



# we connect you with consumers en español

*It's all about audience engagement: digital, print and person to person*

**2019**  
**Media Kit**  
Massachusetts Market



A MULTIPLATFORM HISPANIC MEDIA COMPANY

# Our media outlets



El Planeta Media Group is a Multiplatform Hispanic media company producing content and events relevant to the local Hispanic audience in Massachusetts. Whether it is print, television, digital, mobile or events, all of our outlets are designed to help your company reach the fastest growing minority in Massachusetts and Greater Boston and boost your presence in this important market.



## EL PLANETA NEWSPAPER

Since 2004, the leading circulating and editorial print publication in Spanish serving the Hispanic community in the Greater Boston and Greater Lawrence area, with an innovative and updated approach delivering weekly content to the Hispanic audience.

"A welcoming fresh air to the Hispanic readership in the Massachusetts scene".



- 35,000 copies
- Full Color
- Tabloid
- Inserts friendly
- Over 1000 distribution points
- Free App available for iPhones



elplaneta.com is the most visited local Spanish website in MA, an online complement to El Planeta Newspaper with a niche and engaged audience. Breaking news, direct coverage, dedicated interviews and interactive features that engage our readers and social media followers.

Social Media pages: El Planeta's is socially active in Facebook, Twitter and Instagram within the Greater Boston area, with organic growth from within based on the user experience.

Daily E-newsletter: The only daily e-newsletter and source of information in Spanish that reaches a constantly growing database of Massachusetts residents.



- 200,000 page views per month
- More than 1,000,000 unique visitors in 2014
- Fastest growing facebook site in likes
- More than 5,000 emails sent every day with high click rate

 elplanetaboston

## 2019 Media Kit



El Planeta Media  [sales@elplaneta.com](mailto:sales@elplaneta.com)  617-379-0210

*"Contact us and we'll guide you on how to grow your sales, strength your brand and show your support to diversity and inclusion. It makes us all better and it is a competitive advantage"*

Javier Marin, Publisher



## EL PLANETA

Boston's Newspaper en Español

### INTERACTIVE EVENTS:

El Planeta Media is a pioneer when it comes to creating specialty events in Massachusetts for Multicultural audience.

Since 2004 El Planeta Media Group has created events in the area of Gastronomy, Health, Professional recognition, Festivals dedicated to specific nationalities and much more.



- Roma 70mm presentation and discussion.
- El Planeta is the media partner of Frida Kahlo and Arte Popular
- Local latino soccer leagues sponsorship: Adults and kids

## The BoardRoom

Bringing new energy and opportunities for Hispanic and Multicultural marketing, El Planeta Media presents THE BOARDROOM, an innovative series consisting of 10 yearly sessions. In each session a guest Chairman of the Board will conduct an hour-long board meeting with thirty members of the board, while enjoying a world-class chef dinner and pre and post event networking opportunities.

## PLANETA MARKETING LAB



We have been analyzing the behavior and growth of the Hispanic reader/consumer in Boston since 2004.

Now we process that information in order to exchange ideas with your firm. We help you develop loyalty, growth, awareness and generate revenue/traffic/votes with this demographic.

We help you think critically and perceive reality.



The Spanish-language authority in Arts & Culture... and everything Boston MFA, ICA, BSO, BLO, Coolidge Corner Cinema, New England Zoo, Boch Center... El Planeta helps organizations around Massachusetts to engage with local audiences and to attract Spanish speakers from around the world to visit them in their next trip to Boston. We are also a trusted source for Spanish speaking travelers coming to visit Boston. In El Planeta they read everything they need to know about Boston Marathon, the summer markets and festivals and big events like the July 4th Firework Spectacular.

