

Washington Maryland Virginia | Hispanic



The Washington Hispanic.
We're seen in all the right places

MediaKit 2019

1

METRO

Get the latest local, national and international, business news in the Metro Section.



2

SPORT

Read the most complete sport reports around the world.



3

CLASSIFIEDS

The most effective tool to buy, sell, rent and get services in the metro area.



WHO ARE WE?

The Washington Hispanic.

We're seen in all the right places.

In Washington, success lies in whom you know and where you go. So if you want to reach the city's powerful Latino market—now more than 1.3 million strong and growing rapidly—get acquainted with Washington Hispanic. A respected part of the community since 1994, Washington Hispanic is the key to reaching this largely untapped group of consumers with substantial, rising buying power.

Metro-area Hispanics rely on the paper to deliver international, national and local news each week in Spanish, their language of choice. Advertising in this independent, award-winning publication substantially increases the chances Hispanic consumers will buy your product—studies show that 94 percent of those who read Hispanic print media use the publication for shopping decisions.

So to increase your standing in the nation's capital, advertise in Washington Hispanic. And be seen in all the right places.

OUR VALUE

Aspirations

Washington Hispanic is an authentic vehicle of social expression. It is based on the strongest of foundations: honesty, truth, mutual respect and trust. Its journalists—responsible and dedicated professionals—strive each and every day to promote the community as best as possible, celebrating the positive and denouncing the negative.

Washington Hispanic wishes to contribute to the advancement of Hispanics in the United States, writing a page of history that will evoke pride in present and future generations.

Widespread Audience

Washington Hispanic is the only independent Spanish-language newspaper serving Washington, D.C., and surrounding areas, home to now more than 1.3 million Hispanics.

The paper has a high profile throughout the metro area:

- 157,500 estimated readers.
- 45,000 copies currently printed each week. ABC audited.
- 2,500 points of distribution in the District of Columbia, suburban Maryland, Northern Virginia and Baltimore.
- Available in boxes at 80 Metro stations and 1200 key positions throught the city.



4

AUTO

The supplement Hispanic consult before they make a decision to buy or sell a car.



5

ENTERTAINMENT

Our award-winning supplement has been published for 9 years.



Journalistic Excellence

The editorial team at Washington Hispanic has more than 80 years of combined experience. This talented, professional and energetic team is dedicated to covering the news thoroughly and to producing creative, innovative human-interest stories.

The paper focuses on breaking international, national and local news, presented in a straightforward news style. Yet it also provides well-researched weekly sections on sports, cars, real estate, health, classifieds and the metro area. Washington Hispanic's entertainment section is renowned for exclusive interviews with visiting artists. Readers also look for annual special-topic supplements during the holiday season, during Hispanic Heritage Month and on El Salvador's Independence Day. Special sections in English ensure that the paper reaches as broad an audience as possible.

Washington Hispanic has won eight awards from the National Association of Hispanic Publications, America's largest Spanish language publishers' association, including Outstanding Spanish Language Weekly in 2001. In 1998, Washington Hispanic was named Small Business of the Year by CitiBank and the Greater Washington Ibero-American Chamber of Commerce.

The paper is a member of the [Alliance for Audited Media \(ABC\)](#), since the year 2000, the National Association of Hispanic Publications and the Inter American Press Association.

COMMUNITY TRUST

Washington Hispanic has been a trusted source of information since its founding in 1994. In addition to delivering timely, relevant news of national and international importance, Washington Hispanic frequently covers community events and partners with community organizations. As a result, readers view Washington Hispanic as part of the community and prefer it to other media.

Educating the community is one of Washington Hispanic's primary goals. The paper fully supports all individual and institutional activities, whether public or private, that directly benefit the community. In addition, it acts as a resource that enables readers to learn about the community in which they live. This focus is especially helpful to the 75 percent of Hispanics in the District of Columbia who were born in Latin America.



HEALTH GUIDE

A weekly health section published every Friday.

**REAL STATE**

The only weekly real estate section in Spanish, in the metropolitan area.



AUDIENCE KEY FACTS

What does Washington Hispanic's audience have to offer?

