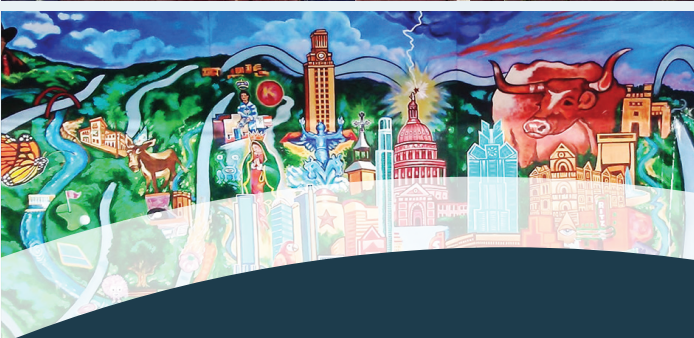


2021 • MEDIA KIT

# El Mundo



**32  
YEARS**

Serving  
The Hispanic  
Community  
Since 1989

The beginning of your success with the  
**hispanic  
community**

[www.elmundonewspaper.com](http://www.elmundonewspaper.com)



The Leading Weekly Spanish  
Newspaper for Central Texas

📍 2519 E 5th Street • Austin, TX 78702  
☎ (512) 476-8636 • Fax: (512) 476-6402



SERVING THE HISPANIC COMMUNITY SINCE 1989



2015 NAHP  
LATINA PUBLISHER  
AWARD WINNER

## MISSION

To inform, educate, and entertain the Hispanic communities in our geographical distribution areas.

## VISION

To be the voice of, and the link to, the Hispanic communities in our geographical distribution areas.

## 1989-2021

- El Mundo Newspaper is Austin's largest and oldest Spanish language newspaper.
- El Mundo Newspaper is a rich source of local, regional, and international news on topics including entertainment, sports, and community activities and resources.
- Due to the success of our products and our understanding of the Hispanic market, we pride ourselves in being the voice of the Hispanic community of Central Texas.
- El Mundo Newspaper knows the market because we are the market. Our staff of professionals are from more than 6 different Spanish-speaking countries. Although we all have different tastes in food, music, and even words, we all share a passion for serving the Hispanic community... our community!
- We offer our clients not only our newspaper, but also a thorough understanding of the Central Texas Hispanic consumer to help them make the appropriate marketing decisions.

### Integrity

- We are an honest, accountable and highly responsible trustee of the Hispanic community's communication needs.

### Attitudes

- We reflect a CAN DO spirit. We are goal and results-oriented. We direct our time and attention toward critical mission and vision directed activities. We strive to keep actions simple, understandable, and easy to implement. We are committed to do whatever it takes to get the job done.

### Excellence

- We are committed to business excellence and utilization of Total Quality Management techniques of focus on customer satisfaction supported by continuous improvements in everything we do. We strive to 'do the right things right, the first time'.


### Business Objective

- To develop and grow a profitable communications business by achieving our Mission and Vision with consistent performance.





## MOST POPULAR SIZES

SIZE	RATES		COLUMN INCH RATES
2X4"	\$184 BW \$200 FC		<b>BLACK &amp; WHITE \$23</b> <b>FULL COLOR \$25</b>
2X5"	\$230 BW \$250 FC		
1/8 3 COL X 5"	\$345 BW \$375 FC		
1/4 3 COL X 10.5"	\$725 BW \$788 FC		
Jr. Page 4 COL X 21.5"	\$1,978 BW \$2,150 FC		
1/2 6 COL X 10.5"	\$1,449 BW \$1,575 FC		
1 Page 6 COL X 21.5"	\$2,967 BW \$3,225 FC		

