

JANUARY 2023

MODA MUJER

M E D I A I N F O R M A T I O N G U I D E



YOU ARE INVITED!!!

**TO BE PART OF THE MOST UNIQUE
HISPANIC WOMEN MAGAZINE IN THE USA**

105,000

NATIONAL DISTRIBUTED COPIES.

7.2

ESTIMATED RPC. BPA WORLDWIDE AUDITED.

THE GROWTH ENGINE

A COUNTRY WITHIN A COUNTRY

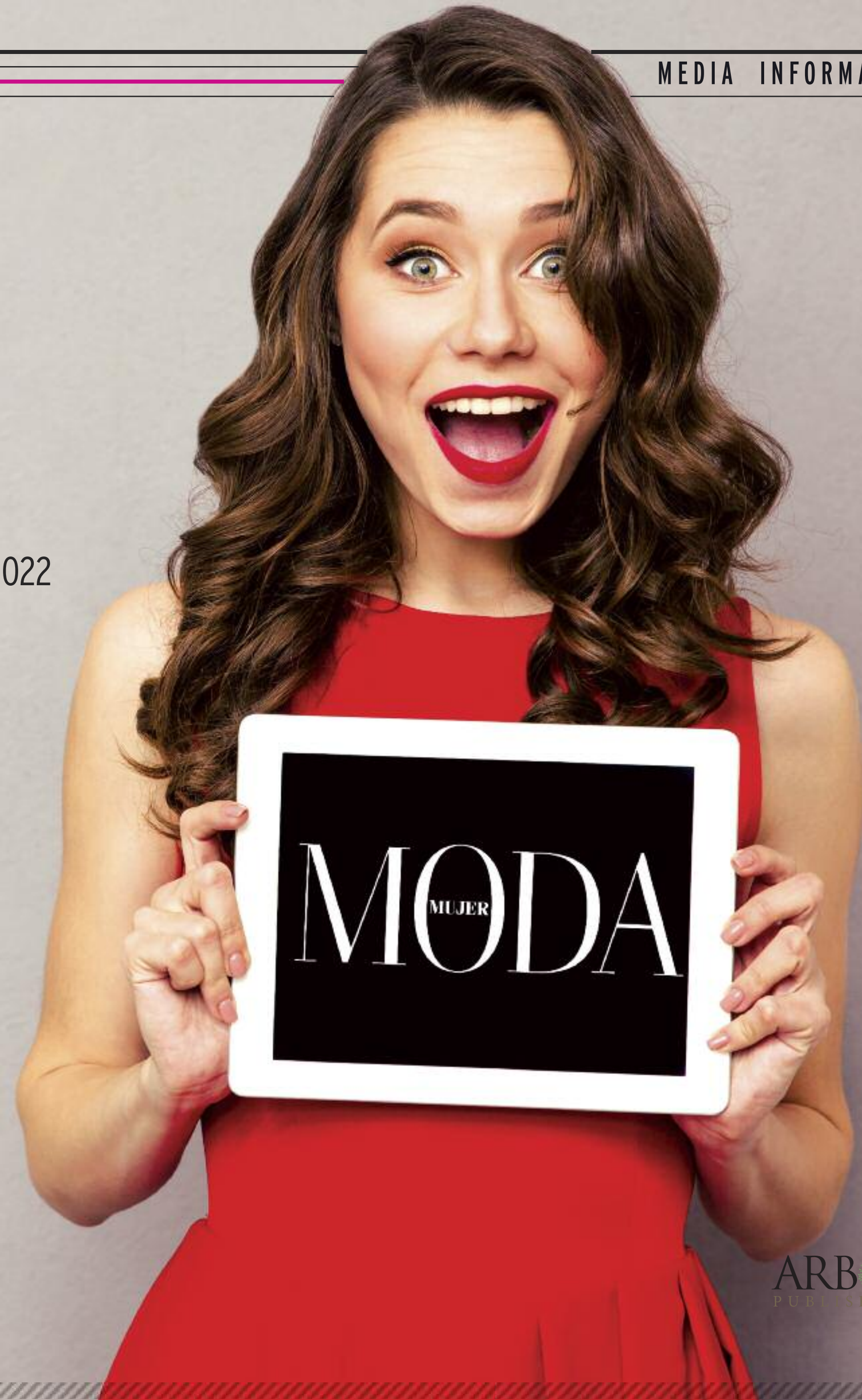
- 62 million Hispanics in the U.S.
- #2 to Mexico
- 66.3 million by 2020
- 1 in 6 people | 1 in 4 children