Consider these key facts.

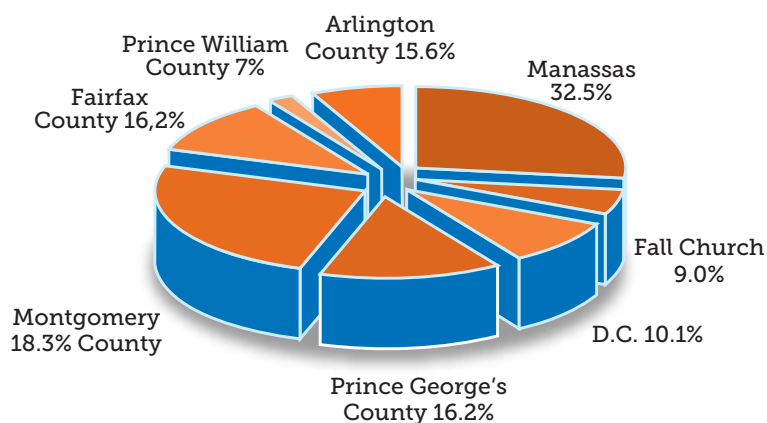
The U.S. Hispanic population is the nation's largest minority group, and now stands at 53,741,902.

Source: U.S. Census December 3, 2014

Lucrative Market

Hispanics currently represents 17.1% of the **United States** population with a purchasing power estimated to reach \$1.5 trillion by 2015. Furthermore, with a median age of 28 years old, the Latino consumer is nearly 10 years younger than the total market age of 37 years, according to Nielsen. Most importantly, according to the 2010 U.S. Census, by 2015, 1 in 3 newborns will be Latino. Just think of the purchasing power Hispanics will have by 2050, when their percentage of the U.S. population will have nearly doubled to 30%!

Distribution of latino population in The Washington D.C., Metro area



Proportion of Latino population in the Washington, D.C. Metro area	
Maryland	533,593
District of Columbia	64,644
Virginia	710,394
Total	1,308,631

Source: U.S. Census Bureau Annual Estimate as July 1st., 2014

Hispanic demographics: Washington D.C., Metro Area

- One of the most affluent and diverse Latino markets in the country, and the 17th largest.
- Latino subgroups represented: Salvadorians, Bolivians, Puerto Ricans, Nicaraguans, Mexicans, Guatemalans, Colombians, Peruvians, Cubans and Hondurans.

Edificio colapsó en un incendio en marzo de 2008

Familias retornan a Mount Pleasant

Apartamentos están destinados para personas con bajos ingresos.

Investigación

Las familias que regresan a Mount Pleasant, Carolina del Sur, después de haber estado en otros lugares durante años, están encontrando un lugar donde vivir que se parece mucho al que dejaron atrás. Los apartamentos en el edificio que se incendió en marzo de 2008, ahora están destinados para personas con bajos ingresos. Las familias que regresan a Mount Pleasant, Carolina del Sur, después de haber estado en otros lugares durante años, están encontrando un lugar donde vivir que se parece mucho al que dejaron atrás. Los apartamentos en el edificio que se incendió en marzo de 2008, ahora están destinados para personas con bajos ingresos.

Tres hispanos pierden la vida la semana pasada

Fatal accidente en Silver Spring

Policia investiga las causas que pudieron provocar el siniestro.

Investigación

Un accidente fatal que ocurrió la semana pasada en Silver Spring, Maryland, dejó a tres hispanos sin vida. La policía está investigando las causas que pudieron haber provocado el siniestro. Los afectados son un hombre y dos mujeres.

Con descarrila to del tranvía

Se determina la causa de la caída del sistema de transporte.

Investigación

Se ha determinado la causa de la caída del sistema de transporte de tranvías en una ciudad. Los investigadores encontraron que hubo un problema con el sistema de frenos.

Salarios caídos empresa por racismo

ECONÓMICO

Una empresa ha sido acusada de racismo por haber bajado los salarios de sus empleados hispanos. La empresa niega las acusaciones.

