



VOCERO

M A G A Z I N E

El lento despegue de Nueva Orleans post Katrina

Shakira una mujer comprometida

Mapa de los Huracanes

WWE TV y Vocero magazine ofrecen su guía de temporada

lo "IN" de la moda de verano

Horas



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EL PAPA consuela a las víctimas de pederastia

Los reyes de la Noche un oficio de adoradores

Suplemento Especial

Un paso a paso de como comprar la casa de sus sueños

HONDURAS una joya en el Caribe

Salma pienso casarme, pero no lo necesito...

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"Le darling" of France Carla Bruni-Sarkozy

DIVINE BATHROOMS What's New

KNOW THE SECRETS TO SEDUCTION

Maria Juliana Rivera en Telemundo

Marriott LAKEWAY always at your service

PENELOPE CRUZ Ganará el Oscar Oscar Winner?

FREE



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Próceres de los últimos días

EL PUERTO plan a futuro de \$1 billion

Zapatos y Bolsos

COSTA RICA una conexión al paraíso

JLo actriz, cantante, esposa y ahora MADRE

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El Mundo Barroco de Fernando Botero

Cocinas Lindas decorando su hogar

Ingrid Betancourt del cautiverio al estrellato

Los estadios de Pekín

Ana Carolina Da Fonseca prepara su sexy calendario

Cuando no hay unos padre

BOSINI GROSSO no soy una bomba sex



MEDIA KIT



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Fernando Chávez el hijo del héroe de la libertad

Giselle Bundchen una brasileña divina

Noble con su hijo estimule sus sentidos

Michelle Obama una mujer cercana y elegante

El precio del Oro Negro amenaza la economía mundial

Especial de Novias

CLAUDIA no he sido mujer de escándalos

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Editorial Letter

VOCERO

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Vocero USA Magazine showcases Hispanic lifestyles at its finest. We not only cater to the newly arrived Hispanic but also those who have lived here for many years and call America home. Our editorial excellence is geared towards first and second generation Hispanics who hold on to tradition and heritage through Spanish media.

We estimate that there are approximately 250,000 Hispanics in Louisiana and the neighboring Gulf Coast states – representing a broad range of lifestyles and countries. Through our award winning journalists, photographers and graphic designers, we cover a diversity of topics, issues and events that are relevant to our growing community.

We have the pulse on local, national and international affairs, ensuring that readers of our print and digital online magazine are well informed and up to date on current events in the world around us. We strive for excellence and are continuously innovating. Our goal is to offer a fresh, honest and entertaining product that is constantly evolving with the times and the communities we serve.

