ARTWORK FORMAT REQUIREMENTS:

PDF

- Images resolution: minimum 200 dpi (300 preferred).
- Color options: Black & White, Full Color and Spot Color (Please use process Cyan as spot color, do not use any pantones or other spot colors).

ADOBE INDESIGN & ILLUSTRATOR (version CS6 or earlier)

- All images must be included
- Images resolution: minimum 200 dpi (300 preferred).
- Color options: Black & White, Full Color and Spot Color (Please use process Cyan as spot color, do not use any pantones or other spot colors).

PHOTOGRAPHIC FILES

- Although not recommended due to rasterization, you may also submit your files in jpeg or tif formats. Please submit at 300 dpi and in CMYK color mode to avoid a potential color shift when converting from RGB.

SUBMIT ARTWORK VIA:

E-MAIL



Send your artwork to:
production@elclasificado.com

Please notify your Sales Representative before sending your ad by e-mail

UPLOAD TO FTP



Any file larger than 10MB should be uploaded to:
ftp.elclasificado.com

Please contact our production department for more information on how to access our ftp site

PRODUCTION DEADLINES

CLASSIFIEDS DEADLINE

- Fridays at 5pm, prior to publication date

DISPLAY ADS DEADLINE

- Thursdays at 5pm prior to publication date

CLASSIFIED DISPLAY ADS DEADLINE

- New Ads: Fridays at 12pm
- Changes: Fridays at 2pm

CONTACT OUR DEPARTMENT:

PHONE: 323-867-9467 | FAX: 562-864-5765

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El Clasificado

Banner Advertising

Banner advertising is available through mobile leaderboards and medium rectangles. For companies with digital banner campaigns, we provide geotargeting and other advertising options to help reach niche US Hispanic markets.

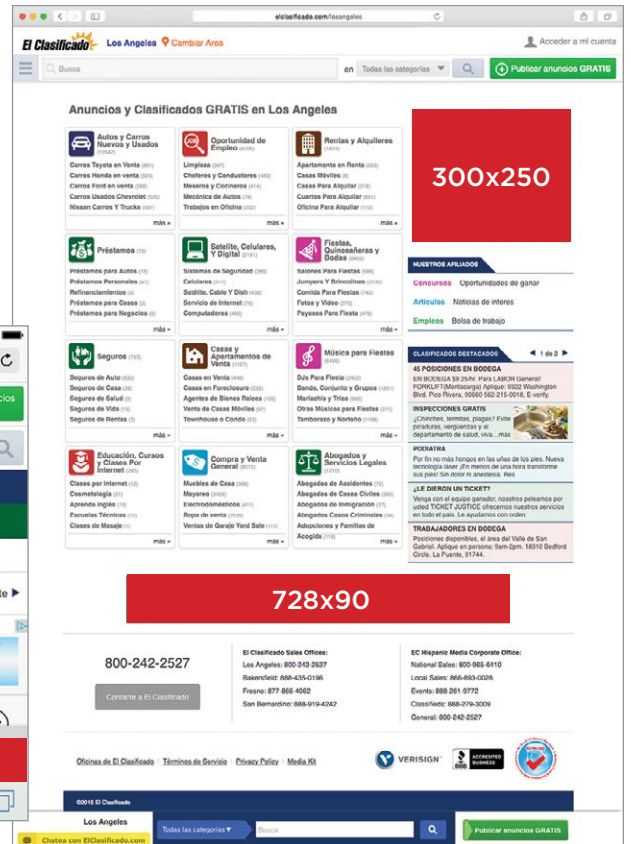
OVER 2.6 MILLION
SESSIONS MONTHLY

✓ Millions of display impressions available: CPM, CPA, CPL, CPC

✓ Banner sizes available:

- 300x250
- 728x90
- 320x50

✓ Optimized for display on desktop and mobile devices



E-mail Marketing

El Clasificado's database offers Hispanic e-mail marketing opportunities in the form of newsletter advertising. We ensure that we follow all local and national guidelines to avoid spamming our subscribers and ensure that each e-mail is optimized to display on mobile and desktop screens.

REACH OUR 170,000 E-MAIL DATABASE

- Custom Newsletters
- Direct e-mail marketing
- Optimized for desktop and mobile devices



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hispanic media

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