



# Hispanic Digital Media

**Your business. Your news. Your world**  
Member-powered Hispanic & Latin American Digital News blog

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## Our Company

LatinVision Media, Inc. is a New York-based company that connects and promotes businesses, entrepreneurs and professionals to the US Hispanic and Latin American markets. LatinVision also operates various business portals, blogs, and news sites, and hosts year-round [Marketing to Latinos Conferences](#) and [Business Networking Events](#). Become a member to our network: [www.latinvision.com](http://www.latinvision.com)

## Summary

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## The Publisher



Carlos Vassallo, CEO of LatinVision Media  
Carlos has extensive international business experience. He has worked for various multinational corporations, and has had major responsibilities for sales and operations for the Americas. In addition, Carlos has business start-up experience and business consulting experience. He has worked for IBM, Elexco International, Proxima, and Abitibi Consolidated and has undertaken independent international assignments. He holds a B.S. from the University of Argentina and an M.B.A. from New York University, Stern School of Business. Carlos is a native of Argentina and is fluent in Spanish and English.

## The Market

### U.S.

\$2 trillion U.S. Hispanic and Latin Am investment markets  
Population: 48 Million  
Small Business: Almost 3 million companies  
15 percent of all U.S businesses  
Business Revenues \$425 billion  
Internet Users: 13 Million

Source: .internetworldstats.com, US Census Bureau, HispanTelligence, Wikipedia, Answers.com

### Latin America

GDP: 2.6 Trillion  
Population: 561 million  
Small Business: About 12 million companies  
87% percent of all Latin American Businesses  
Business Revenues: \$580 Billion > Estimated  
Internet Users: 114 Million

## Circulation

- An average of 1,000 unique visitors per day
- More than 100 pages of content a month
- 800 Subscribers to daily email updates
- RSS Feeds to hundreds of people a day

## Our Audience

- Executives at every level of Hispanic, Latino, General and Multicultural Markets
- Corporate and advertising Executives
- Business owners, entrepreneurs, professionals, academia and students
- Destination source for Corporate and advertising Executives of the general Market

# Geographical Reach and Demographics

<b>Demographics</b>	<b>Hispanic Consumers</b>	<b>US Population</b>
Population	42 Mill	300 Mill
Media Adult Age	38	48
Median HH Income	\$34,000	\$48,000
Average HH Size	3.1	2.3
% with Children at Home	57	36
% High School Graduate	64	84
% College Graduate	12	25
Homeownership	48	67
% Married (HH)	57	50

LatinVision readers are successful, educated and affluent  
 Median age: 44 years 56% male, 44% female  
 College grad/post grad: 61% Median household income: \$76,418  
 Source: company stats

Our readers are wealthy consumers, frequent travelers and early adopters of cutting-edge technology

Are frequent visitors

- 6 page views on average per unique visit
- 54% use LatinVision at least once per week
- Average length of visit–12 minutes

## Size of U.S. Hispanic Population

<b>Hispanic-American</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2050</b>
Total in millions	38.1	39.3	40.4	41.5	42.6	47.7	102,5
% of U.S. population	13.3	13.5	13.8	14.1	14.3	14.6	24.4

Source: Magna Global Analysis, US Census Bureau. Note: Estimated

## Growth in Number of Hispanic-owned Companies

Hispanic-owned companies are among the fastest-growing minority-owned businesses.

<b>Hispanic enterprises</b>	<b>2004</b>	<b>2006</b>	<b>2008</b>
Total	2.0mm	2.7mm	3.0mm

Source: HispanTelligence

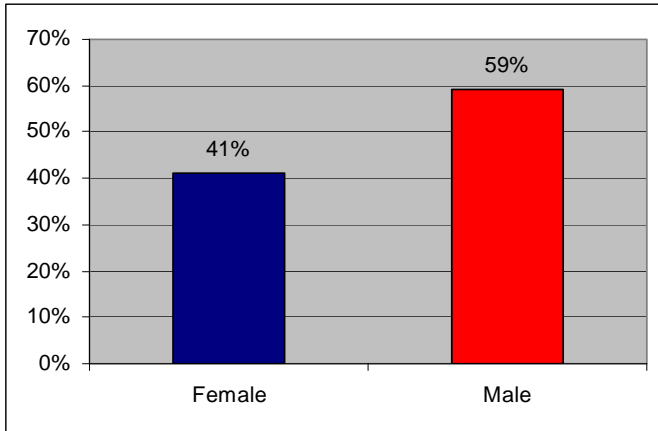
## Purchasing Power of U.S. Hispanics

<b>Hispanic Market</b>	<b>2004</b>	<b>2010</b>	<b>2015</b>
Total	\$700 bill	\$1 trill	\$1.5 trill

