Southern California News Group to enhance content, design, distribution and branding of its Spanish-language newspapers and websites starting June 30

June 23, 2017 – To better serve Spanish-speaking communities in the nation’s largest Latino market, Southern California News Group is updating the branding, content, design, and distribution of its three weekly Spanish-language newspapers and websites starting June 30.

“Our Spanish-language media plays a vital role in serving Southern California’s diverse and growing Latino communities, and we are taking steps to grow our print and digital offerings and deliver the most relevant information to readers,” said Hispanic publications editor Carlos Aviles. “Our mission is to provide content that is actionable and helps our readers lead better lives.”

Consistent Excélsior branding across Southern California:
• Excélsior becomes the overarching brand across Southern California, and will expand its established brand name into Los Angeles, Riverside and San Bernardino counties. Specific updates include:

  - **Excélsior Orange County**: Excélsior will integrate “Orange County” within the masthead of its front page on June 30, and will add a special 25th anniversary seal alongside its new name to celebrate the milestone from July 7 to June 2018.

  - **Excélsior Inland Empire**: Known as La Prensa since its debut in 1999, the weekly publication updates its name and masthead as “a publication of Excélsior” beginning June 30, for distribution in Riverside and San Bernardino counties.

  - **Excélsior Los Angeles**: Known as Impacto USA since its debut in 2005, the new Excélsior Los Angeles name will be introduced on July 1.

  - **ExcelsiorCalifornia.com**: Existing websites – impactousa.com and unidossc.com – merge into a more visually impactful and responsive website launching soon (replacing unidossc.com and impactousa.com).

Content:
The three newspapers and new website are adding new features that address current events and readers’ interests. “What to do?” will include resourceful information on immigration, education, pathways to citizenship and other matters. “Ask a Lawyer” is a new weekly section where readers can ask questions and receive valuable guidance from experts.

The newspapers will continue to share regional, state, national and international news of importance to Hispanics, including sports and entertainment coverage, while maintaining a commitment to covering local news exclusively for each of their three distinct editions in Orange County, Los Angeles County and the Inland Empire.

Design:
• Modeled after newspapers in Mexico, Central and South America, the updated Excelsior newspapers will be quicker and more entertaining reads with a bold and contemporary look. They will include infographics, eye-catching headlines, and larger photographs.

Distribution:
• The total audited distribution for the three Excelsior newspapers is 392,557, with targeted distribution that includes a mix of home delivery and news racks located within two miles of major retail stores. The publications distribute in communities with 75 percent or greater Hispanic populations where multigenerational Hispanics live, work, shop and play. The retailer-centered distribution includes grocers, family and children-themed clothing stores, restaurants, toy stores, electronics retailers, beauty salons, entertainment venues and coffee shops.

Section-specific, run-of-paper and insert advertising will be available in each or all three newspapers. Insert ads may be targeted to specific zones in Orange, Los Angeles, Riverside or San Bernardino counties.

About Southern California News Group
Southern California News Group operates 11 daily newspapers and associated websites in Southern California, including the Los Angeles Daily News, Daily Breeze in Torrance, Long Beach Press-Telegram, The Orange County Register, Pasadena Star-News, The (Riverside) Press-Enterprise, San Gabriel Valley Tribune, Whittier Daily News, Inland Valley Daily Bulletin (Rancho Cucamonga), The Sun in San Bernardino and Redlands Facts. When combined with its multiple weekly newspapers, Spanish-language products and social channels, SCNG reaches an audience of nearly 10 million each week, with in-depth reporting and exclusive local news, politics, sports and entertainment relevant to the communities it serves. SCNG’s depth of services include Adtaxi, a company-owned digital organization that provides custom, performance-driven digital marketing solutions such as search, SEM, e-commerce, email, programmatic and social advertising. SCNG and Adtaxi are part of Denver-based Digital First Media. For media inquiries: emorgan@scng.com.