Latino Leaders Magazine strives to advance the Latino Community by promoting the stories of success and leadership, bringing leaders together through its magazine, gatherings, and social media platforms, as well as inspiring them to connect work together for a better future.
**ABOUT**

*Latino Leaders Magazine* was founded in 1999 to publish stories of successful Latinos to address the ever growing Hispanic Market. With a focus on the Leadership or High End of the market, the magazine has grown in readers from 17,000 in 2000 to more than 240,000 currently. The segment we reach has 45% of the total purchasing power of the entire Hispanic Market (estimated in more than a trillion dollars in 2018).

Leadership, relevance and influence is what our circulation and editorial concept brings together to make the right connections among leaders, influencers, high profile individuals and marketers looking for an individual interested in leadership, success and getting inspired for the future.

Our platforms that will include Magazine exposure, Events and digital and web based elements can serve many interest in this segment of the market which we estimate is from 2 to 3 million individuals in the US. Social Media components, editorial coverage and profiles, inspiring stories, and Market-to-Individual live experiences, are part of the many options we can offer to customize your message and strategy towards this segment which we praise ourselves to know very well based on 18 years of addressing it.

Address the Leaders, reach the influencers, and explore innovative and effective ways to reach your target audience, talk to one of our representatives for a consultation.
BY THE NUMBERS

PRINT CIRCULATION +
DIGITAL CIRCULATION +
WEBSITE DEMOGRAPHICS +
**PRINT CIRCULATION**

**QUICK FACTS**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own business</td>
<td>62%</td>
</tr>
<tr>
<td>Have investment capabilities</td>
<td>77%</td>
</tr>
<tr>
<td>Make key decisions in the workplace</td>
<td>89%</td>
</tr>
<tr>
<td>Make key decisions in their communities</td>
<td>54%</td>
</tr>
<tr>
<td>Have a financial advisor</td>
<td>66%</td>
</tr>
<tr>
<td>Invest in the stock market</td>
<td>71%</td>
</tr>
<tr>
<td>Have insurance</td>
<td>93%</td>
</tr>
<tr>
<td>Have a mortgage</td>
<td>82%</td>
</tr>
<tr>
<td>Own real estate</td>
<td>94%</td>
</tr>
<tr>
<td>Own at least two vehicles</td>
<td>92%</td>
</tr>
<tr>
<td>Married</td>
<td>63%</td>
</tr>
<tr>
<td>Have children</td>
<td>59%</td>
</tr>
</tbody>
</table>

- 21 average domestic trips per year
- 6 average international trips per year
- 778,600 average readers per edition
- $157,363 median household income
- 3.4 readers per copy

*reader’s economic profile*
PRINT CIRCULATION
NATIONAL COMPARISON

240,454: Total circulation
Top 15 states

*nationally distributed
**DIGITAL CIRCULATION**
WEBSITE DEMOGRAPHICS/DIGITAL PDF

**AGE**
- 18–24: 27%
- 25–34: 33%
- 35–44: 15%
- 45–54: 12%
- 55+: 11%

**GENDER**
- Female: 45.85%
- Male: 54.15%

**VIDEWS & ENGAGEMENT**
- **88,581** UNIQUE USERS | **68,440** VISITS | **147,780** PAGEVIEWS
* 2019 averages

**PDF EDITION**
- Reads: **29,357**
- Impressions: **194,092**

**SOURCE DRIVE**
- Organic search
- Direct
- Social
- Referral

**AUDIENCE DISTRIBUTION**
- **57.9%** DESKTOP | **37.8%** MOBILE | **4.26%** TABLET
JANUARY/FEBRUARY 2020
THE BUSINESS ISSUE

The return of our top list of companies from Mexico investing, creating jobs and contributing to the economy. Including exclusive interviews and profiles with the Latinos in technology and health.

FEATURES

Hi-Tech: The annual index of the top Latinos in the technology industry. Curated and presented by HITEC.

US Companies with Mexican Origin: Our newest list of top Mexican companies investing in the US.

Health/Pharmaceutical: Most relevant Latinos in the pharmaceutical and health industry, including top hospitals.

* All issues feature exclusive interviews with top Latino Leaders across all disciplines.
MARCH/APRIL 2020

A return of the successful suppliers and diversity and auto industry features, with all the same extensive interviews and profiles. Now featuring a new curated list within corporate insurance.

