



Media Kit 2016



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The Leading Hispanic Owned Spanish-Language
Newspaper in Dallas / Ft. Worth

The leader in...

Quality Local

Coverage for 27 Years

Why Dallas and Novedades News?

TRUSTED BRAND:

Novedades News has been serving the Dallas Hispanic community and its advertising partners for 27 years.

TARGET:

more than one million Hispanic residents representing more than 39.5% of the Dallas population.

AUDITED CIRCULATION:

38,000 audited copies with a reach of over 150,000 weekly readers.

QUALITY:

Award Winning Newspaper.

Online www.novedadesnews.com



Why Novedades News?



The Leading Hispanic Owned Spanish-Language Newspaper in Dallas / Ft. Worth

Novedades News is presented in Spanish language format and distributed in Dallas/Ft. Worth areas with 27 years in business and with more than 150,000 readers on a weekly basis. Focusing on Hispanic issues and concerns. We are the premier source for/and about Hispanics. We provide the Spanish speaking communities access to U.S. news Locally, National as well as International, Education, Sports, Entertainment, Social, The Latest in Industry, Real Estate, Classifieds, Travel, Events, etc...Informing the Hispanic Communities in North Texas areas.

Mission:

Our mission is to provide our clients with advertising that is not only distinctive but, effective and that establishes for a brand and reinforces the brand's equities to our Hispanic Communities in the North Texas Market. With dedication and true concern Novedades News has a place in the hearts and lives of many Hispanic Households.

The leader in Quality Local Coverage

SECCIÓN:
APLAUSO



SECCIÓN:
GOOL!



SECCIÓN:
HOGAR DULCE HOGAR



The Dallas / Ft. Worth Population

Ethnicity

White
Hispanic
Asian / Pacific Islander
Black
Median household income
Hispanic-owned firms

Population

34.4%
39.5%
4.7%
20.8%
\$47,155
12.9%

Dallas Hispanic Population

Grew 112% from 1990-2010.

Grow 41% from 2001 to 2008 to approximately 1.8 million.

Dallas and Forth Worth Arlington MSAs grew 113% from 1990-2000.



Source: CACI and U.S. Census Bureau, 2014-2016

Dallas Ranks #7

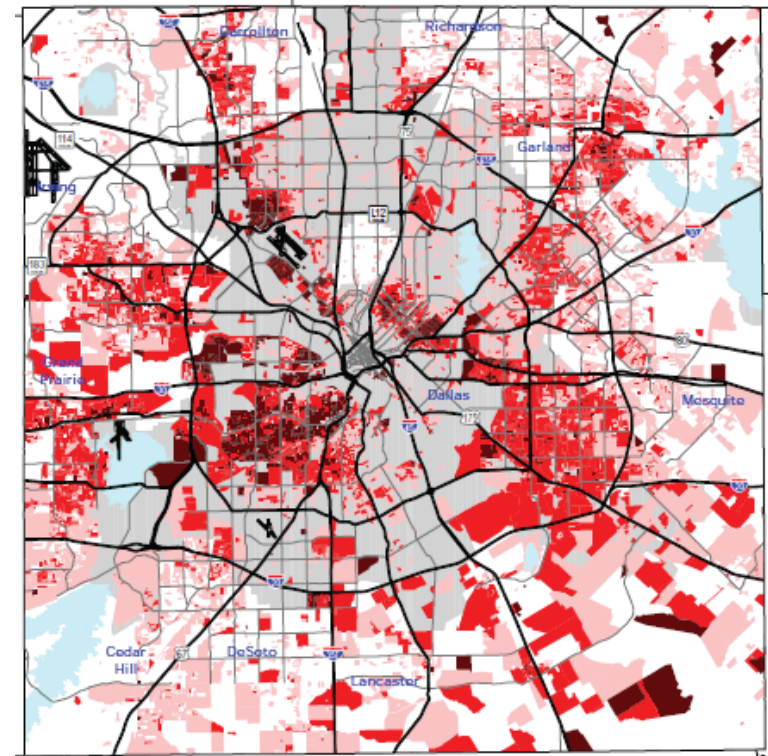
By Hispanic Population in the U.S.

