

# PRINT & DIGITAL MARKETING SOLUTIONS

For over 32 years, we have been in the homes  
of the largest Hispanic Community in our nation.

**El Aviso**<sup>®</sup>  
*Magazine* Since 1988




Los Angeles County - San Fernando Valley  
Orange County - San Gabriel Valley - Inland Empire

*Our Business Is Bringing You Business*

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

**NAHP**  
National Association Of Hispanic Publications, Inc.

**VERIFIED**  
AUDIT CIRCULATION

    @ElAvisoMagazine



# President's Message

It is an immense pleasure and privilege to have founded Southern California's most coveted Spanish language publication "El Aviso Magazine." Southern California is known for its iconic film history, metropolitan areas and its ethnic diversity; Southern California is home to the largest concentration of Hispanic consumers in the United States.

In our 32 years in business, El Aviso Magazine has been able to match the advances in technology and we continue to pursue innovation when it comes to reaching our audience: the Hispanic community. Our innovations in reach have made our magazine the vehicle for businesses to access the largest concentration of Hispanic consumers in the United States. Our award-winning publication has been providing superior return on investment results for our business partners since 1988. We are proud to have the largest audience of any other weekly magazine in the Los Angeles demographic area.



**Founder**

**El Aviso**  
Magazine

We have the largest local hispanic audience of any magazine in its class

## Our Business is Bringing you Business

**José R. Zepeda**

President and CEO



El Aviso is RELIABLE and TRUSTWORTHY

Since its inception we've never missed a publication or a delivery date; we are audited by Verified Audit Circulation and print 325k weekly magazines.

**Our magazine return rate is less than 0.01%.**

Accessibility, easy-to-follow format and excellent content is what keeps our readers engaged and loyal. 15% of our readers consider our magazine to be a collector's item.

## Awards

For the past 32 years, El Aviso Magazine has lead the way in innovations and efficiency.

At the annual conventions (NAHP), our achievements and innovations have been recognized by our peers and we have been awarded various recognitions.

We've been presented with awards for Publisher of the Year, Marketing, Best Covers, Articles, Designs and many more...



**Outstanding Ad Promoting  
Your Publication | 2019**



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[www.elaviso.com/mediakit](http://www.elaviso.com/mediakit)



# Market Profile

- Latinos in the United States contribute 2.13 trillion dollars to the national economy.
- California continues to have the largest Hispanic population among states 38.8 % of the total U.S. population.
- In 2016, 15.2 million Hispanics lived in California, a 39% increase from 10.9 million in 2000.
- California's population is growing above the average national rate. California has six times as many Hispanics today as it did in 1970.
- Hispanics living within the Los Angeles Demographic area have a combined household income of 350 billion dollars.
- Ads targeting Hispanics in Spanish significantly increase their interest in purchasing products.
- Hispanic's are the largest minority group in the United States. Only Mexico has a larger Hispanic population than the United States.
- California has the highest percentage of Hispanics (39%), El Aviso Magazine circulates where the highest concentration resides.

## The Hispanic Population in U.S. Reached nearly **58 million**

It has been the principal driver of U.S. Economy accounting for half of national population growth since 2000

California Population	39'540,000 *
Los Angeles County Population	10'136,507*
Orange County Population	3'190,400*
Inland Empire Population	4'580,670*

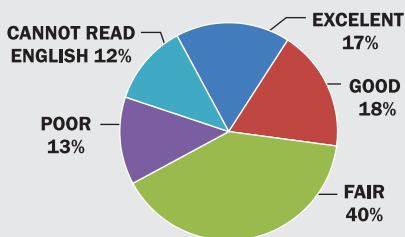
Source: United States Census Bureau

## Median Household Income and Percentage of Hispanic Population

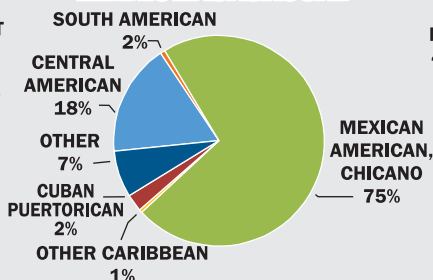
LA COUNTY	\$57,952	48.0%
ORANGE COUNTY	\$78,145	34.3%
RIVERSIDE COUNTY	\$57,972	48.4%
SAN BERNARDINO COUNTY	\$54,469	52.8%

