

# PLAYBOY

*Latino*

WELCOME TO THE CLUB.

## MEDIA KIT

## Extending the legacy

The preeminent entertainment magazine for the sophisticated urban male, Playboy has been captivating its readers for nearly six decades. This legendary brand, now with the upcoming Latino Edition for the U.S. Hispanic market, continues to produce top-tier literature and journalism while maintaining its legacy as the industry's most artful and provocative image maker.



# Our content



**CARS, TECHNOLOGY, FASHION AND DECORATION**



**ENTERTAINMENT: MOVIES, TV, SPORTS**



**FOOD, HEALTH, OPINION**



**GIRLS, GIRLS, GIRLS.**

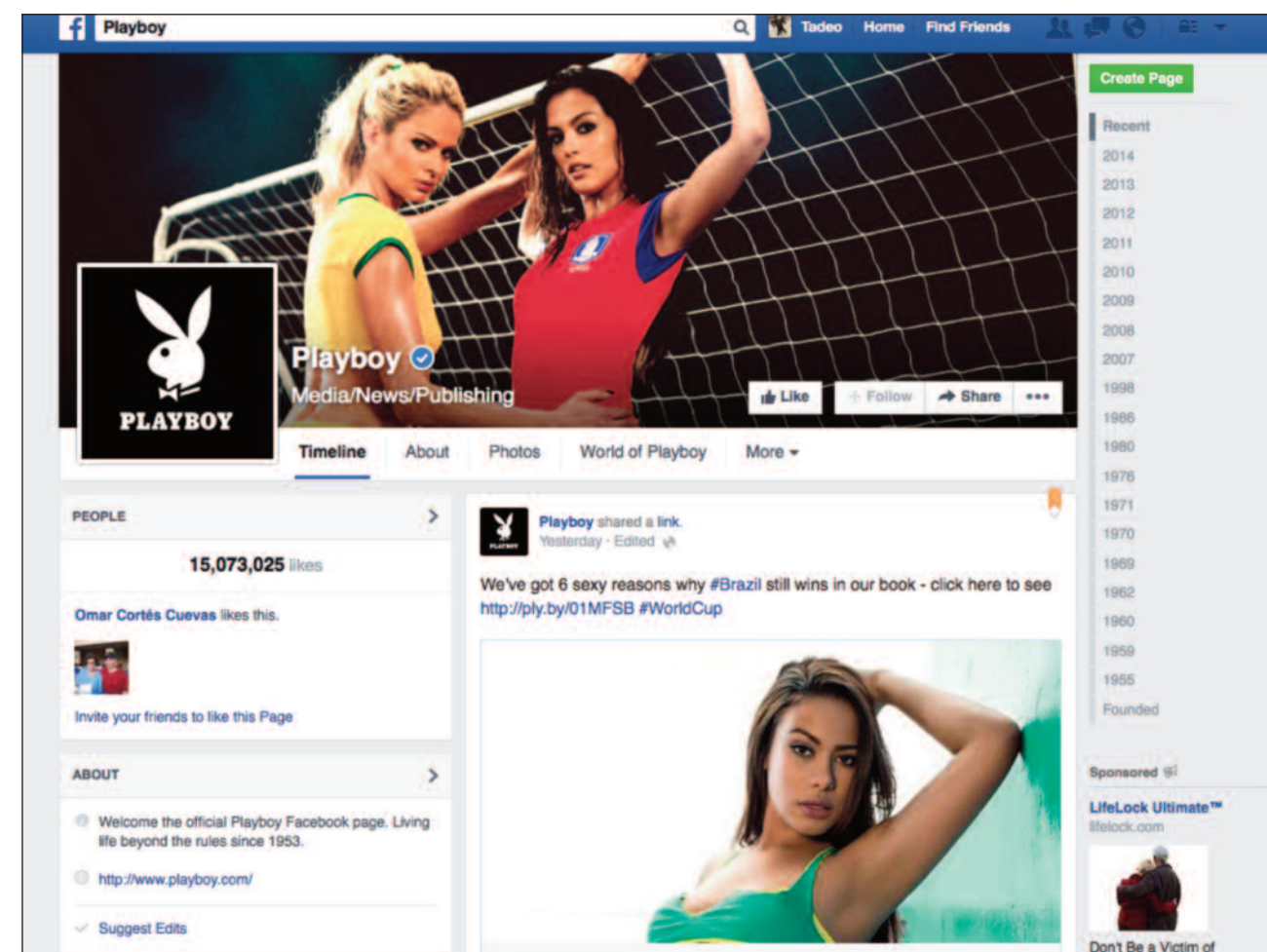


# WEB AND SOCIAL MEDIA



## WWW.PLAYBOYLATINO.COM

Our site will reflect the printed version, but also will have exclusive content, more pictorials, behind the scenes and videos.



## SOCIAL MEDIA



## DIGITAL EDITION

A digital version of the magazine will be available for downloading with interactive content

# Who are **PLAYBOY** *Latino* readers

## READER PROFILE

**Average Age:** 33.6 years

**38%** are age 18-24

**58%** are age 24-39

**84.5%** have a High School education

**57%** have attended higher education

**58%** are professionals, owners, or managers

**\$57,700** average HHI

**17%** have an HHI of over \$90,000/yr.



**THE U.S.  
HISPANIC  
