

"Our Business Is Bringing You Business"

**Specializing in Southern California's
Spanish Speaking Communities**

El AVISO ^{Since 1988}
Magazine

Serving

Los Angeles County - San Fernando Valley

Orange County - San Gabriel Valley - Inland Empire

www.elaviso.com

NAHP
National Association of Hispanic Publications, Inc.

VERIFIED
AUDIT CIRCULATION



President's Message

It is with great honor and satisfaction to bring you Southern California's leading Spanish language magazine "El Aviso". Southern California is well known for its movies, missions and ethnic diversity, it is also the home the largest concentration of Hispanics in the United States.

Our Hispanic community is very diverse with many levels of acculturation, assimilation and language subsets. The cultural sensitivity needed to succeed within this ever-growing population and economic powerhouse is a skill-set we are prepared to guide you through.

Our award winning magazine has been providing superior return on investment results for our business partners since 1988. El Aviso has the largest audience of any media vehicle in the Los Angeles Demographic Area (LADMA)*.

"Our Business Is Bringing You Business"

José R. Zepeda

President and Publisher



El Aviso is RELIABLE and TRUSTWORTHY

Since inception we've never missed a publication or a delivery date; we are audited by Verified Audit Circulation and print 325k weekly magazines.

Our magazine return rate is less than 0.01%.

Accessibility, easy to follow format and excellent content is what keeps our readers engaged and loyal. 15% of our readers consider our magazine to be a collector's item.



Awards



We are audited by



At the 2014 National Association of Hispanic Publisher's convention; El Aviso Magazine received First Place (Gold Award) for the Most Outstanding newsprint magazine of 2014 in the Nation. We also received first and second place award for "Best Magazine Cover" and other Journalism awards for our content.



Market Profile

- 48.4 million is the estimated Hispanic population of the United States as of July 1, 2014, the nation's largest ethnic or race minority.
- 3.1% was the percentage increase in the Hispanic population between July 1, 2008, and July 1, 2009.
- 132.8 million is the projected Hispanic population of the United States on July 1, 2050. According to this projection, Hispanics will constitute 30% of the nation's population by that date.
- As of 2009 the U.S. Hispanic population is 2nd Ranking in the world; only Mexico with 111 million had a larger Hispanic population than the United States' 48.4 million.
- 25.8 years is the Median age of the Hispanic population in 2009. This compared with 36.8 years for the population as a whole.
- 4.9 million is the Hispanic population of Los Angeles County, Calif., in 2009 the largest of any county in the nation.
- \$345.2 billion in Receipts were generated by Hispanic-owned businesses in 2007, up 55.5 percent from 2002.
- 76% of Hispanics of age 5 and older speak Spanish at home.

