



ARBOL
PUBLISHING
SINCE 2002

MEDIA KIT

PRINT. DIGITAL. PURPOSE.
STORIES THAT GROW.



WHO WE ARE

A LEADING HISPANIC MEDIA GROUP IN THE U.S.

Arbol Publishing connects brands with the U.S. Hispanic market through trusted content, powerful platforms and meaningful relationships.



5 PREMIUM PUBLICATIONS

Reaching selective and engaged Hispanic audiences across the U.S.



MULTIPLATFORM

Print, digital, video and mobile, delivering content where and how our audience consumes it.



OUR MISSION

To inform, inspire and empower our communities while helping brands grow through authentic connections.

POWERFUL CONTENT. LOYAL AUDIENCES. REAL RESULTS.



OUR PORTFOLIO

5 POWERFUL PUBLICATIONS.
ONE PURPOSE:
CONNECT, INFORM AND INSPIRE
THE U.S. HISPANIC MARKET.

Our magazines reach engaged, influential Hispanic audiences across key passions and lifestyle categories.



The #1 source for news, business and trends in the trucking and transportation industry.

www.transportelatino.com



The ultimate guide to cars, technology, automotive news and lifestyle for car enthusiasts.

www.automundomagazine.com



Fashion, beauty, wellness and inspiration for the modern Hispanic woman.

www.modamujermagazine.com



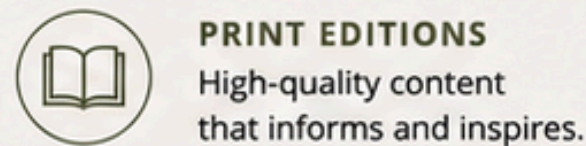
Home décor, design, architecture and lifestyle for stylish living.

www.estilohogarmagazine.com



Your essential guide to entertainment, events, dining and nightlife.

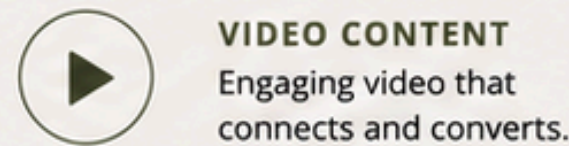
www.quepasavegas.com



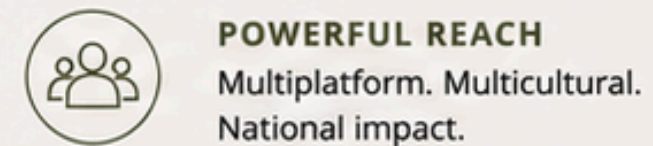
PRINT EDITIONS
High-quality content that informs and inspires.



DIGITAL PLATFORMS
Websites, e-newsletters and mobile apps.



VIDEO CONTENT
Engaging video that connects and converts.



POWERFUL REACH
Multiplatform. Multicultural. National impact.

AUDIENCE SNAPSHOT

Arbol Publishing reaches a diverse, engaged and growing Hispanic audience across the U.S. through premium content that informs, inspires and connects.



A LOYAL COMMUNITY. REAL ENGAGEMENT.

Our audience trusts our content and engages with the brands we feature.

KEY DEMOGRAPHICS



AGE

25 - 54

Core audience aged 25-54.



EDUCATION

70%+

College educated or higher.



HOUSEHOLD INCOME

\$60K+

Above-average household income.



HOUSEHOLD

Influential

Decision makers in their households.

TOP INTERESTS



SHOPPING & RETAIL



TRAVEL & LIFESTYLE



HEALTH & WELLNESS



HOME & DÉCOR



BUSINESS & FINANCE

GEOGRAPHIC REACH

NATIONWIDE PRESENCE



STRONG REACH IN

- California
- Texas
- Florida
- New York
- Illinois
- And growing!

AUDIENCE HIGHLIGHTS



ENGAGED & LOYAL

Highly engaged readers who trust our content and return issue after issue.



INFLUENTIAL CONSUMERS

They influence purchases, trends and decisions in their families and communities.



MULTIPLATFORM USERS

Active across print, digital, mobile and social platforms.



BRAND RECEPTIVE

Open to discovering new products and services that add value to their lives.



CULTURALLY CONNECTED

Proud of their culture, values and heritage—looking for content that reflects who they are.

WHY HISPANIC MARKET

The U.S. Hispanic market is one of the fastest-growing and most influential consumer segments—driving economic growth, shaping culture and defining the future.



A POWERFUL AND GROWING FORCE



65M+
HISPANICS IN THE U.S.

