

A vibrant night scene of a Las Vegas street. On the left, a tall, illuminated tower stands next to a large, glowing hot air balloon with a woman's face and the word "Paris" on it. In the center, a large, illuminated sign reads "¿Qué pasa?" in a stylized, dotted font, with "VEGAS" below it in a similar style. The background features a modern building with a blue, perforated facade and palm trees. The overall atmosphere is bright and festive.

# ¿Qué pasa? VEGAS

**MEDIA INFORMATION GUIDE**

**ARB**  **L**  
PUBLISHING

# WHO IS *¿Que pasa?* VEGAS

## *Que Pasa Vegas...*

Que Pasa Vegas is the premier Spanish language monthly publication serving the Hispanic tourist and local market in Las Vegas since 2004. Que Pasa Vegas is written, edited and created by a group of professionals having more than 75 combined years of experience marketing, communicating and advertising to the Hispanic market. It is the largest and the sole high quality and content magazine which targets the Spanish speaking consumer visiting or living in Las Vegas.



## **DISTRIBUTION & CIRCULATION**

Current distribution is 52,500 copies per month in Las Vegas, Southern Nevada, Southern California and on the I-15 corridor between Southern California and Las Vegas. We are a “free to consumer” magazine. Our method of circulation is placement of the magazine in racks and free subscription throughout the United States. Typical placement of the magazine includes Bell and Concierge Desks at major hotels on the strip; racks directly on the strip; racks in various businesses throughout Las Vegas including the Forum Shops and Fashion Outlets; racks in convenience stores, gas stations and restaurants on the I-15 corridor; sites within the places of business of over 120 Hispanic travel agents in Southern California; at selected magazine stands and book stores in the Southern California area. Over 4,200 copies of the magazine are mailed each month to Hispanic families in Las Vegas and throughout the U.S. and Mexico, plus numerous industry and related friends. Circulation has grown steadily from 10,000 per month at our inception in 2004 to 52,500 per month now. The increase has been steady and driven by reader interest and statistics.

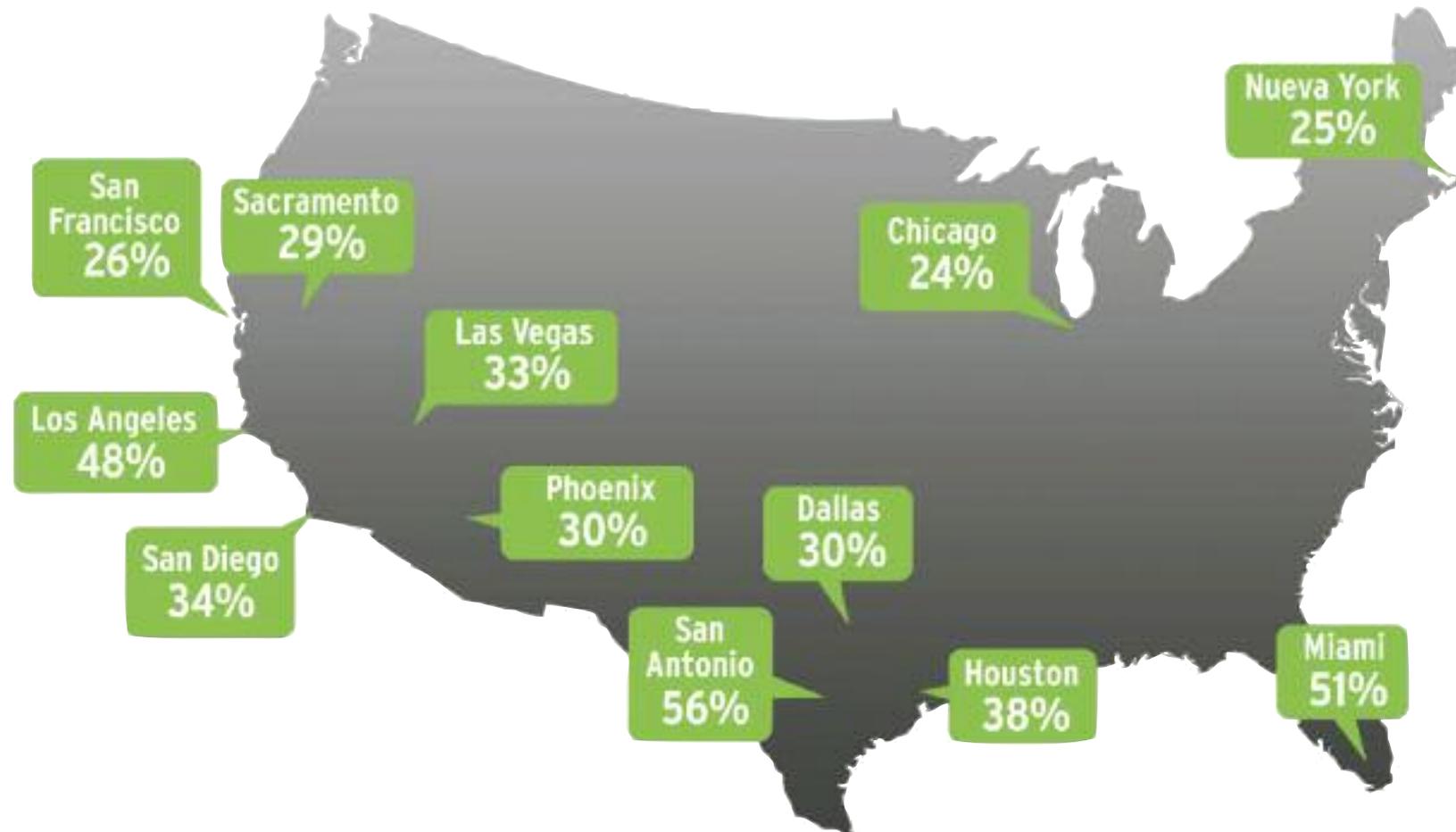
# HISPANICS ARE 62 MILLION STRONG 18% OF THE POPULATION... FUELING 56% OF THE GROWTH



