

El Correo

➤ **mission**
we're all about
YOU!!!



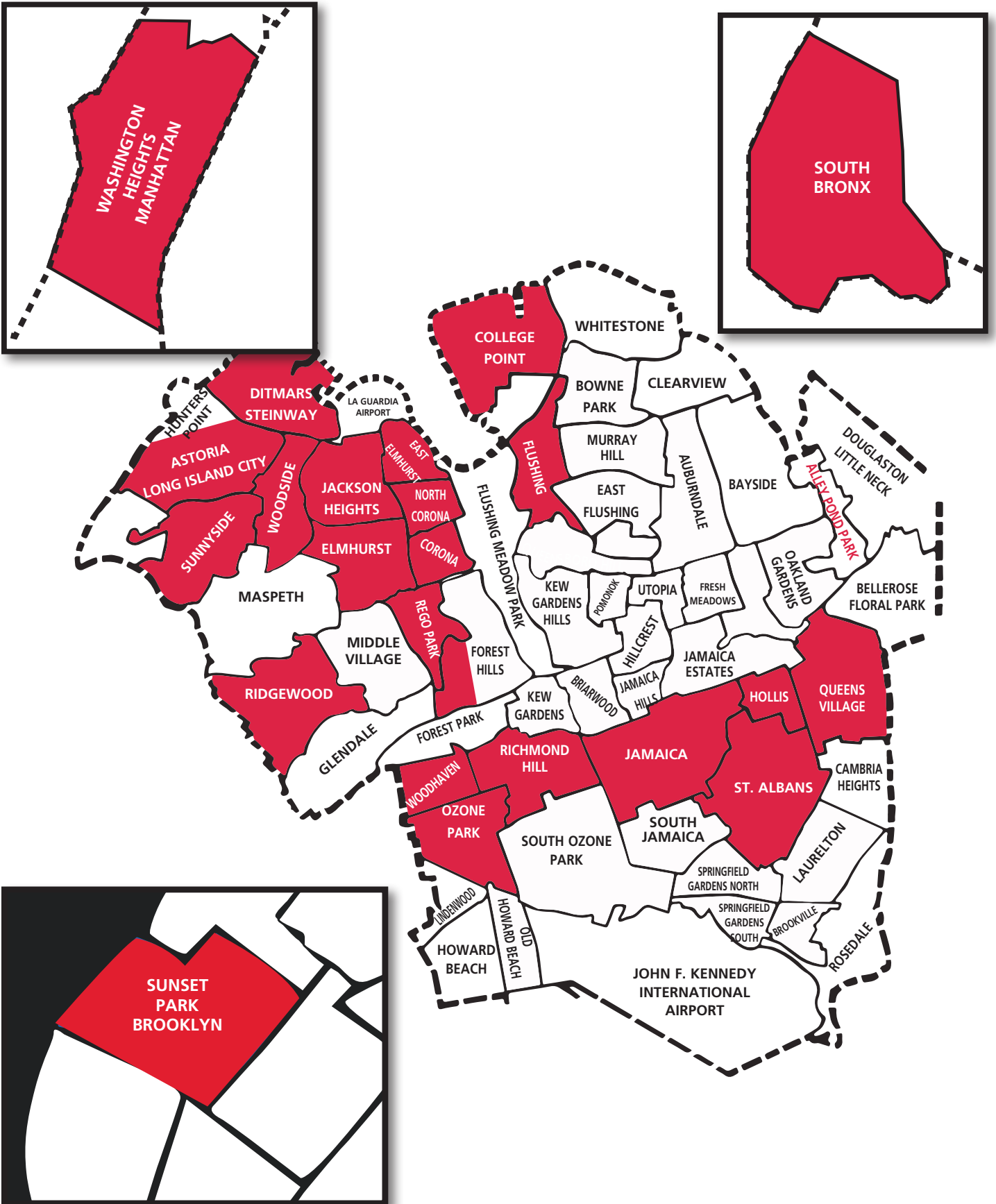
El Correo's mission is to provide the Hispanic communities of Queens and Brooklyn with the highest quality, award-winning newspapers. Reporting on schools, politics, business, entertainment, travel, health, seniors, religious and civic activities. Tracking the pulse of the Hispanic communities from people's backyards to the halls of government. Queens and Sunset Park, Brooklyn is home to over 663,000 Hispanics. We listen...We investigate...We get involved. We take pride in our grassroots coverage of the events that affect the daily lives of the people we serve.



El Correo has a certified audit guaranteeing its circulation.

- Serving the communities of
- Astoria
- College Point
- Corona
- E. Elmhurst
- Elmhurst
- Flushing
- Hollis
- Jackson Heights
- Jamaica
- Long Island City
- Ozone Park
- Queens Village
- Richmond Hill
- St. Albans
- Ridgewood
- Sunnyside
- Sunset Park in Brooklyn
- Woodside
- Woodhaven

➤ market coverage



QUEENS NEIGHBORHOOD BOUNDARIES

Reach the fastest growing market!

> demographics

Zip Code	Neighborhood	Avg Hispanic Household Income	Total Population	Hispanic Population	Hispanic Pop. Percentage
11372	Jackson Heights	\$44,307	71,332	40,388	57%
11368	Corona	\$41,981	98,609	64,090	65%
11385	Ridgewood	\$41,734	97,628	36,877	38%
11102	Astoria*	\$39,351	36,194	10,918	30%
11104	Sunnyside	\$45,598	29,479	8,446	29%
11373	Elmhurst	\$46,639	106,107	45,624	43%
11421	Woodhaven	\$50,755	37,615	16,355	44%
11418	Richmond Hill	\$46,079	36,826	13,747	37%
11369	E. Elmhurst*	\$49,117	36,067	17,971	50%
11428	Queens Village*	\$60,721	21,064	4,862	23%
11377	Woodside	\$45,735	88,512	33,744	38%
11355	Flushing	\$44,028	83,341	16,621	20%
11356	College Point	\$57,794	20,269	5,111	25%
11416	Ozone Park*	\$44,256	23,956	9,917	41%
11374	Rego Park/Forest Hills*	\$48,304	43,420	5,489	13%
11270	Sunset Park, Brooklyn	\$43,815	120,063	63,332	52.7%

*Statistics based on zip code listed. Neighborhoods overlap other zip codes.

