

la salud hispana



La Salud Hispana Health Magazine 2012 MEDIA KIT

- ⇒ Largest circulating Spanish language health magazine created by Latinos for Latinos with a growing circulation of 135,000 copies and a readership of 729,000.
2012 ABC AUDITING PENDING
- ⇒ **Frequency:** Bi-monthly ⇒ **Subscriptions:** 84.3% ⇒ **Waiting Rooms:** 15.7%
- ⇒ **Special Health Supplement Issues:** (Diabetes, Arthritis, Mental Health, Cardiovascular Health, Cancer, Financial Health)
- ⇒ The authority when it comes to promoting good health among upwardly Latinos living in the USA.
- ⇒ National Medical Editorial Advisory Board of renowned Latino physicians reporting on many groundbreaking medical issues and latest medical research nationally and worldwide.

La Salud Hispana is Latinos Most Trusted Health Magazine



La Salud Hispana Health Magazine is Latinos Most-trusted health and wellness magazine helping Latino families take an active role in managing their own health and wellness.

The magazine provides relevant, culturally sensitive timely and objective lifestyle and condition information that is developed by an award-winning bilingual editorial staff which includes board certified physicians, medical writers and health educators.

La Salud Hispana speaks to Latinos in a reassuring familiar voice about illnesses and the latest trends in treatment, prevention, nutrition, and fitness, mental and financial health. Also includes departments directed to women's health, men's health, children, teens and the aging. The magazine, which re-launched in 2009, has a readership of more than 729,000 readers and is being published BI-MONTHLY by La Salud Hispana Medical Communications Group, LLC.

Gross Advertising Rates and Circulation

4 Color	1 X	3X	6X
Full Page	\$11,000	\$10,670	\$10,450
2/3 Page V	\$9,354	\$9,073	\$8,886
1/2 Page V	\$8,584	\$8,326	\$8,154
1/2 Page H	\$7,584	\$7,356	\$7,204
1/3 Page V	\$6,604	\$6,405	\$6,273
1/3 Page Square	\$7,104	\$6,890	\$6,748
1/4 Page	\$5,614	\$5,445	\$5,333
Black & White			
Full Page	\$8,400	\$8,148	\$7,980
2/3 page	\$7,718	\$7,486	\$7,332
1/2 Page	\$5,964	\$5,785	\$5,665
1/3 page	\$4,028	\$3,907	\$3,826
1/4 page	\$3,520	\$3,414	\$3,344
Premium Positions			
2nd cover	\$24,311	\$23,712	\$23,338
3rd Cover	\$23,354	\$22,779	\$22,419
Back Cover	\$25,300	\$24,677	\$24,288
2 Page Spread	\$22,000	\$21,458	\$21,120

Mechanical Specifications

Ad Size	Dimensions
Full Page	7 x 10 ½
Full Page (bleed)	8 x 11
2/3 Page	4 ¾ x 9 ½
1/2 Page Horizontal	7 ¼ x 4 ½
1/2 Page Vertical	3 ½ x 9 ½
1/3 Page Vertical (bleed)	4 x 11
1/3 Page Vertical	2 ¼ x 9 ½
1/3 Page Vertical (bleed)	3 x 11
1/3 Page Square	4 ¾ x 4 ½
Spread (bleed)	17ö x 11
LSH Magazine Trim Size	8 x 10

Contract Regulations/Disclaimer

Ad Approval/Cancellation Policy: All copy, text, display and illustration subject to approval by the publisher before acceptance. Publisher reserves the right to reject or cancel any advertisement, insertion order or contract without notice.

Rate Protection: All advertisers will be protected at their contract rates. New rates will be effective upon renewal of all contracts. When change of copy is not received by closing date, copy run in previous issue will be inserted. The publisher will not be bound to requests for specific positions, other than covers, and has the right to determine actual position. The Publisher's liability for any error will not exceed the cost of space occupied by the error.

The advertiser and his agency each agree to indemnify and save harmless the publisher from and against all loss, liability, damage and expenses arising out of any claim, demand, action or suit for any matter whatsoever contained in the advertisers advertisements whether or not such matter has been translated hereunder.

Translation Services: Spanish-language translations are available at a charge. Publisher does not assume responsibility, legal or other wise, for accuracy of translations at a charge.

Production Information

File Format: High resolution PDFs can be emailed. We also accept DVDs or CD-ROMs.

Digital Format: 4 Color or black and white digital advertisement ads should be submitted in a high-resolution press-ready PDF file with all fonts and images embedded.

