

# SOMOS!

LA REVISTA QUE EDUCA, INSPIRA, Y TE CONECTA

*THE MAGAZINE THAT EDUCATES, INSPIRES, AND CONNECTS YOU*



## MEDIA KIT 2019

SOMOS! REVISTA  
P.O. BOX 1476, TEMPLETON CA 93465  
VERONICA MACIAS (805) 296-6943  
SOMOSREV.COM

# SOMOS!

## GET TO KNOW US

Revista Somos! is a Spanish magazine that empowers our Spanish-speaking residents who seek to grow personally and professionally. We deliver educational tools, inspirational entertainment, and community resources, in order to motivate our readers to become proactive in their own lives and community activities.



### OUR MISSION

To vitalize local communities by delivering practical and informative articles that encourage our readers to engage in local shopping and local travel, as well as get involved in nonprofits, city and recreational projects, and school district affairs.

### OUR CORE VALUES

#### CULTURE

We encourage readers to be adaptable to new cultural behaviors while cherishing their own traditions.

#### TRANSPARENCY

We encourage readers to voice their opinions and needs in order to be heard and be bring about change in their community.

#### GROWTH

We encourage readers to seek further education in order to improve their personal and professional skills.

#### ACCOUNTABILITY

We encourage readers to follow through with their short and long term goals.

#### BALANCE

We encourage readers to pursue a desired lifestyle by prioritizing tasks that are important to them.

#### PARTNERSHIPS

We encourage members of our community to help each other in order to establish a local strong ethical culture.



### OUR FOCUS

We strongly believe in the benefits of a local publication as an essential tool to support local businesses and local governments. We collaborate closely with business owners in order to deliver our magazine directly in the hands of their clients. It is our purpose to creatively advertise local businesses in order to promote and develop their brand and create a splendid customer experience.

# SOMOS!

## WE DELIVER

### OUR DISTRIBUTION SITES



We deliver 5,000 printed copies to:

- 45** frequently visited locations
- 13** towns in SLO and North SB County
- PLUS** 100 copies are mailed to subscribers outside of our distribution area
- 3** thousand digital versions are text-blasted to readers

This ensures precise delivery of your advertisement to over 13,000 readers

### OUR DEMOGRAPHICS & INFLUENCERS

#### OUR TARGET

First & second generation Latin Americans, and bilingual literates between the ages of 25 and 55 of low to middle socio-economic communities.

#### WEB REACH



Although our main focus is our print magazine, we do not neglect the power of social media and online presence. We strategically promote our advertisers and articles on social media in order to capture a broader audience.

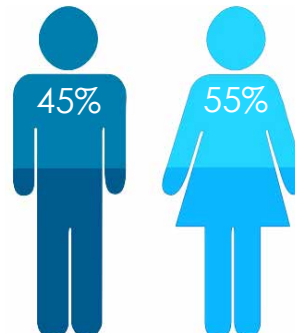
#### DIRECT TEXT REACH

Each month, we send out a copy of our magazine via text messages. SMS marketing is an additional method we use to reach our market, residents that live in rural and suburban areas. It is a channel that people are comfortable using, without the need of any special technical skills.

**65,000**  
Hispanic population  
in SLO county

**11,500**  
Speak ONLY Spanish

**45,000**  
Bilingual literates



We're fans of people who shop local and promote local. We purposely partner up with local influential leaders to help promote your brand.

**90%\***  
of consumers trust peer  
recommendations

**\$6.50\***  
Businesses are making  
\$6.50 for every \$1 spent  
on influencer marketing

\*InfluencerMarketingHub.com



# SOMOS!

## TOPICS & TIMELINE

### EDITORIAL CALENDAR

JANUARY	MANIFESTING A NEW YEAR
FEBRUARY	DETERMINED TO LOVE
MARCH	MARCH INTO YOUR ROLE
APRIL	SPRING INTO ACTION
MAY	FINDING BALANCE
JUNE	SUMMER EXPLORATIONS
JULY	CONNECTING THE DOTS
AUGUST	MUST DO'S & MUST HAVE'S
SEPTEMBER	FEELING OF FREEDOM
OCTOBER	SEASON OF CELEBRATIONS
NOVEMBER	JOURNALS OF GRATITUDE
DECEMBER	REFLECTIONS OF THE YEAR

### MONTHLY TOPICS

HEALTHY EATING & FITNESS  
 MENTAL HEALTH  
 BUSINESS STRATEGIES  
 SOCIOPOLITICAL CHANGES  
 ACADEMIC PROGRAMS  
 PERSONAL FINANCE  
 FAMILY ENGAGEMENT  
 HOBBIES  
 TECHNOLOGY  
 COMMUNITY RESOURCES  
 LATINO LEADER OF THE MONTH

### LATINO LEADER OF THE MONTH

We strongly believe in the leading by example model. For this reason, we are taking a look at what our local Latino leaders are doing and how their vulnerabilities strengthen them as an individual and as a professional in their field. Every month we will be interviewing a Latino leader in our region and publishing their words of advice.

