

MEDIA KIT 2008

- 200,000 READERS PER ISSUE
- DIRECT CONTACT WITH CONSUMERS
- PARTICIPATION IN MORE THAN 50 EFFECTIVE COMMUNITY EVENTS A YEAR
- DIRECT DISTRIBUTION IN THE AREA OF YOUR CONCERN, IF NOT ALREADY INCLUDED
- EXTENDED SHELF LIFE. YOUR ADVERTISEMENT WILL LAST FOR MONTHS!

TO ADVERTISE CALL (949)493-1492



MEMBERS OF:





Target Audience 25-45

Editorial Purpose

PARA TODOS was launched in October 1995 to capture the Southern California (Orange County) Latino purchasing power through a publication that informs, entertains, and dignifies Latinos in Orange County.

Circulation

Over 50,000 free bimonthly magazines

Readership

Over 200,000

Distribution

2,000 Selected Markets, Restaurants, Hospitals, Clinics, Beauty Salons, Dental Offices, Bookstores, Public Libraries, Churches, School Districts, Colleges and Universities, Hispanic Organizations, Law Offices

Method

2,000 bulk drop locations- Bulk mail - 5,000 Copies mail paid & complimentary subscription -

Unique Benefits

- Effectiveness in its ads. Valuable content of general interest & informative editorials
- Powerful visual impact, colorful covers, brilliant color photos of Latino individuals and families reflecting daily activities and achievements.
- Extended shelf life. Kept as a valuable reference, your message will be read several times and your advertisement will make a long lasting impression for months

Cities

Over 45 cities in Orange County

Established

October 1995



Readers Profile

Gender:

Female	79%
Male	21%

Age:

18-24	16%
25-34	38%
35 +	46%

Household Income:

HHI \$ 75,000 +	26%
HHI \$ 50,000 +	30%
HHI \$ 25,000 +	36%
Median HH Size	4-5

Ethnic Heritage

68% Mexican, 23% Central American, 9% South American and other

Education

(Highest level of education)

College Graduate or higher	19%
Any College	34%
Graduated High School	45%

Marital Status:

Single	21%
Married	70%
Separated/Divorced	9%

Employment for Household:

2.0 full time, 0.5 part time

Home Ownership

Own Home	49%
Rent	51%

Source: July 2007 -**PARA TODOS** Survey

Deadline & Editorial Highlights

Issue	Deadline	Editorial Highlights
Feb./March	Jan. 15	Valentine's Day/Return of Swallows/Spring
April/May	March 15	Easter/5 de Mayo/Mother's Day
June/July	May 15	Summer/Father's Day/Home ownership Month/End School Year/4th of July
Aug./Sep.	July 15	School Begins/Mexico & other Latin American "Independence Day"/Fall
Oct./Nov.	Sep. 15	20 Most Beautiful issue/Hispanic Heritage Month/Halloween/Thanksgiving
Dec./Jan.	Nov. 15	Winter/Latin American Religious Celebrations/Christmas/New Year

Frequency: Every other month.

Event Participation

PARA TODOS actively participates as media sponsor in community events in several cities: Capistrano Swallows' week, OC • CA-Mexico Summit, OC • HCC-OC • CHCC • LBWA-OC • Cinco de Mayo: OC & LA • Mother's Day: OC & LA • Independence Day Celebration: OC & LA • Hispanic Heritage Month, OC • Latino Family Book Festival, LA • Anaheim Mariachi Festival, OC • Latin Business Association Expo, LA • MAOF, LA etc.



Orange County Distribution

TOTAL RATE BASE: 50,000 EST. TOTAL AUDIENCE: 200,000

PARA TODOS magazine delivers 50,000 copies every other month to Orange County Latinos who have the highest buying power in the country. The publication is delivered to 2,000 locations and 5,000 copies are sent to subscribers.