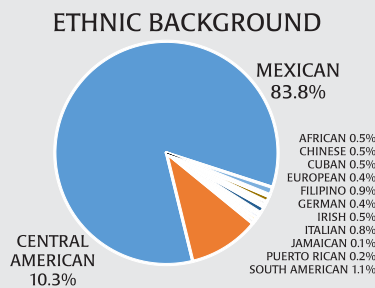
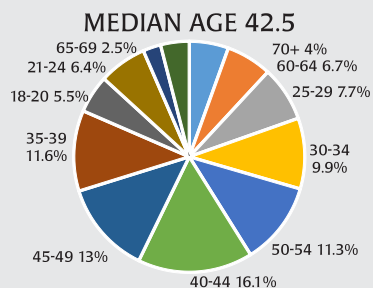
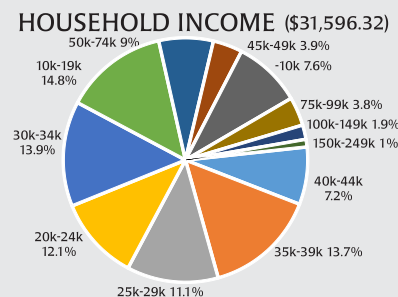
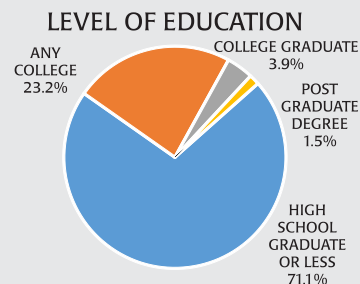
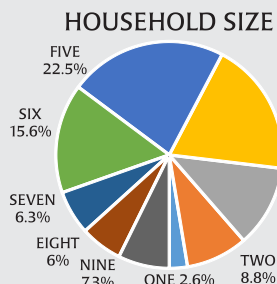
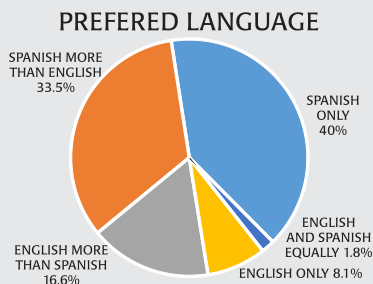
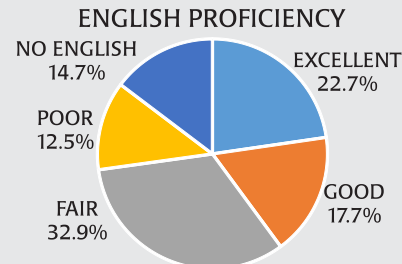
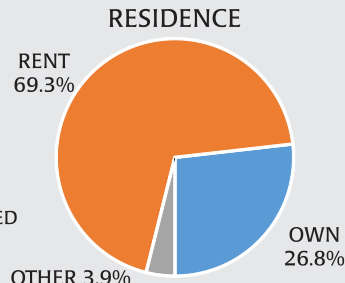
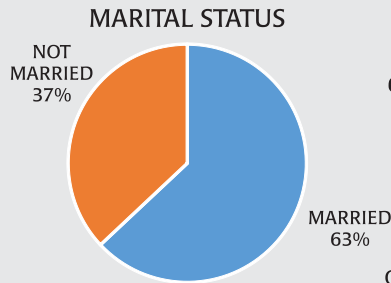
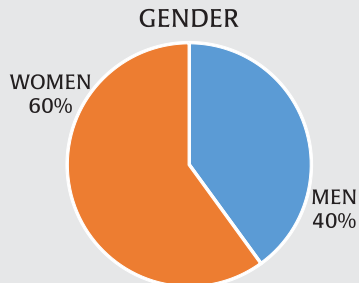
The U.S. Hispanic Population Grew 4 times faster than the Total Population

Between 2000 and 2010, the U.S. Hispanic Population grew by 43% growing from 20.6 million in 2000 to 31.8 million in 2010.

California's Population	38'802,549 *
Hispanics 38.6%	14'089,411 *
Los Angeles County Population	9'818,605 *
Hispanic Population 48.4%	4'683,475 *
City of Los Angeles	3'792,621 *
Orange County Population	3'010,232 *
Hispanics 34.3%	1'014,448 *
Inland Empire Population	4'115,871 *
Hispanics 49.55%	2'000,467 *

Source: United States Census Bureau

Reader's Profile



AVERAGE ISSUE AUDIENCE
601,359

OVER SIX MONTH AUDIENCE
1,173,423

*Source: Scarborough Market Release.
Los Angeles CA 2015 Release 1

www.elaviso.com/mediakit

Distribution Map

Los Angeles North 25,000 copies

Altadena 91001	Highland Park 90042	El Sereno 90032
Boyle Heights 90033	Lincoln Heights 90031	Montebello 90640
Cypress Park 90065	Pasadena 91104 91105	City Terrace 90063
East Los Angeles 90022	Glassell Park 90065	

Los Angeles Center 25,000 copies

Huntington Park 90255	Bell 90201	Walnut Park 90255
South Los Angeles 90003	Vernon 90058	Florence / Firestone
Bell Gardens 90201	Cudahy 90201	Maywood 90270
Los Angeles 90037		

Los Angeles South 25,000 copies

Long Beach 90806	Carson 90745	San Pedro 90731
Downtown Long Beach 90813	Wilmington 90744	Harbor City 90710
North Long Beach 90805	Signal Hill 90755	Lomita 90717
Belmont Heights 90814	Bixby Knolls 90807	Alamitos 90804

