

# THE MARKET

\$2 trillion  
U.S. Hispanic and Latin American  
Small and Medium Size Business Market

# THE SOURCE

[LatinVision.com/news](http://LatinVision.com/news)



**Marketing to Latinos:  
Travel, Tourism and Hospitality**  
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LATINVISION MEDIA CONFERENCES & EVENTS >>



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→ CEOs Summit



→ Pathways to Prosperity



→ Marketing to Latinos Series

## Publish your News 2012 News Distribution Services Media Kit

[www.latinvision.com/news.pdf](http://www.latinvision.com/news.pdf)



## 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)

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## News Editorial and News Feed

**LatinVision News** unique combination of a comprehensive daily news service plus Web access to search our vast database and use our tools and resources helps start-ups and existing companies to promote their products and services and stay ahead of the competition. Founded in 2005, LatinVision Media Inc. is a multi-media company catering to avid business readers. Its content is available daily.

LatinVision News is the world's first and only daily digital business news publication for professionals, entrepreneurs and executives in small and medium size firms and the online source for real-time, breaking business news and information targeting U.S. Hispanic and Latin America.

### **Breaking Business News Covered From Every Angle**

The most comprehensive site to follow breaking business news and trending topics, LatinVision News Feed delivers real-time, in-depth coverage of major stories including video with leading insiders, one-click access to the best related content from anywhere on the web, comprehensive timelines for every story, plus integration with Facebook, Twitter, and other social media.

## 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

### **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

## News Posting Services and Sites

### **Daily news postings of companies, organizations and institutions**

The definitive source for the best business news and insight delivered to your iPad, iPhone, PC or Mac every day. it's the most comprehensive news coverage available for professionals, entrepreneurs and small and medium size business.

### **Daily news posting of movers and shakers**

What people with power and influence are doing, Who's in and who's out: Find out key executive moves, board level changes and new partners first.

### **Your Conference, Events, Trade Shows and others**

Comprehensive calendar of upcoming conferences and events.

### **News Services includes:**

#### **RSS feeds to thousands of companies and people every day**

RSS (Rich Site Summary) is a format for delivering our regularly changing web content. Many news-related sites, web logs and other online publishers and people receive our content as an RSS.

#### **News Mobile**

Users discover all the news as well as breaking information for their news they want.

#### **Social Networks**

Listing in Facebook, LinkedIn and Twitter

#### **Posting your News and Releases in LatinVision.com Sites**

Your news will be posted in the sites below

#### **Distribution Sites in English, Spanish and Portuguese**

[www.latinvision.com](http://www.latinvision.com)  
[www.latinvision.com/conference](http://www.latinvision.com/conference)  
[www.latinvision.com/conferencia](http://www.latinvision.com/conferencia)  
[www.latinvisionfinance.com/conference](http://www.latinvisionfinance.com/conference)  
[www.latinvisionfinance.com/conferencia](http://www.latinvisionfinance.com/conferencia)  
[www.latinvision.com/finance](http://www.latinvision.com/finance)  
[www.latinvision.com/finanzas](http://www.latinvision.com/finanzas)  
[privateequityandventurecapital.blogspot.com](http://privateequityandventurecapital.blogspot.com)  
[www.latinvision.com/jobs](http://www.latinvision.com/jobs)  
[www.latinvision.com/empleos](http://www.latinvision.com/empleos)  
[www.latinvision.com/conference/sports](http://www.latinvision.com/conference/sports)  
[www.latinvision.com/conferencia/deportes](http://www.latinvision.com/conferencia/deportes)  
[marketingtolatinosports.blogspot.com](http://marketingtolatinosports.blogspot.com)  
[www.latinvision.com/conference/latinas](http://www.latinvision.com/conference/latinas)  
[www.latinvision.com/conferencia/latinas](http://www.latinvision.com/conferencia/latinas)  
[marketingtolatinosentertainment.blogspot.com](http://marketingtolatinosentertainment.blogspot.com)  
[www.latinvision.com/conference/travel](http://www.latinvision.com/conference/travel)  
[www.latinvision.com/conferencia/viajes](http://www.latinvision.com/conferencia/viajes)  
[marketingtolatinotravel.blogspot.com](http://marketingtolatinotravel.blogspot.com)  
[www.latinvision.com/conference/banking](http://www.latinvision.com/conference/banking)  
[www.latinvision.com/conferencia/bancos](http://www.latinvision.com/conferencia/bancos)  
[marketingtolatinosbanking.blogspot.com](http://marketingtolatinosbanking.blogspot.com)  
[www.latinvision.com/entrepreneur](http://www.latinvision.com/entrepreneur)  
[www.latinvision.com/emprededor](http://www.latinvision.com/emprededor)  
[www.latinvision.com/leader](http://www.latinvision.com/leader)  
[www.latinvisionfinance.com/events/startup](http://www.latinvisionfinance.com/events/startup)  
[www.latinvisionfinance.com/eventos/startup](http://www.latinvisionfinance.com/eventos/startup)  
[www.latinvisionfinance.com/events/existing](http://www.latinvisionfinance.com/events/existing)  
[www.latinvisionfinance.com/eventos/existing](http://www.latinvisionfinance.com/eventos/existing)  
[latinvisionnoticias.blogspot.com](http://latinvisionnoticias.blogspot.com)  
[latinsocialmedia.blogspot.com](http://latinsocialmedia.blogspot.com)  
[www.latinvision.com/digital](http://www.latinvision.com/digital)  
[www.tvupfronts.com](http://www.tvupfronts.com) (English and Spanish)

