ARBOL PUBLISHING

SINCE 2002

2027 · DIGITAL EDITIONS

DIGITAL MEDIA KIT

Five trusted Hispanic magazines.

One click away from your brand.

AUTOMUNDO · TRANSPORTE LATINO · MODA MUJER · ESTILO HOGAR · ¿QUÉ PASA? VEGAS



WHY GO DIGITAL

The same premium Spanish-language content our readers trust — now delivered as interactive digital editions. Place your ad inside the magazine, at the exact size and position you'd have in print, and make it **clickable**.

EVERY AD IS CLICKABLE

Your ad links straight to your website, store or booking page — readers go from interest to action in one tap.

READ ANYWHERE

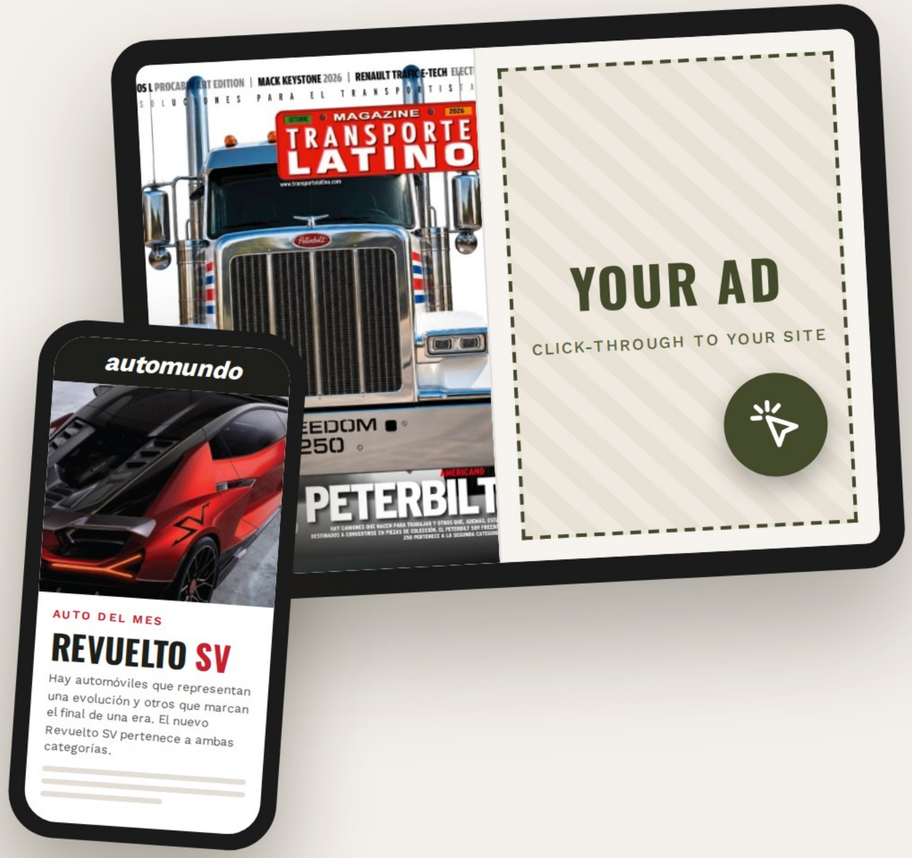
Phone, tablet or desktop. Our digital editions travel with readers wherever they are.

ALWAYS ON

Issues stay live in our online archive, so your message keeps working long after publication day.

BUILT TO BE SHARED

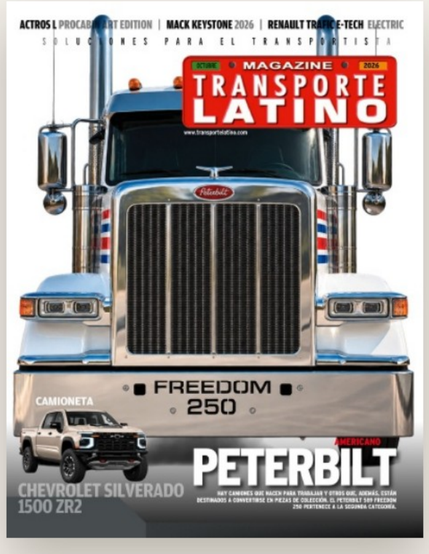
Readers forward stories to family and friends — extending your reach through the community's own networks.



SAME TRUSTED CONTENT. ***NEW WAYS TO CONNECT.***

OUR DIGITAL PORTFOLIO

Five magazines, five passions, one audience: the U.S. Hispanic market. Advertise in one title to reach a niche, or combine them to reach the whole family — from the driver's seat to the living room to a night out in Vegas.



