

2022

WWW.LATINOLEADERSMAGAZINE.COM

LATINO LEADERS MAGAZINE MEDIA KIT



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.

8,400+

Latino Leaders in Action
Newsletter

11,341+

LinkedIn Followers

6,809+

Facebook Followers

4,425+

Instagram Reach

2,544+

Twitter Followers



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.



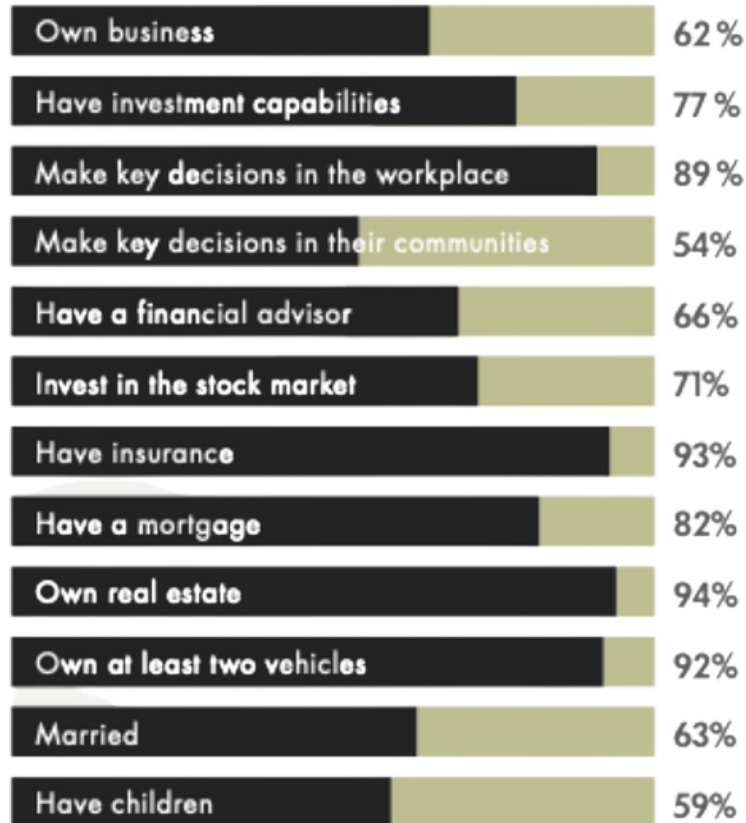
BY THE NUMBERS

Print Circulation +
Digital Circulation +
Website Demographics +

01

PRINT CIRCULATION

QUICK FACTS



21 average domestic trips per year



6 average international trips per year



778,600 average readers per edition



\$157,363 median household income

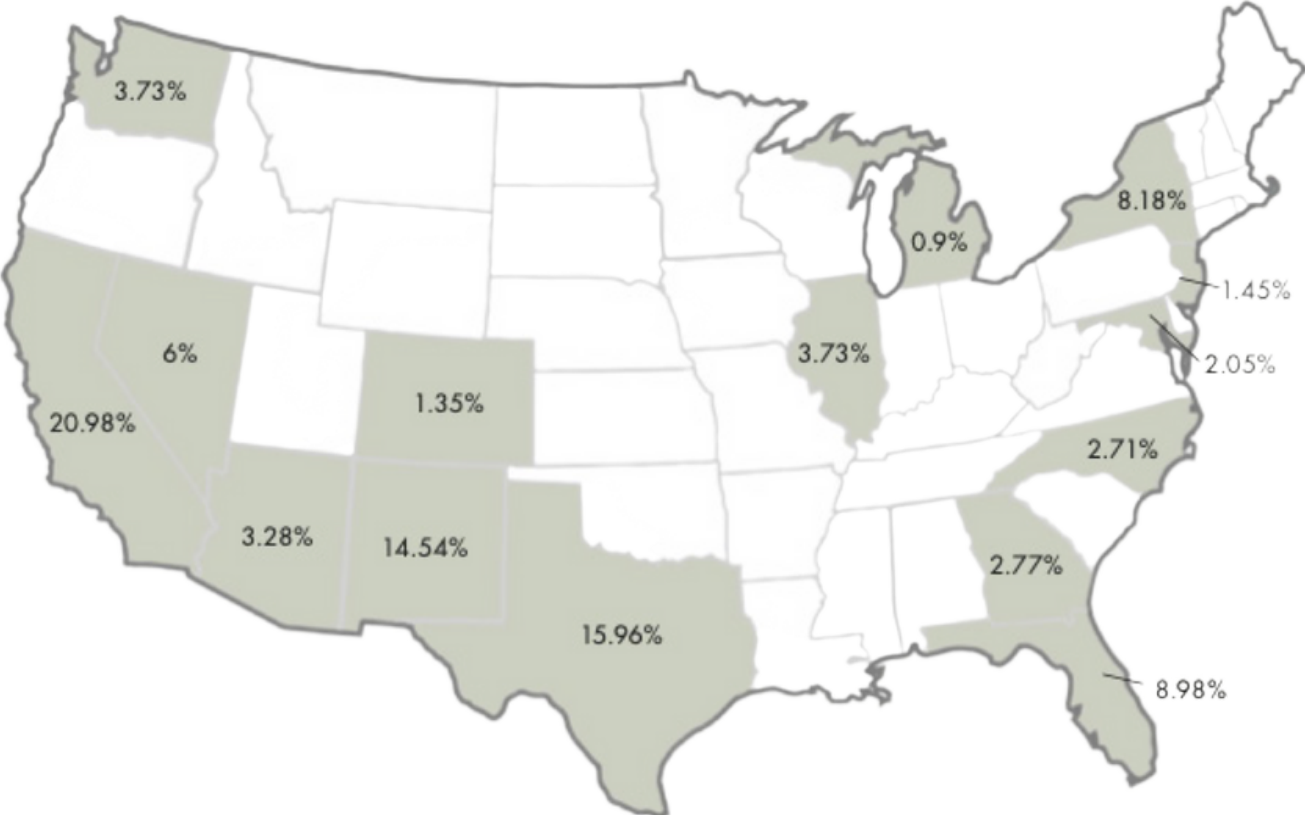


3.4 readers per copy

*reader's economic profile

PRINT CIRCULATION

QUICK FACTS



PRINT CIRCULATION

NATIONAL COMPARISON

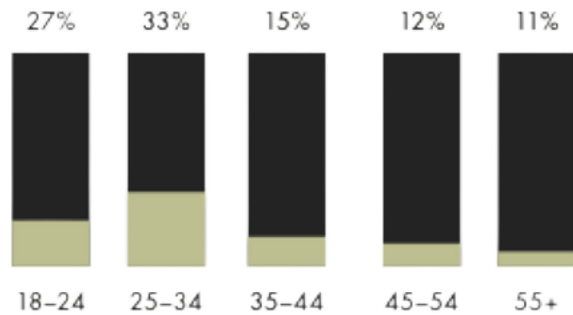
240,454: Total Circulation

■ Top 15 states | *circulation %*

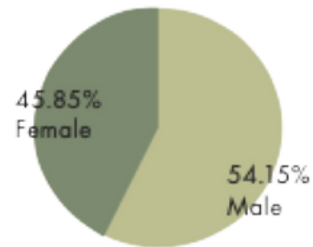
DIGITAL CIRCULATION

LATINOLEADERSMAGAZINE.COM

AGE



GENDER



PDF EDITION

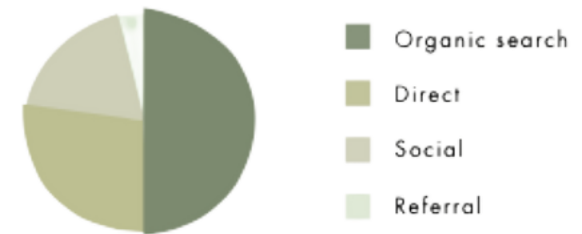
Reads

15,894

Impressions

44,256

SOURCE DRIVE



VIEWS & ENGAGEMENT

116,647 UNIQUE USERS | **116,629** VISITS | **193,383** PAGEVIEWS

* 2020 averages

AUDIENCE DISTRIBUTION

64% DESKTOP | **2%** MOBILE | **34%** TABLET



EDITORIAL CALENDAR
Jan-Dec Features +

02



JANUARY/FEBRUARY 2022

Best Companies to Work for Latinos:

A look into and break down of the top companies for Latinos to work for.

U.S. Based Companies with Mexican Origin:

Our list of top Mexican companies investing in the US.

Wealth Management:

A series of interviews and articles with experts in the Wealth and Management sector.

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



MARCH/APRIL 2022

100 Most Influential Latinas:

A focus on the top Latinas across various industries and the overall beauty and power that women in the Latina community serve.

Top Latinos in Energy:

Best index covering the top Latinos of energy, oil and gas.

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



MAY/JUNE 2022

Latinos on Boards:

The most sought after edition of the year. Extensive coverage on Latinos in Corporate Boardrooms with our reports, articles and interviews.

LATINOS ON
BOARDS
2021

LATINO
LEADERS

LATINOS ON
BOARDS
2021

LATINO
LEADERS



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



JULY/AUGUST 2022

Suppliers Diversity:

A series of interviews and articles with Latino suppliers and relevant companies talking about the importance of diversity in the supply chain.

Latinos in Tech:

The annual index of the top Latinos in the technology industry.

