

La Subasta

IS THE MOST IMPORTANT
NEWSPAPER THAT PROVIDES
BUSINESS PRODUCTS AND SERVICES

For the Hispanic market in Texas



Contact one of our customer service representatives

713.777.1010



► Vision of the hispanic market

- Hispanic population passes 50.5 million
- Quick facts
- Hispanics are the fastest Growing minority

VISION OF THE MARKET

HISPANIC POPULATION PASSES 50.5 MILLION

As of July 1, 2010, the estimated Hispanic population of the United States was 50.5 million (16% of the total U.S. population) with a purchasing power of \$1 trillion.

The Hispanic population increased by 15.2 million between 2000 and 2010, accounting for over half of the 27.3 million increase in the total population of the United States.

QUICK FACTS

There are 11.8 million Hispanic family households in the USA.

- Over 35 million (70%) of the nation's Hispanic population prefers to speak Spanish at home.
- The Hispanic population has an estimated purchasing power of about \$1 trillion, larger than the purchasing power of 14 countries worldwide.
- 63% of the U. S. Hispanic population is of Mexican descent.

HISPANICS ARE THE FASTEST GROWING MINORITY

Between 2000 and 2010, the Hispanic population grew by 43%, which was four times the growth in the total population at 10%.

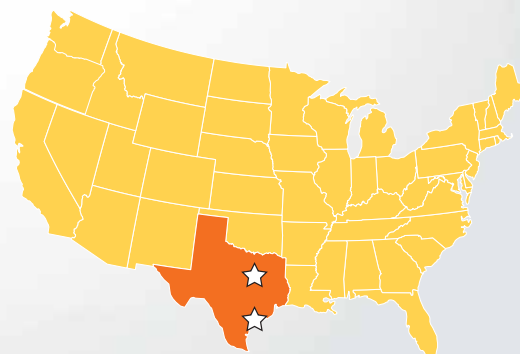
More than half of the growth in the total population of the United States between 2000 and 2010 was due to the increase in the Hispanic population.

Houston 1st and Dallas / Ft. Worth 2nd Hispanic Market in Texas

- With a population of over 919 thousand Hispanics in Houston, this city ranks 1st. in the entire state of Texas.
- 3rd place as the city with highest Hispanic population of the country.
- Dallas / Fort Worth appears as the 2nd city with highest Hispanic population of Texas with over 760 thousand and, in turn occupying 6th place in the United States.

* Top 10 Hispanic Market by population

Rank	City	Hispanic population	% Total Hispanics
1	New York, NY.	2,236,076	28.5
2	Los Angeles, CA.	1,838,822	48.4
3	Houston, TX.	919,668	43.8
4	San Antonio, TX.	838,952	63.2
5	Chicago, IL.	778,862	28.8
6	Dallas/Ft. Worth, TX.	760,925	39.2
7	Phoenix, AZ.	589,877	40.8
8	El Paso, TX.	523,721	80.6
9	San Diego, CA.	376,020	28.7
10	San Jose, CA.	313,636	33.1



* The Hispanic Population: 2010-2010 Census Briefs

* U.S. Census Bureau Survey of Business Owners - 2010 Census

* CURRENT POPULATION REPORTS - U.S. Department of Commerce - Economics and Statistics Administration - BUREAU OF THE CENSUS



► Summary

- Mission
- About us
- Vision
- Circulation
- Distribution
- Established
- Newspaper sections
- Content



