



Quinceañera[®]

MAGAZINE

MEDIA KIT 2011-2012

Quinceañeras Magazine's unique identity is marked by the fact that it looks and feels like a national teen title; but is published locally for the always expanding Hispanic market in the Las Vegas area.

QUINCEAÑERAS MAGAZINE.

INFLUENCE STARTS HERE

In simple terms

You won't see another local publication that does things the way Quinceañera Magazine does.

HOLA!

Quinceañera Magazine is more than just print. Is a concept that involves all possible ways to reach our target audience. Teenagers about to celebrate their quinceañera are often difficult to target, don't spend much time reading marketing material, they are at school and are also targeted by many other marketing channels such as TV, internet, cell phones.

Accessing them via the media is a real challenge. Quinceañera Magazine works because it reaches them in their own school, provides them with editorial they are interested in as a planning tool to their celebration, and also as the only local directory of the most recognized vendors to provide their needs. **It's a perfect media mix.**

Quinceañera Magazine combines features on fashion, trends, planning tools, tips, social interaction, and family, in one well executed concept that makes Quinceañera Magazine the best allied during the planning period of the girl's big event.

Our content inspires, educates and motivates our quinceañeras-to-be with the information they are looking for and need. We are confident that no one else reaches these many popular and traditional quinceañeras in the TriState Area.

We give our highly valued, young readers an all-inclusive compendium of sections, perfectly crafted to meet their very specific wants and needs.

Each issue introduces your company to a new wave of consumers as the market constantly refreshes itself. You'll experience excellent exposure with our high quality publication, circulated to thousands of quinceañeras yearly, as well as 24/7 exposure on our website.

IT'S A PERFECT MEDIA MIX

PRINT

- 740,000 IN CIRCULATION
- The most attractive covers in the market
- High quality glossy paper
- Full standard magazine size (8.5 x 11)
- Great graphic design
- Valuable editorial content
- Photo gallery of local girls in every issue
- Contents loaded with work sheets and planning tools
- Highly effective distribution



EVENTS

- 25 large Quinceañera Expos per year
- We are present in more than 200 smaller events in middle and high schools.
- We sponsor radio remote controls in strategic locations to give away the magazine and register girls.
- Sponsorship opportunities in our beauty pageant to select our cover model.



WEB

- www.QuinceanerasMagazine.com
- Top ratings in the industry
- Top SEO
- Vendors directory
- Up to 35,000 uniques per month
- Top content for quinceañeras
- +20K registered quinceañeras per year
- Extensive network of quinceañera-to-be girls sharing their stories and resources through our website.



DIGITAL MAGAZINE

- Published in our webiste
- Updated every month
- More than 20,000 readers every month
- Your ad will be displayed also in our digital version.



SOCIAL NETWORKS



8,800,000 READERS WILL SEE YOUR AD THIS YEAR*

Quinceañera[®] MAGAZINE

DISTRIBUTION

We don't rely on free distribution. Every book hits a potential prospect when is sold through large Hispanic markets in 16 highly Hispanic populated areas; and many other points of sale throughout the US. Quinceañera Magazine finds a specific niche, that will recognize the value of its contents, keeping it and using it from start to end of the event planning.

OUR NETWORK CIRCULATION

Southern CA: 100,000	Chicago: 60,000
Bay Area: 60,000	Dallas: 40,000
Monterrey Bay: 30,000	Fresno: 20,000
Wine Country: 30,000	San Antonio: 50,000
Las Vegas: 30,000	Austin: 40,000
Phoenix: 60,000	Denver: 40,000
Northern CA: 50,000	Salt Lake City: 40,000
San Diego: 60,000	New York: 40,000