**FIXED POSITION 15% EXTRA**

## DIMENSIONS

<b>Full Page</b> 6col x 21.5" (10" x 21.5")	<b>Jr. Page</b> 4col x 21.5" (6.61" x 21.5")	<b>1/2 Page</b> 6col x 10.5" (10" x 10.5")	<b>1/4 Page</b> 3col x 10.5" (4.91" x 10.5") <b>1/4 Page</b> 6col x 5" (10" x 5")
<b>1/8 Page</b> 3col x 5" (4.91" x 5")	<b>1/16 Page</b> 3col x 3.33" (4.91" x 3.33")	<b>2 col. x 5"</b> 2col x 5" (3.23" x 5")	<b>2 col. x 4"</b> 2col x 4" (3.23" x 4")

## DIGITAL ARTWORK

- When providing digital artwork, ads must be submitted in Macintosh format with images at a resolution of 200 DPI.
- Ads must be accompanied by any and all artwork files and fonts used to create the ad if not providing a flattened, press-ready PDF.
- **Color Ads:** Must be CMYK. A color proof is required.
- **Email:** Please archive files as .Zip or .Sit before sending via email.

## INSERTS (FSI)

- **El Mundo Newspaper** accepts free standing inserts. The minimum accepted is 15,000.

COST PER IK	
Single Sheet	\$55
4-8 Page Tab	\$65
12-16 Page Tab	\$70
20-28 Page Tab or Flexi	\$75

## MECHANICAL SPECIFICATIONS

<b>Page size:</b>	Broadsheet (129 CI)
<b>Dimensions:</b>	6 Columns x 21.5" (SAU 129)
<b>Screen:</b>	65 line screen

## DISPLAY ADS BY COLUMN WIDTH

<b>1 Column</b> 1.54"	<b>2 Columns</b> 3.23"	<b>3 Columns</b> 4.91"
<b>4 Columns</b> 6.63"	<b>5 Columns</b> 8.31"	<b>6 Columns</b> 10"
<b>Spread: 21" x 21.50"</b>		

## CLASSIFIED ADS BY COLUMN WIDTH

<b>1 Col.</b> 1.10"	<b>2 Col.</b> 2.38"	<b>3 Col.</b> 3.65"	<b>4 Col.</b> 4.92"
<b>5 Col.</b> 6.19"	<b>6 Col.</b> 7.46"	<b>7 Col.</b> 8.73"	<b>8 Col.</b> 10"

## ISSUE & DEADLINE

- **El Mundo Newspaper** is published every Thursday, except Thanksgiving and the first week of the year.
- **Camera Ready Ads Reservation:** Friday preceding publication date, at 5pm.
- **Materials:** Monday before 2pm.
- **For Non-Camera Ready Ads, space reservation and materials:** Monday before publication date at 5pm.





SERVING THE HISPANIC COMMUNITY SINCE 1989

## DISTRIBUTION



### Our distribution includes:

- Newspaper Racks
- Retail Locations in Austin and surrounding areas.