### DEADLINES

PRIOR MONTH TO PUBLICATION			PUBLISHES
Ad reservation needed by the 5th	Art and balance due by the 15th	Magazine is sent to print the 20th of every month	1st of every month

### RESERVATION & CANCELATION POLICY

To reserve your ad, you must sign and return the advertising agreement provided by your account executive. Reservations must be made by 5th of the prior month to publication. Please contact your account executive for a customized rate plan.

Cancellations must be sent in writing by day 15 of the month prior to publication. To avoid withdrawal of your advertisement please send in your payment by the 15th.



# SOMOS!

## COMMUNITY INVESTMENT

### PRINT RATES & DIMENSIONS 2019

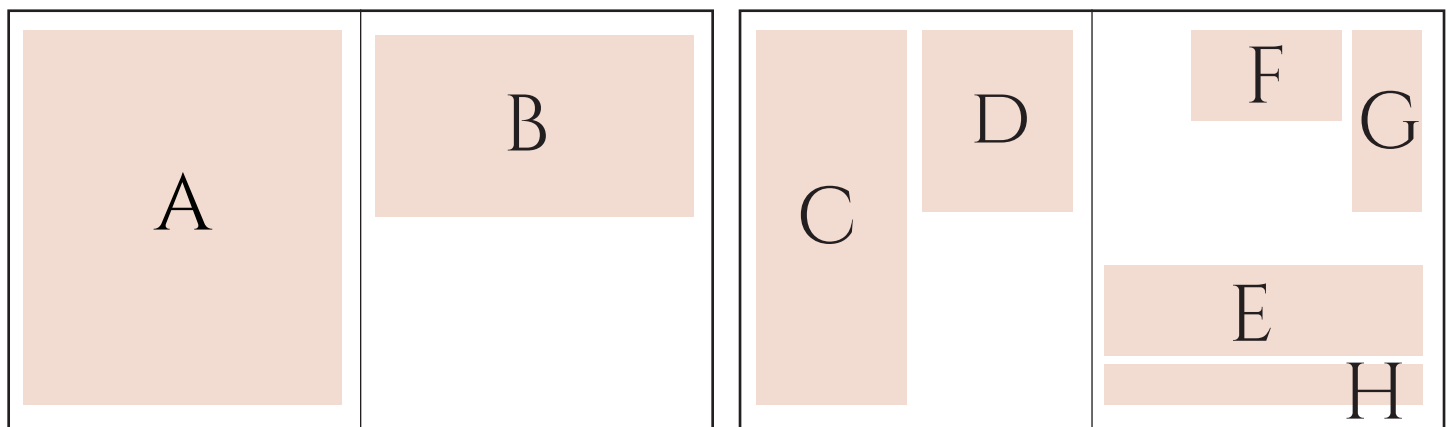
SIZES		DIMENSIONS	OPEN RATE	6 MO.	12 MO.
TWO PAGE SPREAD		16.487"W x 10.245"H	\$2,500	\$2,400	\$2,200
FULL PAGE	A	8" W x 10.245"H	\$1,300	\$1,200	\$1,100
HALF PAGE	B	HOR. 8"W x 5.0625"H	\$700	\$650	\$600
	C	VER. 3.935"W x 10.245"H			
QUARTER PAGE	D	SQUARE 3.935"W x 5.0625"H	\$400	\$350	\$300
	E	HOR. 2.495"H x 8"W			
EIGHTH PAGE	F	HOR. 3.935 "W x 2.495"H	\$250	\$225	\$200
	G	VER. 1.925"W x 5.0625"H			
BANNER	H	8"W x 1.125"H	\$150	\$125	\$100

### SPONSOR RATES

GOLD \$15,000 PER YEAR	12-MONTH COMMITMENT INCLUDES - BEST-PLACED FULL PAGE ADS - SPONSOR RECOGNITION IN PUBLISHER'S LETTER - LOGO ON TABLE OF CONTENTS PAGE - 1/8 PAGE "SPONSOR LETTER TO THE READER" - LOGOS ON ALL OUTREACH COLLATERAL	ONLY 5 SPACES AVAILABLE
SILVER \$8,000 PER 6 MO.	6-MONTH COMMITMENT INCLUDES - 6 FULL PAGE ADS - SPONSOR RECOGNITION IN PUBLISHER'S LETTER - LOGO ON TABLE OF CONTENTS PAGE - LOGOS ON ALL OUTREACH COLLATERAL	ONLY 10 SPACES AVAILABLE