> facts & statistics on the hispanic market

- > Over 25% of the population in Queens is Hispanic, that is 1 out of every 4 people.
- > Over 600,000 documented Hispanics live in Queens & Brooklyn.
- > The Hispanic population is growing 5 times faster than any other customer group.
- > The average Hispanic household income in Queens is over \$47,000
- > Over 52% of the population in Sunset Park, Brooklyn is Hispanic, that is 2 out of every 4 people.
- > Over 63,000 Hispanics live in Sunset Park, Brooklyn.
- > Hispanics spend more than half of their income in the consumption of goods, products and services — more than the rest of the population.
- > The average Hispanic Household income in Sunset Park, Brooklyn is over \$43,000
- > Over the last two decades the Hispanic market has shown an increase in income, level of education, employment and social status.
- > Hispanic political representation is growing steadily each year.
- > In the last five years, there was a substantial increase in the registration of Hispanics in private and state universities in the United States.
- > 74% of Hispanic newspaper readers have read at least 3 of the 5 issues. (2009 Hispanic Newspaper Audience survey, Alloy Access & Exceed Consulting Services)
- > Newspapers were reported as the preferred source for news & entertainment, as well as an appreciated source for promotional offers among all ages. (2009 Hispanic Newspaper Audience survey, Alloy Access & Exceed Consulting Services)

advertisers

NATIONAL, REGIONAL AND LOCAL

Offering cost effective marketing for local advertising, chosen by the largest corporations for the best coverage in Queens!



- Adelphi University
- AMB Funding
- Bally Total Fitness
- BJ's Wholesale Club
- Boricua College
- Calvary Cemetery
- Calvary Hospital
- Catholic Cemeteries
- Christie & Co.
- Citibank
- Coldwell Banker Laffey Assoc.
- Con Ed
- Continental Lighting
- CUNY
- Delgado Travel
- Di Blasi
- Elmhurst Hospital
- Fidelis Care
- H&R Block
- HB Chevrolet
- Health Plus
- Healthfirst
- Hispanic Chamber of Commerce
- Jamaica Hospital
- Kearns Funeral Home
- Koepel Volkswagon
- Leonards of Great Neck
- Major World Auto
- Medina Construction
- New York Hall of Science
- New York Hospital Of Queens
- Nissan of Queens
- Northshore L.I.J.
- NYC Health and Hospitals Corp.

- Parker Jewish Institute
- Plaza College
- Prudential Douglas Elliman
- Queens Center Mall
- Queens County Savings Bank
- Queens Crossing
- Queens Hospital Center
- Queens Long Island Medical Group
- Queens Medical Associates
- Raveco Medical
- RCN Cable
- S&B Warehouses
- Sam Ash
- Saturn of Long Island City
- Sheraton Hotel
- St. Michaels Cemetery
- Staples
- Star Nissan
- Star Toyota
- Star Toyota
- State Farm
- Sterling Vision
- TD Bank
- Terrace on the Park
- Three J. Pharmacy
- Time Warner Cable
- Universal Computers & Electronics
- US Coast Guard
- Walmart
- Washington Mutual
- Wells Fargo
- Western Union
- YMCA of Greater New York



special sections advertising calendar

2017

PUB DATE	SECTION
JANUARY 13	HEALTH • CATHOLIC SCHOOL WEEK
JANUARY 27	KIDS & EDUCATION • SPRING BRIDAL • TAX GUIDE
FEBRUARY 10	HEALTH • VALENTINE'S DAY • DOMINICAN INDEPENDENCE
FEBRUARY 24	KIDS & EDUCATION • TAX GUIDE
MARCH 10	HEALTH • COPING WITH DEATH
MARCH 24	KIDS & EDUCATION • SUMMER CAMPS • TAX GUIDE
APRIL 7	HEALTH • EASTER
APRIL 21	KIDS & EDUCATION • CINCO DE MAYO
MAY 5	HEALTH • MOTHER'S DAY
MAY 19	KIDS & EDUCATION • SUMMER CAMPS
JUNE 2	HEALTH • GRADUATION • FATHER'S DAY
JUNE 16	KIDS & EDUCATION • SWEET 15 • COLOMBIAN INDEPENDENCE
JUNE 30	SUMMER FUN • KIDS
JULY 14	HEALTH • AT HOME
JULY 28	KIDS & EDUCATION
AUGUST 11	HEALTH • BACK TO SCHOOL • DANCE • ECUADORIAN INDEPENDENCE
AUGUST 25	KIDS & EDUCATION • BACK TO SCHOOL • DANCE
SEPTEMBER 8	HEALTH • COPING WITH DEATH • HISPANIC PARADE
SEPTEMBER 22	KIDS & EDUCATION • WINTER BRIDAL
OCTOBER 6	HEALTH • RESTAURANT WEEK
OCTOBER 20	KIDS & EDUCATION
NOVEMBER 3	HEALTH • MEDICARE/MEDICAID
NOVEMBER 17	KIDS & EDUCATION • THANKSGIVING DINING
DECEMBER 1	HEALTH • MEDICARE/MEDICAID
DECEMBER 15	HOLIDAY GUIDE • NEW YEAR'S
DECEMBER 29	KIDS & EDUCATION



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