

# 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:

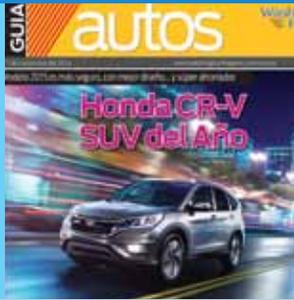
- 157,500 estimated readers.
- 45,000 copies currently printed each week. ABC audited.
- 2,500 points of distribution in the District of Columbia, suburban Maryland, Northern Virginia and Baltimore.
- Available in boxes at 80 Metro stations and 1200 key positions throught the city.



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.

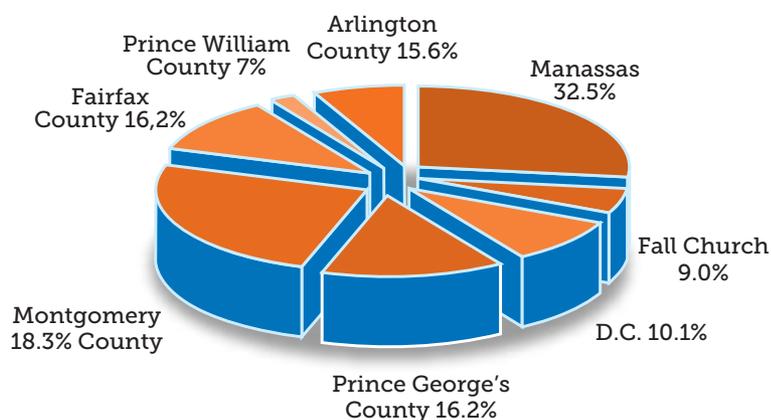
The U.S. Hispanic population is the nation's largest minority group, and now stands at 53,741,902.

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
<b>Total</b>	<b>1,308,631</b>

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.



**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 y sus muebles. En esta guía encontrará las mejores ofertas y consejos para preparar su hogar para la temporada festiva.

**Decoración** La decoración es el elemento clave para preparar su hogar para la temporada festiva. Desde las luces de Navidad hasta los árboles de Navidad, hay muchas opciones para elegir. En esta guía encontrará las mejores ofertas y consejos para decorar su hogar para la temporada festiva.

**Muebles** Los muebles son otro elemento clave para preparar su hogar para la temporada festiva. Desde las sillas de Navidad hasta las mesas de Navidad, hay muchas opciones para elegir. En esta guía encontrará las mejores ofertas y consejos para comprar muebles para la temporada festiva.

**Si sobrepasa**

**Sepa cómo reírse al bistro**

**Apoyan decisión de Obama**

**los líderes**

**COMERCIALIZACIÓN**

**Los líderes**

**COMERCIALIZACIÓN**

**Los líderes**

**farandula**

**EN UNA CEREMONIA EXCLUSIVA**

**Marc Anthony y Shannon de Lima se casan**

**Los líderes**

**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**

**WASHINGTON**

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