

# Do you want to reach the **Latino consumer** in the **Carolinas**?

All you need to do  
is advertise in:

## **La Noticia**

*The Spanish-Language Newspaper*

*Those who make things*



**La Noticia, Inc.**

5936 Monroe Road, Charlotte, NC 28212 • Phone: 704-568-6966 • [www.lanoticia.com](http://www.lanoticia.com)

# MEDIA KIT 2017



A member  
of NAHP

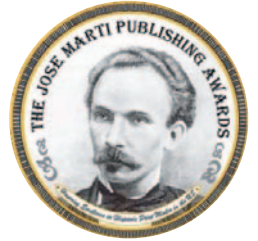


Proudly serving the Latino community for **20 years**

Our goal is to help our advertisers attract more Latino consumers to their businesses. We help companies large and small.

For rates please contact your Account Executive.

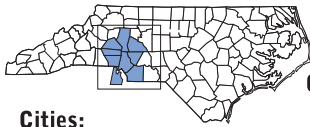
The most award winning newspaper in 2016



**Winner of 20**  
José Martí Awards

## Circulation

### La Noticia, Charlotte Area



Circulation ..... 26,000

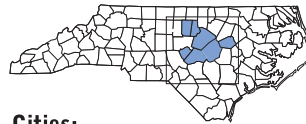
**Cities:**

Belmont	Davidson	Marshville	Rock Hill
Charlotte	Fort Mill	Matthews	Salisbury
Cherryville	Gastonia	Mineral Springs	Stanley
China Grove	Hickory	Monroe	Statesville
Concord	Huntersville	Mooresville	Wingate
Conover	Kannapolis	Newton	
Cornelius	Lincolnton	Pineville	

**Counties:**

Cabarrus	Iredell	Rowan
Catawba	Lincoln	Union
Gaston	Mecklenburg	York

### La Noticia, Raleigh, Durham, Chapel Hill Area



Circulation ..... 23,000

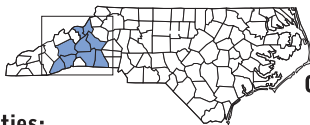
**Cities:**

Angier	Clayton	Knightdale	Smithfield
Apex	Durham	Morrisville	Wake Forest
Carrboro	Fuquay Varina	Raleigh	Wilson
Cary	Garner	Sanford	Zebulon
Chapel Hill	Kenly	Selma	

**Counties:**

Durham	Johnston	Orange	Wilson
Harnett	Lee	Wake	

### La Noticia, Asheville/Hendersonville Area



Circulation ..... 6,000

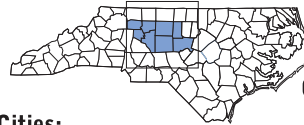
**Cities:**

Arden	East Flat Rock	Marion	Shelby
Asheville	Flat Rock	Morganton	Spruce Pine
Black Mountain	Fletcher	Newland	Swannanoa
Brevard	Forest City	Pisgah Forest	Weaverville
Candler	Hendersonville	Rosman	

**Counties:**

Avery	Cleveland	Mitchell
Buncombe	Henderson	Rutherford
Burke	McDowell	Transylvania

### La Noticia, Greensboro, Winston-Salem, High Point Area



Circulation ..... 18,000

**Cities:**

Asheboro	Haw River	Mebane	Thomasville
Burlington	High Point	Mocksville	Wiston-Salem
Clemmons	Kernersville	Ramseur	Yadkinville
Graham	Lexington	Randleman	
Greensboro	Liberty	Siler City	

**Counties:**

Alamance	Davidson	Forsyth	Randolph
Chatham	Davie	Guilford	Yadkin

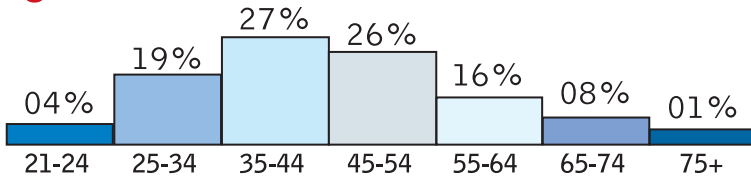
# Reader Demographics

78%

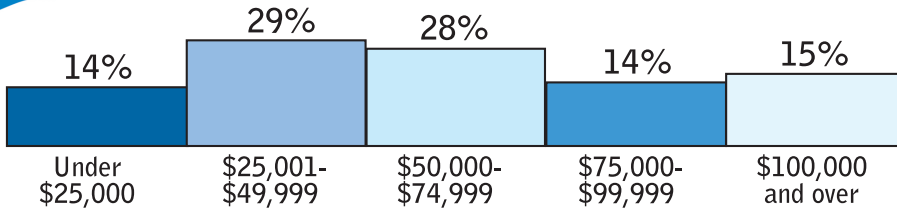
of readers frequently purchase products or services advertised in La Noticia