POPULATION**  
A LOOK AT  
THE NUMBERS



THE 2010  
CENSUS  
COUNTED **50.5** MILLION  
HISPANICS

**SIZE:** The 2010 Census counted 50.5 Million Hispanics. By comparison, the size of the U.S. Hispanic population exceeds the population of Canada by 14 Million. At 16% of the total U.S. population Hispanics are now the nation's 2nd largest consumer market. Between 2000 and 2010 Hispanic numbers grew by 43% (15.2 Million people) and accounted for over 50% of the nation's total population growth.

THE ENTIRE  
WESTERN  
REGION IS **47%** MINORITY  
(33.9 MILLION)

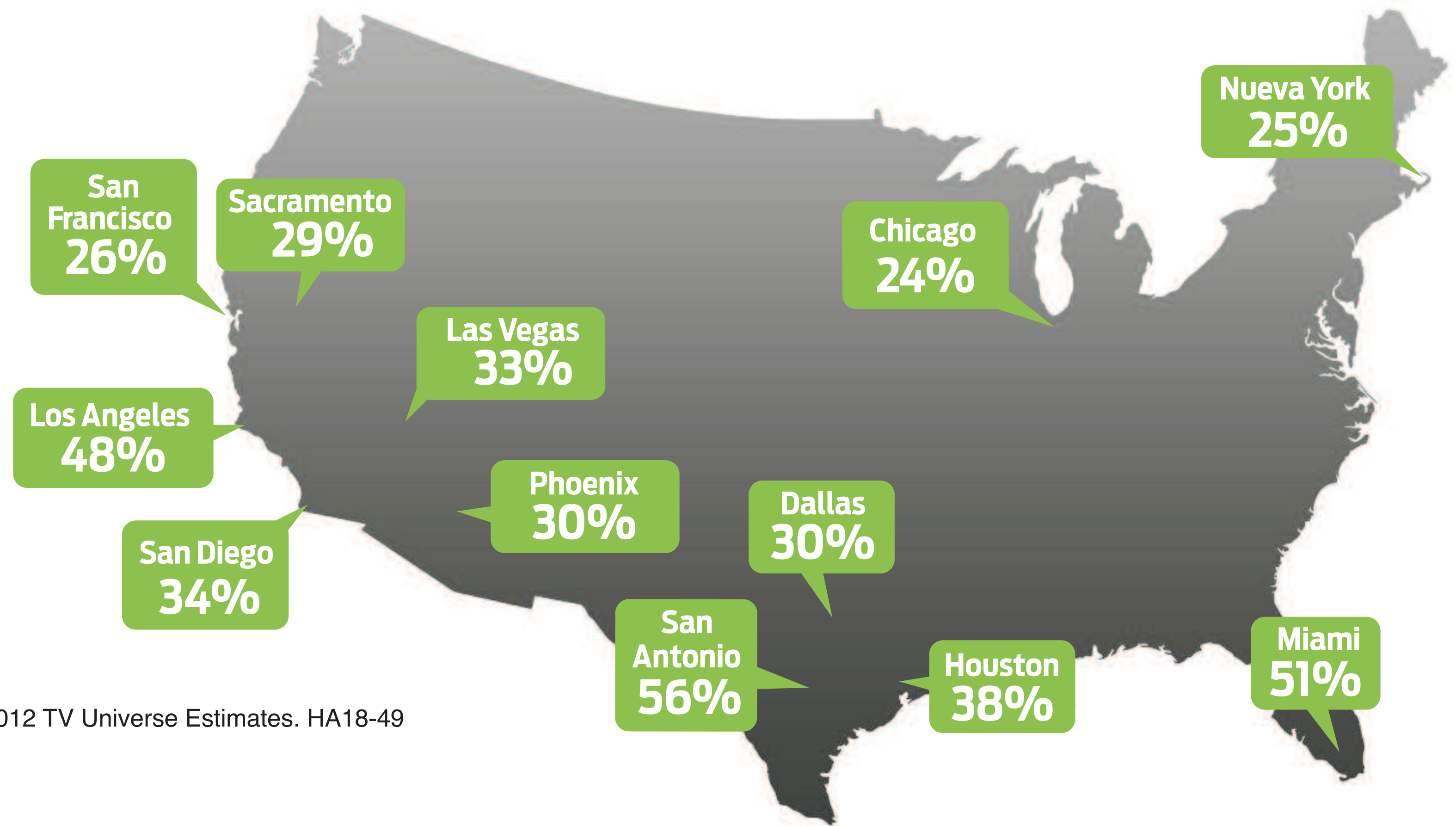
**MINORITY-MAJORITY:** The entire Western region is 47% minority (33.9 Million) and the South reached 40%, (45.8 Million). Of the particular States California lead the way with 46% of its population being Hispanic, followed by Texas (37.6% about 12 Million), Florida and Arizona (30%, 1.9 Million). In each of these States along with Nevada and New Mexico the share of children who are minority already passed 50%. Some experts estimate Hispanics will account for 30% of the total U.S. Population by 2030.