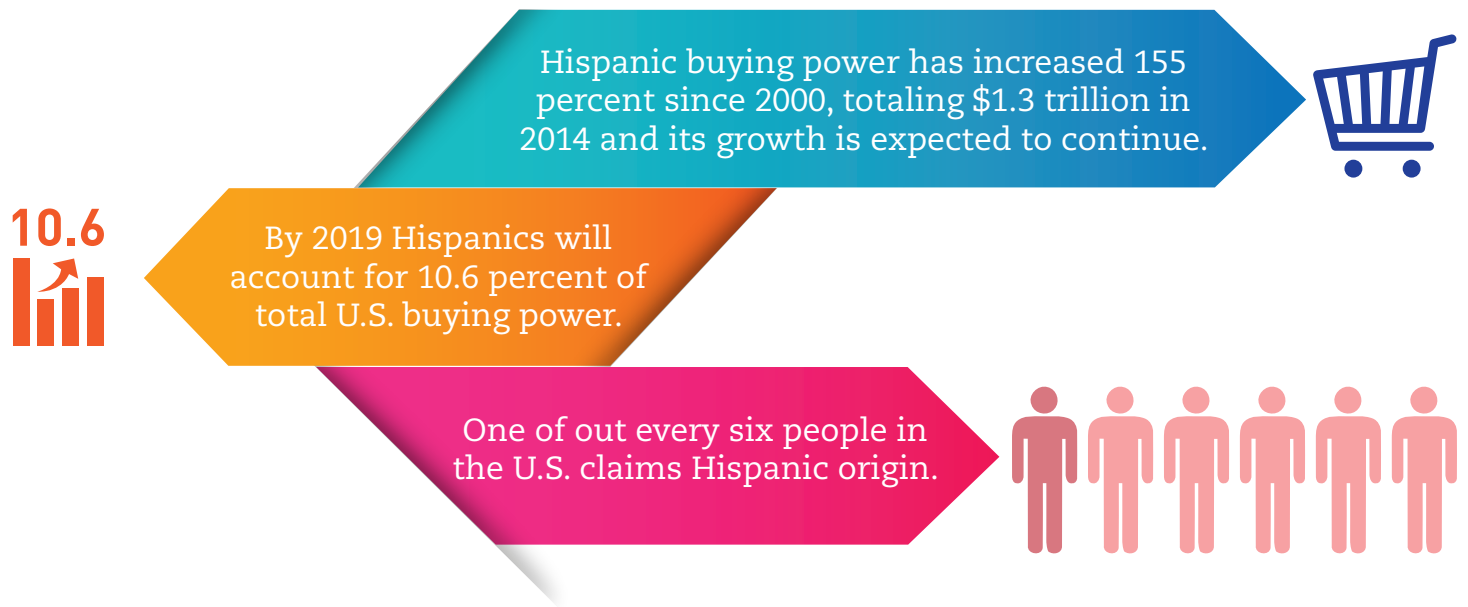
## 2019 Media Kit



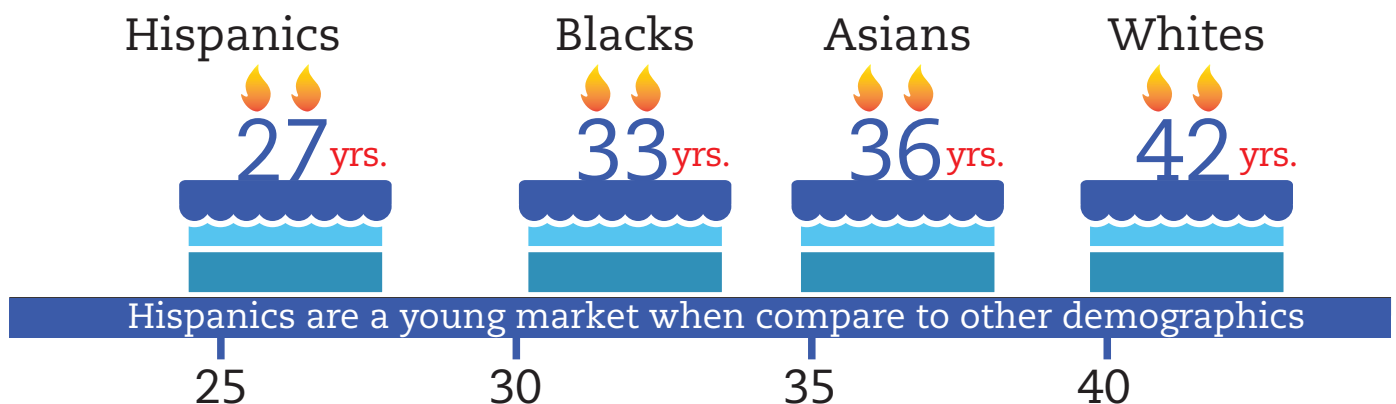
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# HISPANICS ARE A YOUNG ECONOMIC POWERHOUSE:



## Median Age of... \*\*



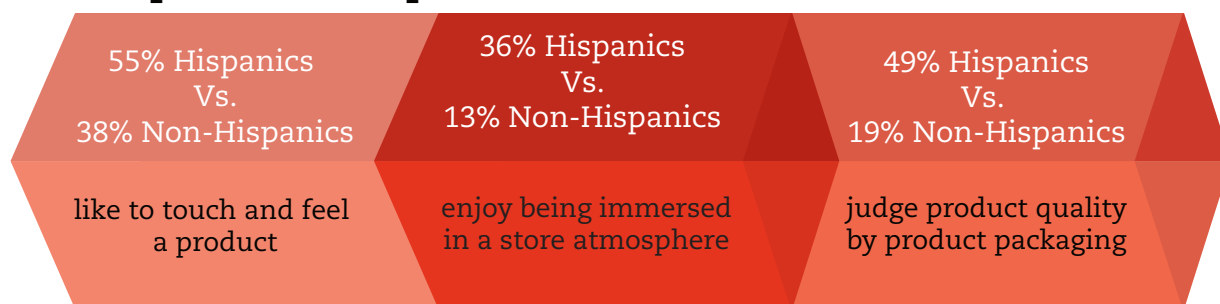
Fact page: In 2013, the \$1.2 trillion Hispanic consumer market in US is larger than the entire economies of all but 13 countries in the world\*