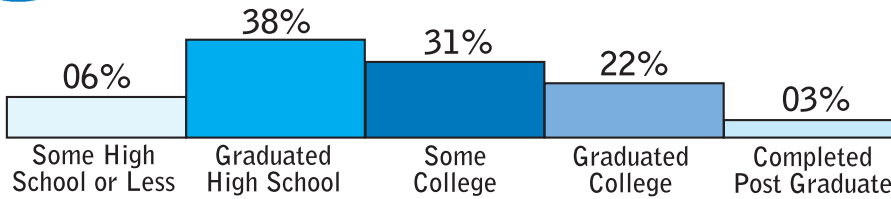
## age



## household income

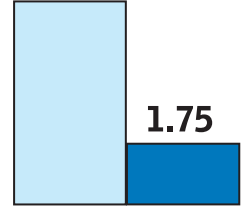


## education



## Average readers per copy

3.75



La Noticia National average

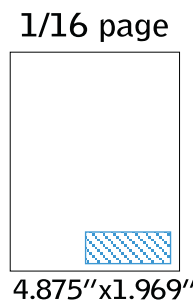
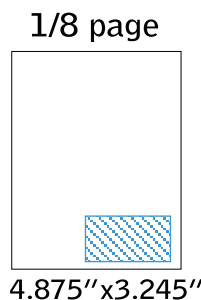
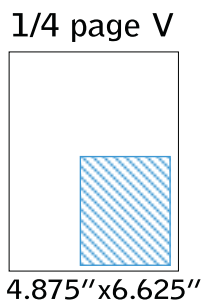
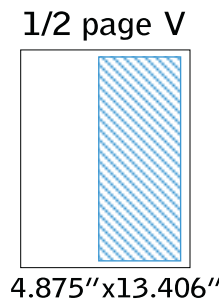
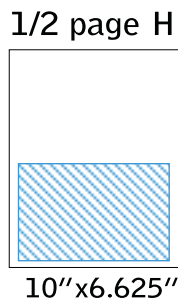
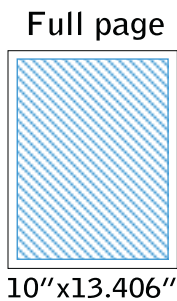
91%

of our readers have at least graduated from high school

Readership Study

# mechanical requirements

## Width x height (in inches)

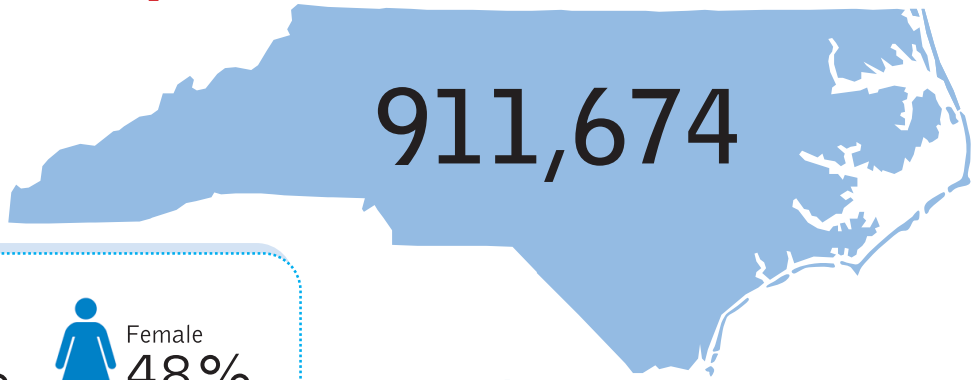


- Accepted image formats:**
- Adobe Acrobat pdf, jpg, tiff or eps.
  - Resolution should be set to 170 dpi.

