

EL NUEVO HERALDO

el periódico hispano #1 condado Cameron

El Nuevo Herald was the pioneer of the Spanish publication in the Rio Grande Valley, and today remains a credible and dynamic source of Spanish language information for Cameron County and surrounding areas. The Spanish language newspaper, originally circulated only in the Brownsville area, now has expanded regional distribution in surrounding cities including Harlingen, San Benito, Weslaco, McAllen and Rio Grande City.

Unlike the rapidly shifting demographics of our nation, the Rio Grande Valley has been a multi-cultural region for years. Matching *El Nuevo Herald* demographics and developing a total market strategy means integrating Hispanics into every step of your planning process.

El Nuevo Herald and *elnuevoheraldo.com* integrated newspaper audience reach a desirable audience of almost 52,000 adults. About 90% of the target market reads *El Nuevo Herald* five days a week and 58% over four Sundays.

The demographic profile of *El Nuevo Herald* remains strong in reaching adults of all ages (54% age 30-54), Hispanic ethnicity (83%), home owners (59%), and 66% of households with children.

Market Research

El Nuevo Herald Audience Profile

- 87% - Five weekday print issues
- 41% - One Sunday print issue
- 58% - Four Sunday print issues

Reach by Demographics

- 51% - Male
- 49% - Female
- 89% - Hispanic
- 54% - Age 30-54
- 30% - Age 18-34
- 39% - Age 35-49
- 31% - Age 50 or older
- 60% - Married
- 78% - High school graduate or less
- 22% - Any college
- 59% - Own Home
- 82% - HH Adults (3+)
- 66% - Children in HH
- 76% - HHI Less than \$35,000
- 24% - HHI \$35,000 +

Target Population: 51,975 Cameron County Trade Area

Source: Scarborough 2013, R2



RIO GRANDE VALLEY MEDIA NETWORK
The Monitor | Valley Morning Star | The Brownsville Herald | El Extra
Mid Valley Town Crier | Coastal Current | El Nuevo Herald
South Texas Outdoors | RGV Moms



1400 E. Nolana Loop
McAllen, TX 78504
(956) 683-4040

El Nuevo Herald

DISTRIBUTION BY ZIP CODES / HOME DELIVERY AND SINGLE COPY

Daily

State Zip Code	City	Home Delivery	Single Copy	Total
78501	McAllen	30	73	103
78503	McAllen	13	64	77
78504	McAllen	8	48	56
78516	Alamo	14	74	88
78520	Brownsville	295	281	576
78521	Brownsville	698	421	1,119
78526	Brownsville	246	81	327
78537	Donna	13	72	85
78539	Edinburg	62	134	196
78541	Edinburg	1	12	13
78543	Elsa	2	53	55
78548	La Grulla	2	0	2
78550	Harlingen	91	59	150
78557	Hidalgo	0	59	59
78566	Los Fresnos	20	8	28
78570	Mercedes	2	29	31
78572	Mission	57	257	314
78574	Mission	0	5	5
78575	Olmito	43	21	64
78576	Penitas	0	7	7
78577	Pharr	26	101	127
78578	Port Isabel	4	0	4
78579	Progreso	5	0	5
78582	Rio Grande City	3	74	77
78584	Roma	11	0	11
78586	San Benito	0	25	25
78589	San Juan	7	25	32
78596	Weslaco	7	144	151
78597	S. Padre Island	0	40	40
Totals		1660	2165	
Total Combined				3825

Sunday

State Zip Code	City	Home Delivery	Single Copy	Total
78501	McAllen	30	52	82
78503	McAllen	13	46	59
78504	McAllen	8	34	42
78516	Alamo	14	52	66
78520	Brownsville	295	199	494
78521	Brownsville	698	298	996
78526	Brownsville	246	57	303
78537	Donna	13	51	64
78539	Edinburg	62	95	157
78541	Edinburg	1	8	9
78543	Elsa	2	38	40
78548	La Grulla	2	0	2
78550	Harlingen	91	42	133
78557	Hidalgo	0	42	42
78566	Los Fresnos	20	5	25
78570	Mercedes	2	20	22
78572	Mission	57	182	239
78574	Mission	0	4	4
78575	Olmito	43	16	59
78576	Penitas	0	4	4
78577	Pharr	26	72	98
78578	Port Isabel	4	0	4
78579	Progreso	5	0	5
78582	Rio Grande City	3	53	56
78584	Roma	11	0	11
78586	San Benito	0	18	18
78589	San Juan	7	18	25
78596	Weslaco	7	103	110
78597	S. Padre Island	0	29	29
Totals		1660	1534	
Total Combined				3194

Net National Insert Rates

Net Open Rate	Up to 4 pgs	6pgs	8pgs	12pgs	14pgs	16pgs	20pgs	24pgs	28pgs
	\$34.00	\$35.00	\$36.00	\$38.00	\$39.00	\$40.00	\$42.00	\$44.00	\$46.00

*\$5cpm zoning charge ** Sunday add \$1M

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National ROP Net Rates

Retail

Daily	
Open Rate	\$9.20
Sunday	
Open Rate	\$11.50

Classified

Daily	
Open Rate	\$9.20
Sunday	
Open Rate	\$11.50

1 Spot Color add 10% to ad cost
Full Color add 20% to ad cost

Standard Ink Colors (Yellow, Cyan & Magenta)

All color ad placements are subject to the mechanical capabilities of the press.



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