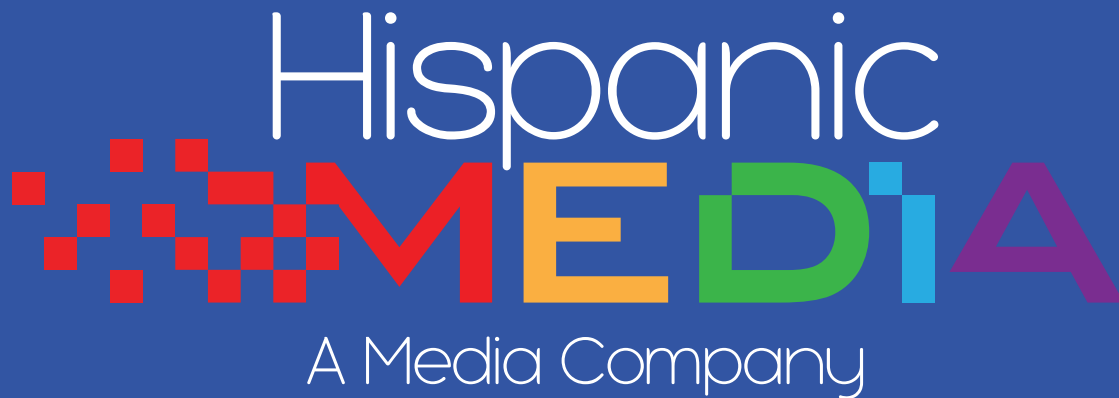


National Media Kit 2017



■ Network ■ Connect ■ Educate

198 W. Chew Ave. Philadelphia, PA. 19120 215.424.1200
1395 Brickell Ave. Suite 900. Miami, FL. 33131 305.440.9636

24
years

■ Network ■ Connect ■ Educate

In the
making



Our Company has been in the Hispanic market for 22 years.

We lead the way in providing information, searching for innovation in business and contributing to the education of Hispanics in the areas we serve Delaware Valley.

Our diversified portfolio of initiatives identifies us as being more than a print media company.

Editorial Breakdown



ENTERTAINMENT
NEWS



SPORTS



CELEBRITY
INTERVIEWS



TRAVEL



BEAUTY
AND FASHION



BUSINESS



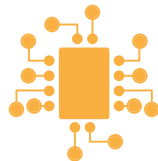
LIFESTYLE



MAMÁ
& FAMILIA



HEALTH



TECHNOLOGY



Our Community

**27 Years
Median Age
50 + Million Latinos**

**+35 Million Speak
2 Spanish at Home
(5 years old and over)**

**Hispanic US
Buying Power 3
is about \$1.4 Trillion**

Our Mission Statement

1

we are involved in several enterprises geared to the betterment of the Hispanic community. We lead the way in providing information, searching for innovation in business, and contributing to the education of the Hispanic community.

2

We serve as a bridge into and out of the Latin American community, helping to shape opinion, understand business, reporting on social problems, education, sports and culture.

3

Our multiple activities in business and the media, help us to get in touch with different segments of our society, enabling us to serve the needs of Hispanics Community in the cities and areas we service.

The Markets We Serve

● Hispanic Population

Philadelphia, PA



778,546

New Jersey



78,869

Wilmington, DE



1,639,949

Miami, FL



2,147,046



Total

Market

Reach

700,000

Weekly Readership



EL SOL
Latino Newspaper

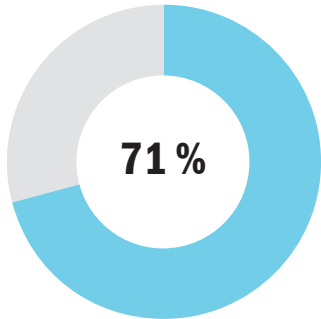
P HILADELPHIA



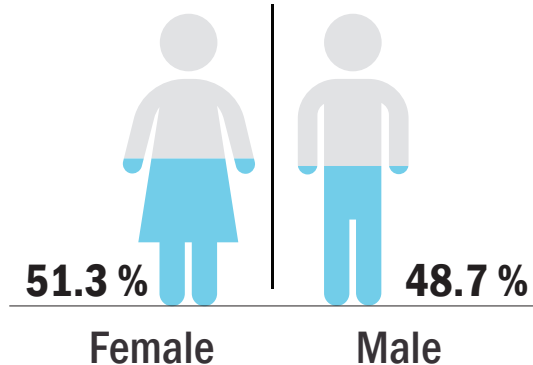
#17 HISPANIC Market

778.546 Latinos or 6.1%

- Median Age 40.1
- Household Size 2.45
- Median Household Income \$50.398



Home Ownership



OUR CIRCULATION



Over 60.000 COPIES

PENNSYLVANIA

- Bucks
- Delaware
- Montgomery
- Chester
- Lehigh
- Philadelphia

Distribution Network

Direct Mail

2.5%

Super markets

17.5%

Retail Distributions

60.0 %

Non-Profits

12.0 %

Others

8.0 %

Zip Codes

PENNSYLVANIA

Philadelphia

19102 19132
19103 19133
19104 19134
19106 19135
19107 19136
19111 19137
19114 19138
19115 19140
19116 19141
19119 19142
19120 19144
19121 19145
19122 19146
19123 19147
19124 19148
19125 19149
19128 19152
19130

Bucks County

19020
19007
19053
18974

Montgomery County

19012
19401
19403
19046
19090
19040

Lehigh County

18102
18103

Chester County

19311
19374
19380
19348

Delaware County

19082
19032
19079
19013



William Penn,
Founder of the Province of Pennsylvania, the
English North American colony and
the future Commonwealth of
Pennsylvania.”
Wikipedia



A vibrant nighttime aerial photograph of Atlantic City, New Jersey. The city's skyline is illuminated with a variety of lights, including the iconic blue and white neon of the Flamingo Las Vegas. The ocean is visible in the background under a dark, starry sky.

EL SOL
Latino Newspaper

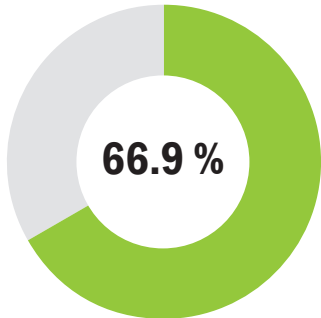
A TLANTIC CITY



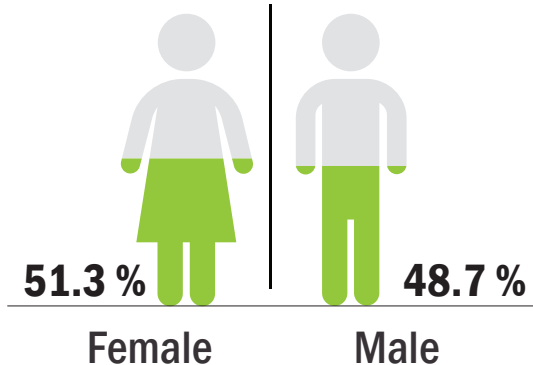
8,5% HISPANIC Population

1.639.949 Latinos

● Median Age	39
● Household Size	2.68
● Median Household Income	\$69.811



Home Ownership



OUR CIRCULATION



25.000 COPIES

NEW JERSEY

Atlantic 
Camden 
Cumberland Mercer 
Union 
Hudson 

Distribution Network

Direct Mail

1.2%

Super markets

18.8%

Retail Distributions

62.0 %

Non-Profits

10.0 %

Others

8.0 %

Zip Codes

NEW JERSEY

- Camden County

08101 08033
08102 08034
08103 08110
08002

- Atlantic County

- Cumberland County

08360 08302

- Mercer County

08608 08611
08609 08618

- Union County

07036 07208
07201 07060
07202

- Hudson County

07047 07302
07087 07306
07093 07307



The New Jersey Korean War Memorial
is dedicated to ensuring that
future generations remember veterans,
their proud and dedicated service."

Wikipedia



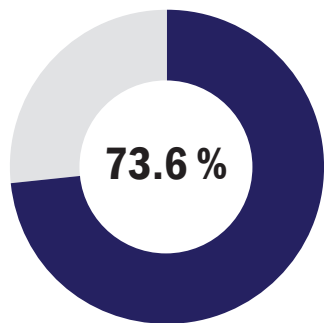
WILMINGTON



8,6% HISPANIC Population

78.869 Latinos

Median Age	38.8
Household Size	2.55
Median Household Income	\$57.599



Home Ownership



Female



Male



OUR CIRCULATION

DELAWARE

New Castle County

- 19701
- 19703
- 19709
- 19711
- 19713
- 19714
- 19709
- 19716
- 19720
- 19801
- 19804
- 19805
- 19808

12.000 COPIES

DELAWARE

New Castle ■
Sussex ■

Distribution Network

Super markets

20%

Retail Distributions

75.0 %

Non-Profits

5.0%

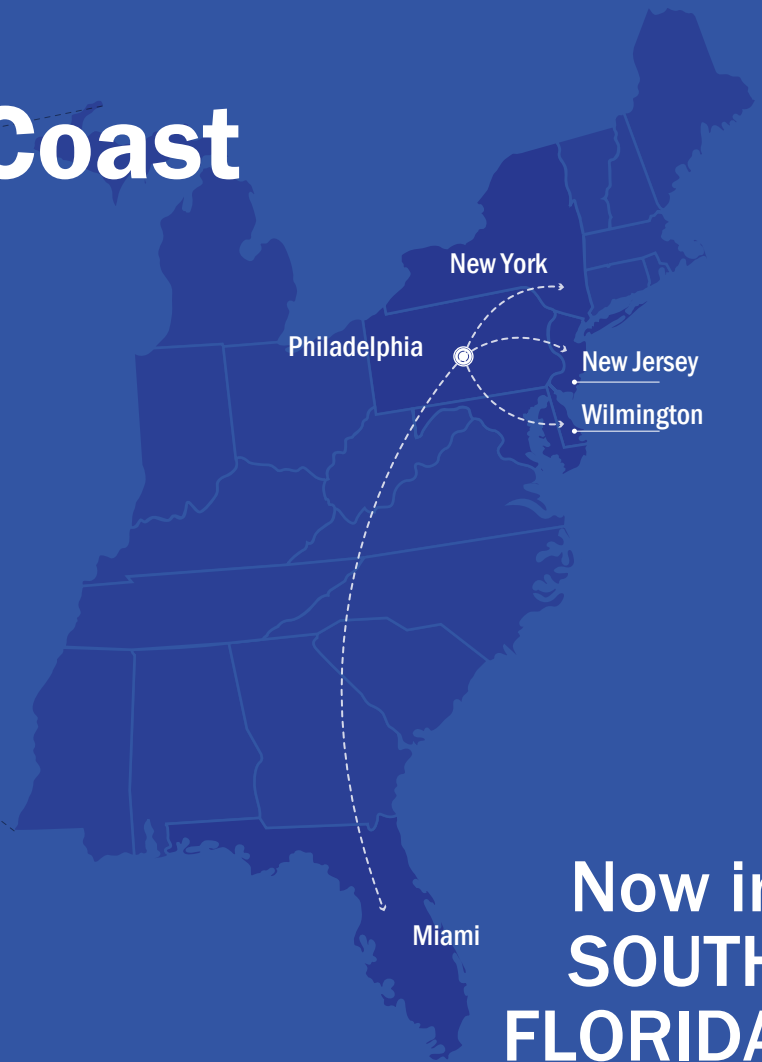
Proven Record on the Northeast Coast



Hispanics read more
newspapers than any
other community it's a
Cultural tradition

* Population statistics estimated by US Census 2012

EL SOL
Latino Newspaper



Now in
**SOUTH
FLORIDA**



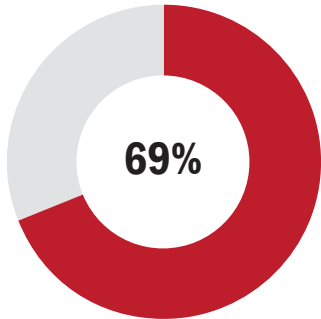
EL SOL
Latino Newspaper

M IAMI

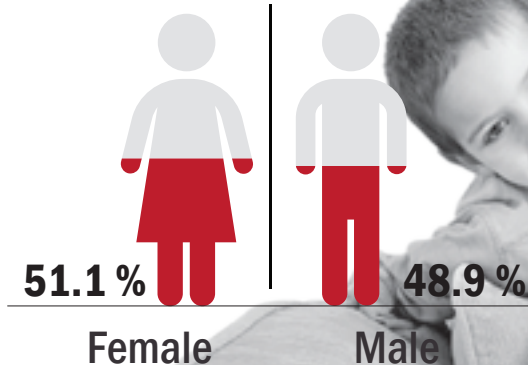
#3 HISPANIC Market

2.147.046 Latinos

- Median Age 40.7
- Household Size 2.56
- Median Household Income \$47.827



Home Ownership



OUR CIRCULATION



35.000 COPIES

MIAMI DADE BROWARD COUNTY

Downtown	■	Hollywood	■
Beach	■	Pembroke	■
Doral	■	Pines Miramar	■
Kendall	■	Weston	■
Hialeah	■		