ECONOMIC IMPACT

- 12th largest economy in the world
- Higher per capita income than Brazil, Russia, India and China
- \$2.1 Trillion in buying power in 2022

PLUGGED IN

- Latinas are adopting all types of technology at a faster pace than U.S. females.



MISSION STATEMENT

A LOOK AT THE NUMBERS

MODA MUJER is the primary magazine where the modern bicultural Hispanic woman finds inspiration and ideas. Throughout our quarterly avant-garde nationally distributed magazine. MODA MUJER would concentrate visionary and innovative marketers, that would communicate with the fastest growing market. MODA MUJER will follow the premium print standards set by other Arbol Publishing titles.



THE U.S. HISPANIC POPULATION A LOOK AT THE NUMBERS

SIZE: The 2020 Census counted 62 Million Hispanics. By comparison, the size of the U.S. Hispanic population exceeds the population of Canada by 14 Million. At 18% of the total U.S. population Hispanics are now the nation's 2nd largest consumer market. Between 2000 and 2010 Hispanic numbers grew by 43% (15.2 Million people) and accounted for over 50% of the nation's total population growth.

MINORITY-MAJORITY: The entire Western region is 47% minority (33.9 Million) and the South reached 40%, (45.8 Million). Of the particular States California lead the way with 46% of its population being Hispanic, followed by Texas (37.6% about 12 Million), Florida and Arizona (30%, 1.9 Million). In each of these States along with Nevada and New Mexico the share of children who are minority already passed 50%. Some experts estimate Hispanics will account for 30% of the total U.S. Population by 2030.

INCOME: Over 40% of Hispanic households earn more than \$50,000 per year. The \$100,000+ household income segment grew from 7% to 17%. Hispanic small business owners are growing faster than the general market (43% growth over a 5 year period versus 14.5% for non-Hispanics). Hispanic owned business in California, for example, account for over half of the 900,000+ minority owned businesses and produce gross receipts of \$57 Billion.

CONTENT AND CATEGORIES

HOME



FASHION



TRAVEL



BEAUTY



LIFESTYLE



LUXURY



FOOD



HEALTH



OUR HISPANIC READER AND VISITOR

60 percent of Hispanic adults speak primarily Spanish at home, compared to 40 percent who primarily speak English" vs. speak primarily English. Latinos like ads 51 percent more if viewed in Spanish rather than English. These data underscore the importance of using Spanish to reach Latinos.



Latina readers are trendy, fashionable and feminine. These modern women are living the best of both worlds, while culturally adapted to the american lifestyle they are also firmly rooted in their Latina traditions.

