



ARB
PUBLISHING

MEDIA

INFORMATION

GUIDE



NATIONWIDE HISPANIC MAGAZINES

The Hispanic Market diagnostic and opportunity



ARE YOU READY TO CONQUER AN UNTAPPED MARKET WITH A GDP LIKE FRANCE'S?



**Is CA, TX, NY, AZ, FL, NM, NV
or 19% of the total US population
crucial for your brand's future?**

Hispanics: the ultimate opportunity

Spending Power: \$1.7 TRILLION (estimated \$2.3 trillion by 2024)
 56% of the US population growth over the last two decades

By 2030, Hispanics will comprise 56 percent of ALL NEW HOMEBUYERS in America

With over 10,000 baby boomers retiring per day U.S. Latino will make up 70% of the growth in new workers.

THE LATINO GDP:

If the Latino GDP were a country, it would be the 7th largest in the world trailing only the U.S., China, Japan, Germany, the U.K., and France



WORK FORCE:

Latinos accounted for 70% of the U.S. work force's increase in the first half of this decade



Stereotyping could be dangerous for any forward-looking business

Despite commanding **\$1.7 trillion** in buying power,
corporate focus continues to lag...

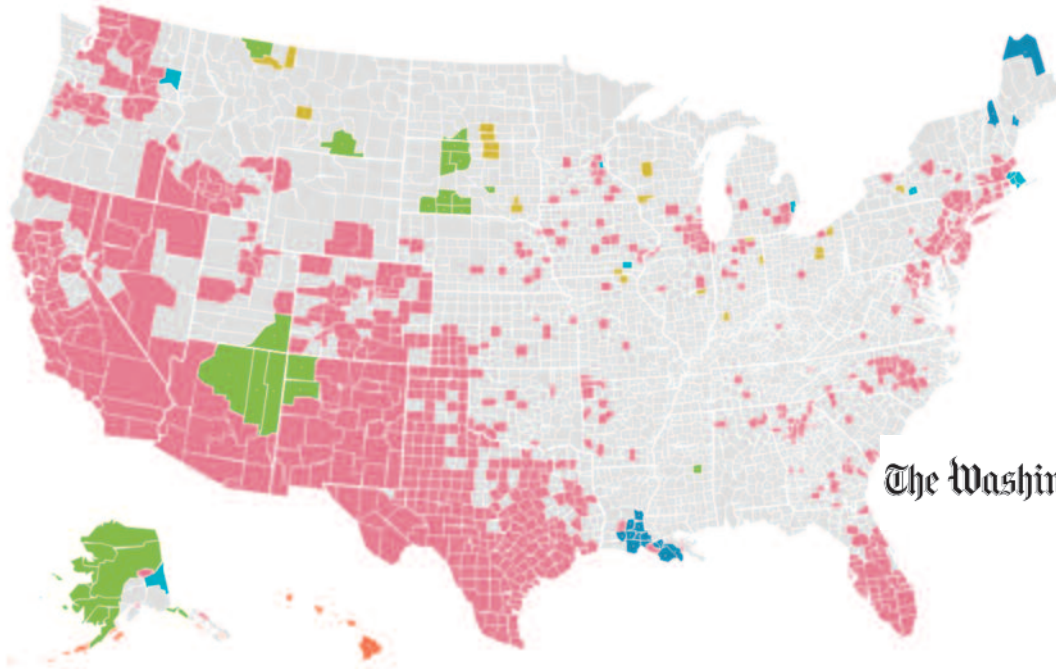
What is the price for not taking action?

Mapping where English is not the primary language at home.

Most common languages

Counties where at least 10 percent of people speak a language other than English at home:

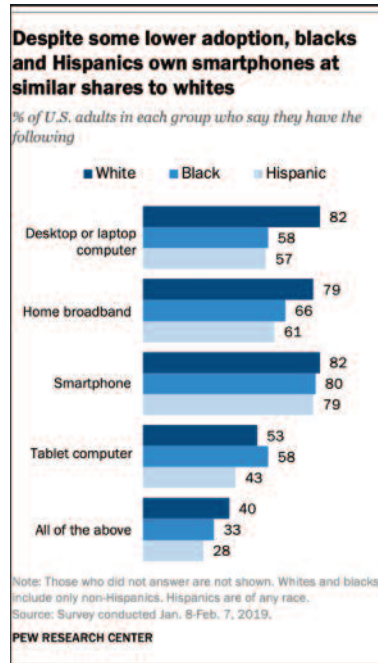
- Spanish
708 counties
- Native American languages
29 counties
- German
21 counties
- French
15 counties
- Pacific Island languages
12 counties
- Other languages*
11 counties
- English is spoken in at least 90 percent of homes in 2,347 counties.