Over 65 million Hispanics live in the U.S., representing nearly 20% of the total population.



\$2.8T+
BUYING POWER

Hispanic buying power is projected to reach \$2.8 trillion by 2025.



YOUNG & DIVERSE
MEDIAN AGE: 29

A younger population driving the future of consumption and workforce growth.



CULTURALLY RICH & INFLUENTIAL

Deeply connected to their heritage and values, while fully engaged in American culture and society.



NATIONWIDE IMPACT
IN EVERY MARKET

Hispanics are the fastest-growing segment in major markets across the country.

DRIVING BUSINESS. SHAPING CULTURE. BUILDING THE FUTURE.



CONSUMPTION
POWER

Hispanics over-index in key categories like retail, auto, travel, beauty, food and financial services.



MEDIA
INFLUENCE

They consume, engage and share content across multiple platforms—making them highly reachable and influential.



BRAND
LOYALTY

Hispanic consumers are brand-loyal and value relationships, trust and authentic representation.



CULTURAL
CONNECTION

Brands that speak their language, reflect their culture and understand their values win their hearts—and their business.



THE OPPORTUNITY
IS NOW

Hispanic audiences are not a niche—they are the mainstream of tomorrow.

Partner with Arbol
Publishing to connect
with an audience that
matters today and will
shape the future.

RELEVANT TODAY. ESSENTIAL TOMORROW. The Hispanic market isn't just growing—it's leading the way.

WHAT MAKES US DIFFERENT

We combine cultural insight, premium content and innovative platforms to deliver results that matter.



CULTURAL INTELLIGENCE

Deep understanding of Hispanic values, traditions and aspirations that drives relevant, authentic storytelling.



PREMIUM CONTENT

High-quality, trusted journalism and editorial that informs, inspires and builds a lasting connection with our readers.



MULTIPLATFORM REACH

Strategic presence across print, digital, video and social platforms to engage audiences wherever they are.



STRONG PARTNERSHIPS

Collaborative relationships with brands and organizations that value the power of reaching the Hispanic community.



MEASURABLE RESULTS

Data-driven strategies and insights that deliver impact, growth and a strong return on your investment.



AUTHENTIC CONNECTIONS

We don't just reach the Hispanic market—we are part of it. Our community is our greatest asset.

OUR DIFFERENCE IS SIMPLE: *WE UNDERSTAND. WE CONNECT. WE DELIVER.*

MEDIA SOLUTIONS

Integrated media solutions designed to help brands connect with Hispanic audiences in meaningful and impactful ways.



MULTICHANNEL. MULTIFORMAT. MEANINGFUL IMPACT.

Our solutions reach Hispanic audiences where they are—through the platforms, content and experiences that drive engagement and inspire action.



PRINT ADVERTISING

High-impact placements in our premium publications that deliver credibility, visibility and results.



DIGITAL & VIDEO

Engaging digital content and video integrations that inform, entertain and drive measurable impact.



MOBILE MARKETING

Strategic campaigns across mobile platforms that spark conversations and build brand love.



EMAIL MARKETING

Targeted email campaigns that reach engaged subscribers with relevant content and offers.



RESULTS / VALUE

Our integrated solutions drive results that matter—helping brands connect, engage and grow with the U.S. Hispanic market.



MEASURABLE IMPACT. MEANINGFUL GROWTH.

We deliver measurable value across the funnel, helping brands achieve their goals and maximize their investment.



EXPAND YOUR REACH

Connect with a highly engaged Hispanic audience across trusted platforms and premium touchpoints.



DRIVE MEANINGFUL ENGAGEMENT

Our culturally relevant content and integrated solutions spark interaction, build brand affinity and foster loyalty.



INFLUENCE PURCHASE DECISIONS

We connect brands with motivated consumers at key moments that drive consideration and conversion.



DATA-DRIVEN INSIGHTS

Leverage actionable insights to understand your audience, optimize performance and make smarter decisions.



BUILT ON TRUST

Our platforms are respected and trusted within the Hispanic community—delivering your message with credibility.



REAL RESULTS

We deliver impact you can see—from brand lift to business growth, with results that prove your investment.



YOUR SUCCESS IS OUR PRIORITY.

We don't just deliver metrics. We deliver growth.



CONTACT US

We'd love to connect with you.
Let's build impactful partnerships
that drive meaningful results
together.



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POWERFUL CONTENT. LOYAL AUDIENCES. REAL RESULTS.