WEB/E-BLAST



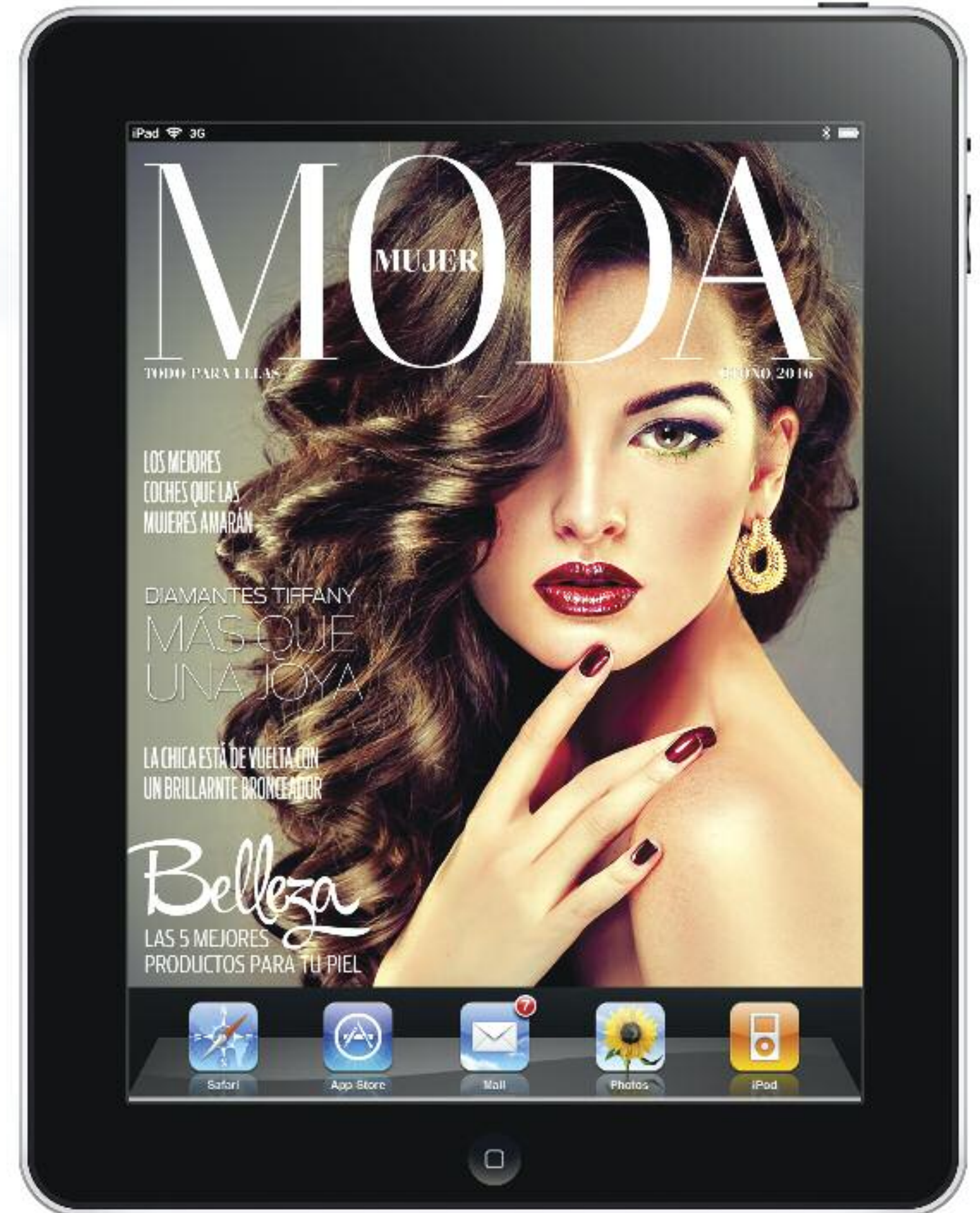
The website gives readers the opportunity to download and flip through a digital copy of the print edition while also uploading new videos and information each day, week and month.
modamujer.us