OVER **40%** OF HISPANIC HOUSEHOLDS **EARN  
MORE THAN \$50,000 PER YEAR.**

**INCOME:** Over 40% of Hispanic households earn more than \$50,000 per year. The \$100,000+ household income segment grew from 7% to 17%. Hispanic small business owners are growing faster than the general market (43% growth over a 5 year period versus 14.5% for non-Hispanics). Hispanic owned business in California, for example, account for over half of the 900,000+ minority owned businesses and produce gross receipts of \$57 Billion.

## HISPANICS IN THE MAYOR CITIES

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



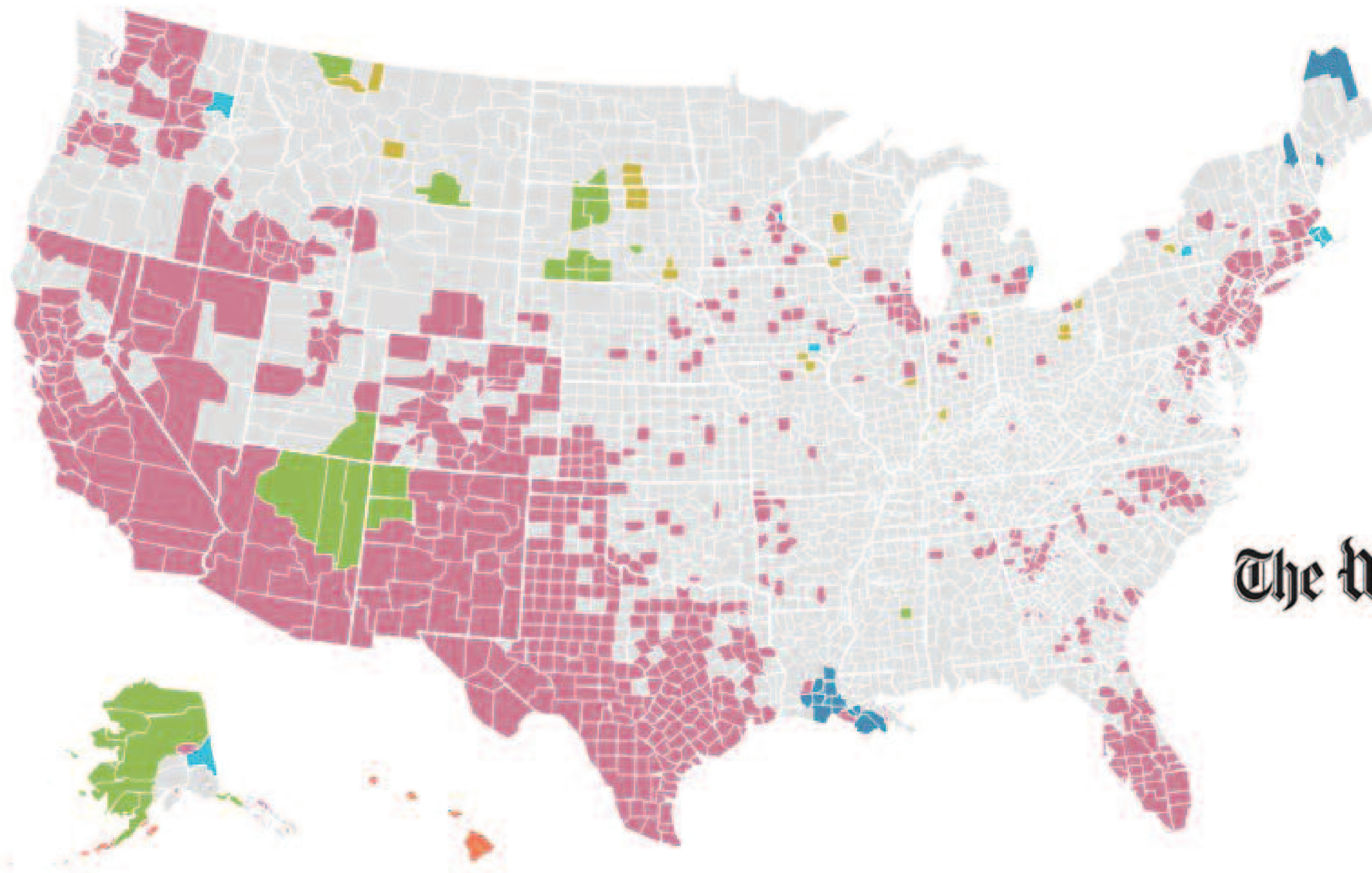
Source: The Nielsen Company, 2012 TV Universe Estimates. HA18-49