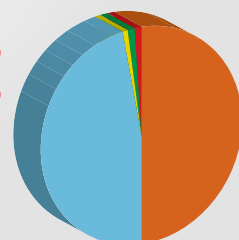
LA SUBASTA

Newspaper sections

- **PROFESSIONALS:** Doctors, chiropractors, lawyers, architects, engineers. etc.
- **AUTOMOTIVE:** Mechanic shops, garages, crane services, workshops transmissions, engines, mechanics in general, agencies buying and selling cars and others.
- **SERVICES:** Plumbers, electricians, carpenters, masons, cable telephone services and more.
- **TRAVEL:** Travel Agents, central bus, parcel delivery stores throughout Mexico and Latin America.
- **BUYING AND SELLING:** Houses, apartments, businesses, cars, furniture in general, etc.
- **ENTERTAINMENT:** Banqueting rooms, musical groups, entertainers for children, sale of products for parties and meetings, movies theater and more.
- **INSURANCE:** Insurance Agencies for cars, homes, life, health and others.
- **REAL ESTATE:** Houses to buy or sell, apartment complexes, business transfers, etc..
- **PERSONAL:** Fortunetellers, counselors, yerberías, cartomancy, and all kinds of beliefs.
- **EMPLOYMENT:** Here you can find all kinds of jobs, led by a variety of trades, technicians, professionals and more.
- **HEALTH:** General medicine, dentists, chiropractors, health clinics, natural medicine, opticians and others.
- **RESTAURANTS:** Here you will find a wide variety of traditional Mexican food restaurants, Oriental, Colombian, Salvadoreña, Honduran, Tex-Mex, etc..
- **EDUCATION:** Education centers, private schools, English courses, computing, crafts and technical schools.
- **STORES:** Grocery stores, supermarkets, bakeries, flea-market, meat market and more.
- **ADULT:** Massage centers and all kinds of adult products.

General Content of La Subasta:

✓ Display ads	324	50%
✓ Classifieds	310	47%
✓ Institutional ads / Chain Stores	9	1%
✓ Institutional ads of La Subasta	6	1%
✓ Columns	6	1%



About us / Summary

● Mission

For over 30 years La Subasta has provided a quality product and excellent service to our clients and readers. We are committed to support the growth of small businesses, to see them achieve their goals.

● About us

La Subasta is the business guide that offers products and services for the Hispanic market and is the most important of Texas, created in order to boost short-term growth of small and medium based businesses and in turn provide the Hispanic community a quick and efficient way of finding products and services in Spanish.

● Vision

Develop a mutual growth with our advertisers with a commitment to provide quality and service while offering the most effective advertising power than any other newspaper.

● Circulation

Our Houston market has more than 130,000 weekly copies reaching more than 455,000 readers each week. Our Dallas/Fort Worth market has more than 67,000 weekly copies reaching more than 234,500 readers each week.

(Audit verified by VERIFIED)

● Distribution

Our distribution is divided into 10 zones for the city of Houston and 6 zones for the city of Dallas, with the sole purpose of offering a better service to our advertisers that can focus more directly on the area you want to achieve according to the location of your business.

● Established

La Subasta Newspaper was created in 1981 by the Budini family with the purpose of providing opportunities for growth for business through a publication that would be the first of its kind in Texas.

Average age of readers

Age (Mean: 37.0)
Target %

Adults	18 - 34	50.7%
Adults	18 - 49	84.6%
Adults	21 - 49	77.8%
Adults	25 - 54	71.8%
Adults	35 or older	49.3%
Adults	50 or older	15.4%
Men	18 - 34	24.4%
Men	18 - 49	41.1%
Men	21 - 49	37.6%
Men	25 - 54	33.2%
Women	18 - 34	26.3%
Women	18 - 49	43.5%
Women	21 - 49	40.2%
Women	25 - 54	38.6%

- ▶ Average age of readers
- ▶ Adults over 50
- ▶ Household income
- ▶ Surveys



Household income

• \$25,000	or more	75.3 %
• \$35,000	or more	52.5 %
• \$50,000	or more	27.1 %
• \$75,000	or more	14.5 %
• \$100,000	or more	7.0 %