E-Blast: Monthly newsletter sent to 1 million persons 1 per month

APP



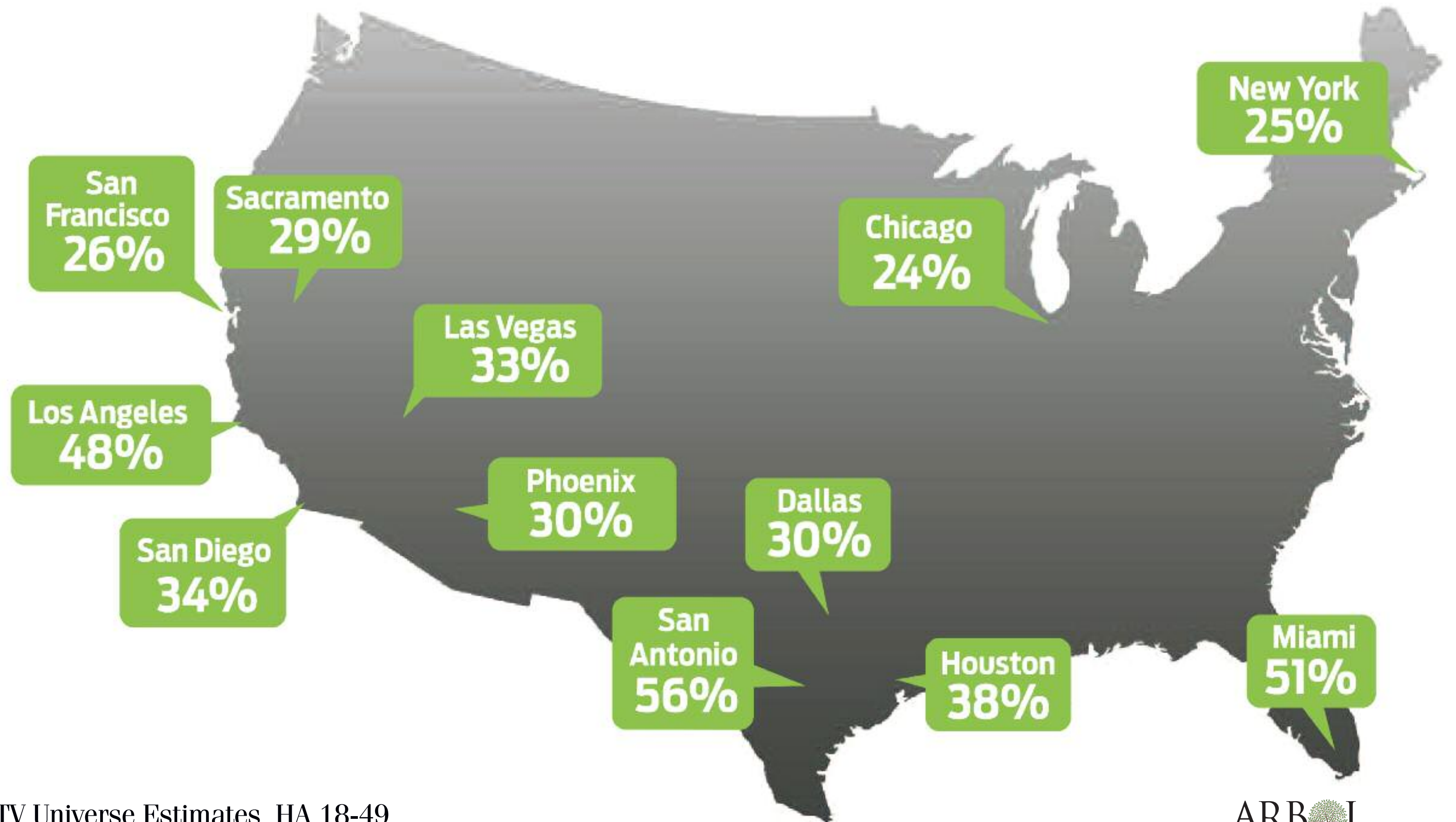
MODA MUJER is available for smartphone users (Hispanics over index as smartphone adopters), the app provides on the go analysis and constant updates.



HISPANICS IN THE MAYOR CITIES

19%

OF THE U.S.
ADULTS 18-49
POPULATION
IS HISPANIC



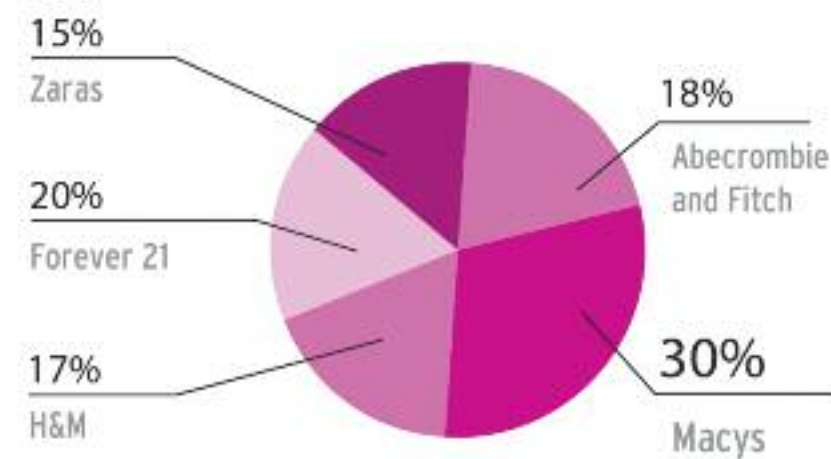
SOURCE: The Nielsen Company, 2016 TV Universe Estimates. HA 18-49