# Audience Profile

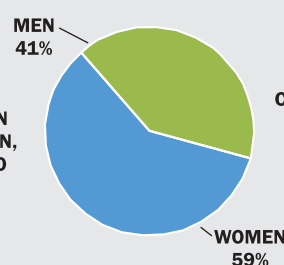
### ABILITY TO READ ENGLISH



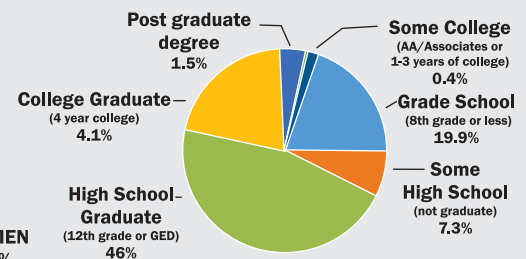
### ETHNIC BACKGROUND



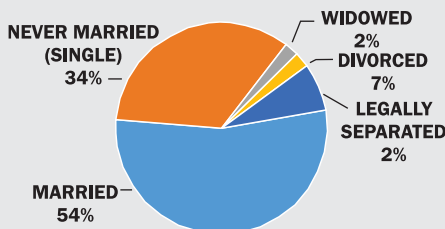
### GENDER



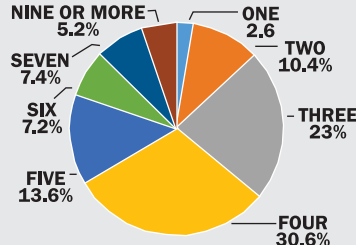
### LEVEL OF EDUCATION



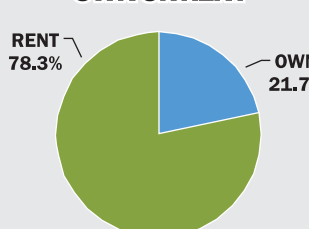
### MARITAL STATUS



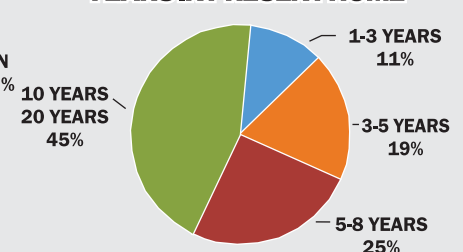
### HOUSEHOLD SIZE



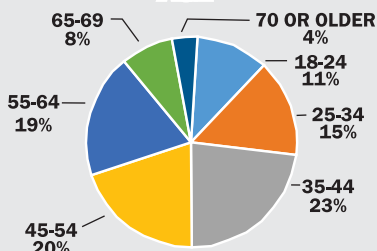
### OWN OR RENT



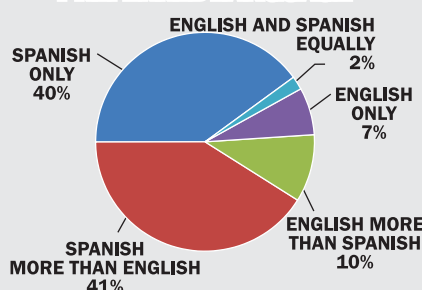
### YEARS IN PRESENT HOME



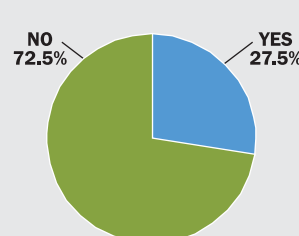
### AGE



### PREFERRED LANGUAGE



### GRANDPARENT OF CHILD UNDER 18



WEEKLY AUDIENCE  
**521,175**

SIX MONTH AUDIENCE  
**1,026,784**

# Distribution Map

## Los Angeles North 25,000 copies

Altadena 91001	Highland Park 90042	El Sereno 90032
Boyle Heights 90033	Lincoln Heights 90031	Montebello 90640
Cypress Park 90065	Pasadena 91104 91105	City Terrace 90063
East Los Angeles 90022	Glassell Park 90065	