Survey

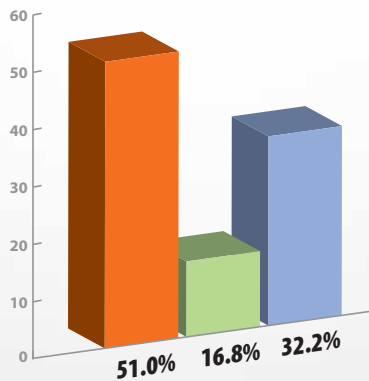
Created for Houston Hispanics

☐ Based-residents of Harris County, TX

☒ Projected: **1.7 million**

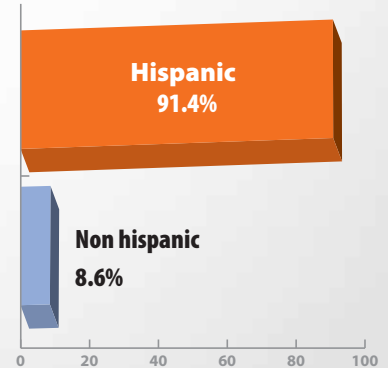
Hispanics living in this county which is the largest Texas

Employment situation

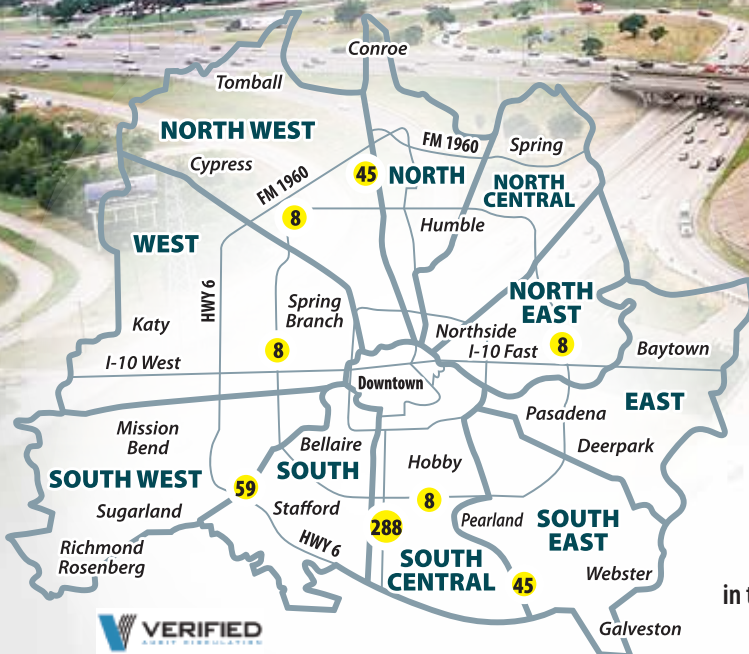


- Employed full time 35 hours or more
- Part-time employees less than 35 hours
- Unemployed

Readers in Spanish



Data collected by the United States Census Bureau

[Overview](#)[About us](#)[Readers profile](#)[Circulation](#)[Customers](#)[Web](#)[La Subasta](#)[► Distributors](#)**VERIFIED**
ADVERTISING**NORTH**