MODA MUJER

June 30, 2021
READER'S SURVEY

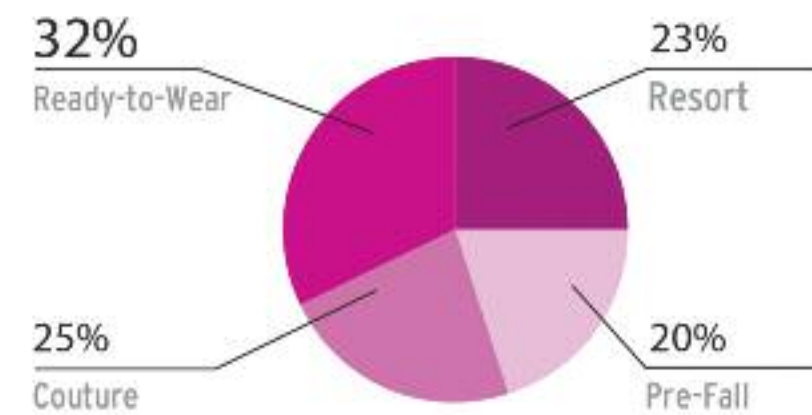
Which brand store do you usually go to?

¿A qué tienda de marca suele ir?



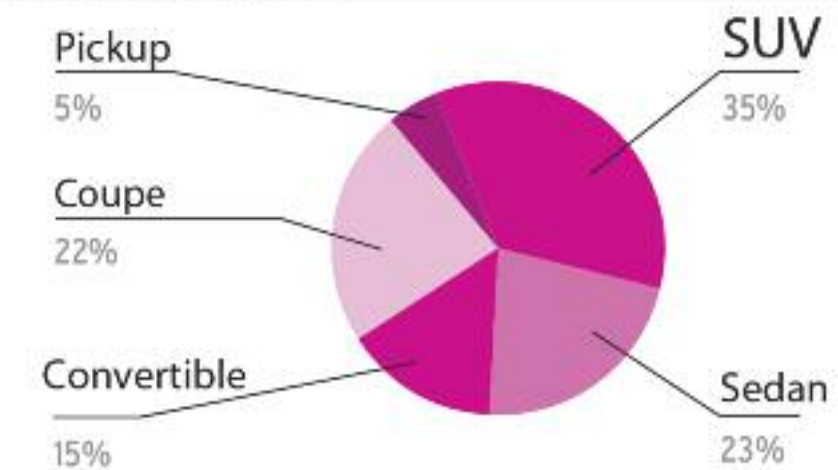
Which fashion show you prefer

Que desfile de moda prefiere



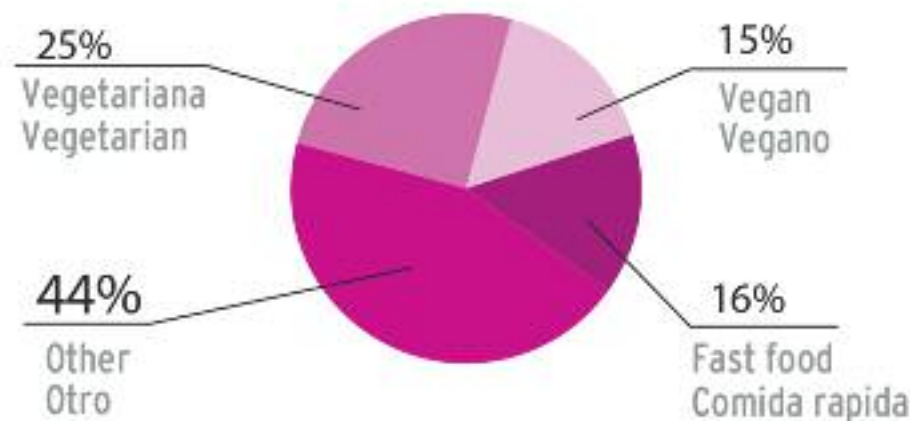
What type of car do you prefer?

