

EL COLOMBIANO®

El periódico que se deja leer...

www.elcolombiano.net

Who We Are

EL COLOMBIANO® is a weekly publication founded in 1995 by Alfredo Mantilla, who continues as director-editor.

35.000 copies every week with free distribution in about 1,500 points in Southern and Central Florida covering strategically our area of influence.

Our pages reflect what our community seeks for: Content, quality analysis and comments that reflect our true identity. Our name reflects our nationality unambiguously.

According to Census 2010 figures, Colombians are the second ethnic population in Florida surpassed by Cubans in South Florida and Puerto Ricans in Central Florida, an estimate of one million of Colombian immigrants in Florida.

Today we print 32 pages on average on Friday of each week. With a base of 4 readers per copy and a distribution system that allows us to cover our area of affluence with people who share an idiosyncrasy that guarantees results by our advertising effectiveness.

We put together the best media to reach hispanics in Florida, the message is yours.

Our Resources

- Columnists
- Journalists
- Writers
- Graphic Reporters
- News and Photo Agencies

The New York Times

newscom



**Proprensa
COLOMBIA**

Among Our Clients



Bank of America



Bank of Opportunity™

Hispanics in United States

- 45.5 Millions of hispanics in United States.
- Purchasing power for 2015 \$1,25 Trillions.
- Minority group with greatest growth.
- 1.6 Hispanic business owners in Florida.
- 2.2 millions of Colombian in United States.

* Us Census Bureau

Readers Profile

Gender	Male	51%
	Female	49%
Age	<21	3%
	22-25	5%
	26-29	8%
	30-33	11%
	34-37	12%
	38-41	15%
	42-45	17%
	46-49	18%
	50+	11%
Education	High School	22%
	University (1-2 años)	16%
	University (3-4 años)	18%
	Bachelor	30%
	Master or Phd	9%
	None	5%
Individual Annual Income	<\$20K	10%
	\$20K - \$30K	15%
	\$30K - \$40K	24%
	\$40K - \$50K	33%
	>\$50K	18%
Employment	Full Time	45%
	Part Time	19%
	Self-Employed	30%
	Unemployed	6%
Country of Birth	Born in US	15%
	Born outside US	85%
Marital Status	Married	54%
	Single, and living with partner	22%
	Single, or living with relatives	16%
	Separated/Divorced/Widowed	8%
Language Preference at Home	English	4%
	Spanish	66%
	Both	30%

* Universe 250 readers

Our Coverage



We have widely distribution
on Miami-Dade, Booward and
Palm Beach Counties.

Orlando, Tampa and Naples
Coming Soon

Our Services

Print Advertising

- Display Ads
- Classifieds
- Inserts
- Special Issues
- Sponsor Sections
- Editorial Content

Web Advertising

www.elcolombiano.net

- Banners
- Yellow Pages
- Classifieds
- Links

Contact

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