San Fernando Valley 25,000 copies

North Hollywood 91605	Tujunga 91042	Sun Valley 91352
San Fernando 91340	Glendale 91204	Valley Glen 91401
Van Nuys 91405	Pacoima 91331	Studio City 91604
Lake View Terrace 91342	Sherman Oaks 91403	Sylmar 91342
Valley Village 91607	Sunland 91040	Burbank 91504
Arleta 91331		

Orange County 25,000 copies

Costa Mesa 92626	Westminster 92683	Lake Forest 92630
Fountain Valley 92708	Garden Grove 92840	Huntington Beach 92648
Santa Ana 92703	Tustin 92780	San Juan Capistrano 92675
Midway City 92655	Laguna Hills 92653	

Inland Empire 12,500 copies

Colton 92324	San Bernardino 92401	Riverside 92503	Fontana 92335
Corona 92882	Bloomington 92316	Miraloma 91752	Rialto 92376

Orange County 25,000 copies

Anaheim 92805	Orange 92866	Fullerton 92832	La Habra 90631
Buena Park 92621	Stanton 90680	Placentia 92870	Cypress 90630

Southeast Los Angeles 25,000 copies

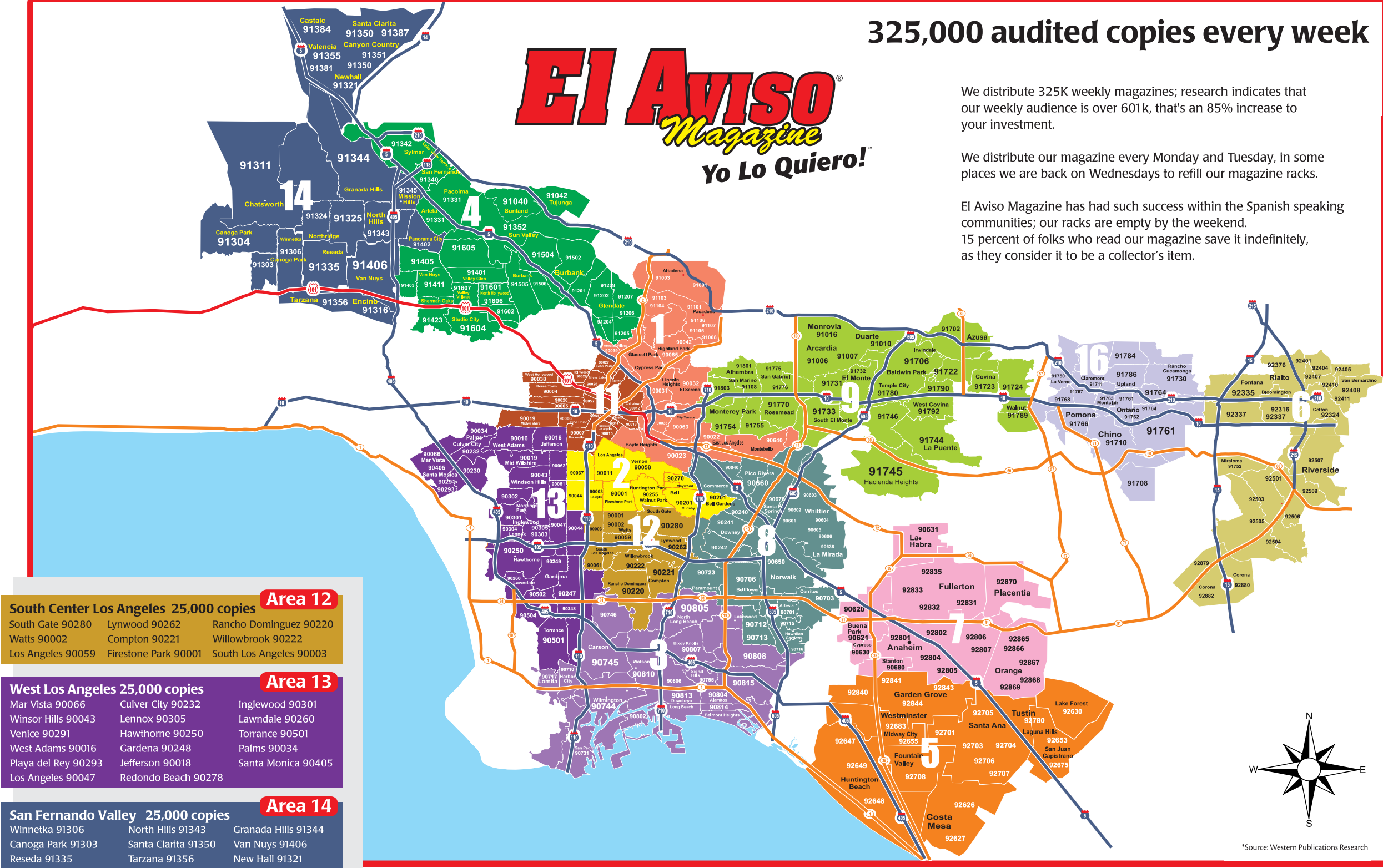
Downey 90241	Artesia 90701	Whittier 90602
Paramount 90723	Bellflower 90706	La Mirada 90638
Commerce 90040	Cerritos 90703	Norwalk 90650
Hawaiian Gardens 90716	Lakewood 90712	Long Beach 90808
Santa Fe Springs 90670	Pico Rivera 90660	