¿Qué tipo de coche prefieres?



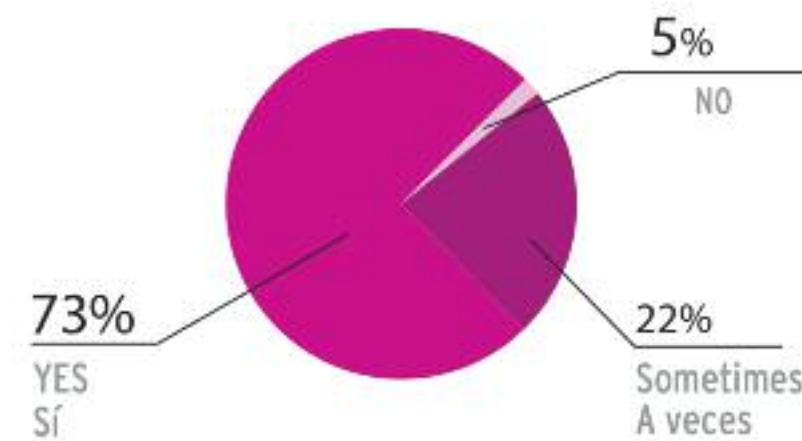
What food do you prefer

Que comida prefiere



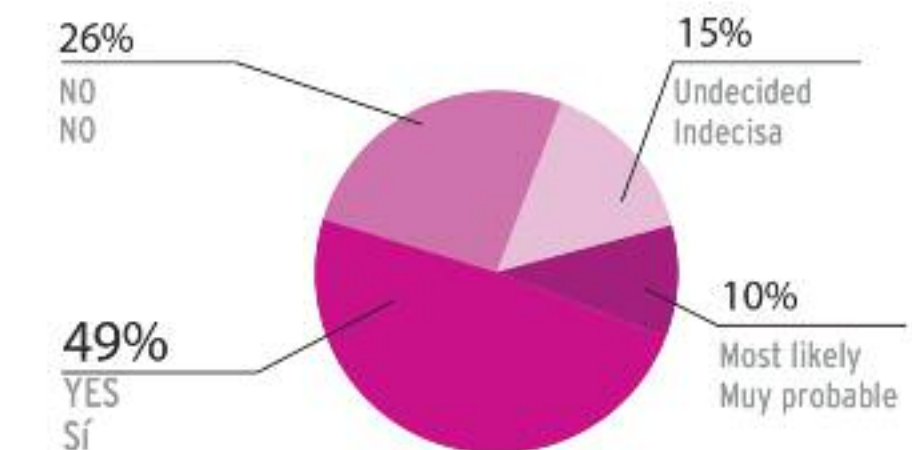
Do you look at magazine for inspiration?

¿Miras la revista en busca de inspiración?



Would you do some cosmetic treatment (nose-lipo, etc.)

Te harías algún tratamiento cosmético(lipo-nose etc)