# Yearly Subscription Solution

## All news services

One year subscription \$159

Includes Unlimited News and Press Releases postings for one year in all latinvision.com family of sites

For quick registration and payment go to: [www.latinvisionfinance.com/payments](http://www.latinvisionfinance.com/payments)

## News Categories

### Automotive

Aftermarket  
Alternative Vehicles/Fuels  
Fleet Management  
General Automotive  
Motorcycles  
Off-Road Trucks & SUVs  
Performance & Special Interest  
Recreational Vehicles  
Tires & Rubber

### Communications

Advertising  
Blogging  
Marketing  
Public Relations/Investor  
Relations  
Publishing  
Search Engine Marketing  
Search Engine Optimization  
Social Media

### Construction & Property

Architecture  
Building Systems  
Interior Design  
Landscape  
REIT  
Residential Building & Real Estate  
Urban Planning

### Consumer

African-American  
Arab-American  
Asian-American  
Baby/Maternity  
Children  
Collegiate  
Family  
Gay & Lesbian  
Hispanic  
Men

### Consumer

Parenting  
Pets  
Seniors  
Teens  
Women

### Education

Continuing  
Preschool  
Primary/Secondary  
Training  
University

### Energy

Alternative Energy  
Coal  
Nuclear  
Oil/Gas  
Utilities

### Entertainment

Arts/Museums  
Books  
Casino/Gaming  
Celebrity  
Electronic Games  
Events/Concerts  
Film & Motion Pictures  
General Entertainment  
Foundation  
Licensing (Entertainment)  
Mobile Entertainment  
Music  
Online  
Theatre  
Theme Parks  
TV and Radio  
Environment

### Health

Alternative Medicine

### Health

Cardiology  
Clinical Trials  
Dental  
Diabetes  
FDA  
Fitness & Nutrition  
General Health  
Genetics  
Hospitals  
Infectious Diseases  
Managed Care  
Medical Devices  
Medical Supplies

### Manufacturing

Aerospace  
Automotive  
Chemicals/Plastics  
Engineering  
Packaging  
Steel  
Textiles

### Natural Resources

Agriculture  
Forest Products  
Mining/Minerals

### Philanthropy

Fund Raising

### Professional Services

Accounting  
Banking  
Consulting  
Finance  
Human Resources  
Insurance  
Legal  
Small Business

Native-American

Biotechnology

## News Categories

### Public Policy/Government

Congressional News/Views  
Courts  
Elections/Campaigns  
Healthcare Reform  
Homeland Security  
Labor  
Law Enforcement/Emergency Services  
Public Policy  
State/Local  
White House/Federal Gov  
Other Government  
Other Policy Issues