Images Resolution: All color and grayscale scans require a minimum resolution of 300 dpi at 100%. Scanned black and white required a minimum resolution of 800 dpi at 100% and a maximum resolution of 2400 dpi.

Ad proof: Ads with no color proof will be printed to SWOP (Specifications Web Offset Publications) standards.

Shipping Supplied Inserts: Att: Advertisement Dept
507 Main Street, 2nd Floor, Fort Lee, NJ 07024

Latino Readership: A Diverse and Growing Influence

Household Income

\$25,000 - \$ 65,000	52.9%
\$65,000 - \$ 80,000	22.1%
\$80,000 - \$ 99,999	13.8%
\$100,000 Plus	4.0%

AVERAGE HOUSEHOLD INCOME:
\$72,500



**Average number of people
In household:** 4.2

Employment Status

Employed:	72%
Student:	8 %
Other:	20%

Education

College Graduate	56 %
With degree in foreign country	
High School Graduate	39.2 %
Other:	4.8%



Language Usage:

What Language you predominantly speak at home?

Speak Spanish	99.9%
Read Spanish	99.1%
Speak average English	79%
Read average English	62%

Gender

Male	42%
Female	58%

Age

18-25	3%
25-34	8%
35-44	19%
45-54	32%
55-64	26%
65 Plus	12%

MEDIAN AGE: 39.5 y/o

Marital Status

Married	68%
Not married	32%

The 48 million Latinos in the United States now yield buying power in excess of \$1 trillion and represent an increasingly important consumer segment for marketers in a post-recession economy.

Source: Market Research.com

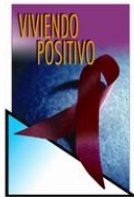
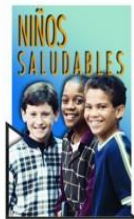
Home Ownership

Own	58%
Rent	34%
Other	8 %



**Readers with Children
in Household:** 70%

Editorial: Speaking to Latinos in a reassuring familiar voice



Editorial Focus



Through 18 editorial departments, La Salud Hispana Health Magazine supports disease prevention and health promotion among upwardly Latinos and alerts them to life style issues (diet, exercise, stress, mental health and other factors) that contribute to better health and healthier lives.

Exciting new dimensions to the magazine are planned to begin with the first issue of 2012. They include a new section on teen health, fitness, sports, up-to-date news on health care reform, obesity and safe diet planning, personal profiles of outstanding Latino celebrities who have contributed to their communities and much more _ features that align with the interests of advertises and complements the placement of parallel ads in specific issues.

Special Health Supplement Editions




Special Health Supplements are directed to priority health issues among Latinos. Each supplement covers conclusively the causes of a specific disease, prevention of long term complications, managements and available treatment options. They alert tens


of thousands of readers to the major health risks affecting Latinos.


2012 Special Issue	Special Issue Close Date
Cardiovascular disease and Latinos:	February 2012
Arthritis and Latinos:	March 2012
Alzheimer's and Latinos:	June 2012
Financial Health and Latinos:	August 2012
Cancer and Latinos:	September 2012
Diabetes and Latinos:	November 2012
Circulation: 500,000 copies each inserted in all major Latino Sunday Newspapers throughout the USA.	


2012 Editorial Calendar/ AD Close Dates


La Salud Hispana Magazine Readers:


 Are interested in reading about every day medical breakthroughs.


 Exercise at least once a week and most of them belong to a local gym.


 Are frequent monthly spenders when it comes to groceries, telephone services, appliances, vehicles, clothing and housing.


 Hold health insurance and enjoy going to regular doctor checkups.


 Are interested in home improvement and/or buying a home, investment opportunities and Finance advice.


 Hold more than three credit cards and consider their credit scores good and better.

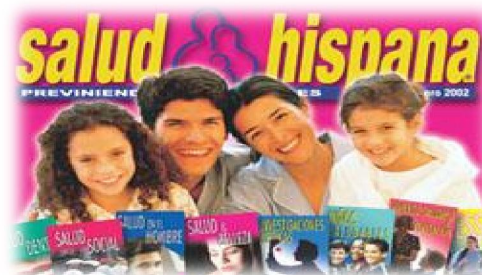
 Enjoy eating out and attending local and regional events such as concerts and sports.

 Are planning for their children to attend College.

 Are interested in other cultures and keeping up with style and fashions.

 Enjoy taking vacations and tours every year other than to their country of origin.