## 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.



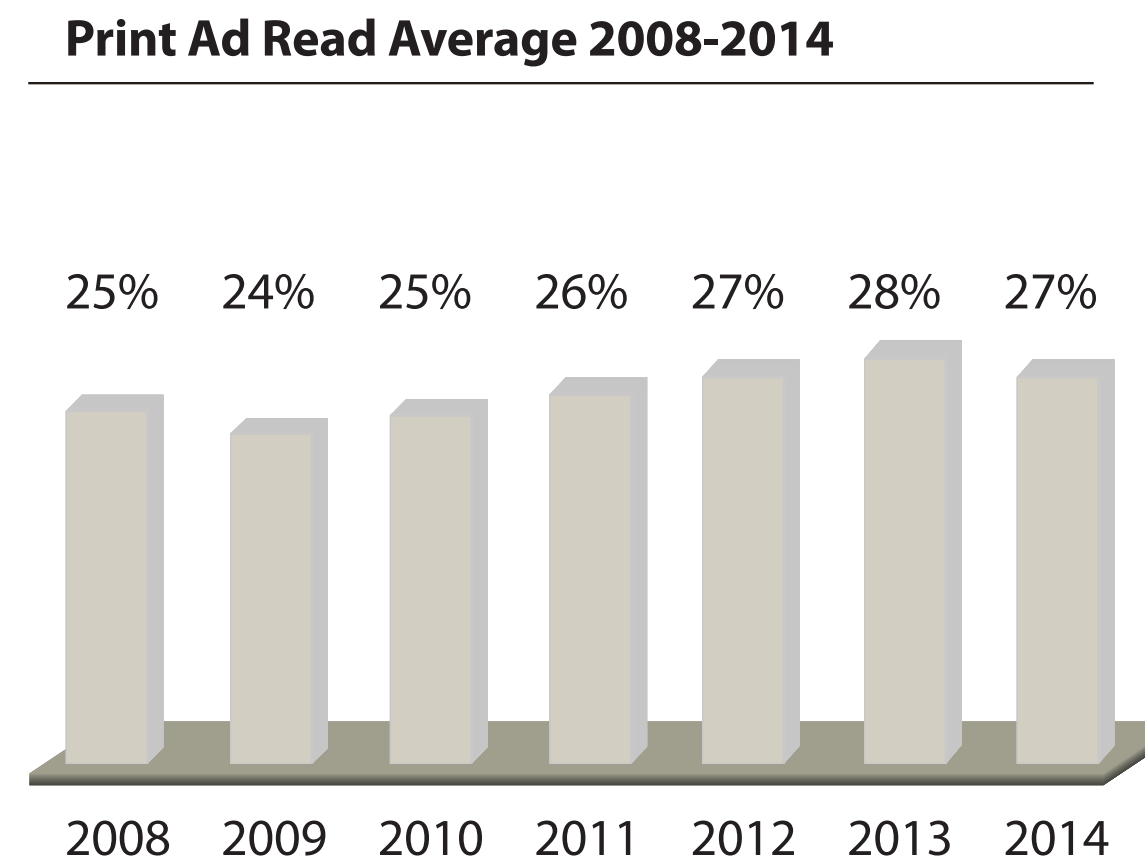
