

Our Mission

1. To promote the way of life of Hispanic-Americans in Orlando and its surroundings while at the same time helping to break down stereotypes about our community, informing and inspiring it with content different from that of traditional Hispanic media.

2. To make up for the lack of high quality and affordable advertising solutions in Orange county for Hispanic-American entrepreneurs so they can grow their businesses and be more competitive in the market.

3. To bridge the gap between non-Hispanic advertisers who want to reach a Hispanic-American bilingual audience in the Orlando area.

WHY SHOULD YOU ADVERTISE WITH AMÉRICA?

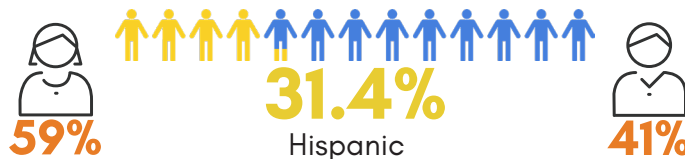
1. Affordable rates (see back)
2. Targeted demographic
3. High quality product
4. Digital component
5. Strategic distribution & free for the reader
6. Monthly publication
7. Graphic design services
8. Breaking stereotypes
9. Content that enriches
10. Creating community

América

magazine

HISPANIC-AMERICANS IN ORLANDO

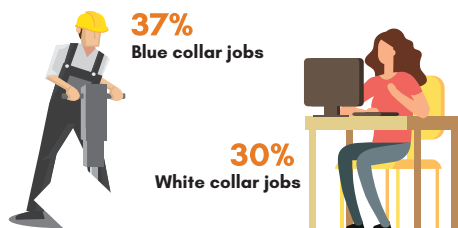
Total population of Orange county: 1.3 million



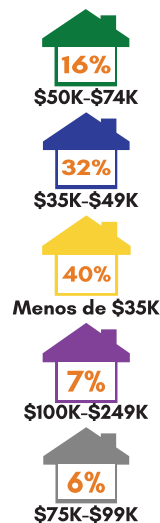
LANGUAGES WE SPEAK



JOBS WE WORK



ANNUAL HOUSEHOLD INCOME



MONTHLY CIRCULATION
2,000

Note: We will increase the number of copies every month.

DISTRIBUTION
e-mail

Hispanoamerican businesses
Social Networks

PRINT IS ALIVE

191

New magazines in 2018

46%

More than 2017



7,218

Total number of magazines in the United States

Populares

73% of adults prefer reading print, even millennials.

224.6 million

Adults who read magazines, either in print or digital format.

Focused Readers

Magazine readers are more focused because there are fewer distractions on the page than with online reading.

We are currently starting off. We aspire to employ "gente echada pa' lante" and partner up with those seeking to expand their businesses' visibility and sales and who believe our community deserves to be inspired and celebrated.

Did you know?

62% of magazine readers take action after seeing a print magazine ad.

América Magazine is bilingual monthly publication of free distribution for the Hispanic-American people of the Orlando-Kissimmee area.

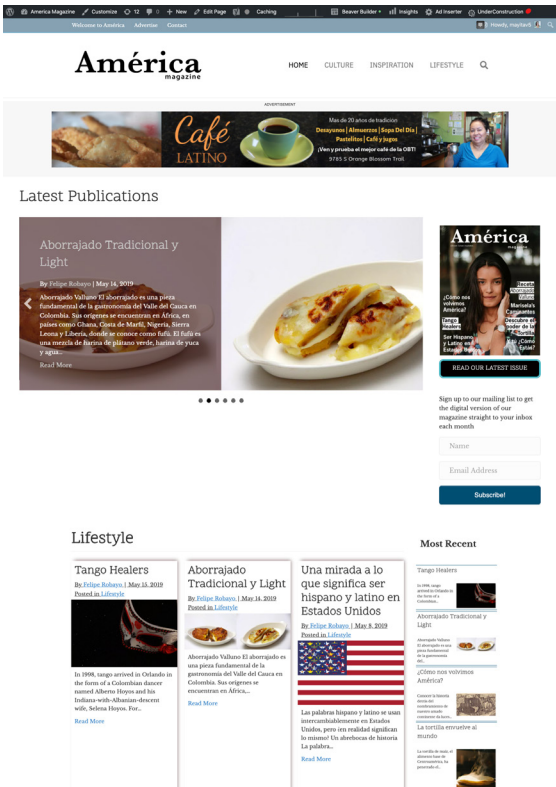
Advertise with us
CALL TODAY
(407) 460-0432

PRINT AD OPPORTUNITIES

MONTHLY INVESTMENT	1x ¹	3x	6x	12x
Full Page	\$1,200	\$1,000	\$800	\$700
1/2 Page	\$700	\$600	\$500	\$400
1/3 Page	\$500	\$400	\$300	\$200
1/4 Page	\$400	\$300	\$250	\$200
BCADS	\$300	\$240	\$200	\$150

PREMIUM SPOTS	1x	3x	6x	12x
2 Page	\$2,000	\$1,800	\$1,600	\$1,400
Back Cover	\$1,700	\$1,500	\$1,300	\$1,100
Interior Front Cover	\$1,500	\$1,300	\$1,100	\$900
Interior Back Cover	\$1,400	\$1,200	\$1,000	\$800

WEB AND SOCIAL MEDIA AD OPPORTUNITIES



INVESTMENT	Home Page	Sub Page	Article
Large Banner	\$120	\$90	\$65
Medium Banner	\$100	\$75	\$50
Side Rectangle	\$70	\$50	\$40
Side Square	\$60	\$40	\$35

POSTS PER MONTH	1x	2x	4x
Facebook	\$100	\$150	\$250
Instagram	\$100	\$150	\$250
Facebook+Instagram	\$150	\$200	\$300