- Accepted media:**  
CD, USB drive  
**or you may e-mail your ad to:**  
carolinas@lanoticia.com. When sending files through any of these media please include: your company name, issue in which your ad will appear, and the name of your sales representative.

- Accepted software in PC and Mac formats:**
- Quark Express version 6.1 or earlier.
  - PhotoShop version CS or earlier.
  - Adobe Acrobat PDF version 6.0 or earlier.
  - Freehand version 10 or earlier.
- Editable EPS converting all text to paths. All graphic files must be included!

# Latino Population in North Carolina



## Gender



Male  
52%



Female  
48%

## Median age

24.6 years old

## Median household income

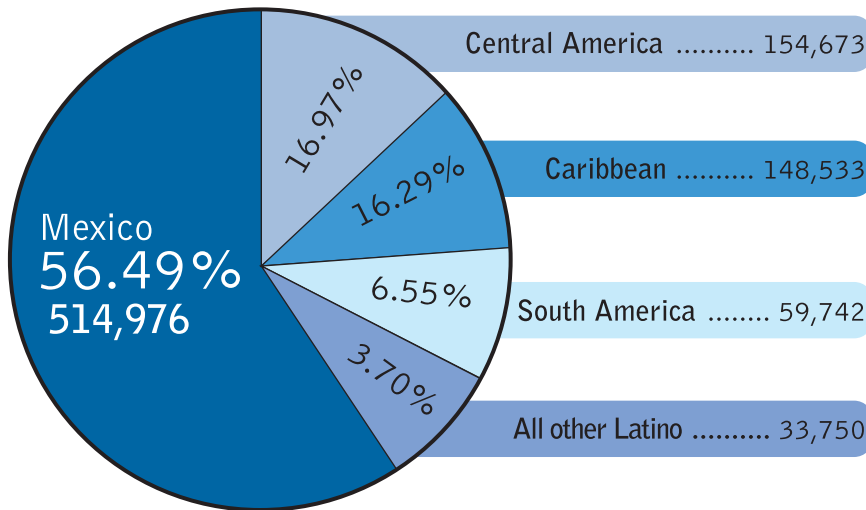
\$34,935

# 14 Billion

Buying Power of Latinos in NC

Buying Power: The Multicultural Economy

## by countries / regions



### (List of top 10 countries)

Mexico	514,976
Puerto Rico	101,864
El Salvador	54,148
Hondurans	50,931
Guatemala	34,208
Cuba	26,785
Colombia	24,589
Dominican Republic	19,884
Ecuador	11,672
Peru	7,353

## by percentage and population

**Charlotte Area**

10%  
235,000

**Raleigh, Durham, Chapel Hill Area**

11%  
232,000

**Greensboro, Winston-Salem, High Point Area**

10%  
156,000

**Asheville/Hendersonville Area**

7%  
32,000

# 85% of our advertisers are repeat clients

This means that week after week, month after month and year after year our clients are satisfied with their results and return to La Noticia for all of their advertising needs.

Here is an abbreviated list of some of the companies that advertise with us:



## Events organized by La Noticia



**LatinaCon**  
LATINO-AMERICAN WOMEN'S CONFERENCE

**VidaSana**  
Latino Festival

Event	City	Location	Date
LatinaCon	Winston-Salem	The Enterprise Conference and Banquet Center	Saturday May 6th, 2017
LatinaCon	Charlotte	Hilton Charlotte Center City	Saturday June 17th, 2017
Excelente	Raleigh	Hilton North Raleigh/Midtown	Saturday August 26th, 2017
Excelente	Charlotte	Hilton Charlotte Center City	Saturday September 30th, 2017
Vida Sana Latino Festival	Charlotte	St. Gabriel Catholic School	Saturday October 21st, 2017

# Special Editions



		Date
February	<b>Valentine's Day</b>	<b>8</b>
April	<b>5 de Mayo</b>	<b>3</b>
May	<b>Mother's Day</b>	<b>10</b>
June	<b>Father's Day</b>	<b>14</b>
June	<b>Independence Day</b>	<b>28</b>
September	<b>Hispanic Heritage Month</b>	<b>13</b>
November	<b>Thanksgiving</b>	<b>23</b>
December	<b>Christmas</b> <b>New Year</b>	<b>20</b> <b>27</b>

# 2017

# Sections



- Locales
- Comunidad
- Opinión
- Negocios y economía
- Estatales
- Sociales