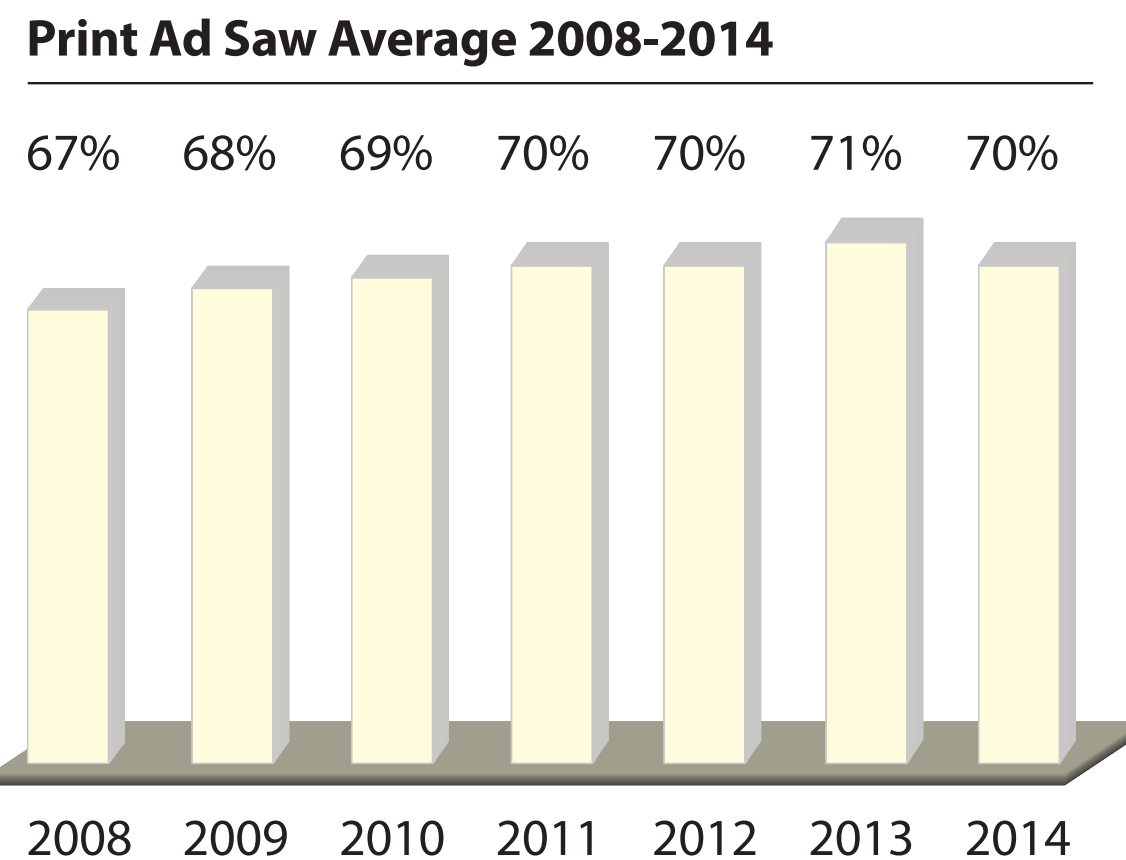
**The Washington Post**  
Aug. 20, 2013