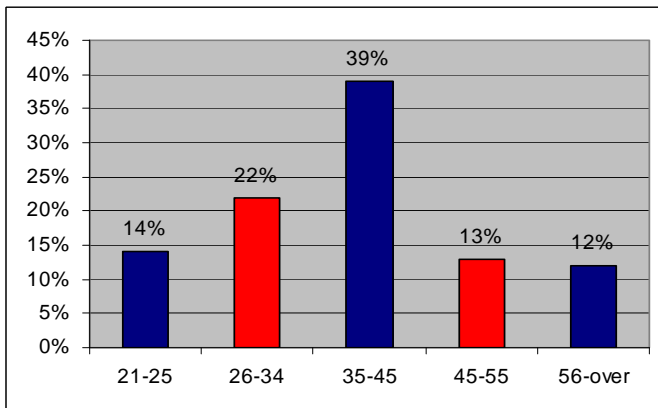
Source: HispanTelligence

# Demographics

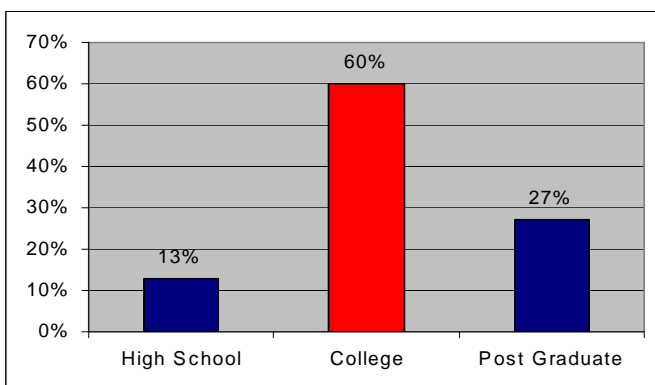
## Gender



## Age



## Education



## Overview

Three in four Hispanic are U.S.- born. Nearly nine in ten who are foreign-born have lived in the U.S. for 10 + years.

76.1% were born in the U.S.  
23.9% are foreign-born

U.S.-born Hispanics represent 90% of Hispanic market growth.

Source: U.S. Census 2000

Young, educated, influential people on the rise

The Hispanic age profile is pyramid-like. Nearly 40 percent are below the age of 19, compared with 29 percent for the total population.

Hispanics now account for nearly 14% of the U.S. population but only 3.2 percent of total advertising spending (Association of Hispanic Advertising Agencies).

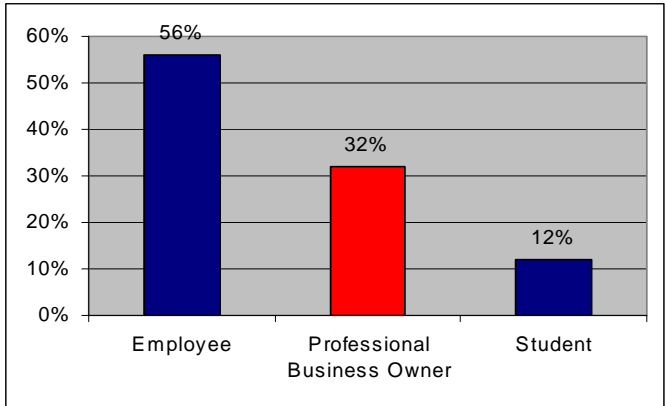
As of 2002, there were 1.656M Hispanics enrolled in college.

In 2002 Hispanics earned 10.1% of associate degrees; 6.4% of bachelor's degrees; 4.6% of master's degrees; 4.9% of first-professional degrees; and 3.2% of doctorate degrees awarded.