\*Selig Center's annual Multicultural Economy report

\*\*Research Hispanic Center tabulations of 2011 American Community Survey (1% IPUMS)

# SOME HISPANIC BEHAVIOR FACTS:

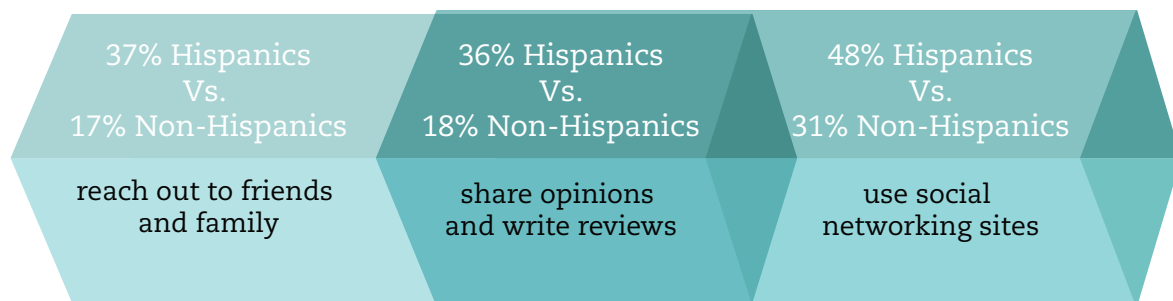
## Hispanics Shop with Their Senses\*



## Trendsetting (Hispanics are more than twice as likely vs. non-Hispanics to:)\*



## Social Shopping (online and offline)\*

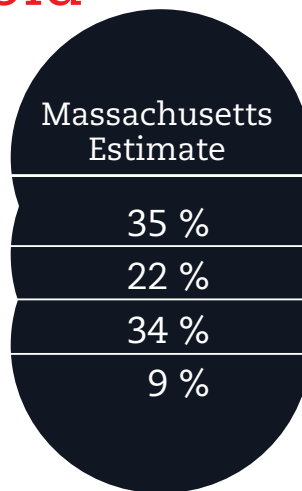


\*Leo Burnett Group / Lapiz, 2012

# LOCAL DEMOGRAPHIC DATA

## Hispanic household income average

\$10,000 to \$29,999  
\$30,000 to \$49,999  
\$50,000 to \$124,999  
\$125,000 or more



## LATINO REPRESENTATION IN MASSACHUSETTS (Main cities)

CITY	% of Hispanics from total Population
Lawrence, MA	74%
Chelsea, MA	62%
East Boston, MA	53%
Springfield, MA	39%
Lynn, MA	32%
Revere, MA	24%
Everett, MA	21%
Worcester, MA	21%
Methuen, MA	18%
City of Boston, MA	17%
Lowell, MA	17%
Waltham, MA	14%
Somerville, MA	11%
Brockton	10%