The Saw and Read results were taken from 5,181 1-page, 4-color ads measured in Readex Research Red Sticker™ Studies conducted between 2008 and 2014. The Actions Taken/Planned data were gathered from 11,051 1-page, 4-color ads measured in Readex Research Message Impact® Studies conducted between 2008 and 2014.

On average, in 2014 about 7 out of 10 (70%) reported that they saw a 1-page, 4-color ad, while 1 in 4 of all respondents read the ad. The saw average has exceeded the 2008 levels and continues to stay strong. The read average has hovered around the 25% to 26% mark since 2004, when this analysis began. But after recent years, we are seeing a slight increase. Making the case for print advertising can be easier with this data that proves readers still engage with ads.

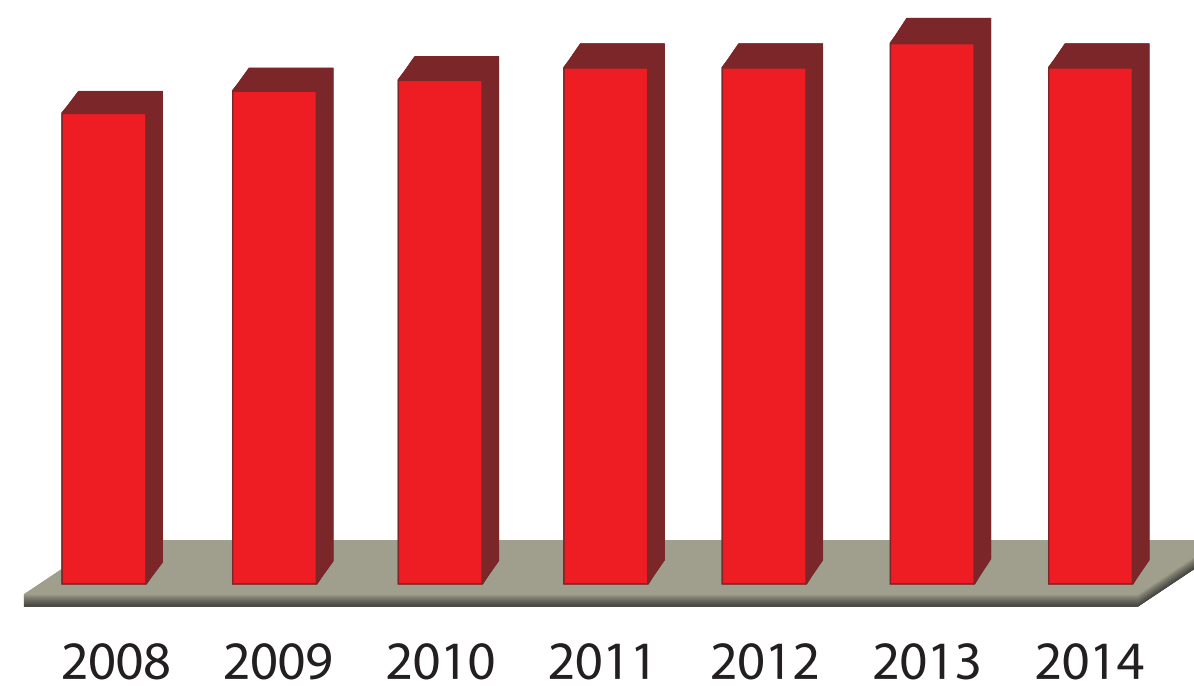




In addition, data from 2014 surveys indicates that, on average, over a third of respondents took or planned to take at least one action after seeing a 1-page, 4-color ad. This data shows that, on average, print ads generated about 37% more action taken or planned which supports the place for print in an advertising plan.