TOTAL PRINTED: 740,000 PER YEAR

FREQUENCY: 2 TIMES A YEAR

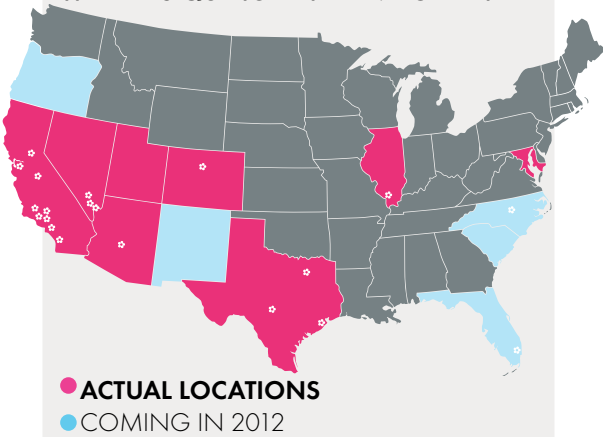
3 TIMES A YEAR IN S. Cal

OUR READERSHIP: Each insertion reaches an average of 12 readers per copy.

OUR READERS

Hispanic Females from 12-45 years old.

WHERE IS QUINCEAÑERA MAGAZINE



Fast Facts About Quinceañeras in the United States

- According to Univision market study in 2011, (<http://corporate.univision.com/2011/univision-insights-blog/latina-moms-and-the-quinceanera-tradition/>) there are 400,000 quinceañera celebration each year in the US.
- Blooming like never seen before, they represent a 4 billion dollar industry in the US, and growing at an impressive rate of 20%.
- There are approximate of 21 times more quinceañeras than Hispanic brides.
- The average quinceañera includes over 200 guests, and their celebration lasts 8-10 hours. The standard budget is over \$10,000.

- They use most of the services hired in a traditional wedding.
- By reaching these señoritas during their teenage years, providers of both, products and services have a big chance to make a strong connection that may be revisited later in the woman's life during wedding planning.
- High Hispanic demographics and one of the strongest traditions pave the way for the American embrace of Quinceañera.
- It all adds up to an unprecedented opportunity for marketers to reach this booming population around one of the biggest events of their young lives!

*Calculated on the average readership per copy.

VALUE

And the highest ROI for your dollar.

SPECS • PRICING • GENERAL INFORMATION

GENERAL INFORMATION

All advertising insertions, orders, contracts, and materials are subject to approval by the publisher. Cancellations of space order will not be accepted after space closing date. All cancellations must be in writing 30 days prior to closing date. Credit may be applied to a future issue if cancellation is made prior to the closing date. All contracts must be in writing. Verbal agreements will not be honored.

CLOSING DATES 2011

JANUARY ISSUE:

SPACE DEADLINE: NOVEMBER 10TH.

ARTWORK DEADLINE: NOVEMBER 15TH

JULY ISSUE:

SPACE DEADLINE: MAY 11.

ARTWORK DEADLINE: JUNE 1ST.

Digital Requirements:

The current programs in use at Quinceañeras Magazine are:

- InDesign CS3
- Adobe Illustrator CS3
- Adobe Photoshop CS3
- Adobe Acrobat 7.0

Files built with a later version of the applications will need to be saved down to Quinceañeras Magazine current application versions. Files from other programs are acceptable if saved in EPS, TIFF or PDF formats. However we will be unable to make changes or corrections to these files. All files must be built at 300 dpi.

Send files to:

info@quinceanerasmagazine.com



Full Page Bleed
Trim: 9 x 10.875
Bleed: 9.125 x 11.125

1/2 Page H
8.5 x 5"

SIZE	1X	2X
1 FULL PAGE	\$4,850	\$3,800
2 FULL PAGE	\$6,850	\$6,000
3 FULL PAGE	\$7,820	\$6,850

PRICE PER ISSUE

PLEASE NOTE:

This pricing information applies only to network advertisers. To contact regional advertising reps, please call the numbers listed below.

>LAS VEGAS, NV.
Isela Quintana
(702) 807-6841

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(San José, San Francisco, Oakland)
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(650) 906-7019

>SACRAMENTO, CA.
Regional Director: Javier Ramírez
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>SAN DIEGO, CA.
Regional Director: Marco Salcedo
(760) 889-3727

>LOS ANGELES, CA.
Regional Director: Norma Pedraja
(714) 580-7821

>PHOENIX, AZ.
Regional Director: Fran Chavez
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>NEW YORK, NY
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