



# VOCERO

M A G A Z I N E A BILINGUAL PUBLICATION



Vocero USA Magazine showcases Hispanic lifestyle at its finest. We not only cater to the newly arrived Hispanic but also to those who have lived here for many years and call America home. Our editorial excellence is geared towards the \*General Hispanic and also to that first and second generation Hispanic who holds 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, subscription base and digital online E-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

## Distribution & Circulation

Kenner/Metairie	3,200
New Orleans	1,680
Westbank	1,950
Northshore	250
Baton Rouge	2,160
Houma	780
Lafayette	920
Hammond	260
Gulf Coast	800
Mail Copies/Subscriptions	3,000

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”

4323 Division Street, Suite 102, Metairie, Louisiana 70002

Tel.: 504.520.9167 • Fax: 504-889-6675

Sales Rep.: .....

Information and Sales: **504.520.9167**

info@vocerousamagazine.com

[www.vocerousamagazine.com](http://www.vocerousamagazine.com)



# Why Target Hispanic

## 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.

## GENERAL HISPANIC PROFILE

- Prefers Spanish as first language
- Born outside U.S.
- Mostly unacculturated
- Browses online and manages email
- Heavily dependant on country of origin
- Very proud of their heritage

## FIRST & SECOND GENERATION HISPANIC PROFILE

- Is totally Bilingual, prefers English
- Born in U.S.
- Acculturated to American lifestyle
- Professional, most are affluent
- Buy online, read online
- Experienced Internet users
- Mostly curious and proud of heritage

- 60% fell 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.

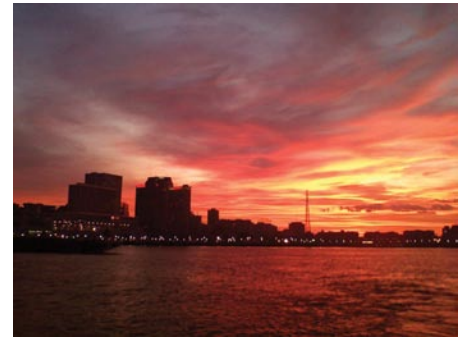
## WHY TARGET HISPANICS?

- 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.



**Distribution Louisiana:** New Orleans, Metairie, Kenner, Westbank, Northshore, Baton Rouge, Houma, Lafayette, Lake Charles, Alexandria and the Gulf Coast with more than 620 distribution points. We are also the official On Board magazine for all of TACA charter flights to and from Central America.

## ADVERTISING RATES

AD SIZE*	1 - 3 issues	4 - 8 issues	9 - 12 issues
1 Page	\$ 1,600	\$ 1,395	\$ 1,200
1/2 Page	\$ 1,354	\$ 1,095	\$ 995
1/3 Page	\$ 995	\$ 815	\$ 595
1/4 Page	\$ 895	\$ 745	\$ 475
1/6 Page	\$ 510	\$ 465	\$ 365
1/8 Page	\$ 450	\$ 395	\$ 300
Inner Cover	\$ 2,454	\$ 2,195	\$ 1,900
Internal Double Full Page	\$ 2,454	\$ 2,195	\$ 1,900
Inside Back Cover	\$ 2,355	\$ 2,150	\$ 1,950
Back Cover	\$ 2,650	\$ 2,450	\$ 2,150
Premier Positions	\$ 1,850	\$ 1,665	\$ 1,350
Page 3, Back page opposite Internal Back Cover			