San Gabriel Valley 25,000 copies

Alhambra 91801	Irwindale 91706	La Puente 91744
Arcadia 91007	Hacienda Heights 91745	Monrovia 91016
Azusa 91702	Monterey Park 91754	Rosemead 91770
Baldwin Park 91706	South El Monte 91733	San Gabriel 91776
El Monte 91731	Temple City 91780	West Covina 91790
Duarte 91010	Covina 91723	Walnut 91789
San Marino 91108		

North West Los Angeles 25,000 copies

East Hollywood 90029	Echo Park 90026	Mid Wilshire 90019
West Hollywood 90038	Silver Lake 90026	South Park 90015
Korea Town 90004	Sanford 90020/90005	Dockweiler 90007
Los Angeles 90057	Wholesale District 90013	Chinatown 90012
Pico Union 90006	Downtown 90015	Griffith Park 90027



Why Advertise with El Aviso Magazine?

INCREASE YOUR SALES!!!

28 years of experience gives us the knowledge and ability to effectively market your products and services to the largest and fastest growing consumer group in our nation.

WE ARE THE GATEWAY TO THE HISPANIC MARKET

California's Hispanic communities have a wide variety of cultures and sub-cultures, along with diversified languages and expressions. Our vast experience has given us the ability to guide you through the various ethnicities within Hispanic communities that we specialize in.

RELIABLE

In 28 years El Aviso Magazine has never missed an issue, deadline or a distribution. We deliver on Monday's and Tuesdays, we go back to refill on Wednesday. Week to week our audience has come to rely on El Aviso Magazine for valuable tips and information.

LOCALLY AVAILABLE

El Aviso Magazine is a free publication; it is available within 136 cities in areas of high Hispanic concentration in the Los Angeles Demographic Area. Our distribution is strategically placed on busy streets, near bus stops, super markets, retail establishments, laundromats, restaurants and just about anywhere that is easily accessible to our audience.

DESIGNS THAT WORK

Our knowledge and experience of the Hispanic culture gives us the ability to develop your message and present it in a manner that is eye catching, effective and attractive to our audience. At the 2014 National Association of Hispanic Publications (NAHP) Convention in Chicago; El Aviso Magazine was recognized among its peers and received eight Gold awards including "Best Ad Design".

WE ARE AN AUDITED PUBLICATION

We are audited by Verified Audit Circulation who is recognized worldwide; advertisers, agencies and media buyers find value in the integrity of audited publications. Verified audit guarantees that the circulation figures reported for our publication are accurate, unbiased, current and easy to understand.