TRANSPORTE LATINO

Trucking & logistics



AUTOMUNDO

Automotive



MODA MUJER

Fashion & beauty



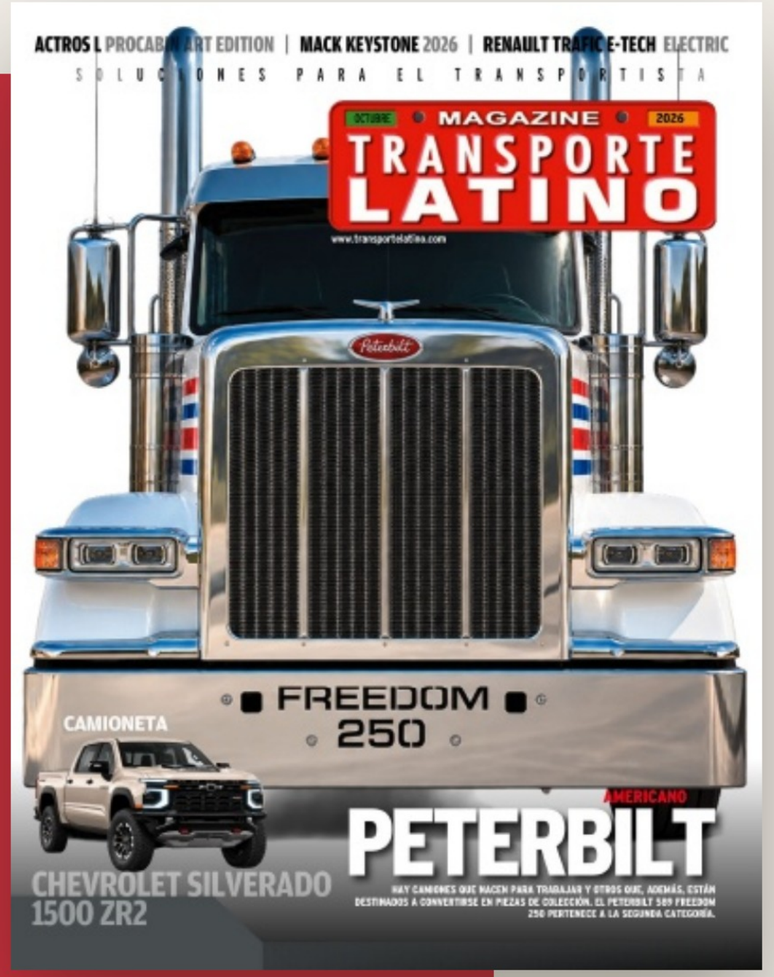
ESTILO HOGAR

Home & design



¿QUÉ PASA? VEGAS

Entertainment & nightlife



transportelatino.com

TRANSPORTE LATINO

The #1 source for the Hispanic trucking industry.

Transporte Latino speaks directly to the people who keep America moving. Every issue brings new trucks and equipment, regulations and compliance, business advice, safety and the stories of Hispanic drivers and entrepreneurs — in their language.

INSIDE EVERY ISSUE

- New trucks & equipment
- Regulations & compliance
- Business & finance
- Safety & technology
- Industry news & events

OUR READER

Owner-operators, fleet owners and managers, and professional drivers who make purchasing decisions for their trucks and businesses.

PERFECT FOR

Truck & trailer OEMs · Dealers · Tires & parts · Fuel & lubricants · Insurance · Factoring & finance · CDL schools · Driver recruiting



automundomagazine.com

AUTOMUNDO

The ultimate guide to cars, in Spanish.

Automundo brings Hispanic car lovers the latest models, first drives, technology and auto-show coverage. It's written for enthusiasts who don't just read about cars — they buy them, finance them and recommend them to family and friends.

INSIDE EVERY ISSUE

- New-model reviews
- First drives
- Tech & innovation
- Auto shows
- Classics & motorsport

OUR READER

> Car enthusiasts and in-market buyers — the go-to car expert in their family, researching their next purchase.

PERFECT FOR

Automakers · Dealerships · Auto finance · Insurance · Aftermarket & accessories · Car care · Tires & service



modamujermagazine.com

MODA MUJER

Fashion, beauty and life for the modern Latina.

Moda Mujer celebrates the modern Hispanic woman: confident, bicultural and style-savvy. Trends, beauty, celebrity covers, wellness and lifestyle — aspirational and inspiring, never out of reach.

INSIDE EVERY ISSUE

- Fashion trends
- Beauty & skincare
- Celebrity covers
- Wellness
- Lifestyle & travel

OUR READER

Bicultural Hispanic women who shape their household's shopping decisions — from beauty and fashion to home and family.

PERFECT FOR

Beauty & cosmetics · Fashion & accessories · Retail · Wellness & fitness · Jewelry · Entertainment · Travel



estilohogarmagazine.com

ESTILO HOGAR

Home décor, design, architecture and travel.

Estilo Hogar opens the door to beautiful homes and the ideas behind them. Interiors, architecture, décor, gardens and destinations — practical inspiration for readers who invest in where they live and where they go.

INSIDE EVERY ISSUE

- Interiors & décor
- Architecture
- Kitchens & outdoors
- Home trends
- Travel & getaways

OUR READER

> Homeowners and aspiring homeowners planning renovations, furnishing and upgrading their homes.

PERFECT FOR

Furniture & décor · Home improvement · Appliances · Real estate · Mortgage & finance · Hotels & travel · Landscaping



quepasavegas.com

¿QUÉ PASA? VEGAS

Your essential guide to Las Vegas, in Spanish.