Census Bureau, Census 2000 Redistricting Data (Public Law 94-171) Summary File, Tables PL1, PL2, PL3, and PL4, and 2010 Census Redistricting Data (Public Law 94-171) Summary File, Tables P1, P2, P3, and P4.

# WITHOUT HISPANICS, THE MATH DOESN'T WORK

19% OF THE U.S. ADULT 18-49 POPULATION IS HISPANIC



Source: The Nielsen Company, 2020 TV Universe Estimates. HA18-49

# THE U.S. HISPANIC CONSUMER

## A LOOK AT THE NUMBERS



**SIZE:** The size of the U.S. based Hispanic population exceeds that of the population of Canada. The 2020 Census expects to count a record 62 million Hispanics, or 1 in every 6 US residents. Hispanics are now the nation's second-largest consumer market. Hispanics represent \$700 Billion in purchasing power and are growing at a rate 10 times faster than the general population in terms of sheer numbers and in terms of entrepreneur business ventures.

**BUYING POWER:** Besides being numerically large, this market segment also has spending power. Recent published studies reveal interesting facts about the state of the Hispanic American market. For instance, the \$100,000 plus household-income segment grew 221% accounting for 18% of the Hispanic population and during the past decade. Hispanic owned businesses in the feeder state of California accounted for over half of the 900,000 plus minority owned business in that state, with gross receipts of over \$57 Billion. Meanwhile in Nevada the number neared 10,000 and produced gross receipts of nearly \$2 Billion.

**WHAT DOES THE HISPANIC CONSUMER MEAN TO LAS VEGAS?:** The number of Hispanic visitors to Las Vegas exceeds 2.4 Million with an approximately \$2 Billion in spending. The largest single group of Hispanic visitors comes from Southern California. The second large group of visitors comes from Mexico. Other states such as Florida, Arizona, New Mexico, Texas and New York also contribute significant numbers of Hispanic visitors.

# FACTS

## AGE, LOCALE & SPENDING HABITS

The US Hispanic population is more than 10 years younger than the average for non-Hispanic, and with a median age of about 28 that means 2 75% of adult Hispanics are ages 18-45. The household size of US Hispanic families is the largest of any market segment at 3.8 members per home. The Hispanic consumer market is the most geographically concentrated of any large consumer segment, the 8 states with the most Hispanics are home to 76% of all US Hispanics. About 50% of all Hispanic consumers live in California and Texas, the other 6 states which have 1 Million or more Hispanics are Florida, New York, Illinois, Arizona, New Jersey and Colorado.

