



Latinos and Hispanics in Social Media

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

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www.latinvision.com/socialmedia

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

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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

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

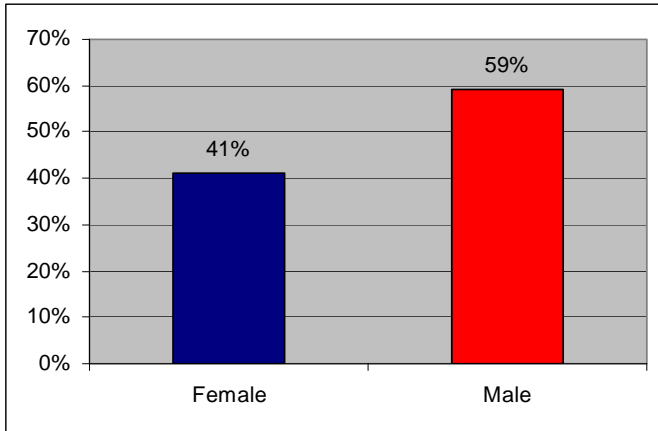
Purchasing Power of U.S. Hispanics

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

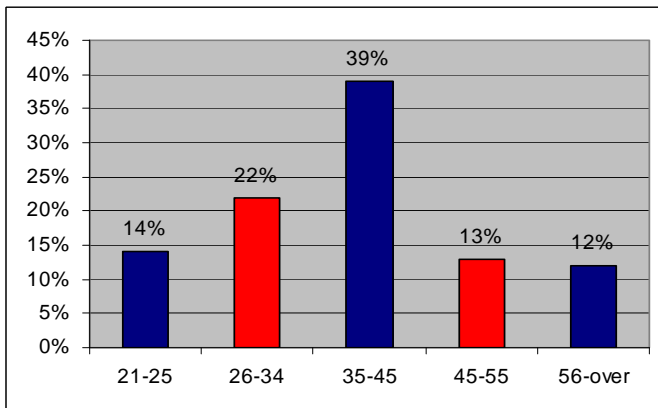
Source: HispanTelligence

Demographics

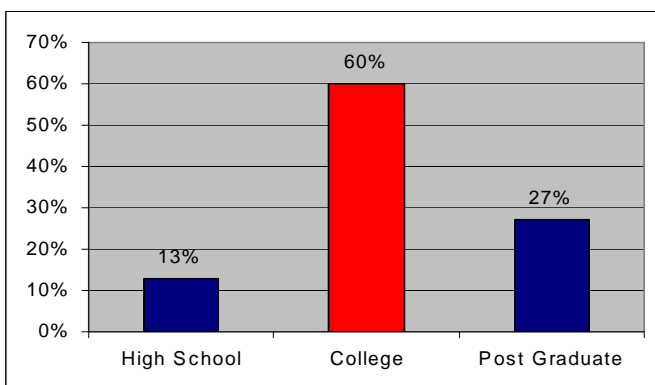
Gender



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).

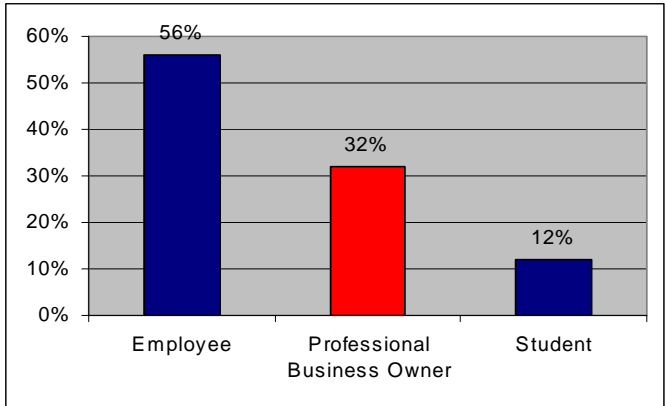
As of 2002, there were 1.656M Hispanics enrolled in college.

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



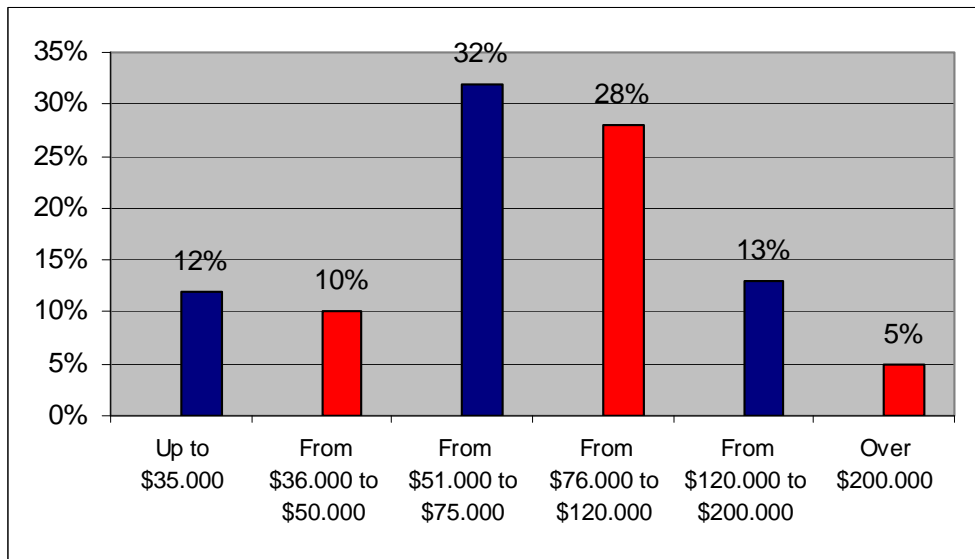
Overview

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	\$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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LatinVision Media 2012 Conference and Event Series

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	www.latinvision.com/conference/travel
Sports	www.latinvision.com/conference/sports
Latinas	www.latinvision.com/conference/latinas
CEOs Summit	www.latinvision.com/conference
Banking	www.latinvision.com/conference/banking
Investment	www.latinvisionfinance.com/conference