¿Qué Pasa? Vegas is the Hispanic community's guide to everything happening in Las Vegas: headline shows and concerts, dining, nightlife, attractions and events — plus the celebrities who light up the Strip.

INSIDE EVERY ISSUE

- Shows & concerts
- Restaurants & dining
- Nightlife & clubs
- Attractions & events
- Celebrity interviews

OUR READER

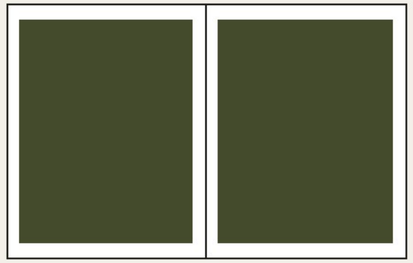
> Hispanic residents of Las Vegas and visitors planning where to eat, what to see and where to go out.

PERFECT FOR

Casinos & resorts · Shows & venues · Restaurants & bars · Clubs & nightlife · Attractions · Local services · Events & promoters

AD SIZES & SPECIFICATIONS

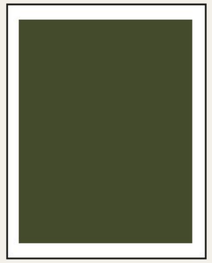
Your ad runs inside the digital edition exactly where it would in print — same page, same size, same impact — with the added power of a live link.



2 PAGE SPREAD

16.75" × 10.5"

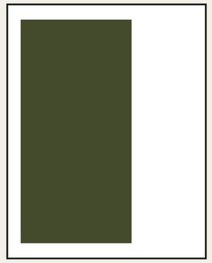
BLEED: 17.25" × 11.25"



FULL PAGE

7.80" × 10.40"

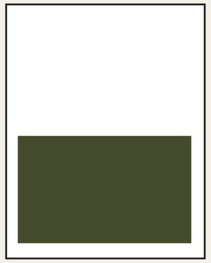
BLEED: 8.75" × 11.25"



2/3 PAGE

5.00" × 10.50"

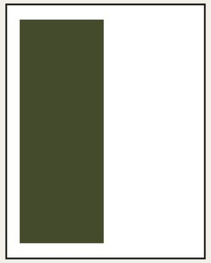
NO BLEED



1/2 PAGE
HORIZONTAL

7.80" × 4.90"

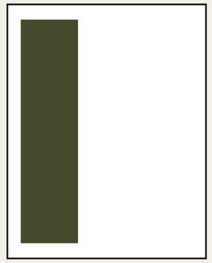
NO BLEED



1/2 PAGE
VERTICAL

3.80" × 10.40"

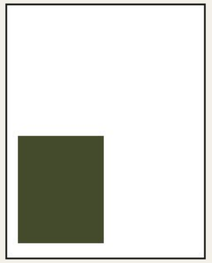
NO BLEED



1/3 PAGE
VERTICAL

2.55" × 10.50"

NO BLEED



1/4 PAGE
VERTICAL

3.80" × 4.90"

NO BLEED

FILE FORMATS
High-res PDF, JPG or PNG. TIFF, PSD and EPS also accepted. Supplied at exact size.

RESOLUTION
300 dpi minimum at final size.

COLOR MODE
RGB recommended for screen. CMYK files accepted.

FONTS
All fonts included or outlined.

CLICK-THROUGH LINK
Send the URL your ad should open — your site, store, menu or booking page.

DIGITAL RATES

One simple price. Any ad size. From a quarter page to a two-page spread, the rate is the same — the more magazines you add, the more you save.

1	2	3	4	5 — BEST VALUE
1 MAGAZINE	2 MAGAZINES	3 MAGAZINES	4 MAGAZINES	ALL FIVE MAGAZINES
$1,500 PER ISSUE	$2,500 PER ISSUE	$3,500 PER ISSUE	$4,000 PER ISSUE	$5,000 PER ISSUE
SINGLE TITLE	SAVE $500	SAVE $1,000	SAVE $2,000	SAVE $2,500
$1,500 per magazine	$1,250 per magazine	$1,167 per magazine	$1,000 per magazine	$1,000 per magazine

- ✓ Rates are per issue, in U.S. dollars
- ✓ Any size: spread, full, 2/3, 1/2, 1/3 or 1/4 page
- ✓ Clickable link included
- ✓ Mix and match any titles

REACH THE WHOLE HISPANIC HOUSEHOLD — ***FIVE MAGAZINES, ONE PRICE.***

DIGITAL MEDIA KIT

BOOK YOUR SPACE

1 CHOOSE
your magazines — one, several or all five.

2 PICK
your ad size from our mechanicals.

3 SEND
your artwork and click-through link. We'll do the rest.

ADDRESS
880 West First St. Suite #310
Los Angeles, CA 90012

PHONE
213.621.2188

SALES
pr@arbolpublishing.com

SEND DIGITAL ART TO
art@transportelatino.com

WEBSITE
arbolpublishing.com

POWERFUL CONTENT. LOYAL AUDIENCES. ***REAL RESULTS.***