- As of 2018 about 35% of Las Vegas' population is Hispanic and 26% of the State's population as a whole is reported to be Hispanic.
- It is estimated that in 2019, 3.8 Million visitors to Las Vegas were Spanish speaking and spent about \$3 Billion non-gaming revenue.
- By 2021 the spending power of US Hispanics will be \$2.1 Trillion and that average House Hold Income will be around \$48,000 per year
- 45%of all affluent Hispanic Households are in Los Angeles, New York, Houston, Miami & Chicago
- 47% of the Nation's purchasing power and 50%of the Hispanic population are concentrated in California and Texas
- In 2018 US Hispanic owned businesses numbered 2.2 Million and generated \$588.7 Billionin revenue
- By 2021 US Hispanic owned businesses are expected to number 4.3 Million and generate \$700 Billion in revenue based on current projections
- In California (13+ Million Hispanics, 57%), Texas (8.5+ Million Hispanics, 52%) and New Mexico (57%), the Hispanic population is the majority
- Que Pasa Vegas' readers reported spending/budgeting \$112 on shopping, \$92 on rooms, and an average gaming budget of \$342.

## ADDED VALUE & MARKETING OPPORTUNITIES

Utilizing targeted marketing initiatives to increase the cost effectiveness of your advertising dollars are an important part of our business. Added advertising value comes from events, promotions and programs developed by ¿Que pasa? Vegas to increase your visibility and the exposure to your products and services.

### ADDED VALUE AND MARKETING OPPORTUNITIES INCLUDE:

- Monthly editorial articles and reviews introducing your company and its products and services.
- Advertising programs with our TV and Radio partners to produce synergistic TV/Radio and Print media campaigns.
- Placement of targeted ads for a multi campaign in combination of ¿Que pasa? Vegas and our sisters magazines Transporte Latino and Automundo at minimal extra cost. This allows a message to be broadcast nationwide to an economically powerful segment of the Hispanic population for much less cost.
- Placement of your information and links on our web site, [quepasavegas.com](http://quepasavegas.com) and [vegas-card.com](http://vegas-card.com).
- Through our free subscription program and the VegasCard, members, we conduct market surveys of our readership that provides valuable information to our advertisers.
- The scope of added value possibilities is immense. With our vast promotional tools, the exposure you will receive is unmatched by any other publication. We will truly maximize the result for your advertising dollars.

## VEGAS CARD

VegasCard is the first discount card for the Hispanic Market introduced in Las Vegas by Qué Pasa? Vegas Magazine. It is a unique marketing tool in which participating merchants will provide discounts to thousands of VegasCard members. The card substitutes the old concept of using coupons which are not favored by Latinos. The card is distributed to our members nationwide at no cost with a free subscription to our Qué Pasa? Vegas magazine. The website [vegas-card.com](http://vegas-card.com) and our magazine also promotes the member merchants and their products and services.



100 pages each month of the latest and greatest news, reviews and product announcement using high quality eye catching photography and written by experts in their field.

## CONTENT

- COVER
- ENTERTAINMENT AND SHOWS
- ATTRACTIONS
- HOTELS
- WINES / SPIRITS
- FOTO FAMA / MODELO
- RESTAURANTS
- NIGHTCLUBS, BARS AND VIP SECTION
- POOL / HEALTH / SPA
- SHOPPING / FASHION



## COVER

High resolution photo feature that market and advertise entertainers, shows and other similar type of attractions during that month's issue. Each cover also spotlights two to three other topics in the magazine.



## ENTERTAINMENT & SHOWS

All original content articles detailing one to two entertainment and show venues each month. This section provides our mid to upper income Hispanic tourist and local audience (50+% of our readership have a household income of \$55,000+) with detailed information and a locals perspective on each of the venues featured.





# ATTRACTIONS

The average hispanic tourist brings 3.8 persons with them to Las Vegas, so our magazine highlights some of the best family oriented places Las Vegas has to offer.



# HOTELS

Each month a hotel is featured discussing everything from food and accommodations to the pool and spa. Also included is a two page listing of each Strip property and its reservation phone number.