In gratitude,
Elsie Lucila Mendez



Reader Profile

Gender

Male	39%
Female	61%

Marital Status

Single	43%
Married	57%

Audience

24 - 35	14%
36 - 45	26%
46 - 55	39%
56+	21%

Average Age 41

Household Income

22,000+	24%
42,000+	42%
82,000+	23%
125,000+	11%

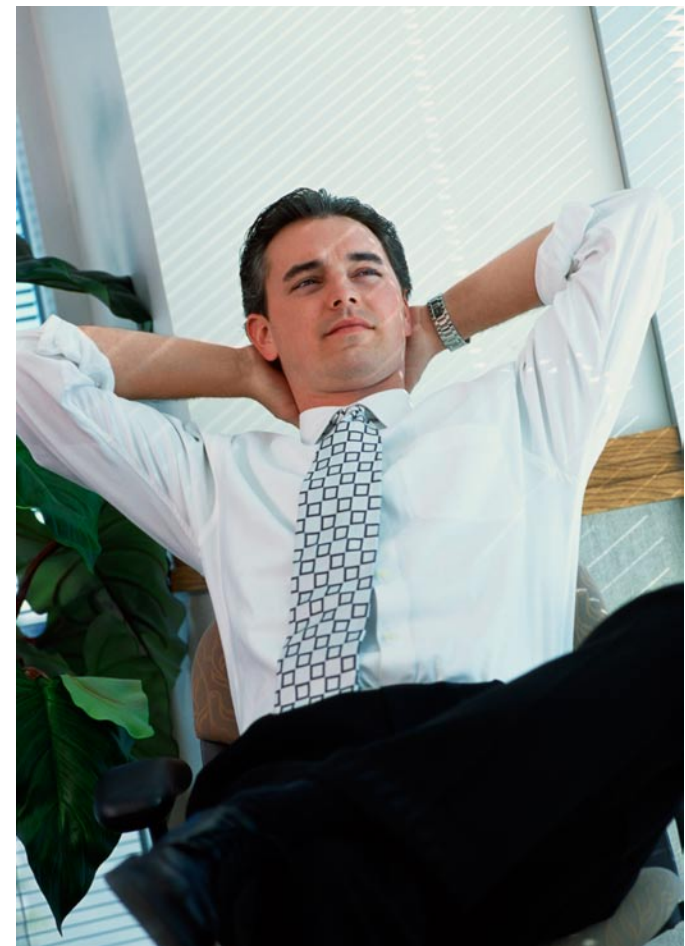
Real Estate

Median Home Value \$280,000

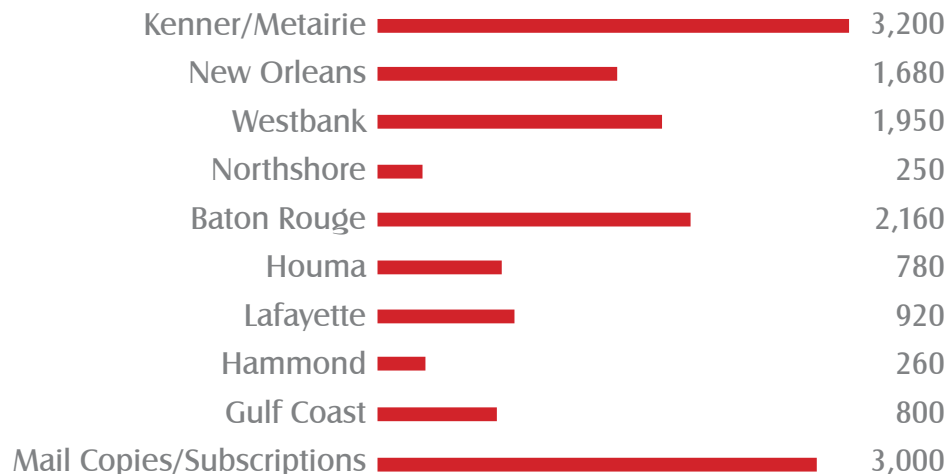
Automobiles

Per Household 2+

Reader Survey results are representative of current distribution and circulation demographics, 2008.



Distribution & Circulation



Monthly copies of VOCERO USA Magazine are distributed to more than 520 shops and stores, businesses and high traffic locations across Louisiana and the Gulf Coast.

TOTAL Circulation:	15,000
Pass Along Rate:	5X
TOTAL Readership:	75,000+
TOTAL Digital Subscriber Circulation:	15,000 e-mail
Forwarding Rate:	2X
TOTAL Digital Readership	30,000

Between BOTH media forms – current readership is over 100,000

“OVER 520 DISTRIBUTION SITES”

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Why Target Hispanic



U.S. Hispanic Population Growth by Country

Country/Place of Origin	Total Hispanics	Population 2002
Mexico	8,740	25,533.5
Central/South America	1,693.3	5,601.2
Puerto Rico	2,014.0	3,476.6
Cuba	803.0	1,545.1
Other Hispanic	1,353.4	2,472.2
TOTAL	14,603.7	38,628.6

BUYING POWER

Hispanic buying power is growing every day. It has increased substantially from 1990 to more than 1 trillion dollars for the upcoming census.

CULTURE & HERITAGE ARE KEY

Hispanics are finding ways to exist as American Consumers without sacrificing culture or language. Understanding the culture is key when marketing to this extremely loyal segment.

HISPANIC POPULATION PROJECTIONS

The total U.S. Hispanic population is currently around 56 million which is a large percentage of the whole population.

2010	56.0
2015	67.7
2020	80.4

MAGAZINE READERSHIP

- Hispanics read daily about 1 to 1 1/2 hours in Spanish
- 41% subscribe to Spanish Magazines
- 65% read or look through Spanish magazines and/or newspapers on a regular basis.
- 60% felt the need to keep up with the latest trends. For the majority of Hispanics advertising messages resonate and have a greater impact in the language of their preference and comfort.

Hispanics prefer their media in the language first learned by them.

WHY TARGET HISPANICS?

- Advertising to Hispanics in Spanish is 5 times more persuasive than advertising in English, achieving a 56% higher level of comprehension.
- 94% of U.S. born Hispanics learn to speak Spanish before they learn English.
- 80% of adults speak Spanish at home.
- 97% of Hispanics feel very proud of their background and heritage.

CULTURE & VALUES ARE IMPORTANT

Family

Respect for Elders/Parents

Religion/Church

Holidays/Celebrations with Family

Hispanics are changing the face of how the country looks, feels, thinks, eats, dances, votes and does business. Latin culture is being preserved, accepted and even emulated by non-Hispanics. We see it everyday in our restaurants, clubs, entertainment, stores and other "mainstream" businesses.



What we do...

We bring experience and instinct. We are multi-cultural. We see from all colors and we feel from all sides. We speak the language: yours and ours. We desire to be positioned as strategic marketing partners with you to increase revenue, traffic and to help you generate sales.

We try to fashion marketing programs that are innovative and a tad unexpected. We strive to exceed our clients expectations and offer singular opportunities to reach a growing, loyal and dynamic community.

We are a HOT niche that targets a diversity of people and cultures...we are those communities. We are Hispanic owned and operated. Proud to live in this nation bringing to our community a richness and freshness that only comes from other lands and far away places.