The Washington Post

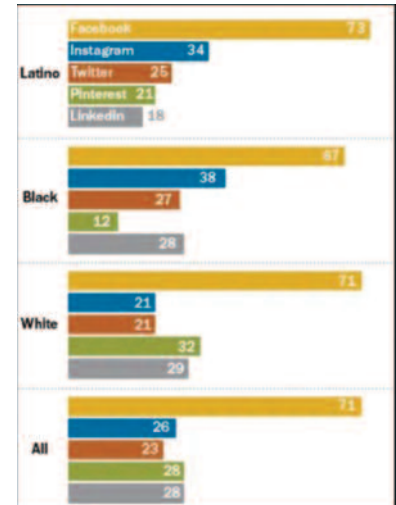
Hispanics are early adopters of technology

83% of US Latino adults are online.
More online users than any other Spanish-speaking nation



Latinos and Black More Likely Than Whites to Use Instagram, Less Likely to Use Pinterest

% of internet user who use each social media site, by race and ethnicity



Note: Blacks and whites include only non-Hispanics. Hispanics are of any race.

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, Sept. 11-14, 2014 and Sept. 18-21, 2014. n=1,445 internet users

PEW RESEARCH CENTER

Emotional connections close sales

For Hispanics, brand decisions are related primarily to our senses and emotions, which are much more important than rational thinking or the appeal of functional benefits.

A national telephone survey of 1100 employed adult Hispanic consumers found that two of every three Hispanics in America would reward companies that demonstrate a strong and visible commitment to the Hispanic community.

Nearly 94% of Hispanic consumers surveyed understand the Hispanic market is "Important" or "very important" to U.S. companies and brands

Representation is key

Similarly, more than 90% say it is “very important” (62%) or “important” (29%) for a company to have a website is Spanish.

More than nine of ten (94%) of those surveyed want companies, products or brands in the U.S. to have Spanish-speaking spokespeople in their advertising and information campaigns.



**Companies heading towards
the future can't rely on
preconceptions from the past**



ABOUT ARBOL PUBLISHING

Arbol Publishing represents the second largest Spanish multi-media group dedicated to the U.S. Spanish-speaking consumer after Televisa Publishing (Vanidades, TV y Novelas).

Arbol offers a truly unique approach to a selective demographic of the rapidly growing Hispanic Market in the U.S. through its six magazines published and distributed nationally: "Transporte Latino", "Automundo", "Moda Mujer", "Estilo Hogar", "Miami Modo Nancy", and "Qué Pasa? Vegas". These publications are high quality and content driven; each has its own website and mobile apps with thousands of unique daily visitors and a vast subscription base.

Arbol Publishing help brands to reach their marketing goals in a comprehensive, multilevel and strategic manner, whether it is via print, videos, online, and/or direct marketing.

Maximize your advertising dollars and guarantee a return on your investment by working with Arbol Publishing to capture a substantial share of our upscale Hispanic readership.

AUDITED BY



BPA Worldwide is the global industry resource for verified audience data and media knowledge. BPA delivers consumer and business media audits of unsurpassed rigor, objectivity, accuracy, transparency and timeliness—audits that provide solid assurance for both media owners and media buyers. With rich, indepth information, BPA audits also provide advertisers, agencies and media owners with audience insights that they can turn into competitive advantage. For media buyers and owners all over the world, BPA helps turn *assurance* and *insight* into *advantage*.



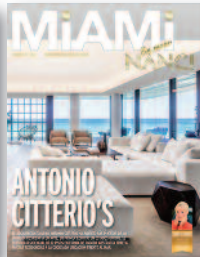
CONTACT INFORMATION

Edgardo Iorio

Publisher

C: 310.429.0250 | P: 213.621.2188
publisher@arbolpublishing.com

This is the Arbol Publishing Family:



www.arbolpublishing.com

ARBOL
PUBLISHING