# WINES / SPIRITS

You just can't do Vegas right without a good drink. Each month QPV will feature an editorial review of some of the best wines and spirits from around the world and where to find them in Sin City.



# FOTO FAMA / MODEL

Que Pasa Vegas provides its audience with the latest celebrity news and sighting along with the latest fashion and modeling trends.





# RESTAURANTS

The section gives our readers insight on upcoming and/or new restaurants, specials and promotions, one on ones with Sin City's latest and greatest creations and the chefs behind the work, along with a photo editorial of the interior, exterior and/or some of the dining options.



# NIGHTCLUBS, BARS AND VIP

For the 57% of the Que Pasa Vegas audience who is between the ages of 21 and 35, each month features one to two of Las Vegas' nightclubs, bars, and/or ultra lounges with details on the hottest new mixology, specials and information on reservations, location and hours.





## POOL / HEALTH / SPA

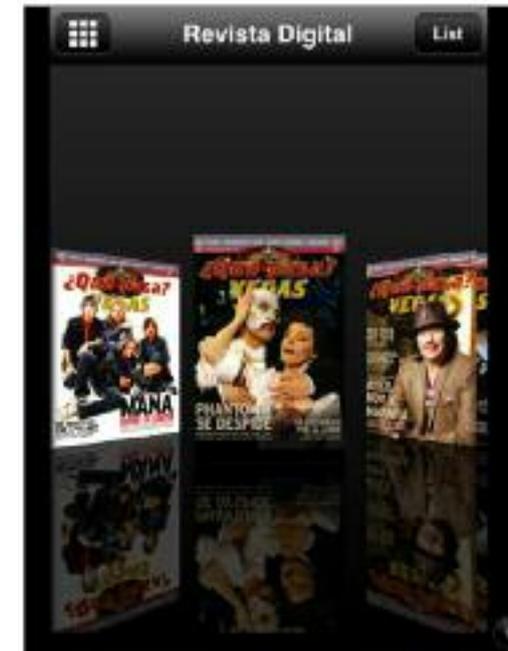
Summer is pool season, and our target audience loves to sit under the sun, so each summer we feature a variety of Las Vegas best pools, cabanas, and of course the occasional 21 and over spot. During the spring and fall QPV features a variety of the Hotels' best health and spa packages from a personal perspective and complimented by a photograph editorial.



## SHOPPING / FASHION

While the guys are at the tables/slots (92% of the QPV audience has a gaming budget of \$400 or more) the ladies are hitting the display cases, with an average budget of about \$112 for shopping. So each month we list some of the best places to shop along with original articles about the newest stores, fashion shows, and sales events/trends.





## WEB/E-BLAST

The website gives readers the opportunity to download and flip through a digital copy of the print edition while also uploading new videos and information each day, week and month. [quepasavegas.com](http://quepasavegas.com)  
 E-Blast: Monthly newsletter sent to 1 million persons 1 per month



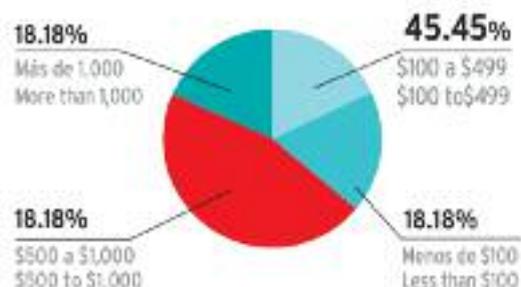
## APP

Que Pasa Vegas? is available for smartphone users (Hispanics over index as smartphone adopters), the QPV app provides on the go analysis and constant updates.



### Cual es su presupuesto diario?

What is your daily budget?



### Que le gusta hacer más en Las Vegas?

What do you like to do the most in Las Vegas?



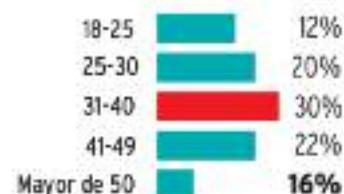
### Que tipo de espectaculos le gusta más?

What kind of shows do you like the most?



