



Kent County has a total population of 629,237 residents with 10.1% being of Hispanic origin. Ottawa County has a total population of 276,292, with 9.4% of these being Latinos. The City of Grand Rapids (Grand Rapids City only) has a population of 193,792, of which 15.6% are Hispanic. The City of Holland (Holland City only) has a total population of 33,644, of which 22.7% are Latinos.



Our Community

West Michigan is comprised of Kent, Ottawa, Ionia, Allegan, Barry, Muskegon, and Newaygo counties. Of Michigan's cities, Grand Rapids (Kent County) and Holland (Ottawa County) have the highest latino population.

Apart from these figures, there are other bordering cities that represent important populations and have a significant Hispanic presence. According to the Census actualization in 2014, there are a total of 186,099 persons of Hispanic origin living in West Michigan.

Print Version

The printed version of El Vocero Hispano satisfies all the information and promotional needs of the Hispanic business community in West Michigan.

The newspaper contains sections pertaining to specific topics that are important to our readers consisting of: **Local News, State News, National News, International News, Health, Local Sports, National Sports, Business, Entertainment, Social, Real Estate, En-**

tertainment, and more.

El Vocero Hispano is distributed in principal centers of high Hispanic concentration which includes grocery stores, shopping centers, Latino businesses, and newsstands throughout the community.

Between 10,000 and 20,000 copies are printed weekly, taking into account harvest time in Michigan, when migrant workers descend on the state to pick the crops.

DEAR CUSTOMER,

El Vocero Hispano is the largest hispanic newspaper in western Michigan. Our weekly publication reaches the latino community through various outlets: print, online, mobile devices, and by mail. The circulation for the print version fluctuates between 10,000 and 20,000 weekly and the website receives more than 10,000 visits daily.

Since our first issue in 1993, we've been a media of excellence for hispanics, a principal medium of promotion for Hispanic businesses in western Michigan, and the primary source for companies looking to reach the hispanic market.

El Vocero Hispano relies on a team of seasoned journalists and photographers who cover the most important stories in West Michigan. Stories that are instantly uploaded to our website and published in our printed edition.

Our goal is to maintain the Spanish-speaking community well informed on current events happening in their communities, their homelands, the country, and around the world.

Aside from our press team and other sources, our press department is supported by one of the biggest global news agencies in the world, Associated Press.

El Vocero Hispano is member of the Michigan Press Association (MPA), Inter American Press Association (IAPA), as well as other important business entities.



Distribution

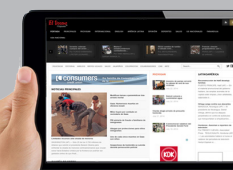
Copies of our newspaper are available to the public for free. They're delivered to:

- Local retail stores, bank offices, colleges and universities, and other businesses types
- Businesses in the Lake-shore area, Mid-Michigan, and Southwest Michigan
- Institutions and establishments via mailing subscriptions
- Press boxes offered in West Michigan

Online Version

El Vocero Hispano's Online version has proven very popular in the community, due to the instant posting news stories, the ability to post comments, and the display of photographs, especially in our Gallery of Photos in our Sports Section.

Our Online version is two-fold, a general section, and a local section. The general section is comprised of local, national, and international news. The local section is comprised of all the local news published in our print versions and all local breaking news. Our Website experiences approximately 10,000 visits daily, the majority of them from the local area.



El Vocero Hispano is available on mobile devices such as the iPhone and iPad. The applications can be downloaded for free via the mobile device's application store.



BETWEEN 10,000 AND 20,000

COPIES ARE PRINTED WEEKLY.



www.elvoceros.com

La única Web con las Noticias de tu Comunidad en Español

Infórmate
de lo que pasa en
Michigan
con un sólo
Click!

¡10,000 visits daily!

AD RATES PER INCHES

MECHANICAL DATA AND RATES

Six (6) columns x 14-inch column
depth Column Size: 1.53 inches
Space between columns: 0.197 inches
Full page: 10" wide x 14" depth.
Open Rate: \$18.00 per column inch
Insert Open Rate: \$110.00 per thousand
(10" x 7" Printed area)

FLAT RATES B&W COLOR

DOUBLE TRUCK	\$3,024	\$3,384
BACK PAGE	Color Only	\$1,800
FULL PAGE	\$1,512	\$1,692
HALF PAGE	\$756	\$936
QUARTER PAGE	\$378	\$468
EIGHT PAGE	\$216	\$306

• These prices vary according to the length of the contract.

COLUMNS

El Vocero
Hispano™

	1 (1.5 Inch)	2 (3.2 Inch)	3 (5 Inch)	4 (6.5 Inch)	5 (8.25 Inch)	6 (10 Inch)
1	\$18	\$36	\$54	\$72	\$90	\$108
2	\$36	\$72	\$108	\$144	\$180	\$216
3	\$54	\$108	\$162	\$216	\$270	\$324
4	\$72	\$144	\$216	\$288	\$360	\$432
5	\$90	\$180	\$270	\$360	\$450	\$540
6	\$108	\$216	\$324	\$432	\$540	\$648
7	\$126	\$252	\$378	\$504	\$630	\$756
8	\$144	\$288	\$432	\$558	\$684	\$828
9	\$162	\$324	\$486	\$648	\$810	\$972
10	\$180	\$360	\$540	\$720	\$900	\$1,080
11	\$198	\$396	\$594	\$792	\$990	\$1,188
12	\$216	\$432	\$648	\$864	\$1,080	\$1,296
13	\$234	\$468	\$702	\$936	\$1,170	\$1,404
14	\$252	\$504	\$756	\$1,008	\$1,260	\$1,512

Friday Format: Tabloid, 36-44 pages average



WEEKLY SECTIONS

- Local, National and World News
- Border News, Latin American
- Health
- Real Estate
- Employment
- Entertainment
- Life Styles
- Sports, local and abroad

FEATURED SPECIAL EDITIONS

- March:** Women's History Month
- May:** Cinco de Mayo Celebration
- August:** Back to the school
- September:** Hispanic Heritage Month
- November:** Diabetes Awareness Month
- December:** Christmas Holiday Edition

General Information

Copies Printed from 10,000 to 20,000
Full Color and B/W, 36-44 Pages.
Circulation Increases During the Summer

READERSHIP

186,099 Spanish speakers in West Michigan 88% between 25 and 65 years old
52% Male 48% Female
68% Married
79% Have children under age 18 living in household

DEFINED MARKET AREA BY COUNTY

Allegan, Barry, Calhoun, Eaton, Genesee, Ingham, Jackson, Kalamazoo, Kent, Macomb, Mecosta, Montcalm, Muskegon, Newaygo, Oakland, Ottawa, Van Buren, Washtenaw, Wayne, in addition to home delivery and mail distribution for out of state.

El Vocero
Hispano™

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El Vocero Hispano™ MEDIAKIT