Advertiser and media buyers buy with confidence when they see the Verified Audit logo.

A GOOD INVESTMENT

Week to week, El Aviso Magazine engages the largest audience within the Los Angeles demographic area (Spanish speaking). Every week we distribute 325k magazines; surveys indicate our weekly audience is over 600k, which equals to an 85% increase to your investment.



Ads / Page Specs.

Ad Size	Columns Width	Width Inches	Height Inches
Full Page	5	7.33"	9.42"
4/5 of Page	4	5.83"	9.42"
3/5 of Page	3	4.33"	9.42"
1/2 Page Horizontal	5	7.33"	4.7"
1/2 Page Vertical	3	4.33"	7.83"
3/8 of Page	3	4.33"	5.5"
1/4 of Page	3	4.33"	3.8"
1/4 Page Glossy	2.5	3.58"	4.7"
3 columns x 3"	3	4.33"	3"
3 columns x 2.5"	3	4.33"	2.5"
1/8 of a Page	3	4.33"	1.9"
3 columns x 1.5"	3	4.33"	1.5"
2 columns x 2"	2	2.83"	2"
2 columns x 1.5"	2	2.83"	1.5"
Logo Front Page		1.9"	1"

**Deadline
is every
Wednesday
at 5pm**

Bleed Area: 8.42" x 10.67"
Trim Area: 8.17" x 10.42"
Image Area: 7.33" x 9.58"

Column Width: 1.33"
Gutter Width: 0.17"
Column Depth: 9.42"

Digital File Requirements

Please ensure electronic files submitted meet the following requirements:

- Applications accepted: MAC or PC Platforms; Quark XPress 7 or earlier; Adobe Photoshop; Adobe InDesign, Adobe Illustrator, Adobe PDF (high resolution) Cs5 or earlier; Freehand, Coreldraw X6 or earlier.
- All fonts need to be included and placed in a separate folder; include both screen and printer fonts. Do not stylize fonts in the layout applications.
- All images used need to be included and placed in a separate folder. Do not embed images.
- All graphics must be in TIFF or EPS format. All photos should be at least 300 DPI. All bitmapped graphics (line art) should be at least 600 DPI. No RGB or JPEG compressed images. No LZW compression.
- All colors should be assigned a CMYK value unless spot colors are being used for output.
- Please do not include crop or registration marks in the file

El Aviso
Magazine
Yo Lo Quiero!

belongs to
your community!

Thanks to your support, it is my pleasure to inform you 2015 has been the eighth year, we have funded and published a special edition magazine, dedicated to the fight against cancer. We have been able to raise over \$65k which has been donated to the American Cancer Society. We are involved with various non-profit groups, such as your local schools, YMCA, Salvation Army, Boys & Girls clubs of America, Kiwanis, Human Services Association, Faith Based Organizations and many more. Special thanks our readers and business partners for allowing us to give back to our communities.



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Distribution

325,000 Weekly COPIES

Our points of distribution are strategically placed in areas of high Hispanic population and traffic.

Free copies are available in locations such as:

Street corners, Laundromats, Medical and Dental clinics, Travel and Insurance agencies, carnicerias, grocery stores and businesses frequented by the Hispanic community.

El Aviso can also be found in news racks along main streets and markets with high foot traffic all to give your business better exposure.



CERTIFIED BY
SCMSDC
Southern California
Minority Supplier Development Council

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MEMBER OF
NAHP  
National Association of Hispanic Publications, Inc. LATIN BUSINESS ASSOCIATION

MEMBER OF THE FOLLOWING CHAMBERS OF COMMERCE

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Downey • East Los Angeles • Huntington Park • Mid Valley • North Hollywood • Ontario
Ontario Hispanic Chamber of Commerce • Pacoima • San Pedro • Santa Ana
San Fernando Valley • Santa Fe Springs • South Gate • Walnut Park
LA Latino Chamber of Commerce • Regional Hispanic Orange Chamber of Commerce
Regional Hispanic Long Beach Chamber of Commerce • California Hispanic Chamber of Commerce

El Aviso *Magazine*

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