

INSIDE  
**Latino**  
*Entertainment* & MEDIA

2008 Media Kit

access  
resources  
education

## who are we?

*INSIDE LATINO ENTERTAINMENT & MEDIA* is a subscription-based publication produced by HMH Media Inc., a minority/woman-owned business.

The purpose of *Inside Latino Entertainment & Media* is to provide access, resources, education and inspiration to Latinos in entertainment as well as those Latinos interested in a career in entertainment.

Our **editorial mission** is to portray Latinos in a positive light while providing supporters with a sense of community.

**Published quarterly**, *Inside Latino Entertainment & Media* reaches out to the Latino executives, creatives, professionals and students nationwide in the entertainment industry who share the same interests as the publication.

- The magazine provides insight into the movers and shakers of the industry as well as those companies making incredible strides in their diversity programs.
- Inspirational stories of Latinos who have become successful will encourage young Latinos to make a difference in the industry and their community.
- Educational stories of successful executives will encourage others of the possibilities of achievement.
- Informative columns and reports appear in each issue that provide useful information on people in the news, important legislative and industry issues, giving back to the community, as well as seminars, workshops and upcoming events.

**Published monthly**, *Inside Latino Entertainment & Media Online* will feature the quarterly magazine *in addition* to a “real-time” daily online component providing an updatable Job Board, Classified Section, and Internship Posting.

## why advertise with us?

*INSIDE LATINO ENTERTAINMENT & MEDIA* offers a high-quality editorial environment to carry your company's advertising message. The articles focus on inspiration, education and purpose. Our quest is to answer questions about success, communicate lessons learned and provide access to Latinos in entertainment.

*Inside Latino Entertainment & Media* is a glossy, English-language, four-color magazine with a readership of more than 20,000 Latino professionals, Fortune 500 executives, talent, executives and students around the country working in or related to the entertainment and media industries.

### Bonus Distribution

Additional magazines are distributed to attendees of various events in the entertainment industry, including, but not limited to:

- NATPE, January 2008
- The Imagen Foundation Job Fair, February 2008
- The NALIP National Conference, March 2008
- The NCTA Conference, May 2008
- The Imagen Awards, August 2008
- The Most Powerful & Influential Latinos Luncheon, October 2008

### Online Presence

*Inside Latino Entertainment & Media Online* is published in "real-time" on a daily basis reaching the same readers and providing a more timely update of:

- Classifieds
- Job Board – Jobs Wanted
- Job Board – Jobs Available
- Internships

***INSIDE LATINO ENTERTAINMENT & MEDIA***  
is a simple, cost-effective and reliable  
means of reaching your target market:  
**Latinos in entertainment.**

## did you know?

“Hispanics are the future of the United States in the twenty-first century, and no organization can ignore the American Hispanic consumer.”

—Roberto Goizueta, CEO, The Coca-Cola Company

**“Spending power of the Latino market is expected to reach \$1.2 trillion in 2011”**

—Selig Center’s Multicultural Economy Report 2006

“Now 44.8 million strong, Latinos are a fast-growing, diverse population in the United States.”

—MPA Market Profile 2007: Hispanic/Latino

**“More than 75% of Latinos read magazines.”**

—MPA Market Profile 2007: Hispanic/Latino

“Los Angeles Latino Population: 8.4 million”

—Synovate U.S. Diversity Markets Report 2006

**“Nearly half of Latinos agree that ‘Magazine ads provide me with something I can’t find in other media like TV, radio, or the Internet.’”**

—Synovate Research 2006 for Hispanic Magazine Coalition

“Eighty percent of the teen population in Los Angeles is Latino”

—Cheskin Research, The Wonderful and Lucrative Enigma of the Hispanic Teen 2006

**“Sixty-three percent of Latinos read English-language magazines.”**

—MPA Market Profile 2007: Hispanic/Latino

“Advertisers spent nearly \$4.9 billion, in 2005, to reach Latinos through Latino media.”