### We distribute the paper in:

inside

**11**

community clinics



outside

**2**



inside

**40**

supermarkets

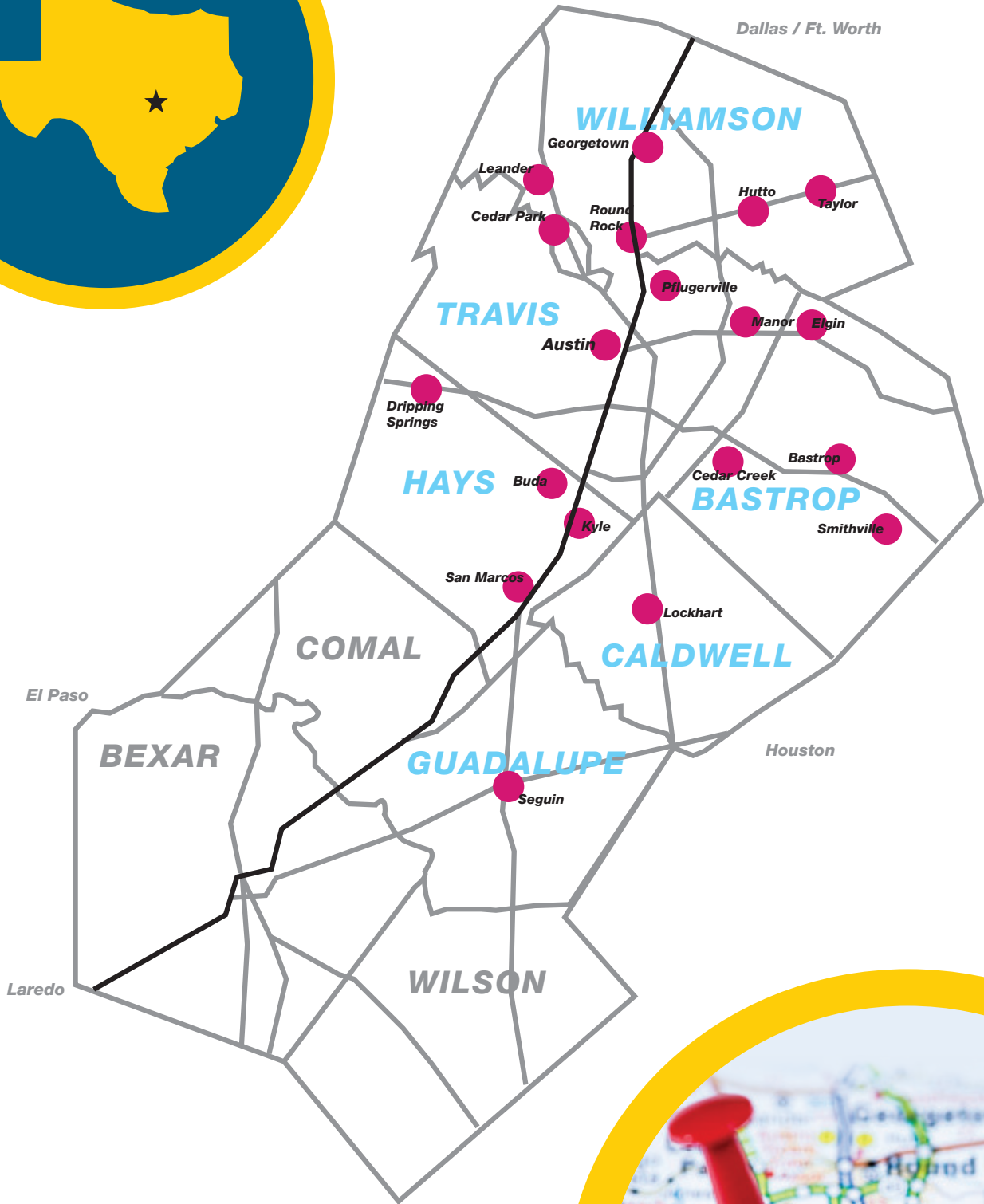


Zip Code	Zone	Circulation
78701-78702	Austin	2025
78703-78704	Austin	2125
78705	Austin	25
78719-78722	Austin	430
78723-78724	Austin	2095
78727-78729	Austin	220
78735 - 78736	Austin	80
78741-78742	Austin	2550
78744-78746	Austin	3435
78748-78749	Austin	65
78751-78752	Austin	1705
78753	Austin	2200
78754-78757	Austin	445
78758	Austin	1340
78660	Pflugerville	850
78664-78681	Round Rock	2025
78602	Bastrop	700
78610	Buda	500
78612	Cedar Creek	500
78613	Cedar Park	500
78617	Del Valle	550
78621	Elgin	500
78626-78628	Georgetown	500
78634-78640	Hutto - Kyle	500
78644	Lockhart	185
78653	Manor	300
78130	New Braunfels	600
78666	San Marcos	550
76574	Taylor	500

**Total 28,000 Copies Weekly**



DISTRIBUTION (MAP)