### Retail

Bridal  
Catalog  
Convenience Store  
Cosmetics  
Department Stores  
Discount/Variety  
Fashion  
Food/Beverage  
Home Goods  
Luxury  
Office Products  
Online Retail  
Restaurant/Bar  
Specialty  
Supermarket  
Supply Chain Management  
Tobacco  
Wine & Spirits  
Other Retail

### Science

Research  
Other Science

### Sports

#### *Individual Sports*

Biking/Cycling  
Billiards  
Bowling  
Boxing  
Equestrian  
Golf  
Gymnastics  
Martial Arts  
Rodeo  
Running

### Sports

#### *Individual Sports*

Skiing/Snowboarding  
Tennis  
Wrestling

#### Recreation

Extreme Sports  
Fishing  
Hunting  
Motor Sports  
Outdoors

#### *Team Sports*

Baseball  
Basketball  
Cricket  
Football  
Hockey  
Lacrosse  
Soccer

#### Recreation *Team Sports*

Volleyball  
Water Sports  
Powerboating  
Sailing  
Surfing/Sailboarding  
Swimming  
Water Skiing  
Yachting  
Other Sports

### Technology

Audio/Video  
Consumer Electronics  
Data Management  
Electronic Design  
Automation  
Hardware  
Internet  
Mobile/Wireless  
Nanotechnology  
Networks  
Photography  
Satellite  
Security  
Semiconductor  
Software  
Telecommunications  
VoIP  
Other Technology

### Transport

Air  
Logistics/Supply Chain  
Management  
Maritime  
Public Transport  
Rail  
Trucking  
Other Transport

### Travel

Cruise  
Destinations  
Lodging  
Transportation  
Vacation

# Advertising Solutions

We accept standard banner creative as well as support for a wide array of rich media types.

Advertising can be targeted run of site, run of network (between latinvision.com, latinvision.com/events, hispanicdigital.us and Hispanicentrepreneur.blogspot.com) or channel or section targeted.

## Rate Card

Placement	Type	Cost	Rate	Ad Size
Registration & confirmation	Leaderboard	\$5,500	M	728 x 90
<b>LatinVision.com</b>				
Homepage	Main Banner	\$4,000	M	265 x 125
<b>Portal Sites</b>				
Homepage bottom center	Main Banner	\$6,000	M	728 x 90
Homepage bottom center	Main Banner	\$4,500	M	468 x 60
Homepage bottom	Bottom Banner	\$2,000	M	468 x 60
General – all Sections				
Every Page – Right side	Vertical	\$1,750	M	120 x 240
Every Page – Right side	Square	\$1,500	M	125 x 125
Every Page – Right side	Vertical	\$1,800	M	160 x 240
Find Products and Services	Text w/description & HTML page	\$149	Y	
All Services	Flat fee per year SEE PAGE 5	\$159	Y	
Sponsored Links	Text w/description & HTML page	\$500	Y	One Line
Content Channel Sponsorship Pls, call				
Newsletter				
Top of newsletter	Leaderboard	\$3,500	M	728 x 90
Text in body	Text	\$500	M	50 words max
Direct email	HTML / Text	\$150 CPM		
Webinars	Pls, call			

M = Monthly | Y = Yearly

LatinVision.com offers a variety of advertising solutions. We understand that each campaign has unique goals. Our mission is to create custom, dynamic marketing programs for our clients.

LatinVision News offers a variety of banner advertising units including

The screenshot shows the LatinVision.com website interface. On the left is a navigation menu with links like Home, About Us, Register and Membership, etc. The main content area includes sections for 'Entrepreneurs' and 'Investors' with search filters for capital and investments. Below these are 'Register and Membership' and 'Latest News' sections. A 'LatinVision Finance > Get Funded' banner is prominently displayed. Further down are 'Find Products and Services' and 'SPONSORED LINKS' sections. At the bottom, there are more banners for American Airlines and IT Consulting.

Labels and dimensions for the highlighted banner units:

- SIDE BANNER**: 120 x 240, 125 x 125, 160 x 240
- MAIN BANNER**: 728 x 90
- FIND PRODUCTS AND SERVICES**
- SPONSORED LINKS**
- BOTTOM BANNER**: 468 x 60

Other sizes? Please, call us

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# Advertising Specifications

The ad units are IAB standard sizes and dimensions in pixels.