## Area 1

## Los Angeles Center 25,000 copies

Huntington Park 90255	Bell 90201	Walnut Park 90255
South Los Angeles 90003	Vernon 90058	Florence / Firestone
Bell Gardens 90201	Cudahy 90201	Maywood 90270
Los Angeles 90037		

## Area 2

## Los Angeles South 25,000 copies

Long Beach 90806	Carson 90745	San Pedro 90731
Downtown Long Beach 90813	Wilmington 90744	Harbor City 90710
North Long Beach 90805	Signal Hill 90755	Lomita 90717
Belmont Heights 90814	Bixby Knolls 90807	Alamitos 90804

## Area 3

## San Fernando Valley 25,000 copies

North Hollywood 91605	Tujunga 91042	Sun Valley 91352
San Fernando 91340	Glendale 91204	Valley Glen 91401
Van Nuys 91405	Pacoima 91331	Studio City 91604
Lake View Terrace 91342	Sherman Oaks 91403	Sylmar 91342
Valley Village 91607	Sunland 91040	Burbank 91504
Arleta 91331		

## Area 4

## Orange County 25,000 copies

Costa Mesa 92626	Westminster 92683	Lake Forest 92630
Fountain Valley 92708	Garden Grove 92840	Huntington Beach 92648
Santa Ana 92703	Tustin 92780	San Juan Capistrano 92675
Midway City 92655	Laguna Hills 92653	

## Area 5

## Inland Empire 12,500 copies

Colton 92324	San Bernardino 92401	Riverside 92503	Fontana 92335
Corona 92882	Bloomington 92316	Miraloma 91752	Rialto 92376

## Area 6

## Orange County 25,000 copies

Anaheim 92805	Orange 92866	Fullerton 92832	La Habra 90631
Buena Park 92621	Stanton 90680	Placentia 92870	Cypress 90630

## Area 7

## Southeast Los Angeles 25,000 copies

Downey 90241	Artesia 90701	Whittier 90602
Paramount 90723	Bellflower 90706	La Mirada 90638
Commerce 90040	Cerritos 90703	Norwalk 90650
Hawaiian Gardens 90716	Lakewood 90712	Long Beach 90808
Santa Fe Springs 90670	Pico Rivera 90660	

## Area 8

## San Gabriel Valley 25,000 copies

Alhambra 91801	Irwindale 91706	La Puente 91744
Arcadia 91007	Hacienda Heights 91745	Monrovia 91016
Azusa 91702	Monterey Park 91754	Rosemead 91770
Baldwin Park 91706	South El Monte 91733	San Gabriel 91776
El Monte 91731	Temple City 91780	West Covina 91790
Duarte 91010	Covina 91723	Walnut 91789
San Marino 91108		

## Area 9

## North West Los Angeles 25,000 copies

East Hollywood 90029	Echo Park 90026	Mid Wilshire 90019
West Hollywood 90038	Silver Lake 90026	South Park 90015
Korea Town 90004	Sanford 90020/90005	Dockweiler 90007
Los Angeles 90057	Wholesale District 90013	Chinatown 90012
Pico Union 90006	Downtown 90015	Griffith Park 90027

## Area 11

## South Center Los Angeles 25,000 copies

South Gate 90280	Lynwood 90262	Rancho Dominguez 90220
Watts 90002	Compton 90221	Willowbrook 90222
Los Angeles 90059	Firestone Park 90001	South Los Angeles 90003

## Area 12

## West Los Angeles 25,000 copies

Mar Vista 90066	Culver City 90232	Inglewood 90301
Winsor Hills 90043	Lennox 90305	Lawndale 90260
Venice 90291	Hawthorne 90250	Torrance 90501
West Adams 90016	Gardena 90248	Palms 90034
Playa del Rey 90293	Jefferson 90018	Santa Monica 90405
Los Angeles 90047	Redondo Beach 90278	