ADVERTISING

Display Advertising Rates 2019

LOCAL OPEN RATE	\$40.00	NATIONAL OPEN RATE	\$43.00
400 inches	\$38.00	8 insertions	\$41.00
800 inches	\$36.00	16 insertions	\$39.00
1,000 inches	\$32.00	26 insertions	\$35.00
1,200 inches	\$30.00	52 insertions	\$33.00

Agency Commission
A 15% Agency commission is allowed to all recognized agencies.







Inserts
Free Standing Inserts are 62.50 per thousand.

Prime Advertising Page Rates
For left or right center pages, add 15%.
For back cover page, add 20%.

Color Rates
2 colors \$175.00
3-4 colors \$500.00

Deadlines
Space reservations: Monday prior to publication day.
Camera ready: Wednesday prior to publication day.
Copy for proof: Tuesday prior to publication day.

Quick price chart based on local open rate b/w

Full Page	6c x 13"	\$3,120.00	
Half Page (horizontal)	6c x 7"	\$1,680.00	
Half Page (vertical)	3c x 13"	\$1,680.00	
Quarter Page (vertical)	3c x 7"	\$ 840.00	
Quarter Page (horizontal)	6c x 3.5"	\$ 840.00	
1/8 Page	3c x 3.5"	\$ 420.00	

Mechanical Requirements

R.O.P. Tabloid
Live matter area 9.5" x 13" inches (6 columns by 13 inches) 130 lines screen for halftones.

Tabloid Measurement
A section, Sports, Automotive

1 column	1.5"
2 columns	3."
3 columns	4.6"
4 columns	6.2"
5 columns	7.8"
6 columns	9.5"

Tabloid Measurement
Health section

1 column	1.5"
2 columns	3."
3 columns	4.6"
4 columns	6.2"
5 columns	7.8"
6 columns	9.5"



To ensure that your ad will be printed as you designed it, please follow these guidelines.

Send electronic ads directly to ads@washingtonhispanic.com
Most reliable file formats:
• pdf – Portable Document Format (preferred) • tif • jpg • eps



GUÍA casas Washington Hispanic

Con soluciones oportunas y económicas

Prepare su casa con vistas a la temporada festiva

OPORTUNIDAD Los días de fiesta de la temporada festiva están a la vuelta de la esquina. Si desea preparar su hogar para recibir a sus invitados, ahora es el momento ideal para renovar su decoración. En Washington Hispanic tenemos una gran variedad de productos para que su hogar sea el más acogedor y festivo de la temporada. Desde alfombras y cojines hasta vajillas y centros de mesa, tenemos todo lo que necesita para hacer de su hogar un lugar especial. Además, nuestros precios son muy competitivos, lo que le permite renovar su hogar sin gastar demasiado. Visite nuestro sitio web o llámenos para más información.

Si sobrepasa Sepa cómo reírse al bistro

Apoyan decisión de Obama

LOS LÍDERES

COMERCIALIZACIÓN

EN UNA CEREMONIA EXCLUSIVA

Marc Anthony y Shannon de Lima se casan

Los líderes

Los líderes de la comunidad hispana en Washington se reunieron para apoyar la decisión del presidente Obama de enviar tropas a Irak. Durante la reunión, los líderes expresaron su apoyo a la decisión del presidente y pidieron que se respetaran los derechos civiles de todos los ciudadanos.

COMERCIALIZACIÓN

El presidente Obama anunció que se enviarían tropas a Irak para apoyar a las fuerzas iraquíes en su lucha contra el terrorismo. Esta decisión fue respaldada por los líderes de la comunidad hispana.

EN UNA CEREMONIA EXCLUSIVA

Marc Anthony y Shannon de Lima se casaron en una ceremonia exclusiva en Washington. La pareja se casó en un momento especial de su vida y compartieron con sus amigos y familiares.

farandula

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Washington Hispanic

Pavos reciben perdón del presidente Obama por el Día de Acción de Gracias

Lionel Messi hace historia en el fútbol español y europeo

Funéres de Marion Barry se inician el 4 de diciembre; sepelio se realiza el sábado 6

diós al 'Alcalde Etern'

Por cuatro veces estuvo en el gobierno de Washington DC, así empieza la comedia

