

Washington Maryland Virginia | Hispanic



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

MediaKit 2020

1

METRO

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

Nueva York queda libre del ébola

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 throughout 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.

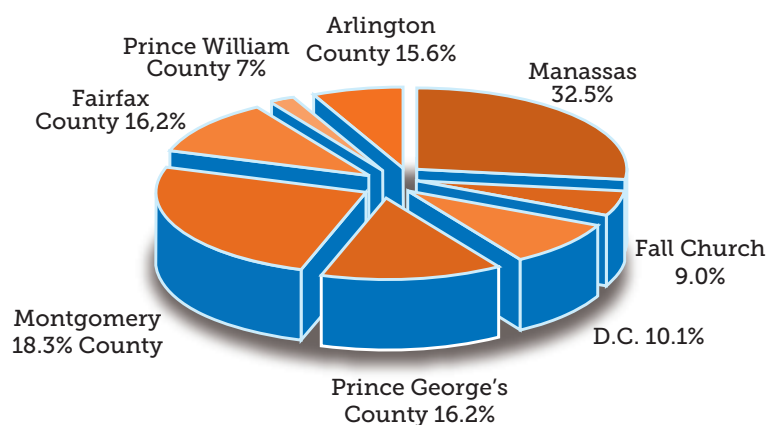
The U.S. Hispanic population is the nation's largest minority group, and now stands at 53,741,902.

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.



ADVERTISING

Display Advertising Rates 2020

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