Market

Latino Rank

% Latino

Los Angeles	1	47%
New York	2	21%
Miami	3	49%
Chicago	4	20%
Houston	5	34%
San Francisco	6	24%
Dallas Ft. Worth	7	39.5%
Phoenix	8	27%
San Antonio	9	54%
McAllen Browns	10	94%



Source: CACI and U.S. Census Bureau, 2014-2016

Reader Demographics

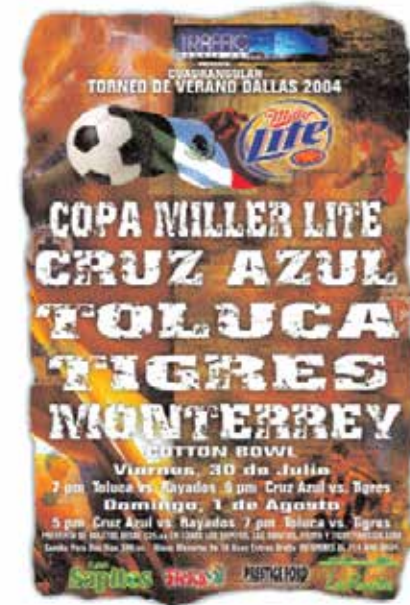
GENDER	%	READERS ETHNICITY %	
Male	57	Mexican	69.9
Female	43	Puerto Rican	4.3
		Cuban	1.5
AGE	%	Other Hispanic/Latino	15.7
Under 18	1.3	Not Hispanic/Latino	9.6
18-24	8.9		
25-34	31	BORN OUTSIDE U.S.	%
35-44	31.6	Born in the U.S.	24.2
45-54	18.0	Born outside the U.S.	75.8
55-or older	9.2		
		READERS SPEAK SPANISH	
READERS BY COUNTY	%	MOST FREQUENTLY	
Dallas	65.4	AT HOME	%
Denton	6.5	Spanish	65
Rockwall	1.5	English	15.3
Collin	6.9	Spanish/English	18.8
Tarrant	12.2	Equally	0.4
Other	7.5	Another Language	

**MEDIAN AGE: 24
(VS. 32 FOR GENERAL MARKET)**



Advertising & Marketing Opportunities

- ✈ Display advertising
 - ✓ Front Page Premium positions
 - ✓ Sports, Local News
 - ✓ Classifieds
- ✈ Integrated advertising
- ✈ Special Sections
- ✈ Event Marketing
- ✈ Printing & Delivery
- ✈ Online: www.novedadesnews.com
- ✈ Reader Promotions
- ✈ Custom Publishing



Internet Usage

44

An ideal target with fast growth, larger households, and a younger population

- Over 15 million Hispanics are online
- 61% are online on a typical day
- 75% are online at least 3 to 5 times a week
- 50% spend their online time in Spanish

Source(s): Pew Internet & American Life Project, Roslow Research Group. Cyberatlas, Nielsen, Comscore.



Circulation



www.novedadesnews.com





Novedades reaches the most important Hispanic Market in the Dallas / Ft. Worth area”

- Every Wednesday 38,000
- FREE Distribution
- Retail Locations 85%
- Street Racks 10%
- Schools and Subscriptions 5%



The publication policy of Novedades News is to publish a weekly, community newspaper serving the Hispanic community of Dallas-Ft. Worth, and surrounding areas.