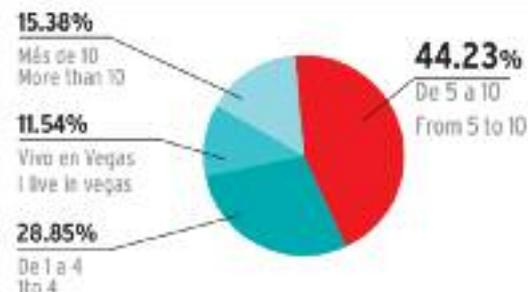
### ¿Cuál es su edad?

How old are you?



### Cuántas veces por año viaja a Las Vegas?

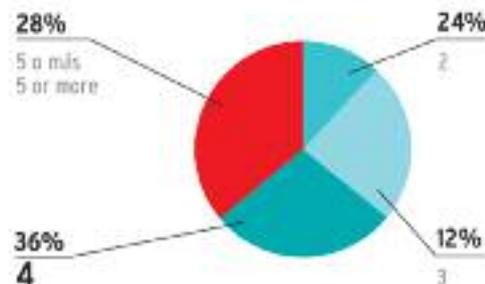
How many times per year do you travel to Las Vegas?



## READER'S SURVEY June 30, 2021

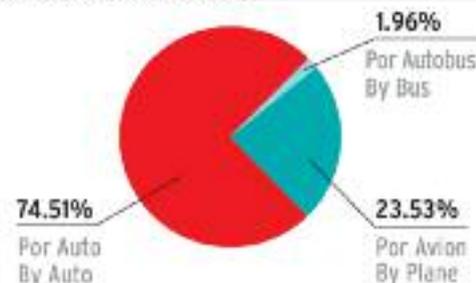
### Personas en su grupo familiar?

People in your household?



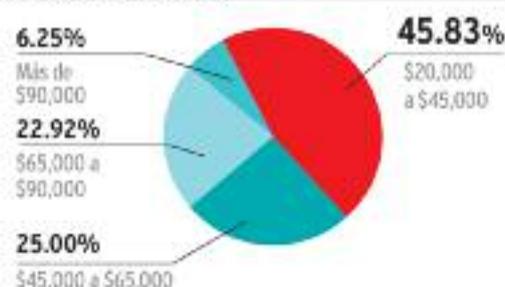
### Como llega Ud. A Las Vegas?

How do you get to Las Vegas?



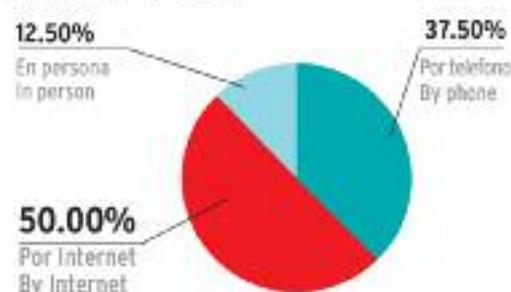
### Cual es su ingreso familiar?

What is your family income?



### Como reserva su hotel?

How do you book your hotel?



# RATES & TERMS

## RATES

### ¿Que Pasa Vegas? Advertising Rates

4 COLORS		PREMIUM POSITIONS		CUMULATIVE DISCOUNT	
Full page	\$4,750	Inside F-cover	\$5,950	12 pages	25%
2/3	\$3,950	Inside F-cover	\$5,750	9 pages	20%
1/2	\$2,850	Back cover	\$6,750	6 pages	15%
1/3	\$1,750	Center Spread	\$8,250	3 pages	10%
1/4	\$1,250				

\* Advertising Agency participation 18% off, full price. Minimum 3 insertions.

\*All rates are gross, and are subject to change. 15% Agency Discount available.