101 Most Influential Latinos:

101 Latinos across the country making waves in their respective industries and being an inspiration to others.

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



SEPTEMBER/OCTOBER 2022

Hispanic Heritage Edition

Top Latino Lawyers:

Our annual index of the most influential Latino lawyers.

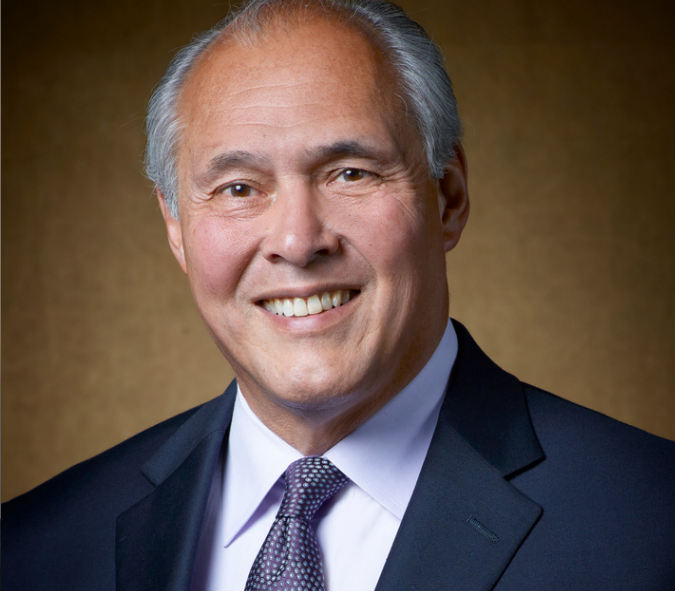
Education:

A feature of the future of education and the Hispanic student community

Hispanic Heritage:

Articles and ads celebrating our Hispanic Heritage..

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



NOVEMBER/DECEMBER 2022

Latinos in C-Suite:

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

Latinos in Health:

Interviews with the Top Latinos that are thriving on the Health Industry

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



EVENTS CALENDAR

Upcoming Events +
Sponsorship Opportunities +

03



EVENTS 2022

- Latinos on Boards Reception: WED, February 23rd
- Franchise: FRI, June 3rd
- SF Maestro Dinner/Live Stream: TH, June 16th/ FRI, June 17th
- Chicago Maestro Dinner/Live Stream: TH, August 25th/ FRI, August 26th
- New York Maestro Dinner/Live Stream: TH, Sep 22nd/ FRI, Sep 23rd
- Miami Maestro Dinner/Live Stream: TH, October 20th/ FRI, October 21st
- Dallas Maestro Dinner/ Live Stream: WED, Nov 16th/ FRI, Nov 18th
- 101 Luncheon: M, December 5th

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



ADVERTISING & CONTACT

Print/Digital Advertising Specs +
Main Contacts +

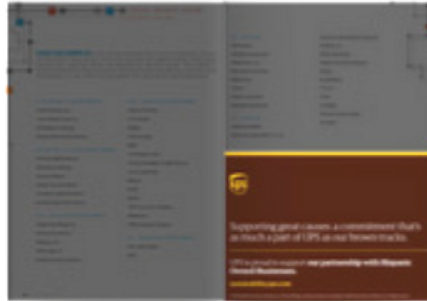
04

PRINT ADVERTISING

PRICING



Inside Cover
\$8,800



1/2 Page Ad Horizontal
\$5,100



1/2 Page Ad Vertical
\$5,100



Full Page
\$7,900



Two Page Spread
\$14,900



Back Cover
\$10,300

PRINT ADVERTISING

SPECS

FULL PAGE

Final Size

8.375x10.875 in

Bleed Size

8.875x11.375 in

Live Area

7.875x10.375 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.

Simply send all files to **cristina@latinoleaders.com**. Be sure to include any additional information about your ad (such as size, placement, etc.) as well as contact information.

DIGITAL ADVERTISING

LATINOLEADERSMAGAZINE.COM

LEADERBOARD



Dimensions: 728x90px

ISLAND



Dimensions: 300x250px

Simply send all files to:

wendy@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.



CONTACT

LATINO LEADERS MAGAZINE

**1130 N. Central Expressway Suite 300
Dallas, Texas 75243**

info@latinoleaders.com

office: 214-206-9587

www.latinoleadersmagazine.com



JORGE FERRAEZ
PRESIDENT & PUBLISHER

1130 N. Central Expressway Suite 300
Dallas, Texas 75243

jferraez@latinoleaders.com
office: 214-206-9587 ext. 224
cell: 972-743-2370



CRISTINA GONZALEZ
MANAGEMENT CONSULTANT &
BUSINESS DEVELOPMENT MANAGER

1130 N. Central Expressway Suite 300
Dallas, Texas 75243

cristina@latinoleaders.com
office: 214-206-9587 ext. 227