## Area 13

## San Fernando Valley 25,000 copies

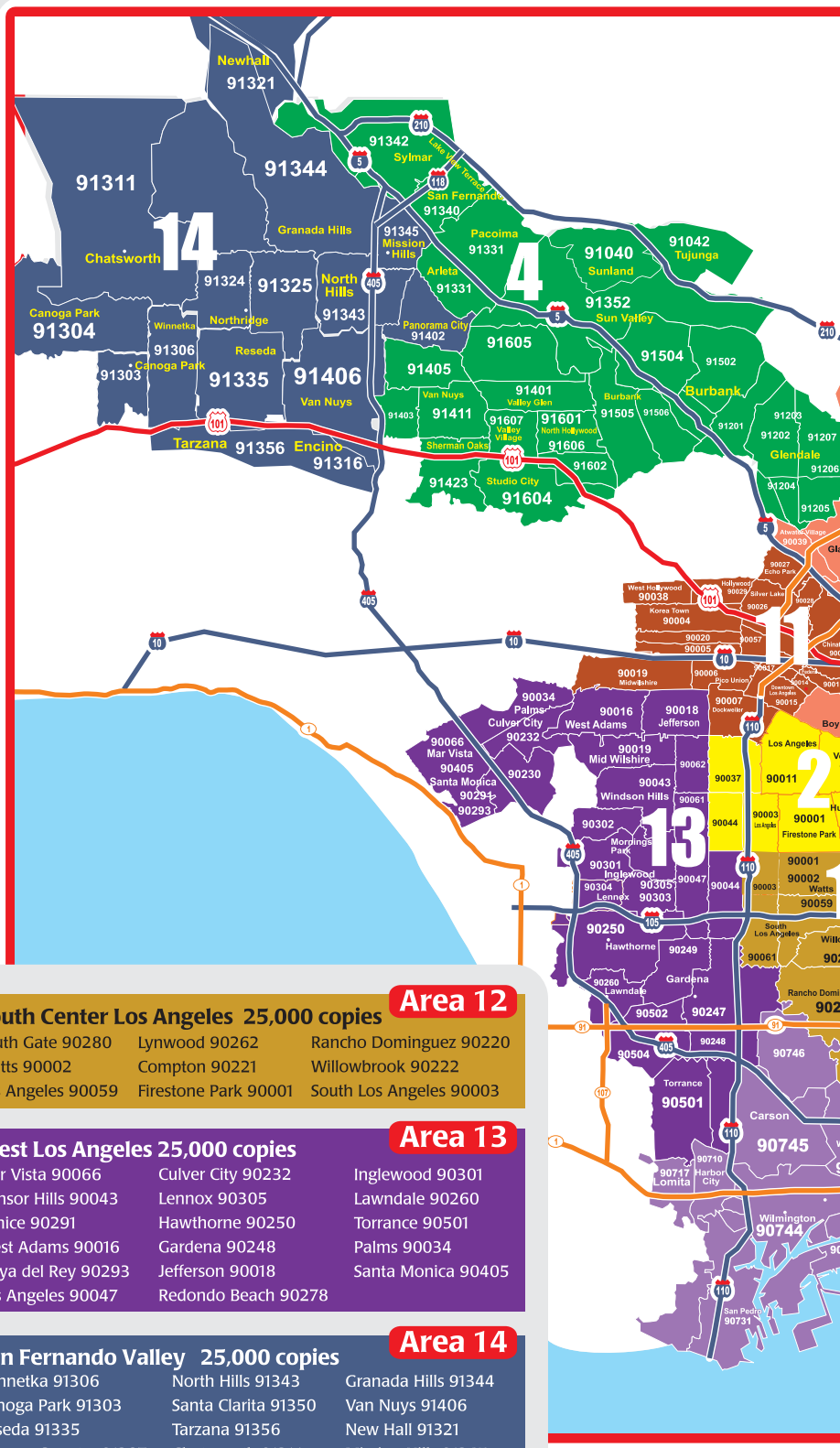
Winnemka 91306	North Hills 91343	Granada Hills 91344
Canoga Park 91303	Santa Clarita 91350	Van Nuys 91406
Reseda 91335	Tarzana 91356	New Hall 91321
Canyon Country 91387	Chatsworth 91311	Mission Hills 91345
Northridge 91325	Encino 91316	Panorama City 91402
Castaic 91384	Valencia 91355	
Stevenson Ranch 91381		