### AD SIZES



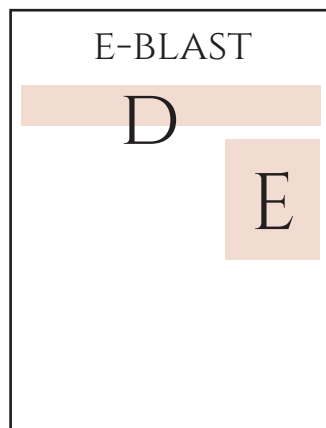
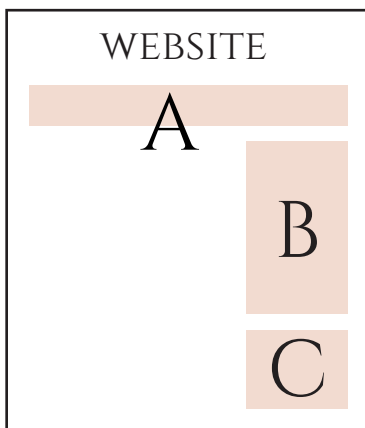
# SOMOS!

## GOING THE EXTRA MILE

### WEB RATES & DIMENSIONS 2019

SIZES		DIMENSIONS	OPEN RATE	6 MO.	12 MO.
WEB TOP BANNER	A	1150 X 125 PIXELS	\$500	\$450	\$400
WEB LARGE SIDE BOX	B	350 X 600 PIXELS	\$700	\$650	\$600
WEB SMALL BOX	C	350 X 300 PIXELS	\$600	\$550	\$500
E-BLAST BANNER	D	600 X 290 PIXELS	\$300	\$250	\$200
E-BLAST SIDE BOX	E	300 X 250 PIXELS	\$250	\$225	\$200

### AD SPACES



### AD SPECS

For best quality, all ads are required to be delivered in a digital format.

Ideal format: Flattened PDF file (compatible with Acrobat 5.0 version 1.4). Resolution must 300 dpi and set to the size of the ad. CMYK color setting (spot colors must be converted to CMYK). No bleed, no trim or crop marks needed. Fonts and images must be imbedded.

Other formats accepted:

Illustrator and photoshop: Fonts must be outlined, linked, or imbedded. Low resolution logos and images are not accepted. Document must set up with appropriate ad size. We are not responsible for color shifts that occur during CMYK conversion.

Design services are available at \$75 an hour.



# SOMOS!

## FACTS TO THINK ABOUT

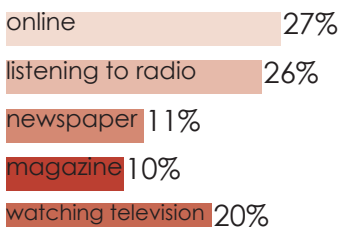
Latinos account for nearly **50%\*** of all consumer spending and are the fastest-growing population group in the country. Much of this revenue goes back into the economy, creating demand for goods and services, which, in turn, helps create jobs.

**one\***

of the 4 reasons 80% of small businesses fail the first 18 months is because of ineffective marketing strategies and implementation.

**Gen X\***

(ages 35 to 44) have 68% of purchasing power in America and drive heavy usage of print media, such as newspapers and magazines.



The graph above represents the percentage of consumers who engage in other, non-media activities while consuming a given type of media. A lower score on this graph means there is more focused attention on the medium.\*

**78%\***

of undocumented immigrants are Latin Americans. They come with a strong mission to create their American Dream, which means they will look for local resources to help them make their purchasing decisions.

**56%\***

of Spanish-speaking Hispanics said that they were more loyal to companies that advertise in Spanish, regardless if they are bilingual as well. Connecting in their native language is a big element of trust.

**32,000\***

people in SLO county still have dial-up or no access to internet.

**95%\***

of Hispanic adults say it is important that future generations of Hispanics speak Spanish.

### Understanding Cultural Mindset

It is more likely that first generation Latin Americans prefer to read or hear about what's going on in their community rather than leave their home to find out. Reasons include barriers to childcare, travel cost, language, family dynamics, culture adaptation, and distrust of authority figures.

Their distrust of authority figures is influenced by their experiences in their countries of origin and by their experiences here in America. People learn not to seek official help, even if they have been victimized or are in need.

It is our interest to remove myths and barriers in order to integrate Latino Americans into community activities. We strongly believe that their purchase power can help benefit our local economy.

### Reasons to Advertise in Somos!

It's non intrusive to the reader, like pop up ads. On contrary, readers usually look to their local publications for deals.

Ads are placed strategically near the content that is of similar topic.

We successfully reach the Latino population by meeting them at places they visit often, writing culturally sensitive articles, and most importantly, speaking their language.

We have positive relationships in the community and have built trust with our customer base.

Digital ads come and go, but a magazine that is left at local clinics or coffee shops, has longer staying power, therefore read by countless readers.

\* Research data gathered from NBC News, U.S. Census Bureau, Pew Research Center, Department of Homeland Security, National Immigration Forum, Forbes, Pacific Coast Business Times, MPA Magazine Fact Book and Investopedia.