FM 1960
HUMBLE
CONROE
AIRLINE
ALDINE WESTFIELD
WOODLANDS
GREENSPRING
IMPERIAL VALLEY

SOUTH

HILLCROFT
BELLAIRE
STAFFORD
MISSOURI CITY
SOUTH MAIN HWY 90

WEST

KATY
HWY 6 NORTH
BEAR CREEK
MEMORIAL CITY
SPRING BRANCH
WESTHEIMER
I-10 KATY FRWY
ALIEF
DAIRY ASHFORD

SOUTH WEST

SHARPSTOWN
RICHMOND
ROSENBERG
SUGAR LAND
MISSION BEND

NORTH CENTRAL

SPRING
ATASCOCITA
KINGWOOD
IRVINGTON
NORTHSIDE
EAST EX FRWY

NORTH EAST

CHANNELVIEW
HIGHWAY 90
GALENA PARK
JACINTO CITY
I-10 EAST
MAGNOLIA
CROSBY
DENVER HARBOR

EAST

PASADENA
LA PORTE
BAYTOWN
DEER PARK
ALLEN GENOA
SOUTH HOUSTON

SOUTH CENTRAL

HOBBY AIRPORT
MACARIO GARCIA
WEST UNIVERSITY
DOWNTOWN
GALLERIA
MONTROSE
MEDICAL CENTER

NORTHWEST

VETERANS MEMORIAL
HOUSTON HEIGHTS
WALLER
FM 1960 WEST
CYPRESS
TOMBALL
W. MONTGOMERY RD

SOUTH EAST

PEARLAND
GULFGATE
ALVIN
TEXAS CITY
CLEAR LAKE
GALVESTON
WEBSTER
DICKINSON
LEAGUE CITY

Over 3,700 locations throughout the city

● DISTRIBUTION OF 10 ZONES

Every week La Subasta publishes separate editions for different areas in the city. This allows advertisers to accurately target the proper market.

DEADLINES

NORTH WEST & SOUTH
Wednesday before 5pm
For Monday publication

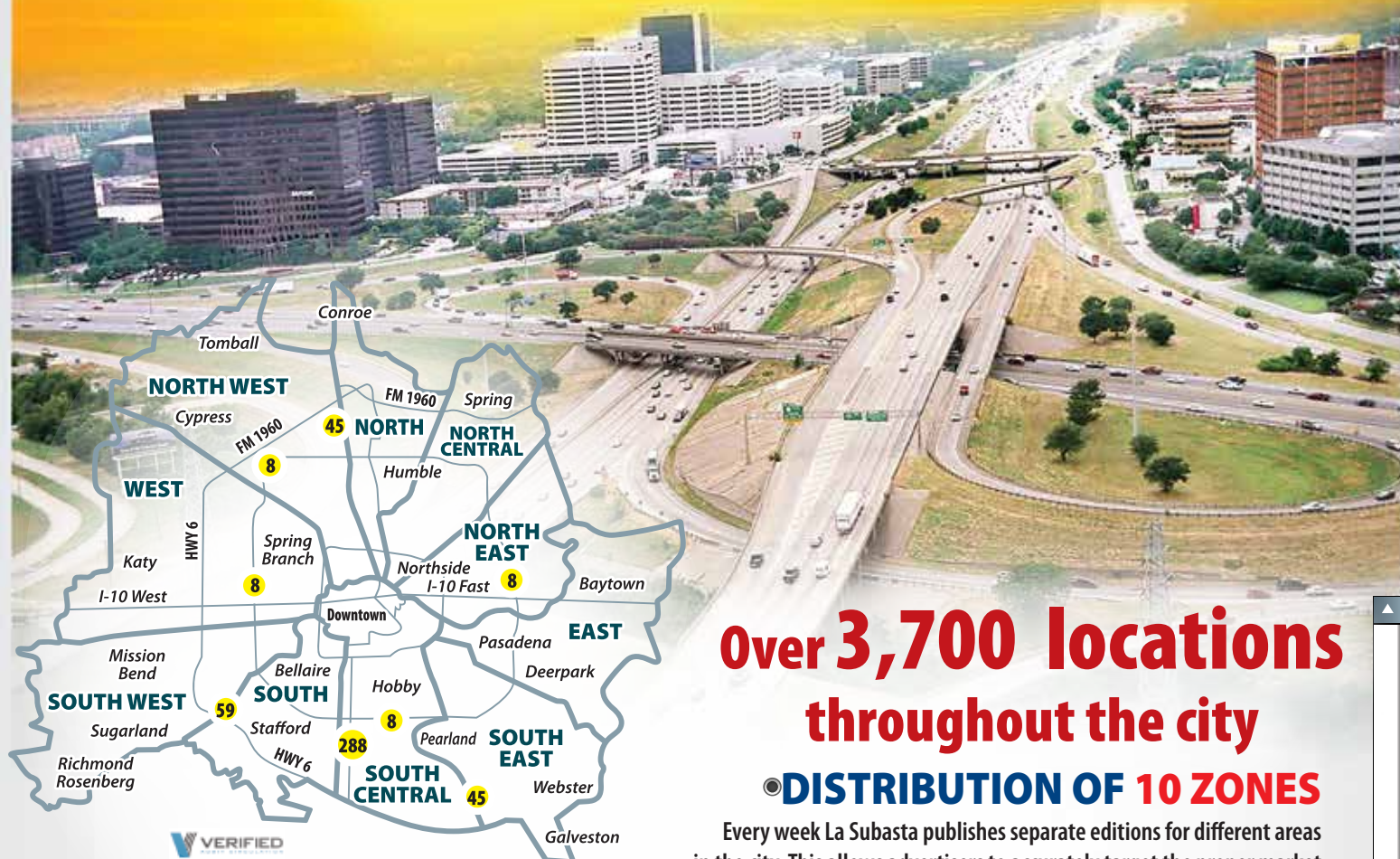
NORTH CENTRAL & SOUTH CENTRAL
Wednesday before 5pm
For Tuesday publication