ZIP CODE	COMMUNITY	ZIP CODE	COMMUNITY
75201, 75203	Downtown Dallas	75040, 75041	Garland
75205, 75208	South Dallas,	75042, 75044	Mesquite
75209, 75210	West Dallas &	75080, 75081	Richardson
75211, 75212	Oakcliff	75081, 75149	Plano
75213, 75214		75069, 75074	McKinney
75215, 75216			Allen
75224, 75225			
75233		76006, 76010	Arlington &
		76012, 76013	Fort Worth:
75202, 75204	East Dallas	76022, 76028	(South, Southwest
75206, 75214	Pleasant Grove	76040, 76053	Northeast
75216, 75217		76054, 76060	West downtown
75218, 75223		76063, 76086	& Surrounding
75226, 75227		76087, 76102	areas)
75228, 75229		76103, 76107	North east
75230, 75248		76108, 76109	Tarrant:
75249, 75251		76110, 76111	(Including:
75252, 75287		76112, 76113	Bedford, Hurst,
75246		76113, 76114	North Richlands H
		76115, 76116	Watauga
75219, 75220	North Dallas	76117, 76118	Eules & H. City)
75231, 75234		76119, 76132	Forest Hill,
75235, 75240		76133, 76134	Kernedale,
75243, 75247		76137, 76140	Mansfield,
		76141, 76148	W. Settlement,
75006, 75050	Carrollton	76179, 76180	Burleson,
75060, 75061	Farmers Branch	76181, 76182	Saginaw &
75062, 76010	Grand Prairie	76183	Riveroaks
76012, 76014	Irving		
76102, 76014	Arlington		
76104, 76105			
76106, 76107			
76108, 76109			
76111, 76112			
76113, 76114			



Display Ad Sizes

BROADSHEET SECTION

FULL PAGE	3/4 PAGE	1/2 PAGE HORIZONTAL
\$3,024.00	\$2,268.00	\$1,512.00
1/2 PAGE VERTICAL	1/4 PAGE VERTICAL	1/8 PAGE
\$1,512.00	\$756.00	\$378.00

RATES GOOOL & APLAUSO! TABLOID SIZE



FULL PAGE	HALF PAGE
6 Col X 12" Size 10"x12" \$1,296.00	6 Col-6" Size 10"x6" \$648.00
1/4 PAGE	1/8 PAGE
3 Col-6" Size 5"x6" \$324.00	3 Col-3" Size 5"x3" \$162.00

PRE- PRINT INSERTS FREE STANDING INSERTIONS

Inserts are available in a run of 15,000 minimum or more. Inserts should be scheduled at least one full week in advance and should be delivered to the printing company contact your representative at Novedades News for scheduling of inserts (214)943-2932 OR E:MAIL: editorial@novedadesnews.com

Prices are as follows:

1 Page	\$50.00 x Thousand (net prices)
2 Pages	\$55.00 x Thousand
3 Pages	\$60.00 x Thousand
5 pages to 10 pages	\$65.00 x Thousand
10pages to 15 pages	\$75.00 x Thousand
15pages to 20 pages	\$85.00 x Thousand

GENERAL ADVERTISING RATES & SPECIFICATIONS

(Effective January, 2016)

Modular Size	Col. inches	Size	1X	8X	13X	26X	39X	52X
Full Page	126	6 X 21	3,024	2,586	2,531	2,449	2,313	2,177
3/4 Page	94.5	6 X 15.75	2,268	2,047	2,004	1,939	1,831	1,724
1/2 Page	63	6 X 10.5	1,512	1,393	1,364	1,320	1,247	1,173
1/4 Page	31.5	3 X 10.5	756	718	703	680	643	605
1/8 Page	15.75	3 X 5.25	378	359	352	340	321	302
1/16 Page	8	2 X 4	192	182	179	173	163	154
1/24 Page	4	2 X 2	96	91	89	86	82	77





Novedades


El Periódico Mexicano al Servicio de Todos los Hispanos


News

DALLAS / FT. WORTH

We look Forward to
a successful partnership

Thank You

 121 South Zang Boulevard
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 novedadesnews.com



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