### CLOSING DATES

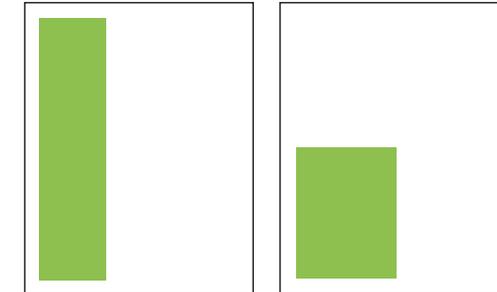
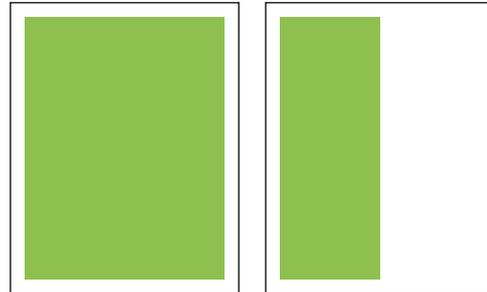
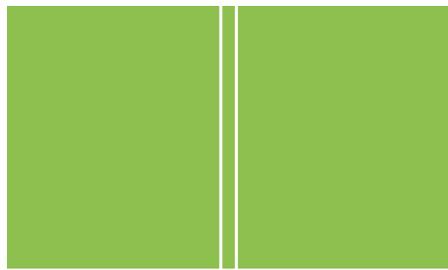
**AD CLOSING:** 10th day of previous month

**DISTRIBUTION DATE:** 1st week of current month

## TERMS

1. Contract signed before insertion. Service Charge of 5% added to invoice over 30 days for each month or portion thereof.
2. Inserts, Special position rates are available upon request.
3. Liability for content (text and work) of all advertisements is assumed by the advertiser and/or their advertising agency.
4. Position of advertisement is subject to the Publisher's discretion except when specific preferred positions are available and covered by contract.
5. Maximize Exposure with our Translation Services. Our Advertising Dept. can translate and/or create your advertisement.

# SPECIFICATIONS



## MECHANICAL SPECIFICATIONS:

Transporte Latino Magazine will only accept advertisements in the following formats:

- Quark or InDesign documents with hi-resolution elements and fonts
- TIFF, PSD, EPS, PDF (must be supplied at exact size, position with hi-resolution images. Send layered files with fonts if the ad is going to be translated)

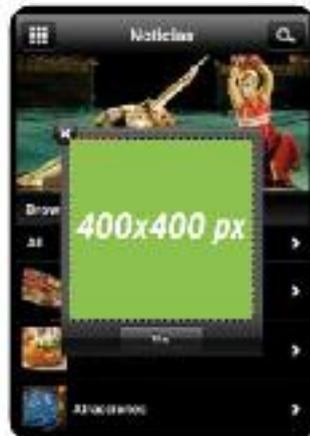
## SALES

¿QuePasa? Vegas Inc.  
880 West First St. Suite #310  
Los Angeles, CA 90012  
Ph: 213.621.2188  
Fx: 213.620.6255  
sales@quepasavegas.com

**Send digital art to:**  
art@quepasavegas.com

# WEB & APP SPECIFICATIONS

## APP



## NEWSLETTER



## WEB



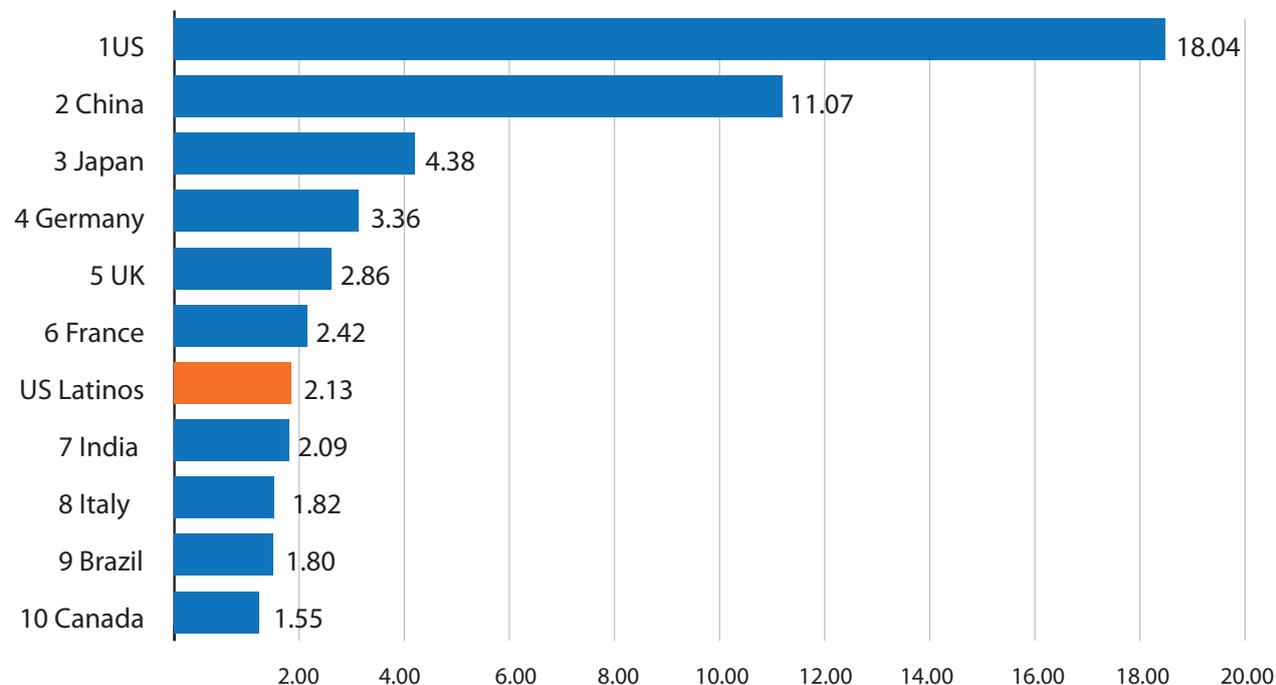
**Send digital art to:**  
**art@quepasavegas.com**