SOUTH EAST & NORTH
Friday before 5pm
For Wednesday publication

SOUTH WEST & NORTH EAST
Friday before 5pm
For Thursday publication

EAST & WEST
Tuesday before 5pm
For Friday publication



[Overview](#)[About us](#)[Readers profile](#)[Circulation](#)[Customers](#)[Web](#)[La Subasta](#)[Search](#)[► Distributors](#)

over 3,700 locations throughout the city

● DISTRIBUTION OF 10 ZONES

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NOROESTE	SUR CENTRO	NORTE	OESTE	SUR	SURESTE	SUROESTE	NORESTE	ESTE	NORCENTRO
77429	77002	77301	77024	77401	77511	77036	77530	77520	77009
77008	77003	77303	77041	77031	77518	77072	77547	77521	77016
77014	77004	77385	77042	77035	77539	77083	77011	77530	77026
77018	77005	77022	77043	77051	77546	77099	77013	77532	77028
77038	77006	77032	77055	77071	77550	77469	77015	77536	77050
77040	77007	77037	77056	77074	77551	77471	77020	77562	77078
77064	77019	77039	77057	77081	77554	77478	77029	77012	77093
77065	77021	77060	77063	77096	77034		77044	77017	77346
77067	77023	77073	77077	77459	77048		77049	77571	77396
77068	77025	77076	77079	77489	77058			77502	
77070	77027	77338	77080	77477	77061			77503	
77086	77030	77346	77082		77062			77504	
77088	77033	77373	77084		77075			77505	
77090	77045	77386	77095		77087			77506	
77091	77047		77449		77089			77587	
77092	77053		77490		77565				
77362	77054		77450		77568				
77379	77087		77493		77573				
77388	77098		77494		77581				
77375					77586				
					77590				
					77591				
					77598				
					77386				

MONDAY: Northwest and South
TUESDAY: North-central and South Central
WEDNESDAY: Southeast and North
THURSDAY: Southwest and Northeast
FRIDAY: East and West



Chain Distributors

Distributors



Distributors



La Subasta distribution racks are located throughout the Houston / Galveston area.
Our publication is distributed in supermarkets, convenience stores, restaurants, public buildings,
gas stations and various outdoor locations.