—TSN Media Intelligence 2007

## who are our readers?

*INSIDE LATINO ENTERTAINMENT & MEDIA* is the only magazine in the U.S. that is specifically aimed at providing access to, resources for, and education to Latinos in entertainment. With editorial impacting the entire entertainment and media industries, the publication reaches top industry executives as well as entities interested in accessing Latinos in entertainment

### Reaching the Latino Entertainment & Media Community:

- Executives
- Talent
- Crew — Above the Line & Below the Line

### Educating the Potential Workforce:

- Students & Professors
- University Film Departments

### Touching the Entertainment & Media Community at Large:

- Entertainment Executives
- Film Commissions
- Non-Profits & Foundations
- CEOs, Presidents and Diversity Executives of Major U.S. Corporations

### LATINO AND TOTAL ADULT POPULATION MAGAZINE READERS

	Total Adults	Latino Adults		Total Adults	Latino Adults
<b>Read Magazines</b>	84.3%	75.4%	<b>Employment</b>		
Avg. No. of Issues Read/Month	11.2	11.6	Employed	66.4%	71.5%
<b>Age</b>			<b>Marital Status</b>		
18-34	32.3%	53.1%	Married	56.8%	49.4%
35-49	30.6%	29.4%	<b>Children &lt;18 Living at Home</b>		
50+	37.1%	17.5%	1+ Children in Household	41.7%	60.6%
Median	43.7	33.6			

Base: Magazine Readers Source: MRI Fall 2006

## what are our rates?

### GENERAL ADVERTISING RATES

4-Color*	1x	2x	3x	4x
Spread	\$6,500	\$6,240	\$5,980	\$5,590
1 Page	\$3,500	\$3,360	\$3,220	\$3,010
2/3 Page	\$3,150	\$3,024	\$2,898	\$2,709
1/2 Page Island	\$3,010	\$2,890	\$2,769	\$2,589
1/2 Page Horizontal	\$2,940	\$2,822	\$2,705	\$2,528
1/3 Page	\$2,275	\$2,184	\$2,093	\$1,957
1/4 Page	\$2,030	\$1,949	\$1,868	\$1,746
1/6 Page	\$1,925	\$1,848	\$1,771	\$1,656

\* - PMS Matched Color: Contact Publisher for rates

Black & White	1x	2x	3x	4x
Spread	\$4,600	\$4,416	\$4,232	\$3,956
1 Page	\$2,345	\$2,251	\$2,157	\$2,017
2/3 Page	\$2,111	\$2,026	\$1,942	\$1,815
1/2 Page Island	\$2,017	\$1,936	\$1,855	\$1,734
1/2 Page Horizontal	\$1,970	\$1,891	\$1,812	\$1,694
1/3 Page	\$1,524	\$1,463	\$1,402	\$1,311
1/4 Page	\$1,360	\$1,306	\$1,251	\$1,170
1/6 Page	\$1,290	\$1,238	\$1,187	\$1,109

Marketplace (4-color)	1x	2x	3x	4x
3-Inch Ad	\$675	\$648	\$621	\$581

### Online Advertising

Call for Pricing

### Classifieds & Job Board (online only)

Visit The ILE Career Center at [www.insidelatinoentertainment.com](http://www.insidelatinoentertainment.com)

### Internship Listings (online only)

No Charge

### COVERS & POSITIONS

**Cover 2:** Add 10% to General 1-Page, Four-Color Rate

**Cover 3:** Add 5% to General 1-Page, Four-Color Rate

**Cover 4:** Add 15% to General 1-Page, Four-Color Rate

Covers full-page only. Non-cancelable after 30 days before closing.

Other guaranteed position, when available, add 15%.

Publisher reserves the right to give better position than specified in the order at no increase in rate. All prices are net. No agency discounts.

### INSERTS

Postcards, flyers, brochures and CDs/DVDs quoted upon request.

### DISCOUNTS

**Non-Profit Organizations:** 5%

**Prepay Discount\*:** 5%

\*Prepayment is required by new advertisers for the first insertion.

- Payment is due by the material deadline date of the issue in which space is reserved.
- Advertisers are responsible for getting their payment in, on or before that date.
- Advertising that has not been prepaid by this date will forfeit their prepay discount.

Rates subject to change.

## what are our specs and deadlines?

### SPECS

**Trim Size:** 8.375" x 10.875"

**Bleed Size:** 8.625" x 11.125"

**Binding:** Saddle stitch

**Live Area:** Keep live matter .5" from trim

	Width x Depth
Full Page	7.275" x 9.825"
2/3 Page	4.75" x 9.825"
1/2 Horizontal	7.275" x 4.625"
1/2 Island	4.75" x 7.0"
1/3 Square	4.75" x 4.625"
1/3 Vertical	2.25" x 9.825"
1/4 Page	3.5" x 4.625"
1/6 Vertical	2.25" x 4.625"
1/6 Horizontal	4.75" x 2.25"
3-Inch Marketplace	2.25" x 3"

### MATERIALS REQUIREMENTS

- The preferred formats are high-resolution PDF, JPEG, TIFF, EPS (with all fonts embedded) or collected Quark XPress (4.0 or higher) with fonts and images. No GIFs or BMPs.
- All graphics must be supplied in CMYK format, 300 DPI or higher.
- Use only Adobe PostScript Type 1 fonts.
- Furnish all linked graphic files and fonts used in the final page file.
- Furnish a hard copy proof on the advertisement that is representative of how it should look upon imaging.

