



LatinVision Business News

Your business. Your news. Your world

Member-powered Hispanic & Latin American Digital Business News

2010 Online Media Kit
www.latinvision.com/news



Our Company

LatinVision Media Inc. is a New York based Company that operates business portals targeting US Hispanic and Latin American professionals, entrepreneurs, executives and business owners in a small and medium-sized companies.

See all our sites here: www.latinvision.com

Our Conferences

Annual Conferences

www.latinvision.com/conference The Latin Media and Entertainment Commission of the City of New York (LMEC)-LatinVision Media 2010 Convergence Conference: The CEO's Summit Shaping the Future of Latin Media, Entertainment and Technology will be held on Monday, Oct. 4, 2010 in New York City followed by a business networking reception. See our media kit here: www.latinvision.com/conference/mediakit.pdf

www.latinvisionfinance.com/conference: LatinVision Finance will hold its 1st Annual Summit Pathways to Prosperity Venture Capital, Private Equity and Investment Banking: Investing in the US Hispanic Market & Latin America at the Harvard Club in New York City on September 22, 2010. See our media kit here: www.latinvisionfinance.com/mediakit.pdf

Marketing to Latinos Conferences Series

www.latinvision.com/marketing: In an ever-changing marketplace, marketers must stay current with the topics and trends in the business environment, as well as with relevant and timely management skills, to make successful decisions. You can not miss these Conferences!. See our media kit in each site

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 1,200 unique visitors per day
- More than 10 entrepreneurs profiled every month
- 800 Subscribers to daily email updates
- RSS Feeds to thousands of people a day

Our Audience

- Executives at every level of Hispanic, Latino, General and Multicultural Markets
- Business owners, entrepreneurs, professionals, academia and students
- Executives of Banks, Insurance, Financial Institutions and others of the general and Hispanic Market

Geographical Reach and Demographics

Demographics	Hispanic Consumers	US Population
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

Hispanic Entrepreneur 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% Read LatinVision News at least once per week
- Average length of visit–12 minutes

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

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

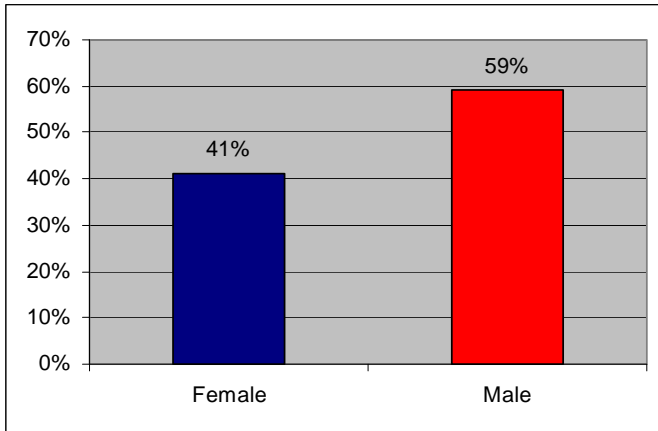
Purchasing Power of U.S. Hispanics

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

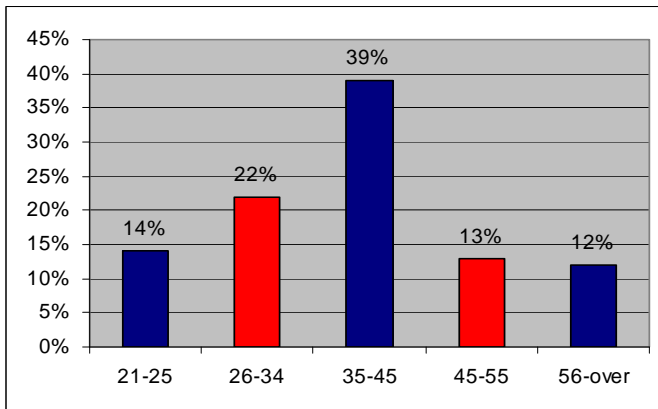
Source: HispanTelligence

Demographics

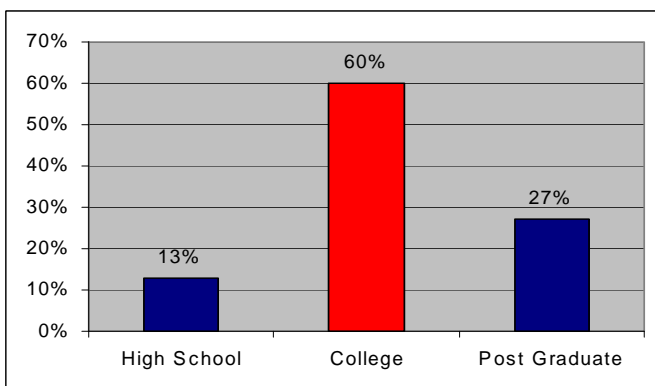
Gender



Age



Education



Overview

Three in four members 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).