PER COLUMN DIMENSIONS (Width)

- 1 column 1.56" Inches
- 2 columns 3.25" Inches
- 3 columns 4.93" Inches
- 4 columns 6.66" Inches
- 5 columns 8.32" Inches
- 6 columns 10" Inches

Retail Section

Number of Columns 6

Column Size 1.56 Inches

Space Between Columns 0.13 Inches

Inches Per Page 10" wide x 14" deep

Double Truck 21" wide x 14" deep

Mechanical Requirements



Full Page

6 col x 14"
84" Inches



1/2 Page
Vertical

6 col x 7"
42" Inches



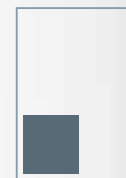
1/2 Page
Horizontal

3 col x 14"
42" Inches



1/4 Page

3 col x 7"
21" Inches



3 x 5

3 col x 5"
15" Inches



2 x 10

2 col x 10"
20" Inches



6 x 3

6 col x 3"
18" Inches



2 x 7

2 col x 7"
14" Inches



3 x 4

3 col x 4"
12" Inches



4 x 3

4 col x 3"
12" Inches

Accepted Materials & Formats

- ☐ All ad materials should be received in Digital form, and in PDF format created in a graphic design vector program such as: Corel Draw, Illustrator, Freehand, or Indesign.

- ☐ PDF archives • Camera Ready Art • InDesign• innd • Illustrator _ai.

Artwork

If you so require, your ad can be prepared by our professional graphic designers at no additional cost. Proof artwork before actual print date can be provided, but designs will not be made until an advertising agreement has been signed

Translations

Ads that are required to be translated are requested 48 hours in advance of regular closing times.



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C L I E N T E S

The following are clients that have partnered with La Subasta

MEDIA PARTNERS



PROMOTIONAL PARTNERS



The Houston Hispanic Chamber of Commerce

LA SUBASTA OPEN RATES

Criteria for calculating prices:

- Column
- Inches
- Area
- Weeks

- 1 Zone \$ 14⁰⁰
- 2 Zones \$ 28⁰⁰
- 3 Zones \$ 42⁰⁰
- 4 Zones \$ 56⁰⁰
- 5 Zones \$ 70⁰⁰
- 6 Zones \$ 84⁰⁰
- 7 Zones \$ 98⁰⁰
- 8 Zones \$ 112⁰⁰
- 9 Zones \$ 126⁰⁰
- 10 Zones \$ 140⁰⁰

- Combination Frequency Discounts Available.
- Minimum size: 2 x 2

Special Page

Additional %

Frequency Limitations

- Back Page
- Full Color
- Inside Back Page
- Pages 2 and 3
- Pages 4 and 5

50%

20%

25%

30%

25%

Maximum 12 months
Minimum 6 weeks

- Color in Back Page & Full Color sections providing if space is available

Days of publication and deadlines

HOUSTON

DALLAS

DEADLINES

DEADLINES

NORTH WEST & SOUTH

Wednesday before 5:00 p.m.
For Monday publication

NORTH EAST

Thursday before 5:00 p.m.
For Tuesday publication

NORTH CENTRAL & SOUTH CENTRAL

Wednesday before 5:00 p.m.
For Tuesday publication

SOUTH

Thursday before 5:00 p.m.
For Tuesday publication

SOUTH EAST & NORTH

Friday before 5:00 p.m.
For Wednesday publication

SOUTH WEST

Thursday before 5:00 p.m.
For Tuesday publication

NORTH WEST

Monday before 5:00 p.m.
For Friday publication

SOUTH WEST & NORTH EAST

Friday before 5:00 p.m.
For Thursday publication

EAST

Monday before 5:00 p.m.
For Friday publication

EAST & WEST

Tuesday before 5:00 p.m.
For Friday publication

NORTH CENTRAL

Monday before 5:00 p.m.
For Friday publication

LA SUBASTA PRE-PRINT FEES

PRE PRINT / INSERT RATES

Quantity	Per Thousand	Total Pages	Weight
15,000 to 20,000	\$60.88	1 - 4	.40 oz
	\$67.00	Up to 24 Pages	.80 oz
21,000 to 30,000	\$54.12	1 - 4	.40 oz
	\$59.33	Up to 24 Pages	.80 oz
31,000 to 45,000	\$51.41	1 - 4	.40 oz
	\$54.12	Up to 24 Pages	.80 oz
46,000 or more	\$48.70	1 - 4	.40 oz
	\$51.41	Up to 24 Pages	.80 oz