Source: www.Hacu.net / U.S. Census 2000

# Demographics

## Occupation



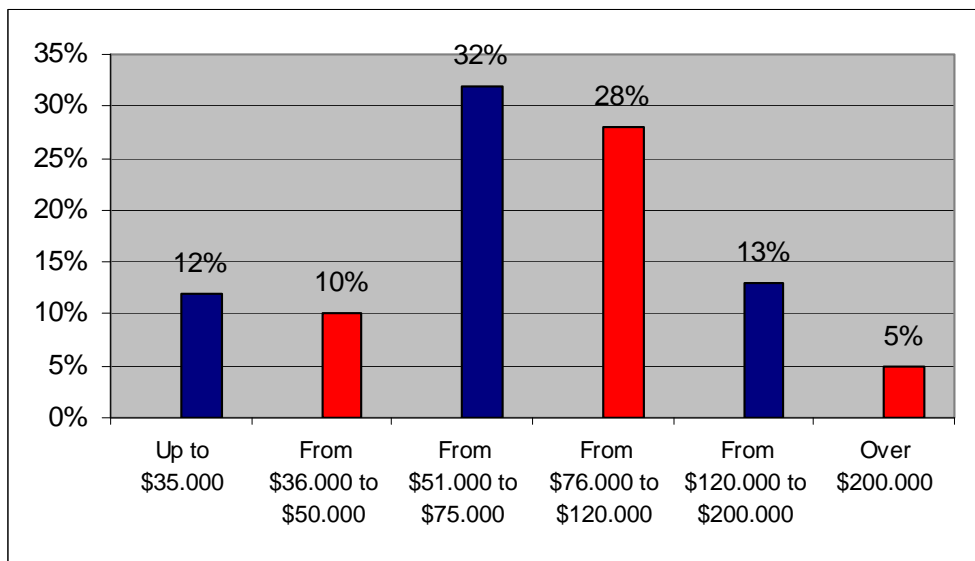
## Overview

Hispanics now account for more than a quarter of all new entrants into the labor force.

They speak English at work and at home or both Spanish and English.

Half of the nation's working Hispanics reside in California (31.1%) or Texas (18.9%).

## Income



Our members have incomes above the U.S. average; thus, they have the discretionary income to buy premium products.

We estimate that at least 90% of Hispanics have investment portfolios valued at \$90,000.

## General Business Statistics

The successful Hispanic is bilingual. More than 75% of U.S. Hispanics speak excellent English.

Hispanic businesses are found nationwide; the majority is small- and medium-sized companies:

01-25 employees	47%	100-999 employees	13%
26-99 employees	13%	1,000+ employees	24%

# Demographics

## Top Ten U.S. Hispanic Markets

	Top Ten Markets	Population	% of DMA Population
1	Los Angeles	7800	41
2	New York	4300	19
3	Miami	1800	41
4	Chicago	1800	17
5	Houston	1800	30
6	Dallas	1500	22
7	San Francisco	1500	17
8	San Antonio	1300	55
9	Phoenix	1200	25
10	Rio Grande Valley	1000	95

Source: Northwestern U, Nielsen, SRC, Multi-channel News, Adweek, MPA, American Demographics et.al.

# Press Releases, News Posting & Advertising Solutions

Placement	Type	Monthly Rate	Ad Size
Press Release and News Posting	Text, video, voice	\$159 a Year*	Not Applicable
Daily Email	Leaderboard	\$2,000	728 x90
Registration & confirmation	Leaderboard	Included above	728 x90
Blog Homepage top left	Rectangle	\$1,000	300x100
General			
Every Page – left side	Vertical	\$750	120 x 240
Every Page – left side	Square	\$500	125 x 125
Every Page – left side	Vertical	\$800	160 x 240
Every Page – left side	Rectangle	\$650	468 x 60
Main Blog Body			
Large	Rectangle	\$700	336 x 280

Note: Please, contact us for any other size

\*Unlimited press and news release posting for one year



## First Page Listed

Capitalize in our first page organic position with Google under these keywords: Hispanic Business News, Hispanic Digital, Hispanic Digital and Print Media and Hispanic Digital Media and many more.....

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### Our websites

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# LatinVision Media 2012 Conference and Event Series

[www.latinvision.com/marketing](http://www.latinvision.com/marketing)



## Marketing Conferences

LATINVISION's FEATURED EVENTS

Be among the first to receive updates, information and special deals about our events for 2011.

**Marketing to LATINOS**  
CONFERENCE SERIES

Travel, Tourism and Hospitality [Mar 1, 2012]  
Sports [Apr 12, 2012]  
Marketing to Latinas [Jun 14, 2012]  
Banking and Finance [Nov 29, 2012]

CONVERGENCE 2012  
**The CEOs Summit**  
October 4, 2012

NYC Latin Media & Entertainment Commission | iab. | ADVERTISING WEEK

*Investing in Latin America & in the U.S. Hispanic Market*  
September 20, 2012

INTERNATIONAL ECONOMIC ALLIANCE

LATINVISION's  
**HispanicBusinessNetworking**

Travel	<a href="http://www.latinvision.com/conference/travel">www.latinvision.com/conference/travel</a>
Sports	<a href="http://www.latinvision.com/conference/sports">www.latinvision.com/conference/sports</a>
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