Banners	Description
Sizes	See rate card above for complete list
Maximum size file	20K
Looping restrictions	Animated, 4 loops max with refresh time of < 2 seconds

**Lead Time:** Please allow 3 business days for standard creative and 5 business days for rich media ads prior to the campaign start date for testing and QA.

**Sound:** The use of audio streams lasting one second or longer must be initiated by click only. Sound under one second is allowed for mouse-over events meaning “click” or “beep” sounds. Use of audio during the initial download must include a clearly labeled option for turning off audio.

**Expanding/Floating Ads:** Expanding ads and floating ads must have third party served, user-initiated, and close on mouse-off. 40k initial download size. 100K maximum file size.

**Streaming Video in Ads:** Contact a salesperson for specification.

## **Third Party Served:**

Third party ad serving is accepted. All creative must function uniformly on Mac and PC platforms and in any browser versions of Netscape and IE. Ads must open a new window when clicked.

## **Flash Ads:**

GIF alternative is required for Flash creative. Flash cannot exceed 39k file size and gif backup file size is 15k-20k. Flash must be version 3 or higher and delivered as a .swf file. Looping restricted to 4 loops. Flash ads **must** include clickTag tracking that contains the following (case-sensitive) actionsript:

```
On (release) {  
getURL (clickTag,"_blank");  
}
```

## **Textlink:**

Format: 20 character header and 70 character teaser. Client must provide active linking URL.

## **Newsletters:**

Text Version: 50 characters max in ACSII format and active linking URL.

HTML Version: 728x90 (20k max) and 160x600 (20k max) in GIF format are accepted depending on the newsletter layout. No Rich Media or third party tags. Click links may be third party redirects.

## **RSS:**

Go to our website and click on the RSS icon or Contact  
Violeta Alba for specifications.

[violeta@latinvision.com](mailto:violeta@latinvision.com)

Tel: 646 519 3580

# A Powerful Audience

LatinVision.com/news readers are business leaders

**61%** of LatinVision.com/news readers are C-level/entrepreneurs/Owners/Partners at their firm

**67%** work for growing businesses (under 100 employees)

## Demographics

LatinVision.com/news 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

LatinVision News reaches the leading decision makers at start-ups and existing fast-growing companies. 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.com/news at least once per week
- Average length of visit—12 minutes
- E-mail newsletter circulation – 75,000

### Size of U.S. Hispanic Population

Hispanic-American	2005	2006	2007	2008	2009	2010	2050
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