**THE DIFFERENCE IS EVEN MORE STRIKING FOR ADULTS BEYOND COLLEGE AGE.** In that same five-year period, **2.5 million Latinos aged 25-64 joined the labor force**, while the number of non-Latinos of the same age in the workforce actually shrank. **"Latinos are the future of the U.S. workforce,"** the report says. All those people in their prime working years are helping the Latino economy grow considerably faster than the rest of the country. **Between 2010 and 2015 it grew 2.9% per year, while the non-Latino economy grew at 2.1%, the report said.**

Going forward, this means that the overwhelmingly white baby boomers will be supported in their retirement by a labor force that is increasingly Latino. The report's authors, Werner Schink and David E. Hayes-Bautista, did similar research in California predicting such a population changeover. **California is 39% Latino today**, and the authors say a similarly important change is happening in the national economy.

"While in the past we said here are the demographic numbers, we can say now how important that changeover is," Hayes-Bautista told BuzzFeed News. "We've reframed from [demographics] to GDP."

**GDP of 10 Largest Economies & U.S Latino  
In Trillion US Dollars, 2015**



# **MOTOR MEDIA ADVERTISING**

## **REVVING UP IDEAS FOR THE HISPANIC MARKET**



Motor Media Advertising is the **ONLY EXPERT** in the category and we are ready to rev up ideas and communication solutions for you brand.

**NOBODY WOULD UNDERSTAND YOUR HISPANIC MARKET LIKE YOUR OWN HISPANIC ADVERTISING AGENCY.**

Your own Hispanic communication agency can seize all the new opportunities that the loyal U.S. Hispanic market represents today.

***Are you ready to succeed in the fastest growing market? Let's talk.***

- **CORPORATE IDENTITY**
- **FULL ADVERTISING CAMPAIGNS**
- **HISPANIC MARKET STRATEGY**
- **MOBILE VIDEO PRODUCTION**
- **CORPORATE VIDEO PRODUCTION**
- **EXPERIENTIAL MARKETING**
- **CREATIVE TEST DRIVE**
- **DIGITAL**
- **BRANDED ENTERTAINMENT**

**ADAPTATION OR TRANSCREATION FROM YOUR GENERAL MARKET AGENCY.**

# CONTACT INFORMATION

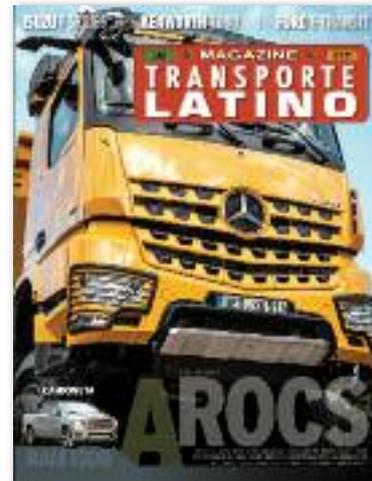
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