SPECIFICATIONS:

- Overweight materials (over .10 oz per pg.) are subject to 20% increase for every 10oz.
- Minimum amount accepted for distribution is 15,000.
- Rates are individual per publication.
- Rates per thousand are net, discounts are included in rates

DELIVER TO:

- ☒ Publico Printing (A subsidiary of La Subasta Inc.)
5602 Savoy Houston, TX 77036

RESERVATIONS:

- Inserts are to be received five (5) days prior to the publication dates.
- Pallet shipments are to be received no later than five days prior to date.

From the hours of 9a to 6 p Monday thru Friday

Each individual pallet should carry the name of the client, insertion dates and quantity in equal bundles. Single card inserts need to be packed in boxes and carry the name of the client, insertion dates and quantity as well.



Overview

About us

Readers profile

Circulation

Customers

Web

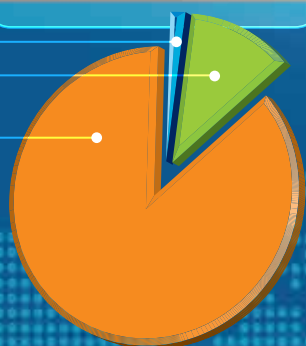
La Subasta

Search

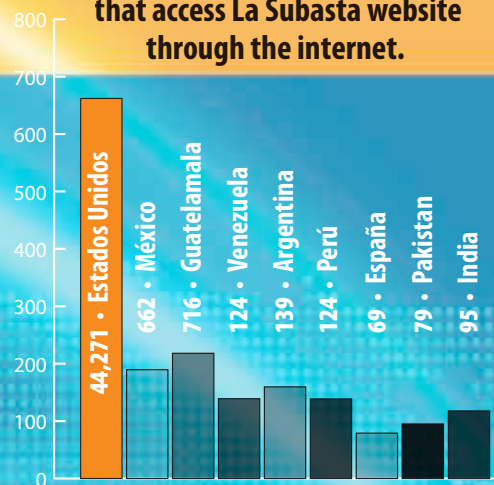
- **La Subasta** the internet has become the search method of the 21st century. La Subasta has direct access to its publication through its website; with interactive advertisements that offer our customers an additional advantage for advertising with La Subasta.

Averages

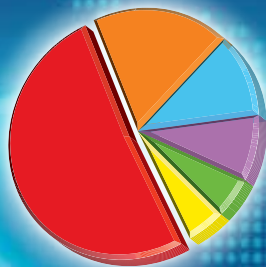
- ▶ monthly visits
- ▶ Access to several countries
- ▶ Available sources
- ▶ Category Search

Monthly Visits: **53,350**Page views: **384,441**Page visits: **7.21**

Examples of countries that access La Subasta website through the internet.



TOP TRAFFIC SOURCES:



SOURCES	VISITORS	TARGET %
Google (Search)	27,389	51.34%
La Subasta.com	9,839	18.44%
Google (cpc)	6,187	11.60%
Other Websites	4,589	8.60%
Yahoo (Search)	2,763	5.18%
Bing (Search)	2,583	4.84%

SEARCH CATEGORIES:

- Automotive
- Real estate
- Buy and sell
- Education
- Health
- Services
- Food stores
- Entertainment
- Personal Classifieds
- Professionals
- Employment
- Insurance
- restaurant
- Travel

WEB BANNERS AVAILABLE

POSITION

SIZE

WEEKLY PRICE



- Banner Header 615 x 120 px **\$150⁰⁰**
- Banner Lateral 165 x 220 px **\$37⁵⁰**
- Banner Bottom 940 x 150 px **\$100⁰⁰**