FEATURES

**Suppliers & Diversity:** A coverage that looks into the supplier and diversity industry.

**Auto Industry:** Feature that looks into the success stories of auto industry leaders and companies that influence the Hispanic community.

**Insurance:** Our newest list that highlights top Latinos in corporate insurance.

SALES CLOSE: APR 8
EDITORIAL CLOSE: APR 14
PUBLISH: MAY 1

* All issues feature exclusive interviews with top Latino Leaders across all disciplines.
MAY/JUNE 2020

THE LATINA ISSUE

A return of one of our most successful issues emphasizing the most influential and relevant Latinas across industries. Featuring a new sector dedicated to the most anticipated event of the year, the Latino Franchise Symposium.

FEATURES

Latinas: A focus on the overall beauty and power that women in the Latina community serve.

Franchise: Our newest list highlighting top Franchises for Latinos.

Public Infrastructure: A look at how Latinos play a role in rebuilding a more sustainable infrastructure.

SALES CLOSE: JUN 11
EDITORIAL CLOSE: JUN 16
PUBLISH: JUL 3

* All issues feature exclusive interviews with top Latino Leaders across all disciplines.
JULY/AUGUST 2020
THE BOARDS ISSUE

The return of our most successful edition of the year featuring a comprehensive list of top Latino Board members.

FEATURES

Latinos on Boards: Extensive coverage on Latinos on Boards with our report of the Latinos serving on Boards with articles and interviews.

Latinos in Wine: Our annual list of the best Latino winemakers, executives, winegrowers and entrepreneurs.

* All issues feature exclusive interviews with top Latino Leaders across all disciplines.
SEPTEMBER/OCTOBER 2020
THE EXECUTIVE ISSUE

Our annual extensive C-Suite edition as well as our feature on top Latinos within the energy, oil and gas industry.

FEATURES

Corporate: Our own research and report on the Latinos in the C-Suite of F100 Corporate America.

Latinos in Energy, Oil and Gas: Best of index covering the top Latinos of energy, oil and gas.

SALES CLOSE: OCT 5
EDITORIAL CLOSE: OCT 8
PUBLISH: OCT 23

* All issues feature exclusive interviews with top Latino Leaders across all disciplines.
NOVEMBER/DECEMBER 2020
SPECIAL 20TH ANNIVERSARY EDITION

Our 20th anniversary edition, featuring the exclusive ranking of the most influential Latinos in the Nation—our top seller of the year. Plus, the annual top Latino lawyers edition.

FEATURES

101: Our biggest list of the year—101 Latinos across the country making waves in their respective industries and being an inspiration to others.

Lawyers: Our annual index of the most influential Latino lawyers.

University Impact: A feature of programs that directly impact and benefit the Hispanic student community.

Top Companies for Latinos: A new special section that looks into and breaks down the top companies for Latinos to work for.

SALES CLOSE: DEC 1
EDITORIAL CLOSE: DEC 4
PUBLISH: DEC 22

* All issues feature exclusive interviews with top Latino Leaders across all disciplines.
EVENTS CALENDAR

UPCOMING EVENT DATES +
SPONSORSHIP OPPORTUNITIES +
EVENTS OVERVIEW
MAIN SPONSOR BENEFITS

*Latino Leaders Magazine* has always had a very strong link with its community of readers, which is why our events are always a gathering of influential leaders from different sectors, fields, industries and areas in more than 15 cities and markets across the Country.

Many of our guests will come interested in participating, networking with similar individuals and expanding their views. This is a perfect environment and climate to offer to our sponsors direct one-on-one contact with all of our guests.

Social media, databases and presentations are available depending on the type of event to all our Partners or Sponsors.

Contact [*events@latinoleaders.com*](mailto:events@latinoleaders.com) for more information.

- Signage (on site and pre-/post communications)
- Sponsorship recognition in all platforms (print/digital/online)
- Sponsor to be presented as co hosts and founding partners of event
- Networking (our staff will be at hand to make all necessary one-on-one introductions)
- Personal referrals for follow up
- Gifting
- Presentation of event coverage to be distributed among internal channels
- Database of attendees (dependent on event type)
- Inclusion in post-coverage in the print and digital magazine
THE 101
Washington DC | FEB 25

Each year, our “101 Most Influential Latinos” edition is our most popular issue due to it’s acclaim for featuring some of the biggest and brightest stars across multiple industries. This year, in response to last year’s success, we will be bringing back the 101 Luncheon, taking the time to honor and spotlight these incredible leaders and give opportunities to network with them.