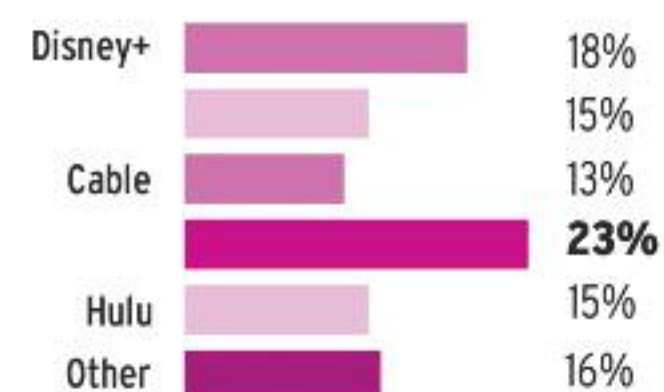
Where do you like to vacation

Donde te gusta vacacionar



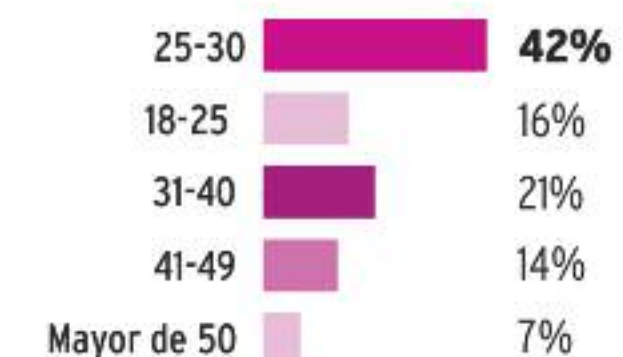
What do you like to watch (TV-cinema-cable-streaming)

Que te gusta ver (TV-cine-cable-streaming)



How old are you?

¿Cuál es su edad?



RATES & TERMS

RATES

MODA MUJER Rates based on 105,000 copies

Ad Size	1 X	3 X	6X	9X	12X
2 page Spread	\$17,700	\$15,930	\$15,038	\$14,160	\$13,275
Full Page	\$8,850	\$7,965	\$7,519	\$7,080	\$6,637
2/3 Page	\$6,936	\$6,243	\$5,895	\$5,548	\$5,202
1/2 Page	\$4,725	\$4,252	\$4,016	\$3,780	\$3,543
1/3 Page	\$3,249	\$2,925	\$2,761	\$2,599	\$2,437
1/4 Page	\$2,512	\$2,254	\$2,134	\$2,009	\$1,884
PREMIUM POSITIONS	25%	20%	15%	10%	5%

SIZES	
Non-bleed	Bleed
7.80 x 10.40	8.75 x 11.25
5.00 x 10.50	N/A
7.80 x 4.90	N/A
2.55 x 10.5	N/A
3.80 x 4.90	N/A

** Please note Cover 2 and Cover 3 are spread positions, Cover 4 is the back cover. If you opt for a cover position or opposite TOC then you opt out of any competitive spacing requirements your brand/client may have.

*All rates are gross, and are subject to change. 15% Agency Discount available.