87% free copies are delivered to:

• Restaurants • Selected Markets • Hospitals • Clinics • Medical Groups • Beauty Saloons
• Dental Offices • Bookstores • Public Libraries • Churches • Colleges • Universities • Civic Hispanic Organizations • Law Offices • OCTA buses throughout the county

11% free copies are mailed to:

• Complimentary subscriptions to readers; Hispanic business owners, CA Hispanic Chambers of Commerce members and community leaders

2% free copies are delivered in Los Angeles to:

• Magazine stands • Book Stores • Universities • Consulates: Mexico; Guatemala; El Salvador; Honduras; Nicaragua; Costa Rica; Panama; Colombia; Venezuela; Ecuador; Peru; Bolivia; Chile; Argentina & España • Chambers: US Hispanic Chamber of Commerce; CA Hispanic Chambers of Commerce; The Ecuadorian American Chamber of Commerce • Latin Business Association and other Latino organizations

AUDIT PENDING 12/31/04



Certified Small Business Enterprise

PARA TODOS

Distribution Area By Zip Code



92832	Fullerton	92627	Costa Mesa
92807	Placentia	92612	Irvine
90621	Buena Park	92630	Lake Forest
92801/2/4/5/6	Anaheim	92691	Mission Viejo
92807	Anaheim Hills	92688	Rancho Santa Margarita
90680	Stanton	92657	Laguna Beach
92840/1	Garden Grove	92656	Aliso Viejo
92866	Orange	92653	Laguna Hills
92683	Westminster	92677	Laguna Niguel
92701/3/4/5/6/7	Santa Ana	92675	San Juan Capistrano
92780	Tustin	92629	Dana Point
92648	Huntington Beach	92672/3	San Clemente



2008 Retail Advertising Rate

Six (6) publications per year

Color					
Unit Size	1X	3X*	6X* (1 year)	9X*	12X* (2 years)
Full Page	\$2,450	\$2,328	\$2,205	\$2,082	\$1,960
2/3 Page	1,833	1,740	1,650	1,558	1,466
Half Page	1,325	1,259	1,192	1,126	1,060
1/3 Page	917	871	825	779	734
1/4 Page	712	676	640	605	570
1/6 Page	508	483	457	432	406
1/12 Page	304	289	274	258	243
1/24 Page	160	n/a	n/a	n/a	n/a
Black & White					
Unit Size	1X	3X*	6X*	9X*	12X*
Full Page	\$1,960	\$1,862	\$1,764	\$1,666	\$1,568
2/3 Page	1,507	1,432	1,356	1,280	1,206
Half Page	1,080	1,026	972	918	864
1/3 Page	753	715	678	640	602
1/4 Page	590	560	530	500	472
1/6 Page	426	405	383	362	340
1/12 Page	263	250	237	224	210
1/24 Page	140	n/a	n/a	n/a	n/a
Premium Position					
Unit Size	1X	3X*	6X*	9X*	12X*
Inside Covers	\$2,800	\$2,660	\$2,520	n/a	n/a
Page 3	3,060	2,907	2,754		
Back Cover	3,500	3,325	3,150		

General Information:

* 3, 6, 9 and 12 frequency-level discounts are based on the number of ads run during the contract year.

* Covers are noncancelable and accept only color ads.

* Changes must be made on or before the space reservation deadline for applicable purposes unless otherwise scheduled, contracted advertisers who wish to submit new materials must do so by the materials deadline or ad will run as published in previous issue.

* Publisher reserves the right to change the rates at any time.

PARA TODOS

Mechanical Requirements

Magazine Trim Size	8 ^{3/8} X 10 ^{7/8}
Back Page, bleed	8 ^{1/2} X 9
Back Page, no bleed	7 ^{1/8} X 9
Full Page, bleed	8 ^{1/2} X 11 ^{1/8}
Full Page, no bleed	7 ^{1/8} X 9 ^{5/8}
2-Page Spread, bleed	16 ^{7/8} X 11 ^{1/8}
2-Page Spread, no bleed	15 ^{3/8} X 9 ^{5/8}
2/3 Page Vertical	4 ^{5/8} X 9 ^{5/8}
1/2 Page Vertical	3 ^{1/2} X 9 ^{5/8}
1/2 Page Horizontal	7 ^{1/8} X 4 ^{3/4}
1/3 Page Vertical	2 ^{1/4} X 9 ^{5/8}
1/4 Page	3 ^{1/2} X 4 ^{3/4}
1/6 Page	3 ^{1/2} X 3 ^{1/8}
1/12 Page	3 ^{1/2} X 1 ^{1/2}
1/24 Page	3 ^{1/2} X 3/4
Line Screen	133