EDITION LAUNCH: COMPANIES WITH MEXICAN ORIGIN
Dallas | APR 7

An event that will highlight and honor a selection of the Mexican companies featured in the upcoming January/February business issue. A chance to network and hear the inspirational stories from these owners and how their journeys first began.

THE TOP LATINOS ON BOARDS RECEPTION
Dallas | MAR 26

Last year, we collaborated with the Latino Corporate Directors Association and Victor Arias Jr. from Diversified Search Inc., to produce one of the most unique and extensive lists yet. This reception serves not only to unveil this successful edition, but as well as to encourage connections within the Latino Directors community, form lively discussions and celebrate the success of the select Directors being featured.
THE 6TH ANNUAL LATINO FRANCHISE SYMPOSIUM
Dallas | MAY 12–13
For the 6th year in a row, Latino Leaders Magazine will host the Latino Franchise Symposium. The Symposium consists of panels, sponsor expositions, networking, private dinners and more. Sponsors will be offered exhibit space to display their brand to the attendees consisting of franchisees, investors, franchisers, marketers and more. Multiple panels of experts throughout the two days will present thoughts and ideas related to opportunities to expand franchise business into the Hispanic markets.

THE MAESTRO AWARDS: SAN FRANCISCO
San Francisco | AUG 26
The Maestros: California have taken place in many iconic locations across the state, honoring some of the most influential Latinos in the area. With ongoing success, the Maestros continues to bring this event to the city of San Francisco. This past year, we were honored to host the ceremony at 906 World Cultural Center, a former church converted into a unique event space.

THE MAESTRO AWARDS: CHICAGO
Chicago | SEP 23
Over the past 6 years, the Chicago Maestros have taken place in many iconic locations across the city, honoring some of the most influential Latinos in the area. This year, we are honored to continue bringing this ceremony to Chicago. Last year, we were honored to host the ceremony at The Murphy.
THE MAESTRO AWARDS: DALLAS
Dallas | NOV 4

The Dallas Maestros have been an institution in the North Texas Latino community for nearly 15 years. They have taken place in many iconic locations across the city, honoring some of the most influential Latinos in the area. In 2016, we celebrated our 10 year anniversary, commemorating all of our past maestros across the country. This past year, the ceremony continued to be held at The Perot Museum of Nature and Science.

*Event dates and locations are subject to change. Contact your sales rep or events@latinoleaders.com to confirm any details.*
PARTNERSHIP
ADVERTISING & CONTACT

PRINT/DIGITAL ADVERTISING SPECS +
MAIN CONTACTS +
PRINT ADVERTISING

PRICE

Full Page $12,300
1/2 Page Horizontal $9,700
1/2 Page Vertical $9,700
Inside Front Cover $15,200
2-Page Spread $23,000
Back Cover $19,600
**FULL PAGE**
- Final size: 8.375x10.875 in
- Bleed size: 8.875x11.375 in
- Live area: 7.875x10.375 in

**FULL SPREAD**
- Final size: 16.75x10.875 in
- Bleed size: 17.25x11.375 in
- Live area: 16.25x10.375 in

**1/2 PAGE HORIZONTAL**
- Final size: 8.375x5.437 in
- Bleed size: 8.875x5.937 in
- Live area: 7.875x4.937 in

**1/2 PAGE VERTICAL**
- Final size: 4.187x10.875 in
- Bleed size: 4.687x11.375 in
- Live area: 3.687x10.375 in

**PRINT ADVERTISING SPECS**

Send all material in **PDF** (preferred), **TIFF**, or **JPG** format at **300 DPI**. Digital files should include: links, fonts (converted to curves, or packaged), and color proofs.

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SPECs/PRICING

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$2,000+
Dimensions: 728x90px

Simply send all files to:
mcarrera@latinoleaders.com

Be sure to include any additional information about your ad (such as length of run, placement, hyperlinks etc.) as well as contact information.

Send all graphic material in PNG, TIFF, GIF, or JPG format at 300 DPI.
Coded versions of advertisements are also allowed.
Images can be active OR static.
Digital files should include: links, fonts (converted to curves, or packaged), and color proofs.

ISLAND

$1,750+
Dimensions: 300x250px
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