## Area 14

## Inland Empire 12,500 copies

Montclair 91763	Pomona 91766	Rancho Cucamonga 91730
Ontario 91764	Upland 91786	Claremont 91711
Chino 91710	La Verne 91750	

## Area 16



@ElAvisoMagazine

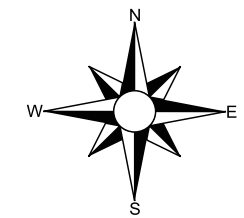


# 325,000 audited weekly copies

We distribute 325K weekly magazines; research indicates that each magazine is read by 2.5 people. That's an 80% increase to your investment.

We distribute our magazine every Monday and Tuesday, in some places we are back on Wednesday to refill our magazine racks.

El Aviso Magazine has such success within the Spanish speaking communities; our racks are empty by the weekend. 15 percent of folks who read our magazine save it indefinitely, as they consider it to be a collector's item.



\*Source: Western Publications Research



# Why Advertise with El Aviso Magazine?

## 1. INCREASE YOUR SALES

Our knowledge and ability to communicate and connect effectively with the Hispanic community, will give you the ability to expose your business successfully.

## 2. ADS THAT GET REACTION.

Over 32 years of marketing to the Hispanic community has given us the ability and knowhow to create ads that provoke thought and attract our reader's attention.

## 3. RELIABILITY, CONSISTENCY, AND DEPENDABILITY

Our advertisers and our audience have come to rely on us that week to week our magazine will be delivered. We circulate in over 150 cities and have over 10k points of distribution. We have strategically placed our magazine in areas of high pedestrian traffic such as bus stops, sidewalks, restaurants, and many other locations. Every Monday and Tuesday, we deliver to our destination, and on Wednesday, we refill the locations that have run out of magazines.

## 4. UP TO DATE WITH INNOVATION

Besides providing marketing options in print, El Aviso Magazine has kept up with the advances in technology offering opportunities to promote businesses digitally on our website ([www.elaviso.com](http://www.elaviso.com)) and online directory. We offer a variety of digital services such as business websites, pay-per-click, video production and social media marketing, to name a few, which makes our publication virtually accessible from just about anywhere.

## 5. WE ARE AUDITED

In order to provide assurances to advertisers, El Aviso Magazine is audited by Verified Audit Circulation who guarantees accuracy of our printing, distribution and circulation. Advertisers and media buyers can purchase with confidence. Reports can be viewed at [www.verifiedaudit.com](http://www.verifiedaudit.com)

## 6. YOUR PATHWAY TO SUCCESS

With our vast knowledge of Hispanic cultures, sub-cultures, diversities and expressions, we have the ability to guide you effectively with the many ethnicities that make up the Hispanic community in the areas our magazine circulates.

## 7. OUR COMMITMENT IS OF RESPECT AND SOCIAL RESPONSIBILITY

El Aviso Magazine has been a member of over 23 Chambers of Commerce. We support and participate with various community organizations such as the Boys Club, Kiwanis International, American Cancer Society, Help the Children, Human Services Association, YMCA and American Heart Association.

## 8. A SOLID INVESTMENT

Week to week, El Aviso Magazine has been in the homes of the largest Spanish speaking audience of our nation. Each week we distribute 325k magazines, and surveys indicate our readership grows to over one million within a period of six months.