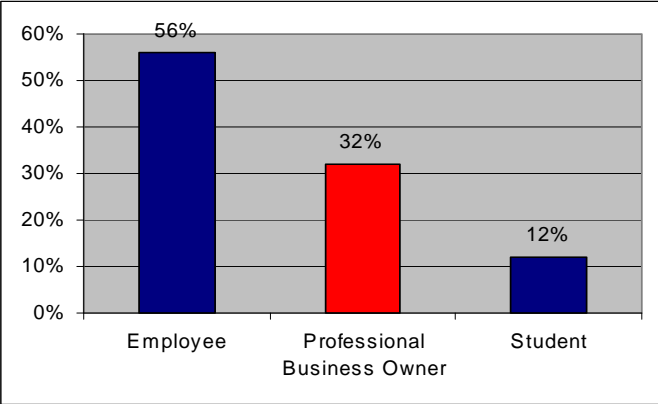
As of 2002, there were 1.656M Hispanics enrolled in college.

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



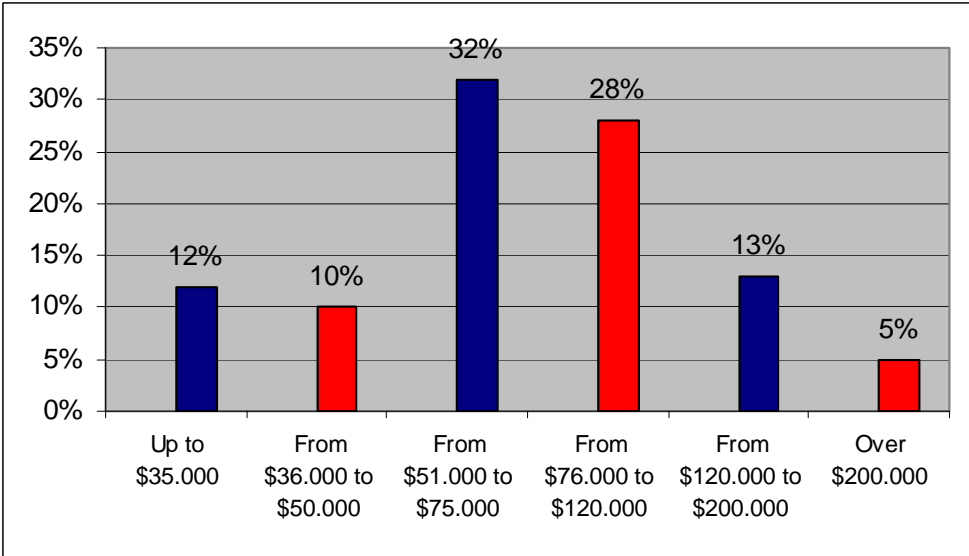
Overview

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

See: www.latinvision.com/noticias (Version en Español)

Placement	Type	Monthly Rate	Ad Size
Press Release and News Posting	Text, video, voice	\$149 a Year*	Not Applicable
Weekly 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
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 and includes Spanish news as well.



Capitalize in our first page organic position with Google under these keywords
Hispanic Entrepreneur, Hispanic Venture Capital and Hispanic Private Equity and many more.....

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

Attn: Ms. Julieta Caracoche
julieta@latinvision.com
Tel: 646 519 2452

Our websites

www.latinvision.com/digital
www.latinvision.com
www.latinvision.com/finance
www.latinvision.com/events
www.latinvision.com/news
www.latinvision.com/entrepreneur
www.latinvision.com/leaders
www.latinvision.com/jobs
and many more > see here >

Our Annual Conferences

www.latinvision.com/conference
www.latinvisionfinance.com/conference

Our Marketing to Latinos Series

www.latinvision.com/conference/sports
www.latinvision.com/conference/latinas
www.latinvision.com/conference/travel
www.latinvision.com/conference/banking

Our media kits

www.latinvision.com/digital.pdf
www.latinvision.com/mediakit.pdf
www.latinvision.com/finance.pdf
www.latinvision.com/events.pdf
www.latinvision.com/news.pdf
www.latinvision.com/entrepreneur.pdf
www.latinvision.com/leaders.pdf
www.latinvision.com/jobs.pdf
www.latinvision.com

Our media kits

www.latinvision.com/conference/mediakit.pdf
www.latinvisionfinance.com/conference/mediakit.pdf

Our media kits

www.latinvision.com/conference/sports/mediakit.pdf
www.latinvision.com/conference/latinas/mediakit.pdf
www.latinvision.com/conference/travel/mediakit.pdf
www.latinvision.com/conference/banking/mediakit.pdf