### ARTWORK SUBMISSION

E-mail: [heatherb@hmhmedia.com](mailto:heatherb@hmhmedia.com)

Mail: Heather Brehmer  
 Inside Latino Entertainment & Media  
 20720 Ventura Blvd, Suite 100  
 Woodland Hills, CA 91364  
 866/538-3182  
 818/713-1678



FULL PAGE



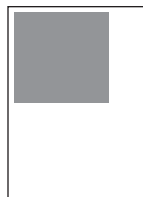
2/3 PAGE



1/2 PAGE  
HORIZONTAL



1/2 PAGE  
ISLAND



1/3 SQUARE



1/3 PAGE  
VERTICAL



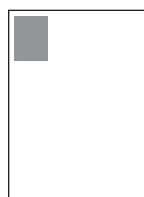
1/4 PAGE



1/6 PAGE  
VERTICAL



1/6 PAGE  
HORIZONTAL



3-INCH  
MARKETPLACE

### DEADLINES

#### Jan/Feb/March Issue

Space Reservation: 1/4/08  
 Materials Due: 1/11/08  
 On Sale: 1/25/08

#### April/May/June Issue

Space Reservation: 3/11/08  
 Materials Due: 3/18/08  
 On Sale: 4/15/08

#### July/August/Sept Issue

Space Reservation: 6/10/08  
 Materials Due: 6/17/08  
 On Sale: 7/15/08

#### Oct/Nov/Dec Issue

Space Reservation: 8/10/08  
 Materials Due: 8/17/08  
 On Sale: 10/15/08

## terms and conditions

- A. **Billing:** An invoice is rendered on the publication date.
- B. **Terms:** Invoices are payable within 30 days, in U.S. funds only. New advertisers prepay for first insertion.
- C. **Past Due Accounts:** *Inside Latino Entertainment & Media* ("Publisher") reserves the right to halt the insertion of an advertisement when the account is overdue.
- D. **Reparations:** Make-goods or credits on advertisements will be given only if a price, address or phone number on the advertisement is incorrect, and the Publisher is at fault.
- E. **Acceptance:** Publisher reserves the right to reject any advertisement at any time and for any reason.
- F. **Placement:** With the exception of paid special positions, display advertising is distributed throughout the magazine at the discretion of the Publisher. Special requests will be considered as a courtesy, but are not guaranteed.
- G. **Quality:** Publisher cannot be held responsible for the quality of reproduction when specifications are not adhered to or when material arrives after the deadline, even if an extension has been granted. The Publisher's liability for any error will not exceed the insertion cost of the advertisement in question.
- H. **Liability:** Advertisers, their representatives and advertising agencies assume liability for all advertisement contents and also assume responsibility for any claims arising therefrom made against the Publisher.
- I. **Closing Dates and Deadlines:** Contact the Publisher for closing dates and materials deadlines. All changes (to ad copy or artwork) requested after the materials deadline cannot be guaranteed. All changes must be confirmed in writing by the advertiser and the Publisher.
- J. **Cancellations:** All notifications of cancellations must be in writing. No cancellations accepted after the ad space closing date.
- K. **Receivables:** Publisher reserves the right to hold advertisers and/or their advertising agencies jointly and separately liable for money due and payable to the Publisher.
- L. **Delivery Delays:** Publisher is not liable for delays in delivery and/or non-delivery in the event of fire, flood or an act of God, action by a government or quasi-government entity, or any condition beyond the control of the Publisher that affects production or delivery in any manner.
- M. **Insertion Orders:** Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of the publication, name of the advertiser, issue in which to be inserted, size of advertisement, identification of advertisement (ad proof if possible), plus any special instructions such as bleed, color, etc.
- N. **Short Rates:** Advertisers will be short-rated if, within a 12-month period, the amount of space upon which their billings have been based has not been used.
- O. **Written Contract Controls:** No conditions other than those set forth in this contract shall be binding on *Inside Latino Entertainment & Media*, NewmanGrace Inc. or HMH Media Inc., unless specifically agreed to in writing by an authorized representative thereof.

terms & conditions effective 12/1/07