### 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

### Growth in Number of Hispanic-owned Companies

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

Hispanic enterprises	2004	2006	2008
Total	2.0mm	2.7mm	3.0mm

Source: HispanTelligence

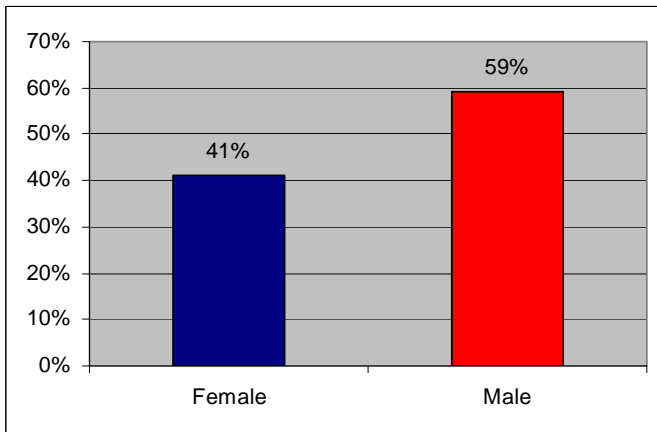
## Purchasing Power of U.S. Hispanics

### Hispanic Market

	2004	2010	2015
Total	\$700 bill	\$1 trill	\$1.5 trill

Source: HispanTelligence

### Gender



### Overview

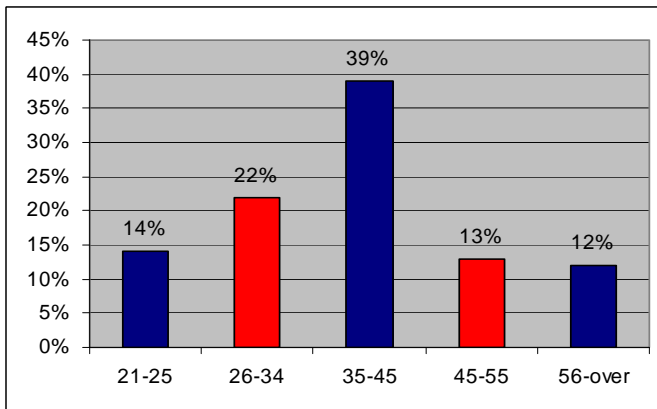
Three in four LatinVision users are U.S.- born. Nearly nine in ten who are foreign-born have lived in the U.S. for 10 + years.

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

### Age

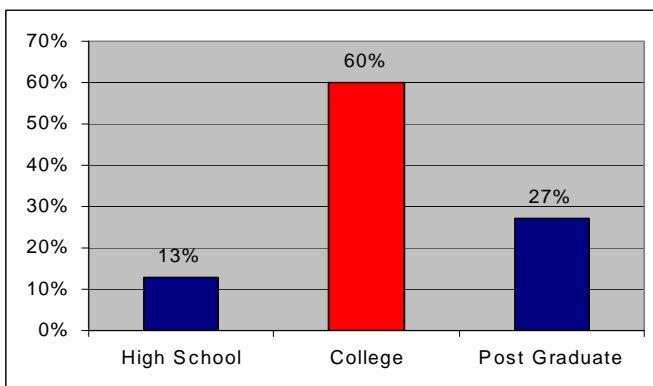


Young, educated, influential people on the rise

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).

### Education



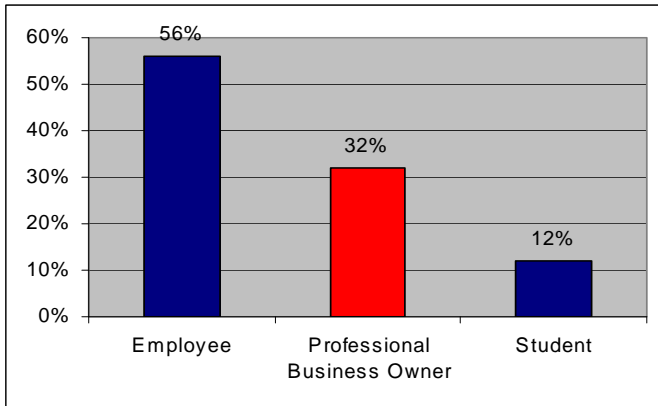
As of 2002, there were 1.656M Hispanics enrolled in college.

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



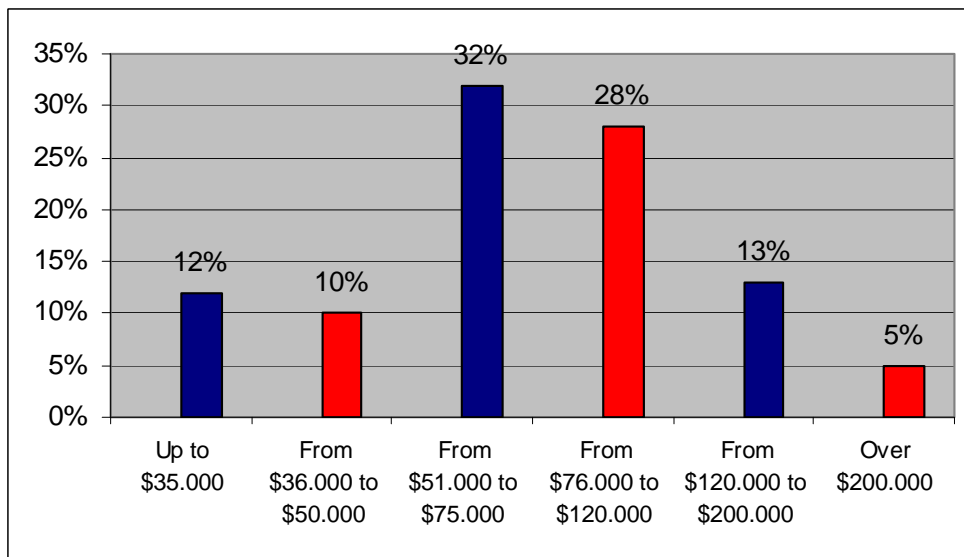
## Overview

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 users 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%

LatinVision Media Inc  
POB 376  
Church St. Station  
New York, NY 10008

Attn: Violeta Alba  
[violeta@latinvision.com](mailto:violeta@latinvision.com)  
Tel: 646 519 3580

### **Our websites**

[www.latinvision.com/digital](http://www.latinvision.com/digital)  
[www.latinvision.com](http://www.latinvision.com)  
[www.latinvision.com/finance](http://www.latinvision.com/finance)  
[www.latinvision.com/events](http://www.latinvision.com/events)  
[www.latinvision.com/news](http://www.latinvision.com/news)  
[www.latinvision.com/entrepreneur](http://www.latinvision.com/entrepreneur)  
[www.latinvision.com/leaders](http://www.latinvision.com/leaders)  
[www.latinvision.com/jobs](http://www.latinvision.com/jobs)  
and many more > see here >

### **Our Conferences**

[www.latinvision.com/conference](http://www.latinvision.com/conference)  
[ww.latinvisionfinance.com/conference](http://ww.latinvisionfinance.com/conference)  
[www.latinvision.com/conference/sports](http://www.latinvision.com/conference/sports)  
[www.latinvision.com/conference/latinas](http://www.latinvision.com/conference/latinas)  
[www.latinvision.com/conference/travel](http://www.latinvision.com/conference/travel)  
[www.latinvision.com/conference/banking](http://www.latinvision.com/conference/banking)

### **Our media kits**

[www.latinvision.com/digital.pdf](http://www.latinvision.com/digital.pdf)  
[www.latinvision.com/mediakit.pdf](http://www.latinvision.com/mediakit.pdf)  
[www.latinvision.com/finance.pdf](http://www.latinvision.com/finance.pdf)  
[www.latinvision.com/events.pdf](http://www.latinvision.com/events.pdf)  
[www.latinvision.com/news.pdf](http://www.latinvision.com/news.pdf)  
[www.latinvision.com/entrepreneur.pdf](http://www.latinvision.com/entrepreneur.pdf)  
[www.latinvision.com/leaders.pdf](http://www.latinvision.com/leaders.pdf)  
[www.latinvision.com/jobs.pdf](http://www.latinvision.com/jobs.pdf)  
[www.latinvision.com](http://www.latinvision.com)

### **Our media kits**

[www.latinvision.com/conference/events.pdf](http://www.latinvision.com/conference/events.pdf)  
[www.latinvisionfinance.com/conference/events.pdf](http://www.latinvisionfinance.com/conference/events.pdf)  
[www.latinvision.com/conference/sports/events.pdf](http://www.latinvision.com/conference/sports/events.pdf)  
[www.latinvision.com/conference/latinas/events.pdf](http://www.latinvision.com/conference/latinas/events.pdf)  
[www.latinvision.com/conference/travel/events.pdf](http://www.latinvision.com/conference/travel/events.pdf)  
[www.latinvision.com/conference/banking/events.pdf](http://www.latinvision.com/conference/banking/events.pdf)

### **Follow us on**

Twitter: [www.twitter.com/latinvision](http://www.twitter.com/latinvision)  
Facebook: [www.facebook.com/latinvisionmedia](http://www.facebook.com/latinvisionmedia)  
Your Tube: [www.youtube.com/latinvisionmedia](http://www.youtube.com/latinvisionmedia)  
Linkedin: [www.linkedin.com/company/912586](http://www.linkedin.com/company/912586)

# 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>   |
| Latinas     | <a href="http://www.latinvision.com/conference/latinas">www.latinvision.com/conference/latinas</a> |
| CEOs Summit | <a href="http://www.latinvision.com/conference">www.latinvision.com/conference</a>                 |
| Banking     | <a href="http://www.latinvision.com/conference/banking">www.latinvision.com/conference/banking</a> |
| Investment  | <a href="http://www.latinvisionfinance.com/conference">www.latinvisionfinance.com/conference</a>   |