

Latinos and Hispanics in Social Media

Communicate – **Connect** – Reach – **Talk**

2010 Online Media Kit
www.latinvision.com/socialmedia.pdf



www.latinvision.com/socialmedia

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 1,000 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

| 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 |

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

| 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

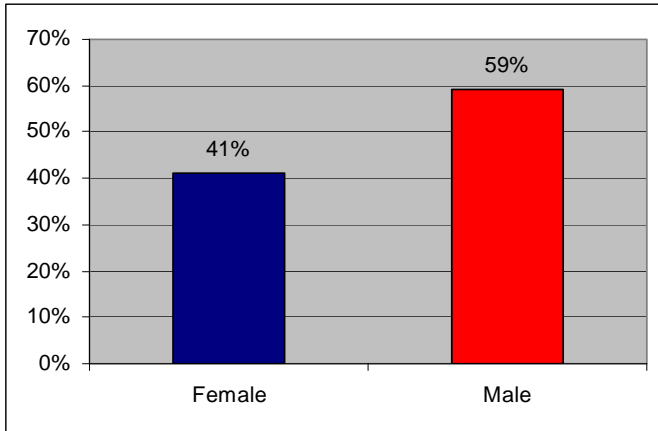
Purchasing Power of U.S. Hispanics

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

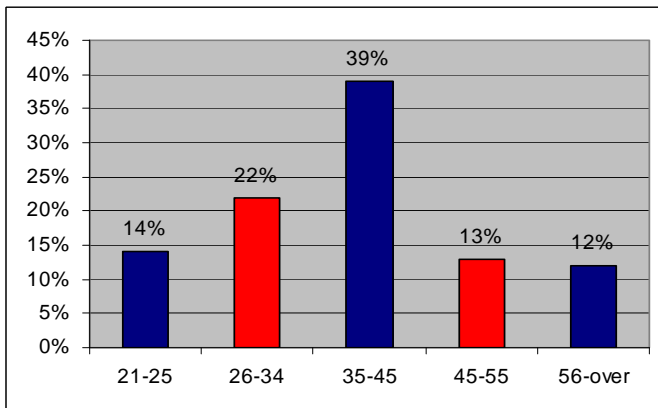
Source: HispanTelligence

Demographics

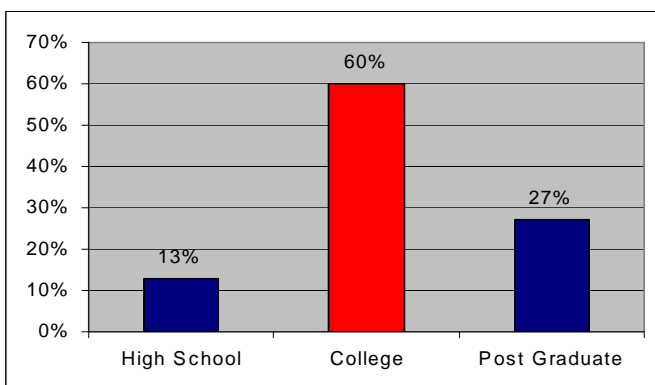
Gender



Age



Education



Overview

Three in four 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).

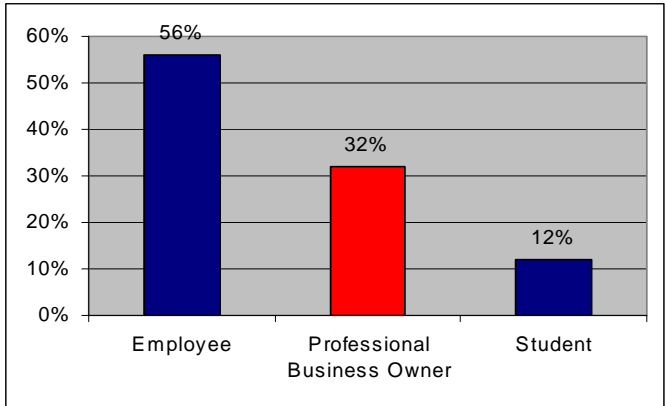
As of 2002, there were 1.656M Hispanics enrolled in college.

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



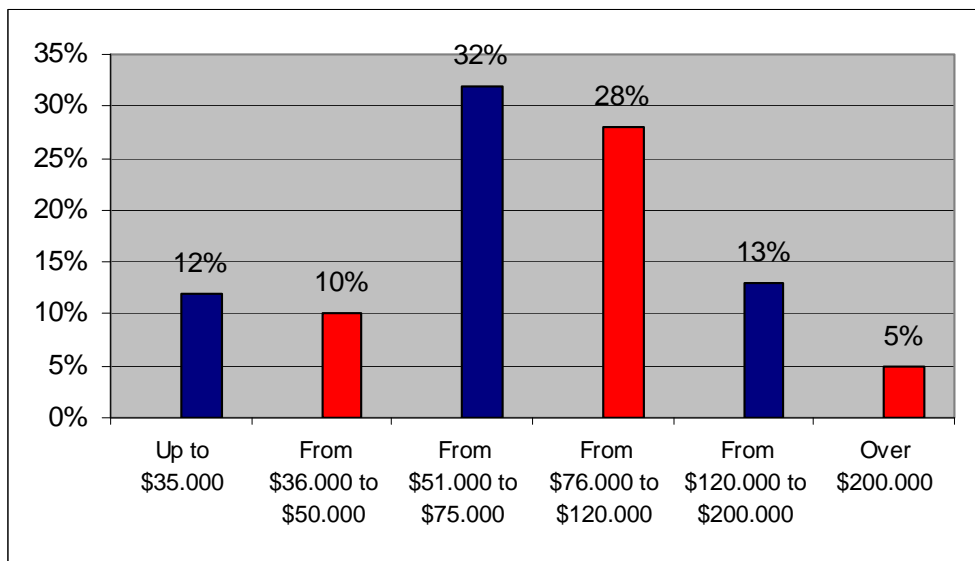
Overview

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 | \$149 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 Annual Conferences

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