**Took/Plan Action Average 2008-2014**

36% 33% 34% 38% 40% 41% 37%



Readex offers four branded Ad Effectiveness studies and also creates customized studies to meet your specific needs. If you need to provide accurate and credible data to support your sales, marketing, and editorial initiatives, you may want to consider conducting a study with Readex. The data you'll receive will help update your media kit and boost ad sales. Contact Susan Griffith to get started or visit our Ad Effectiveness Surveys page for more details.

# RATES & TERMS

## RATES

Playboy Latino Rates based on 105,000 copies

Ad Size	1 X	3 X	6X	9X	12X	SIZES	
						Non-bleed	Bleed
<b>2 Page Spread</b>	\$31,576	\$28,418	\$25,260	\$22,103	\$18,945	16.75 x 10.40	17.25 x 11.25
<b>Full Page</b>	\$19,735	\$17,761	\$15,788	\$13,814	\$11,841	7.80 x 10.40	8.75 x 11.25
<b>2/3 Page</b>	\$13,814	\$12,432	\$11,051	\$9,669	\$8,288	5.00 x 10.50	N/A
<b>1/2 Page</b>	\$9,867	\$8,880	\$7,893	\$6,906	\$5,920	7.80 x 4.90	N/A
<b>1/3 Page</b>	\$6,578	\$5,920	\$5,262	\$4,604	\$3,946	2.55 x 10.5	N/A
<b>1/4 Page</b>	\$4,933	\$4,439	\$3,946	\$3,453	\$2,959	3.80 x 4.90	N/A
<b>PREMIUM POSITIONS</b>	25%	20%	15%	10%	5%		

\*\* Please note Cover 2 and Cover 3 are spread positions, Cover 4 is the back cover. If you opt for a cover position or opposite TOC then you opt out of any competitive spacing requirements your brand/client may have.

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

## CLOSING DATES

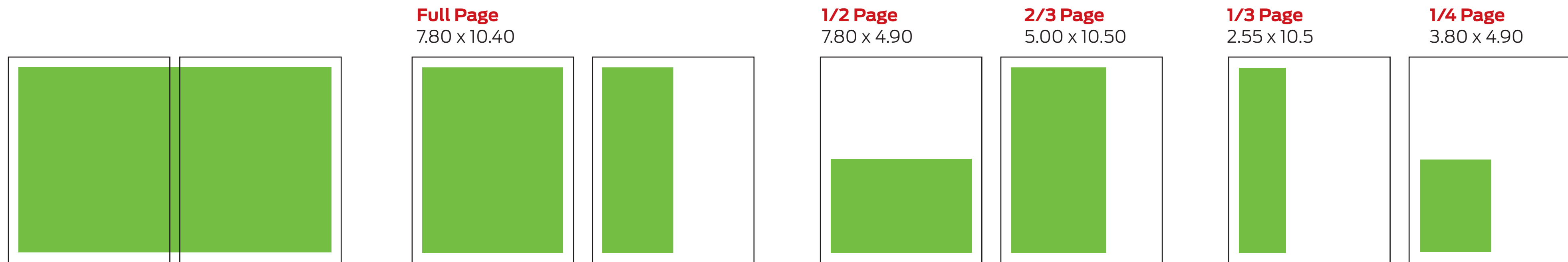
**AD CLOSING:** 10th day of previous month

**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.

# PRINT SPECIFICATIONS



**MECHANICAL SPECIFICATIONS:**

- Playboy Latino Magazine will 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 in mac format if the ad is going to be translated)

Ad Size	Non-bleed	Bleed
Full Page	7.80 x 10.40	8.75 x 11.25
2/3 Page	5.00 x 10.50	N/A
1/2 Page	7.80 x 4.90	N/A
1/3 Page	2.55 x 10.5	N/A
1/4 Page	3.80 x 4.90	N/A

**SALES**  
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**Send digital art to:**  
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# CONTACT INFORMATION

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This is the Arbol Publishing Family:

