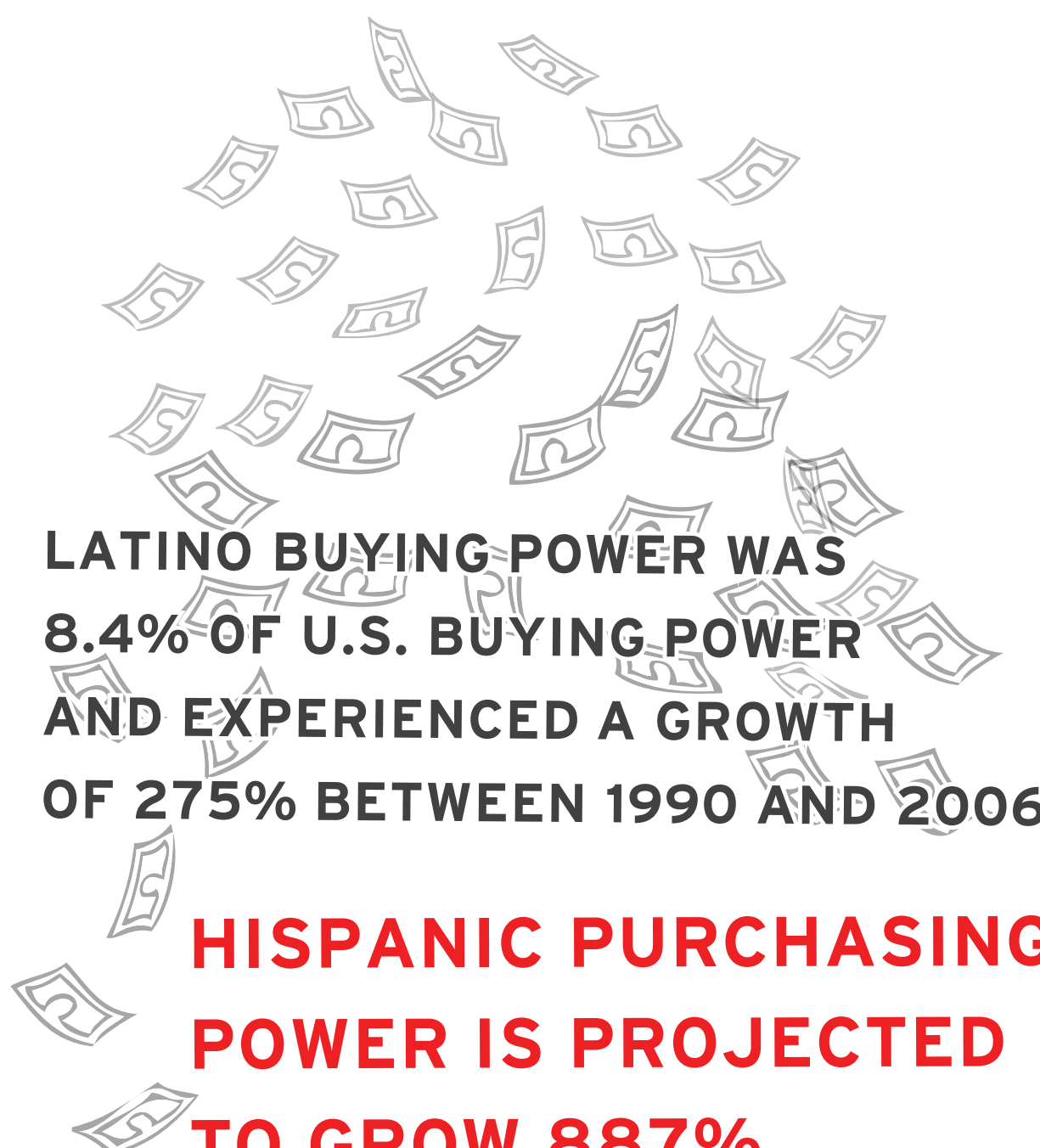




INTEGRATED HISPANIC MEDIA

PRINT
DIGITAL
BROADCAST
EVENTS





**LATINO BUYING POWER WAS
8.4% OF U.S. BUYING POWER
AND EXPERIENCED A GROWTH
OF 275% BETWEEN 1990 AND 2006.**

**HISPANIC PURCHASING
POWER IS PROJECTED
TO GROW 887%
THROUGH 2020.**

SOURCE: 2010 US CENSUS BUREAU



EL PLANETA MEDIA IS:

An integrated Hispanic media company in Massachusetts producing content and events relevant to our local audience. Whether it is print, television, digital, or events, all of our outlets are designed to help your business reach the fastest growing minority in Massachusetts and Greater Boston and **boost your presence in this important market.**

OUR MEDIA OUTLETS



The only locally owned and operated multicultural TV Station in Massachusetts.

- Broadcasting local Hispanic shows covering news, politics and entertainment.
- Find us at WCEA TV on channel 26 in Comcast/Xfinity / Digital Channel 45



A bilingual magazine dedicated to health and wellness for Hispanics and multicultural communities in MA.

- Long shelf life product
- Multiple distribution points
- Over 50,000 readers
- Appealing full color content and format
- Culturally appropriate



Since 2004, the leading publication in Spanish in the Greater Boston and Greater Lawrence Area.

- Each week, we reach 105,000 readers
- Three distribution methods: Boxes, drop points & subscriptions
- A mission oriented publication that informs, educates, and unites communities



The most visited local Hispanic website in MA.

- A complement to our print Edition of El Planeta & Health and Family
- Niche and engaged audience
- Breaking news and interactive features that engage our readers and social media followers.



OUR SIGNATURE EVENTS

In May



PowerMeter™ Diversity focused list with event highlighting the 100 most influential people in the community. At the MFA Boston.



In July



FestiLatino™ The largest Latino Festival in Boston. Seven hours of music and entertainment outdoors.



In October



Health and Family Event™ The largest health expo dedicated to the multicultural communities in Boston.



In November



Latin Taste of Boston™
 A unique and celebrated event where local restaurants unite to serve the best Hispanic and Latin-inspired cuisine.





MASTV IS:

- A local TV station that provides news, entertainment, and educational programs to Hispanics in MA.
- Perfect to reach Latin Americans and Brazilians alike.
- Dedicated to cover important local news, politics and entertainment.

Comcast Ch 26 | Digital Channel 58.1

HISPANIC AUDIENCE

According to the 2010 US Census, the Hispanic population in the Greater Boston area has grown at the rapid rate of 43% in the past decade. This growth accounts for 17.5% of the overall Massachusetts population with a total of 654,000 people. When Brazilian immigrants and undocumented Hispanics are included, the percentage increases to almost 30%. In certain areas such as Chelsea, East Boston, Lawrence, Worcester, and Everett, Hispanics account for more than 30% of the population.



According to the 2010 Census, **1 of every 6** persons in the US is Hispanic



Looking at the population under 18, the number becomes **1 in 4...**

COVERAGE MAP

- + Allston
- + Back Bay
- + Beacon Hill
- + Brookline
- + Charlestown
- + Dorchester
- + East Boston
- + Jamaica Plain
- + Mission Hill
- + Mattapan
- + North End
- + Roslindale
- + Roxbury
- + South Boston
- + South End
- + West Roxbury



PROJECTED POPULATION OF THE US, by Race and Hispanic Origin 2000-2050

Source: US Census Bureau (Census 2008)

As successive generations of existing and new immigrants from Central America and South America achieve higher educational backgrounds as well as more skilled and higher paying jobs, the median income of this segment of the population has grown and the local purchasing power exceeds \$9.2 billion per annum.

	2000	2010	2020	2030	2040	2050
ALL OTHER RACES	2.50%	3.00%	3.50%	4.00%	4.60%	5.20%
ASIAN ALONE	3.80%	4.60%	5.50%	6.30%	7.10%	7.80%
HISPANIC (OF ANY RACE)	12.60%	16.00%	19.40%	23.00%	26.70%	30.20%
AFRICAN AMERICAN ALONE	12.70%	12.90%	13.00%	13.00%	13.00%	13.00%
WHITE ALONE (NOT HISPANIC)	69.40%	64.70%	60.10%	55.50%	50.80%	46.30%





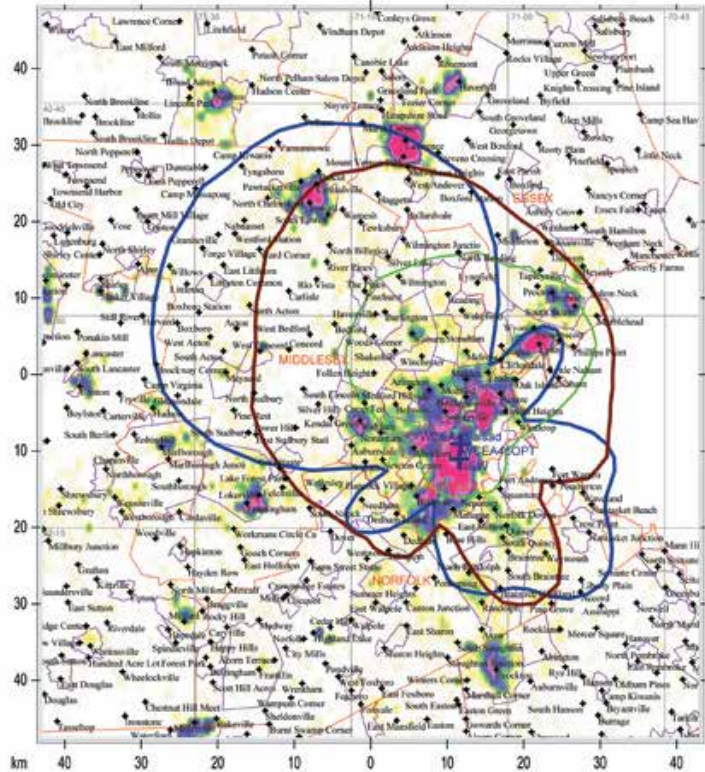
METRO BOSTON

- + ALLSTON
- + BACK BAY
- + BEACON HILL
- + BROOKLINE
- + CHARLESTOWN
- + DORCHESTER
- + EAST BOSTON
- + JAMAICA PLAIN
- + MISSION HILL
- + MATTAPAN
- + NORTH END
- + ROSLINDALE
- + ROXBURY
- + SOUTH BOSTON
- + SOUTH END
- + WEST ROXBURY

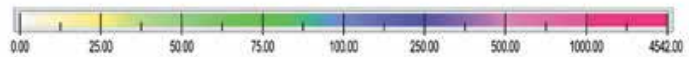
GREATER BOSTON

- + ARLINGTON
- + BILLERICA
- + BEDFORD
- + BRAINTREE
- + CHELSEA
- + CAMBRIDGE
- + DEDHAM
- + EVERETT
- + HAVERHILL
- + LOWELL
- + REVERE
- + LYNN
- + MALDEN
- + MEDFORD
- + NEEDHAM
- + READING
- + SOMERVILLE
- + QUINCY
- + PEABODY
- + SALEM
- + METHUEN
- + and others*

WCEA-LD CH 45 7.5 kW UHF DTV HANCOCK CENTER = BLUE, BROWN = 1.25 kW GREEN = CP



Communications Technologies, Inc. Marlton, New Jersey



County Borders City Borders Lat/Lon Grid

TIME SLOT

- 6AM TO 9:AM
- 9AM TO NOON
- NOON TO 2PM
- 2PM TO 5PM
- 5PM TO 9PM
- 9PM TO 10PM
- 10PM TO MIDNIGHT

SHOW / DESCRIPTION OF PROGRAMMING

- MORNING NEWS - TELESUR
- REPORTE MAS - IVIDEOS - MUNDO FITNESS
- TELEDONMATIAS NOTICIAS
- IVIDEOS - TELESUR NEWS
- TELENOVELAS - TELEROMANTICA
- REPORTE MAS - NOTICIAS LOCALES BOSTON
- TELENOVELAS





BOSTON'S NEWSPAPER IN ESPAÑOL



EL PLANETA IS:

- A free weekly newspaper, published each Friday.
- The only Hispanic Newspaper in MA with distribution boxes in major public transportation stops.
- Distributed over 1,000 drop points, reaching around 105,000 people each week.
- The largest circulating Spanish language newspaper across Boston, Greater Boston & Greater Lawrence Area, with a 96% average pick-up rate.
- Highly regarded for its editorial integrity
- Committed to offering relevant content to its audience

EL PLANETA'S EDITORIAL STRATEGY:

- Community Engagement
- Investigative Reporting
- Content Integrity
- Fresh and creative approach
- People profile & news analysis

EDITORIAL CALENDAR

- World Cup Update
- Financial Education
- Immigration Update
- Wedding Special
- Powermeter / El Planeta 10th Anniversary
- Immigration Update
- FestiLatino / Colombian Festival
- World Cup
- Back to School
- Immigration Update
- Hispanic Heritage Month
- Health & Wellness
- Latin Cuisine
- Thanksgiving / Black Friday Edition
- Holidays

DATE

- Mid January
- Early February
- Early March
- April & Early May
- Mid May
- Mid June
- Mid July
- June & July
- Early August
- Late August
- Sep. & Oct.
- Oct.
- Early Nov.
- Late Nov.
- Late December



MAIN DISTRIBUTION



WE COVER THE MAIN HISPANIC AREAS IN MASSACHUSETTS

GREATER BOSTON

02150 02134
02128 02135
02151 02141
02149 02142
02130 02143
02119 02108
02120 02109
02122 02110
02125 01970
02136 02446
02131 01904
02126 01901
02118 01905

LAWRENCE/LOWELL

01844
01832
01830
01850
01851
01852
01854
01840
01841
01843

*Zipcodes above are a highlight of our total circulation

CIRCULATION

City in Greater Boston area	Percentage of Hispanic from total population
Lawrence city, Essex County	74%
Chelsea city, Suffolk County	62%
Lynn city, Essex County	32%
Revere city, Suffolk County	24%
Everett city, Middlesex County	21%
Methuen Town city, Essex County	18%
Boston city, Suffolk County	17%
East Boston, Suffolk County	17%
Lowell city, Middlesex County	17%
Somerville city, Middlesex County	11%



*Detailed circulation information is available upon request as it varies from week to week.

**The top five cities with Hispanic populations in the Greater Boston area are: Boston, Lynn, Chelsea, East Boston and Lawrence.

The highest percentage of change is in the city of Lynn where the Hispanic population has grown 77%.

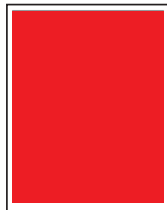
The biggest percentage of Hispanic population is in the city of Lawrence with 74%. However Boston is still the city with the most Hispanic residents.

*Source: 2010 US Census

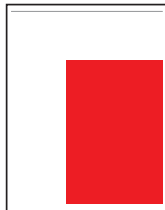


AD MEASUREMENTS

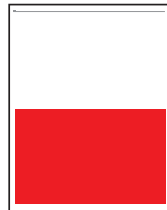
Size Specifications



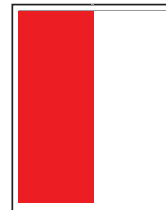
FULL PAGE
 10" X 12.75"
 (6 columns x 12.75")



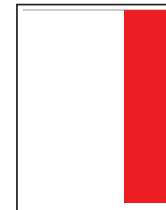
JUNIOR PAGE
 6.5" X 9.5"
 (4 columns x 9.5")



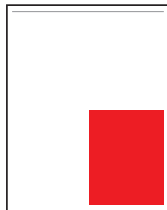
HALF PAGE (H)
 10" X 6.25"
 (6 columns x 6.25")



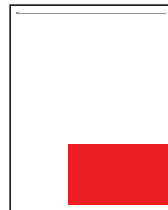
HALF PAGE (V)
 4.875" X 12.75"
 (3 columns x 12.75")



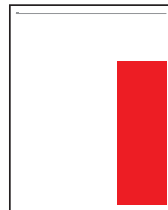
1/3 (R)
 3.25" X 12.75"
 (2 columns x 12.75")



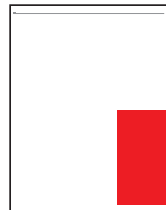
QUARTER PAGE (R)
 4.875" X 6.25"
 (3 columns x 6.25")



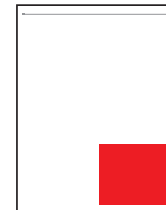
QUARTER PAGE (H)
 6.5" X 4"
 (4 columns x 4")



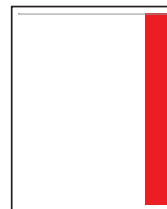
QUARTER PAGE (V)
 3.25" X 9.5"
 (2 columns x 9.5")



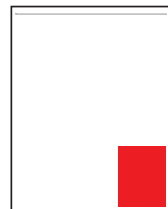
1/6 (R)
 3.25" X 6.25"
 (2 columns x 6.125")



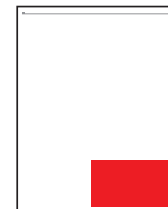
1/6 (H)
 4.875" X 4"
 (3 columns x 4")



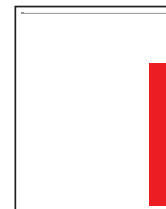
1/6 (V)
 1.5" X 12.75"
 (1 columns x 12.75")



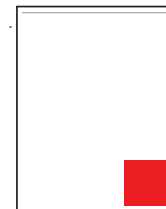
1/8 (H)
 3.25" X 4"
 (2 columns x 4")



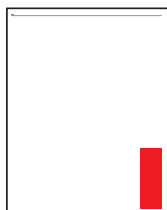
1/8 (H)
 4.875" X 3"
 (3 columns x 3")



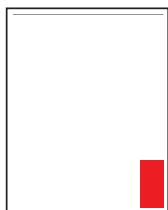
1/8 (V)
 1.5" X 9.5"
 (1 columns x 9.5")



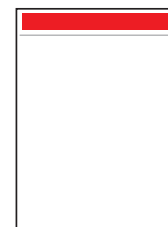
1/12
 3.25" X 3"
 (2 columns x 3")



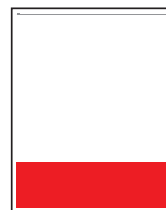
1/18
 1.5" X 4"
 (1 columns x 4")



1/24
 1.5" X 3"
 (1 columns x 3")



POP UP PAGE
 10" X 1"
 (6 columns x 1")



1/4 Page Banner
 10" X 3.75"
 (6 columns x 3.75")



Double 1/4 Center Page Banner
 20.5" X 3.75"
 (12 columns x 3.75")



NATIONAL RATE CARD

Sizes	Specs	Frequency (Rates for black and white ads)					
		1X	4X	8X	13X	26X	52X
Full Page	10" x 12.75"	\$2,250	\$2,138	\$2,025	\$1,913	\$1,688	\$1,463
1/2 Page	10" x 6.25"	\$1,294	\$1,229	\$1,164	\$1,100	\$970	\$841
1/3 Page	3.25" x 12.75"	\$975	\$926	\$878	\$829	\$731	\$634
1/4 Page	4.875" x 6.25"	\$788	\$748	\$709	\$669	\$591	\$512
1/6 Page	3.25" x 6.25"	\$529	\$502	\$476	\$449	\$397	\$344
1/8 Page	3.25" x 4"	\$402	\$382	\$362	\$342	\$302	\$261
1/12 Page	3.25" x 3"	\$272	\$258	\$245	\$231	\$204	\$177
1/18 Page	1.5" x 4"	\$184	\$175	\$165	\$156	\$138	\$119
1/24 Page	1.5" x 3"	\$138	\$131	\$124	\$117	\$103	\$90

Premium positioning sizes	Frequency (Rates for black and white ads)					
	1X	4X	8X	13X	26X	52X
Pop Up Oversized Page (2 Visible Sides)	\$1,448	\$1,369	\$1,284	\$1,189	\$1,082	\$962
Full Page Backcover	\$2,683	\$2,591	\$2,492	\$2,382	\$2,258	\$2,118
Full Page Inside Cover	\$1,900	\$1,851	\$1,798	\$1,739	\$1,673	\$1,598

All rates are gross.

PREMIUM POSITIONING

- 1/2 Page Center Spread 20%
- Full Page Center Spread 10%

Premium positioning values are already incorporated where applicable on rates above

COLOR CHARGE

Spot Color \$200 | 4 color \$400

INSERTS:

Pre-Printed inserts \$73 per 1000
Maximum Size 8.25" x 11" folded

POST YOUR PRINT AD ONLINE: At **EL PLANETA**  **.COM**
Boston's Online Hispanic Community



FSI / INSERTS RATE CARD

OPEN RATE PRE-PRINTED INSERTS \$73 PER 1000 | MAXIMUM SIZE 8.25" X 11" FOLDED
COST PER 1,000 DISTRIBUTED (GROSS) | TAB PAGES FRIDAY (GROSS)

FREQUENCY DISCOUNTS

TAB SIZE	FRIDAY ZONED MINIMUM OF 10K INSERTS	ESTIMATED WEIGHT IN LBS	FREQUENCY DISCOUNTS				
			4X	8X	13X	26X	52X
			DISCOUNT				
			7%	9%	10%	12%	15%
UP TO 2 SHEETS	\$62	0.08	\$58	\$56	\$56	\$55	\$53
UP TO 8	\$63	0.42	\$59	\$57	\$57	\$55	\$54
UP TO 16	\$65	0.84	\$60	\$59	\$59	\$57	\$55
UP TO 28	\$66	1.47	\$61	\$60	\$59	\$58	\$56
UP TO 40	\$67	1.68	\$62	\$61	\$60	\$59	\$57
UP TO 52	\$68	2.7	\$63	\$62	\$61	\$60	\$58
UP TO 60	\$69	3.0	\$64	\$63	\$62	\$61	\$59
UP TO 72	\$71	3.8	\$66	\$65	\$64	\$62	\$60
UP TO 84	\$73	4.63	\$68	\$66	\$66	\$64	\$62

FREQUENCY DISCOUNTS

TAB SIZE	FULL RUN (35K)	ESTIMATED WEIGHT IN LBS	FREQUENCY DISCOUNTS				
			4X	8X	13X	26X	52X
			DISCOUNT				
			7%	9%	10%	12%	15%
UP TO 2	\$59	0.12	\$54	\$54	\$53	\$52	\$50
UP TO 8	\$60	0.42	\$54	\$54	\$54	\$53	\$51
UP TO 16	\$62	0.84	\$56	\$56	\$56	\$54	\$52
UP TO 28	\$63	1.47	\$57	\$57	\$56	\$55	\$53
UP TO 40	\$64	2.1	\$58	\$58	\$57	\$56	\$54
UP TO 52	\$65	2.7	\$59	\$59	\$58	\$57	\$55
UP TO 60	\$66	3.0	\$60	\$60	\$59	\$58	\$56
UP TO 72	\$67	3.8	\$61	\$61	\$61	\$59	\$57
UP TO 84	\$69	4.63	\$63	\$63	\$62	\$61	\$59

POST YOUR PRINT AD ONLINE:

At **EL PLANETA** 
Boston's Online Hispanic Community



EL PLANETA 
Boston's Online Hispanic Community



ELPLANETA.COM IS:

- The only local bilingual Hispanic-targeted Internet portal
- 35,000 monthly visitors
- Home to El Planeta Newspaper and Health and Family Magazine online editions

Demographics

Gender: Men: 50%
Women: 50%

Income

\$30,000 - \$59,999: 30%
\$60,000 - \$100,000: 37%

Age

18-34: 32%
35-49: 38%

Education

College Students: 31%
Graduate Students: 13%

Source: Quantcast

Ethnicity

Hispanic: 57%
Caucasian: 34%
African American: 5%
Asian: 3%
Other: 1%

MICROSITES	DATE	AD DEADLINE
FIFA World Cup 2014	March - July	Feb 14
The Powermeter Event	April- May	March 28
Weddings	April - May	March 21
Festilatino Event	June-July	May 23
Health and Family Event	Sept-Oct	August 29
Latin Taste	Nov-Dec	Oct 24

*All dates are subject to change



Content complemented
with our social media!





EL PLANETA .COM
Boston's Online Hispanic Community

Noticias | Entretenimiento | Business | Op/Ed/Opinion | Salud y Familia | Curiosos | Deportes | Lifestyle | Fotos | Radio

NEWS/NOTICIAS Wednesday, January 8th, 2014
Dos latinos en el gabinete del nuevo alcalde Walsh
 Alejandra St. Guillén estará al frente de la oficina de nuevos bostonianos, y Félix Arroyo será el jefe de salud y servicios humanos
 By REDACCIONZ
 En su primer día en el cargo, el alcalde de Boston Martin J. Walsh ha...

NEWS/NOTICIAS Tuesday, January 7th, 2014
Alcalde Martin J. Walsh juramentado como el nuevo Alcalde de la Ciudad de Boston
 En su discurso inaugural, el alcalde Walsh habla sobre un Boston unido, comprometido con la comunidad, la igualdad y oportunidades para todos
 By TUBOSTON.COM
 Este acto supone una gran victoria personal para Walsh, quien combatió...

NEWS/NOTICIAS Tuesday, January 7th, 2014
El alcalde Walsh pide a los bostonianos que se cuiden del frío
 Manténgase alejado del frío y ayude a quienes necesiten asistencia en estos dos días de frío extremo
 By TUBOSTON.COM
 Hay y mañana la temperatura bajará y tendremos un clima extremadamente...

LIFESTYLE Thursday, January 2nd, 2014
Consejos de seguridad ante tormentas invernales
 By REDACCIONZ
 Es importante que tome las medidas adecuadas para garantizar la seguridad...

LIFESTYLE Wednesday, December 18th, 2013
Alerta: el envenenamiento por monóxido de carbono es real
CARBÓN MONÓXIDO BE ALARMED!
 Consejos para prevenir un accidente fatal tras el paso de una tormenta de nieve

NOTICIAS RECIENTES
 NEWS/NOTICIAS Tuesday, January 7th, 2014
El alcalde Walsh pide a los bostonianos que se cuiden del frío
 NEWS/NOTICIAS Tuesday, January 7th, 2014
Alcalde Martin J. Walsh juramentado como el nuevo Alcalde de la Ciudad de Boston
 LIFESTYLE Thursday, January 2nd, 2014
Consejos de seguridad ante tormentas invernales
 Sunday, December 29th, 2013
ADIÓS A MENINO

Leaderboard (728x90)

\$25 CPM

Skyscraper (160x600)

\$12 CPM

Banners (645x80)

\$16 CPM

Box unit (300x250)

\$14 CPM

Button (250x80)

\$7 CPM



**SALUD
 Y FAMILIA**



HEALTH AND FAMILY



HEALTHY AND FAMILY IS:

- A free quarterly bilingual wellness magazine (English/ Spanish)
- Distributed inside El Planeta Newspaper and in key clinics and hospitals in the area. 10,000 copies, full color.
- Appealing and culturally appropriate
- Dedicated to issues of health and prevention for Hispanics and other minority communities in Massachusetts.
- Complemented with a Health Expo each Fall
- Published in full color with a glossy cover with newsprint high quality paper inside.

EDITION SCHEDULE



Editorial Calendar

Deadline for Ads

Winter/Spring Edition	Friday 01/24/14
Spring/Summer Edition	Friday 04/11/14
Summer/Fall Edition	Friday 06/27/14
Fall/Winter Edition	Friday 09/12/14

*All dates are subject to change

TOPICS

Prevention | Nutrition and Fitness | Financial Health
 Mental Health | Family | Today's Health | Community
 Oral Health | Children | Workplace Safety | Beauty



SIZES

Newsprint HQ Paper	SPECS	1x	2x	4 x	8 x
Full Page	7.88" w x 10" h	\$ 2,200	\$ 2,000	\$ 1,800	\$ 1500
1/2 Page	7.88" w x 5" h	\$ 1,300	\$ 1,150	\$ 950	\$ 850
1/4 Page	3.88" w x 5" h	\$ 800	\$ 650	\$ 550	\$ 485
Center Spread	15.76" w x 10" h	\$ 4,800	\$ 4,400	\$ 4,000	\$ 3,500

GLOSSY PAPER					
Inside Cover Full page*	7.88" w x 10" h	\$ 2,500	\$ 2,250	\$ 2,000	\$ 1,750
Back Cover*	7.88" w x 10" h	\$ 3,000	\$ 2,600	\$ 2,200	\$ 2,000

All papers are printed in full color recycled paper
*Only the Back Cover and inside covers are printed in full color glossy paper

POST YOUR PRINT AD ONLINE: At **EL PLANETA**  **COM**
Boston's Online Hispanic Community



OUR CLIENTS JOIN US...

Mc Donald's
 Hyde Square
 Task ForceWhittier
 Street Health Center
 Boston University
 Metropolitan College
 MBTA
 Bunker Hill Community College

Cohen's Optical
 Dish Latino
 Encuentro Latino
 Tostado
 Brigham & Women's Hospital
 Network Health
 United Housing Management
 South End Community Health Center



Macy's
 Cambridge College
 Senior Whole Health
 Club 58
 Upham's Elder Service Plan
 Metro PCS
 Comcast
 United Healthcare
 Mass Dept. of Children & Families
 Mass Insider
 Celticare
 CareGiver Homes
 Toys R Us
 New England Tractor Trailer Training School

Universal Church
 Pure Entertainment
 Tanz & Powell, LLP
 Rapino Memorial Home
 Boston Medical Center Health Net Plan
 Medical Professional Institute
 East Coast Center
 Beacon Rental Communities
 Law offices of Chris Earley
 Grupo Isaac e Indios Curaya
 Angela's Cafe
 Chelsea Community Schools
 Viventa
 MIRA



132.8 

MILLION: THE PROJECTED HISPANIC

POPULATION OF THE UNITED STATES

IN 2050. 

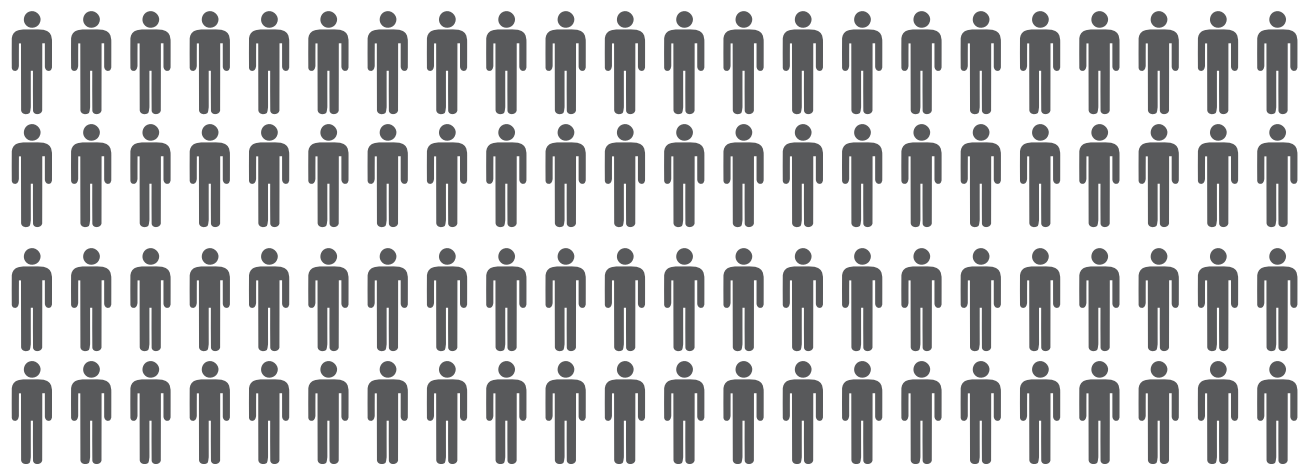


**ACCORDING TO THIS PROJECTION,
HISPANICS WILL CONSTITUTE 30%**

OF THE NATION'S POPULATION

BY THAT DATE. 

SOURCE: 2010 US CENSUS BUREAU



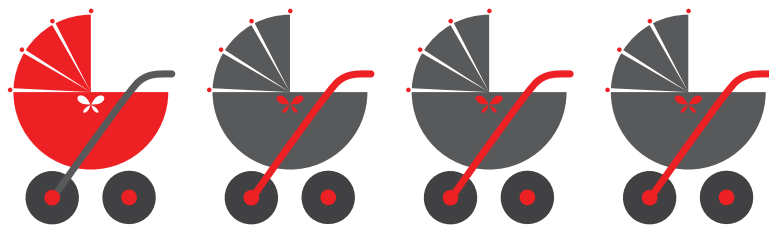




**ACCORDING TO THE 2010 US CENSUS,
1 OUT OF EVERY 6 INDIVIDUALS
IN THE US IS HISPANIC,**

WHILE...

**1 OUT OF EVERY 4 BABIES
BORN EACH YEAR IS HISPANIC.**



SOURCE: AD AGE HISPANIC FACT PACK / 2012 EDITION



HISPANICS IN MASSACHUSETTS ARE SOMEWHAT WEALTHIER THAN HISPANICS NATIONALLY



MASSACHUSETTS HISPANICS, HOWEVER, REPRESENT 75% OF THE NATIONAL MEDIAN INCOME. SOURCE: 2010 US CENSUS BUREAU

	Population	Median Household Income	Median Household as % of Total
US Population	311,591,917	\$51,914	100%
US Hispanic Population	52,035,850	\$37,759	73%
MA Hispanic Population	652,166	\$39,000	75%

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