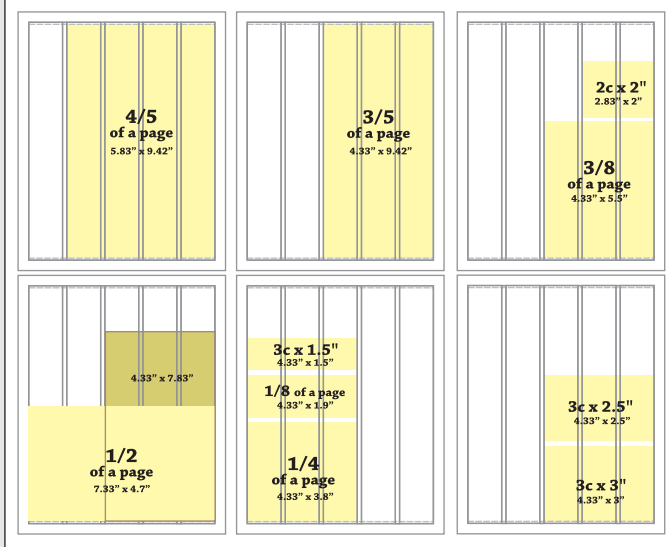




# Print / Page Specs.

**Deadline Wednesdays at 5pm**

Ad Size	Columns Width	Width Inches	Height Inches
Full Page	5	7.33"	9.42"
4/5 of Page	4	5.83"	9.42"
3/5 of Page	3	4.33"	9.42"
1/2 Page Horizontal	5	7.33"	4.7"
1/2 Page Vertical	3	4.33"	7.83"
3/8 of Page	3	4.33"	5.5"
1/4 of Page	3	4.33"	3.8"
1/4 Page Glossy	2.5	3.58"	4.7"
3 columns x 3"	3	4.33"	3"
3 columns x 2.5"	3	4.33"	2.5"
1/8 of a Page	3	4.33"	1.9"
3 columns x 1.5"	3	4.33"	1.5"
2 columns x 2"	2	2.83"	2"
2 columns x 1.5"	2	2.83"	1.5"
Logo Front Page		1.9"	1"



**www.ElAvisoDigital.com**

# Digital Products

Increase your exposure by adding digital to your marketing plan

**El Aviso Digital**

## El Aviso Platform

- Web Banners
- Texting
- Email
- Business Directory
- Produced Video Shows



## Video Production

Attract more clients with professional audio and video productions featuring your product or service



## Social Media Marketing

Strategy to promote a product or service Manage all your major social media platforms, social media listening and engagement, highly-targeted social media ads

- Facebook Setup and management
- Follow-ups and Boost
- Organic Post



## In Show Marketing

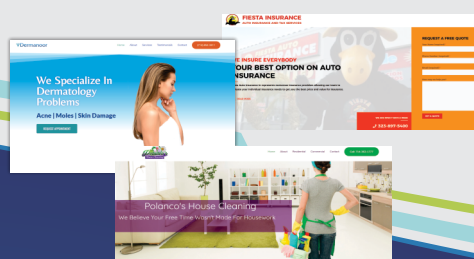
Feature your brand or service in our weekly content which will reach over 100,000 views on our platforms

## Local S.E.O.

- Google My Business
- Management show up in the right searches for your local customers
- Directory Listing

## Website & SEO

- Business website
- Profile optimization
- Site traffic analysis
- SSL certificate



# Distribution



## 325,000 Weekly COPIES

Our points of distribution are strategically placed in areas of high Hispanic population and traffic. free copies are available in locations such as: street corners, laundromats, medical and dental clinics, travel and insurance agencies, carnicerías, grocery stores and businesses frequented by the hispanic community.

El Aviso can also be found in news racks along main streets and markets with high foot traffic and online at [www.elaviso.com](http://www.elaviso.com) all to give your business maximum exposure.



### MEMBER OF THE FOLLOWING CHAMBERS OF COMMERCE

Bell • Bell Gardens • Cerritos • Commerce Industrial Council  
Downey • East Los Angeles • Huntington Park • Mid Valley • North Hollywood • Ontario  
Ontario Hispanic Chamber of Commerce • Pacoima • San Pedro • Santa Ana  
San Fernando Valley • Santa Fe Springs • South Gate • Walnut Park  
LA Latino Chamber of Commerce • Regional Hispanic Long Beach Chamber of Commerce  
California Hispanic Chamber of Commerce

**El Aviso** <sup>Since 1988</sup>  
*Magazine*

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