

# Washington Maryland Virginia | Hispanic



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

MediaKit 2022

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

Nueva York queda libre del ébola



El ébola sigue siendo temido, en un momento que el alcalde de Nueva York, Bill de Blasio (D), anunció que el estado de Nueva York quedará libre del virus. El gobernador Andrew Cuomo también anunció que el estado de Nueva York quedará libre del virus. El gobernador Andrew Cuomo también anunció que el estado de Nueva York quedará libre del virus.

**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 1.5 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:

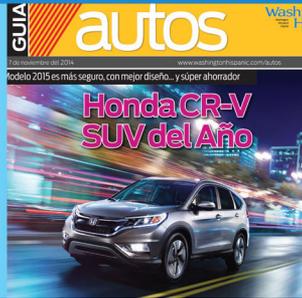
- 157,500 estimated readers.
- 45,000 copies currently printed each week. ABC audited.
- 2,500 points of distribution in the District of Columbia, suburban Maryland, Northern Virginia and Baltimore.
- Available in boxes at 80 Metro stations and 1200 key positions throught the city.



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.





# AUDIENCE KEY FACTS

## What does Washington Hispanic's audience have to offer?

Consider these key facts.

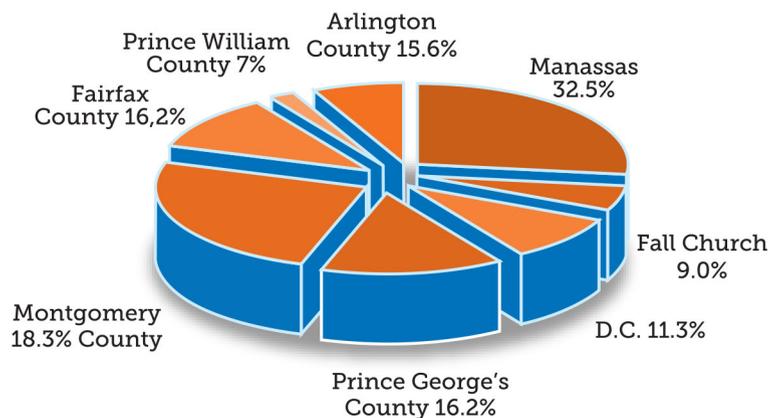
The U.S. Hispanic population is the nation's largest minority group, and now stands at 57,120,230.

Source: U.S. Census July 1, 2019

### Lucrative Market

Hispanics currently represents 18.5% 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	640,077
District of Columbia	79,749
Virginia	836,643
<b>Total</b>	<b>1,556,469</b>

Source: U.S. Census Bureau Annual Estimate as July 1st., 2019

### 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 deshabitados para personas con bajos ingresos.

Algunas familias que fueron desplazadas por un incendio que destruyó un edificio de apartamentos en Mount Pleasant, Carolina del Sur, en marzo de 2008, están regresando a sus hogares. El edificio, que fue destruido por un incendio que comenzó en un apartamento, colapsó y dejó a cientos de personas sin hogar. Las familias que regresan a sus hogares ahora viven en apartamentos que fueron reparados y están disponibles para personas con bajos ingresos.

**Tres hispanos pierden la vida la semana pasada**  
**Fatal accidente en Silver Spring**  
 Policía investiga las causas que pudieron provocar el siniestro.

Un accidente fatal que ocurrió la semana pasada en Silver Spring, Maryland, resultó en la muerte de tres hispanos. La policía está investigando las causas que pudieron haber provocado el siniestro. Los fallecidos eran un hombre y una mujer hispanos y un niño hispano. El accidente ocurrió cuando un vehículo se salió de la carretera y chocó contra un árbol.

**Se descarrila**  
**to del tranvía**  
 Se determina la cancelación del nuevo sistema de transporte

Un tranvía se descarriló en Silver Spring, Maryland, lo que resultó en la cancelación del nuevo sistema de transporte. El tranvía se salió de la vía y chocó contra un árbol. Los funcionarios de transporte público están investigando las causas del accidente y han decidido cancelar el nuevo sistema de transporte.

**Los salarios caídos**  
**empresa por racismo**  
**¿CÓMO APLICAR?**

Una empresa ha sido acusada de racismo por pagar salarios más bajos a sus empleados hispanos. Los empleados hispanos alegan que la empresa los trata de manera discriminatoria y que les paga salarios más bajos que a sus colegas blancos. La empresa niega las acusaciones y afirma que los salarios se basan en el desempeño y la experiencia.



# ADVERTISING

## Display Advertising Rates 2022

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.

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 Most reliable file formats:  
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**EN UNA CEREMONIA EXCLUSIVA**

**Washington Hispanic**

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