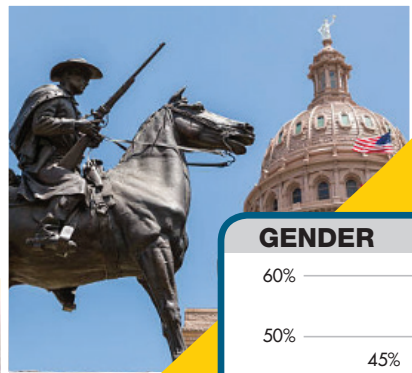
● Areas of Distribution



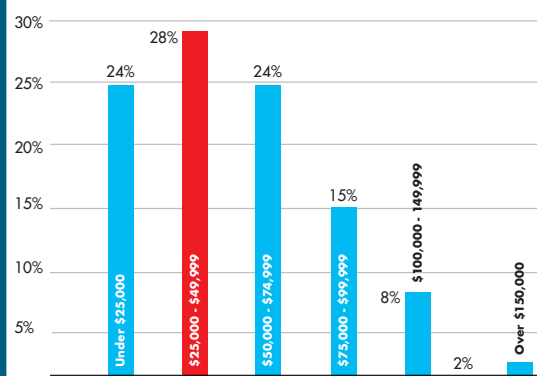


SERVING THE HISPANIC COMMUNITY SINCE 1989

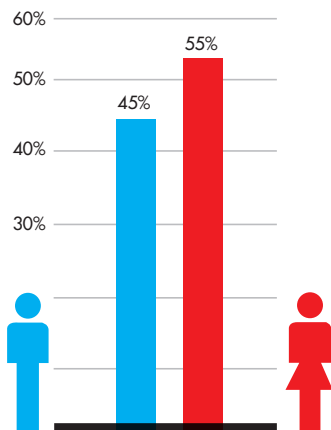
## EL MUNDO NEWSPAPER READER'S PROFILE



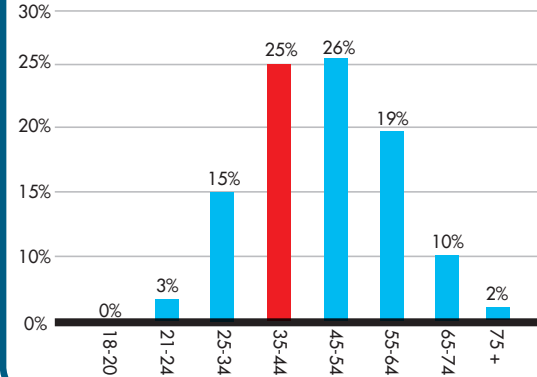
### ANNUAL HOUSEHOLD INCOME



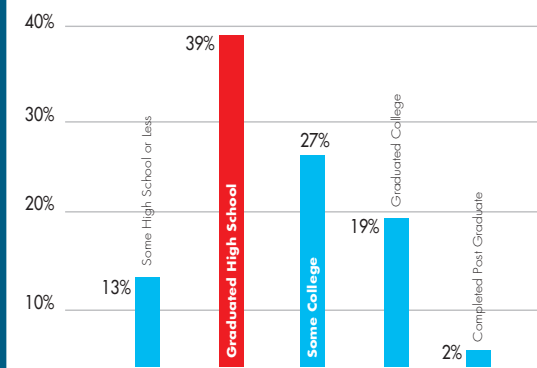
### GENDER



### AGE RANGE



### LEVEL OF EDUCATION



**SPECIAL  
ANNUAL PUBLICATION**  
PRODUCED BY

**El Mundo**  
A U S T I N





## CALENDAR OF EVENTS

If you are  
interested  
in sponsorship  
any of these events,  
please contact us at  
**(512) 476-8636**



### FEBRUARY

- Bridal, XV  
& Prom Expo

### MARCH

- Quinceañera Expo

### APRIL

- Kid's Festival

### AUGUST

- Back to School Fest

### SEPTEMBER

- Quince Expo

### OCTOBER

- Boo The Flu

### DECEMBER

- Christmas Toy Drive



**RADIO SHOW**  
PRODUCED WEEKLY BY EL MUNDO NEWSPAPER



**THURSDAYS**  
**5:30PM - 6PM.**