Distribution Network

Direct Mail

2.5%

Super markets

17.5%

Retail Distributions

60.0 %

Non-Profits

12.0 %

Others

8.0 %

Zip Codes

FLORIDA

• Miami Dade

33178 33158
33130 33165
33131 33175
33134 33176
33135 33185
33144 33186
33193 33193
33122 33196
33166 33012
33172 33013
33178 33014
33182 33015
33155 33016
33156 33018

• Broward

33019 33025
33020 33027
33021 33029
33024 33026
33326 33327
33028 33331
33023 33332

2 COUNTIES
9 CITIES



The Florida Holocaust Museum is a Holocaust museum located at 55 Fifth Street South in St. Petersburg, Florida. Formerly known as the Holocaust Center, the museum officially changed to its current name in 1999.”

Wikipedia





**Hispanics read more
newspapers than any
other community it's a
Cultural tradition**

EL SOL
Latino Newspaper

Our 360° Platform

At your **fingertips**



Connect the **BRAND**
with the **CONSUMERS**

Print

- Newspapers
- Directories
- Inserts
- Creative ads
- Wraps

Digital & Mobile

- Digital solutions
- Videos
- Web banner ads
- Social media campaigns
- e-mail marketing
- Banners ads

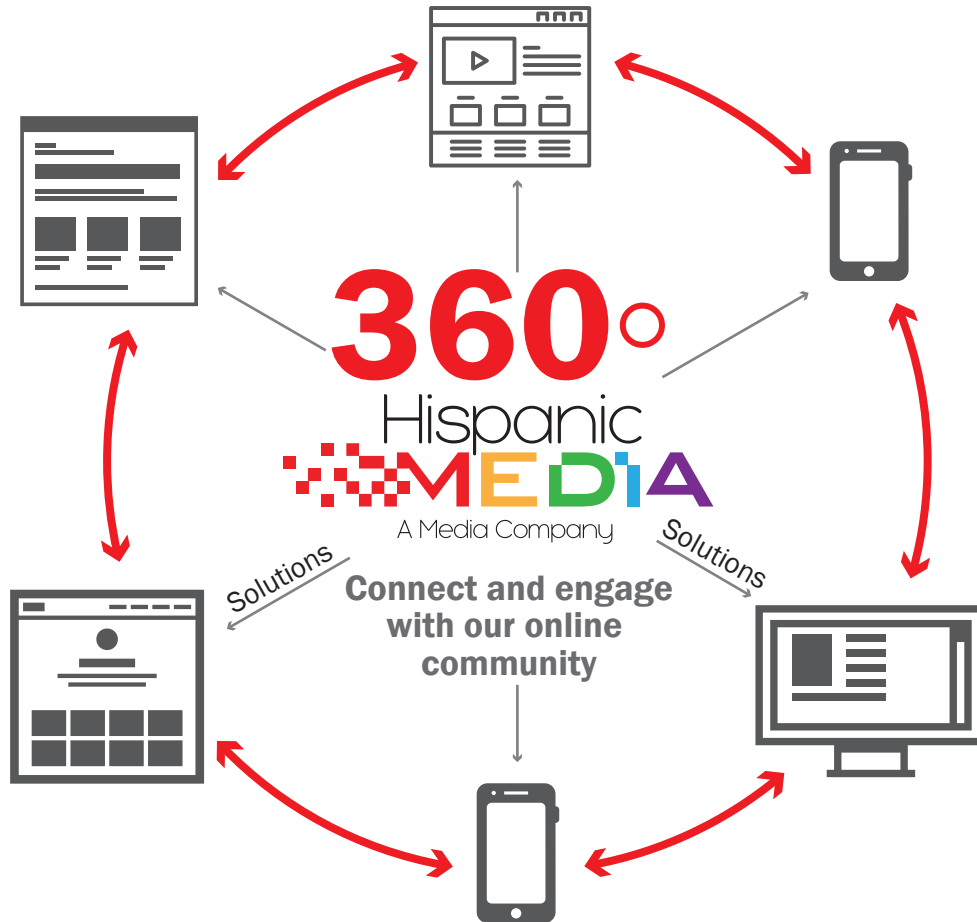
Event Market

- Experimental campaigns
- Buzz marketing
- Sponsorships activations
- Retail market campaigns

LCS

- Hispanic receptions
- Target demographics
- Signature brand events

Our **DGS** Digital and Global Solutions to keep you connected everywhere







■ Philadelphia ■ Delaware ■ New Jersey ■ Miami



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