 Are highly influenced by Magazines



January/February (Heart Issue)

- Understanding Latino Diet and Heart Disease
- Ten steps to a healthy New Year

Ad Close: 11/30/2011

Materials Due: 12/23/2011

March/April (ALLERGIES ISSUE)

- Special Education and Latinos Report
- Diabetes and Latinos

Ad Close: 01/23/2012

Materials Due: 01/31/2012

May/June (LATINAS AND LATINOS HEALTH)

- Prevention measures every Latino should take
- Breakthroughs and latest treatments for breast cancer
- Latino Men: Gaining answers, getting rid of misconceptions

Ad Close: 02/29/2012

Materials Due: 03/23/2012

July/August (NUTRITION/FITNESS/SAFETY ISSUE)

- Sport and Fitness
- Safety Food Preparation
- Getting in Shape for the summer/Dieting Tips

Ad Close: 04/20/2012

Materials Due: 05/28/2012

September/October (HISPANIC HERITAGE ISSUE)

- Who's who among Latino Leaders!
- Special Report: Understanding Health Care Reform

and what means for Latinos. **Ad Close:** 06/20/2012

Materials Due: 07/27/2012

November/December (HOLIDAY ISSUE!)

- Recipes to celebrate Christmas the Latino way!

Ad Close: 08/20/2012

Materials Due: 09/28/2012

2012
EDITORIAL
CALENDAR

Added Value Marketing Opportunities

La Salud Hispana is positioned to be the vehicle of choice for marketers seeking to command a formidable share of Latinos buying power projected of being in excess of 1 trillion dollars in post recession economy.

Guided by strategic insight, media acumen, and client service, La Salud Hispana specializes in distinct service areas of health care marketing and communications including live educational events, an international Latino Health Congress, health/clinical publications, KOL/advisory boards, strategic consulting, management of exhibit booth stands, trade shows and sampling programs. In addition to strategic planning for future healthcare reform expansion campaigns supporting physician and consumer marketing approaches.



La Salud Hispana Trade Show Health Series

Partnership with La Salud Hispana Trade Show Health Series means much more than static exposure. The unique forum of La Salud Hispana trade show health series provides an opportunity for corporations that rarely interact with the Latino consumer to build brand awareness, investigate marketing approaches and communicate with the end users directly. **Save the Date:** 10/14/2012



La Salud Hispana Cardiometabolic Health Congress

Spotlight your company's message to more than 1,000 practicing US clinicians, experts and thought leaders by increasing awareness of your corporate commitment to the most effective current strategies for the prevention, diagnosis, treatment and management relative to cardiometabolic risk factors in the Latino population. **Save the Date:** February 28, 28, March 1, 2, 2013



La Salud Hispana Sampling Programs

This unique opportunity consist of receiving maximum exposure by creating a stronger, more personal relationship between your brand and the consumer.



WWW. LaSaludHispana.Com

This marketing opportunity offers advertisers the opportunity to direct La Salud Hispana readers to your website. LaSaludHispana.com is a way for visitors to sample the current issue of La Salud Hispana and your product or brand in an interactive format. **PROJECTED LAUNCH SPRING 2012**

La Salud Hispana Health Magazine Closing Dates

Issue	Insertions Order Due	Materials Due Deadline	On Sale
January/February	11/30/2011	12/23/2011	1/25/2012
March/April	1/23/2012	1/31/2012	2/8/2012
May/June	2/29/2012	3/23/2012	4/15/2012
July/August	4/20/2012	5/28/2012	6/25/2012
September/October	6/20/2012	7/27/2012	8/25/2012
November/December	8/20/2012	9/28/2012	10/28/2012

La Salud Hispana Editorial, Marketing, Sales Contact Information

PUBLISHER AND EDITOR

Dr. Rodrigo Cardenas

Office: 201-944-0375

Fax: 201-849-5405

Mobil: 201-655-2500

drcardenas@lasaludhispana.com

NEW YORK MARKETING, SALES, ADVERTISING CONTACT

Javier F Cardenas

Office: 201-944-0375

Fax: 201-849-5405

Mobil: 201-207-0487

jcardenas@lasaludhispana.com

Elliot Stevens-Fosque

Office: 201-944-0375

Fax: 201-849-5405

Mobil: 551-404-4633

efosque@lasaludhispana.com

Antonio Ribeiro

Office: 201-944-0375

Fax: 201-849-5405

Mobil: 201-668-4198

aribeiro@lasaludhispana.com



EDITORIAL OFFICES

La Salud Hispana Medical Communications Group, LLC

507 B Main Street, Fort Lee, New Jersey 07024

Tel: 201-944-0375

Fax: 201-849-5405

Visit us at: www.lasaludhispana.com

Email us: editor@lasaludhispana.com