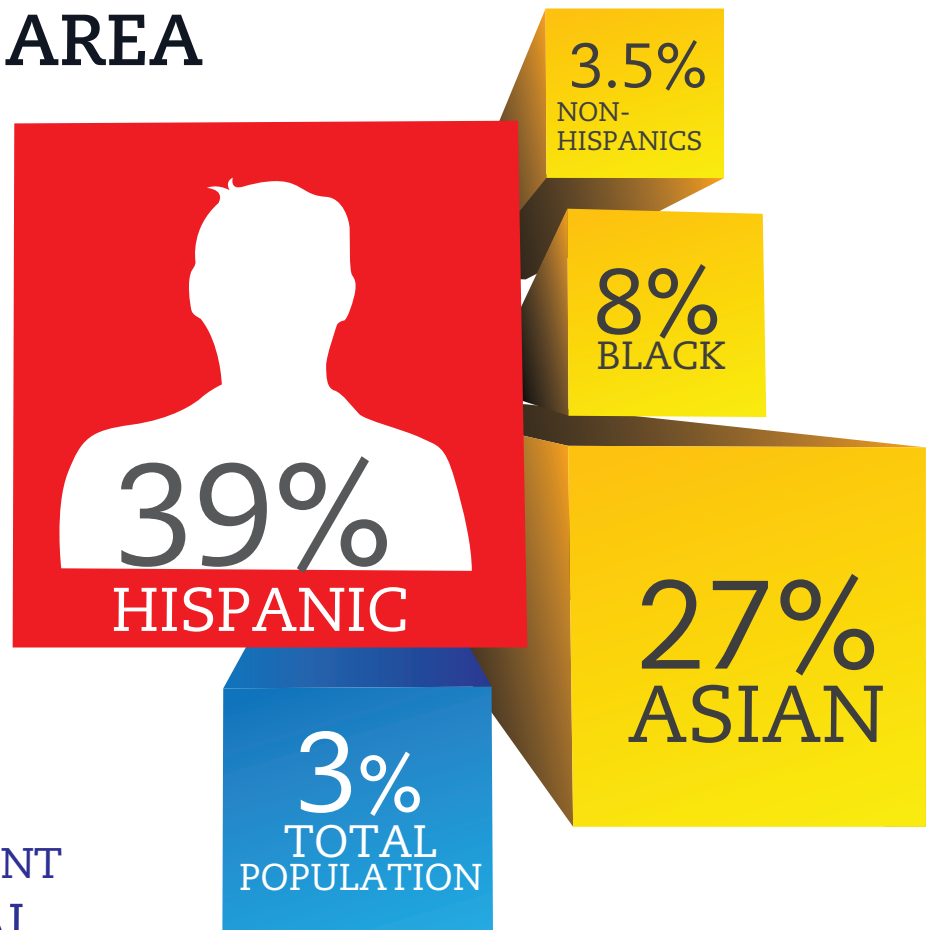
### Percentage by origin in El Planeta footprint area

Central Americans: (Salvadorians, Guatemalans, Hondurans)	25%
Puerto Ricans:	26%
Dominicans:	24%
Colombians:	11%
Mexicans:	5%
Others:	9%

Source: US Census 2010

- The top five cities with Hispanic populations in the Greater Boston area are: Boston, Lyn, Chelsea, East Boston and Lawrence.
- The highest percentage of change is in the city of Lyn where the Hispanic population has grown 77%
- The highest Hispanic population is in the City of Lawrence with 74%. However Boston is still the city with most Hispanic residents

# HISPANIC POPULATION GROWTH FROM 2000 TO 2010 WITHIN EL PLANETA'S FOOTPRINT AREA



HISPANICS REPRESENT  
22% FROM TOTAL  
POPULATION  
IN EL PLANETA MEDIA  
FOOTPRINT AREA WITH A  
TOTAL OF 291.842 LATINOS.

THIS REPRESENT  
ALMOST HALF THE POP-  
ULATION OF THE CITY  
OF BOSTON ALONE.

OVER A QUARTER MILLION  
NEW POTENTIAL CUSTOMERS  
AT YOUR REACH THROUGH  
EL PLANETA MEDIA  
FOOTPRINT AREA

# WHERE

- El Planeta is the only Hispanic publication with presence in downtown Boston where thousand of Latinos work and commute every day.
- El Planeta uses news boxes as one of its methods of distribution in T Stations.
- El Planeta is delivered by paper handlers at some T Stations where Latinos commute every Friday & Saturday.
- El Planeta reaches almost all Latino neighborhoods in the Greater Boston area with more than 800 drop points.

## Main Distribution

### Boston:

East Boston  
South Boston  
Roxbury  
Dorchester  
Mattapan  
Charlestown  
Jamaica Plain  
Roslindale  
Allston/Brighton  
Brighton  
Hyde Park  
Downtown Crossing

Cambridge  
Somerville  
Malden  
Everett  
Chelsea  
Revere  
Winthrop  
Medford  
Lawrence  
Methuen  
Lowell  
Lynn

MASSACHUSETTS

## WE cover the main Hispanic Areas in Massachusetts

Zip Codes	Cities	Zip Codes	Cities
01840	Lawrence	02126	Mattapan, Boston
01841		02127	South Boston
01843		02128	East Boston
01844	Methuen	02129	Charlestown, Boston
01851		02130	Jamaica Plain, Boston
01852	Lowell	02131	Roslindale, Boston
01854		02134	Allston, Boston
01901	Lynn	02135	Brighton, Boston
01902		02136	Hyde Park, Boston
01905		02169	Quincy
01970	Salem	02138	Cambridge
02108		02139	
02109	Boston	02140	
02110		02143	Somerville
02111		02144	
02114		02145	
02115		02148	Malden
02116		02149	Everett
02118		02150	Chelsea
02119		02151	Revere
02210		02152	Winthrop
02215		02155	Medford
02120	Roxbury, Boston	02154	Waltham
02121	Dorchester, Boston		
02122			
02124			
02125			