CLOSING DATES

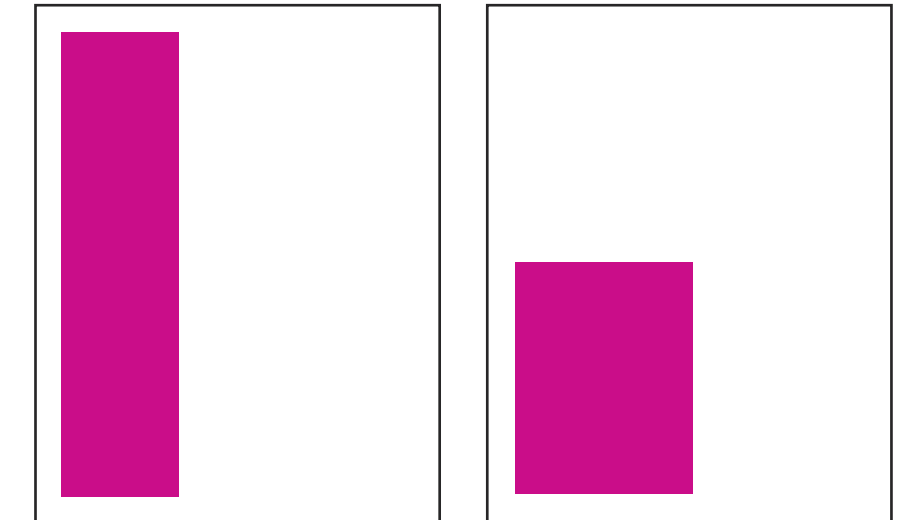
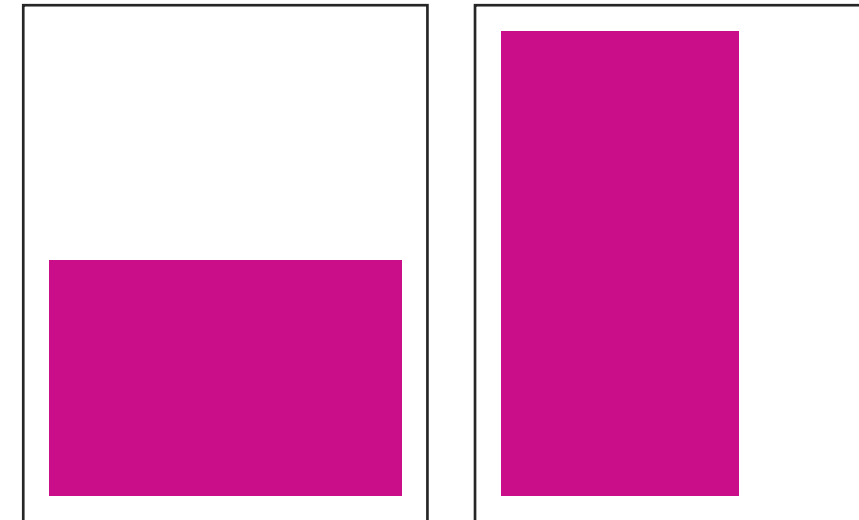
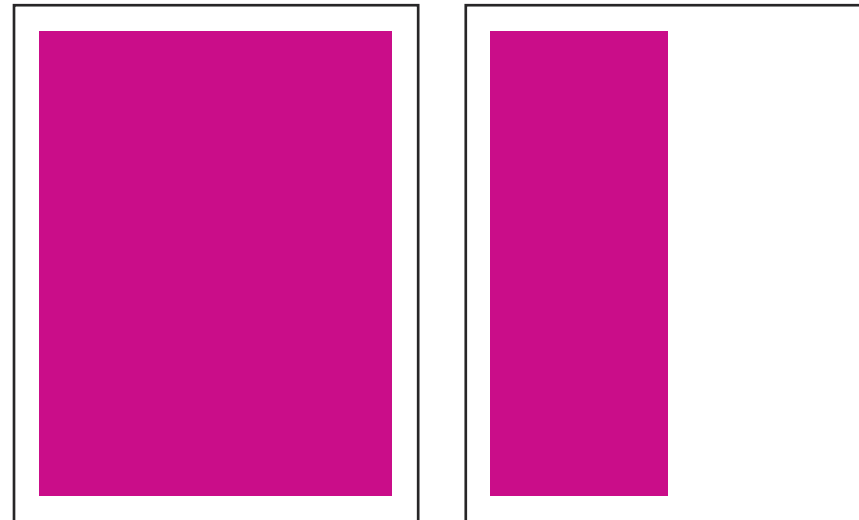
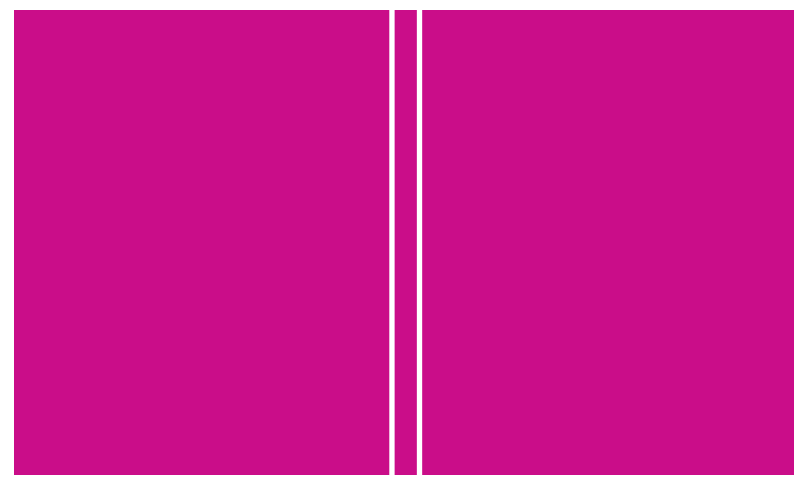
AD CLOSING: 10th day of previous month

DISTRIBUTION DATE: 1st week of current month

TERMS

1. Contract signed before insertion. Service Charge of 5% added to invoice over 30 days for each month or portion thereof.
2. Inserts, Special position rates are available upon request.
3. Liability for content (text and work) of all advertisements is assumed by the advertiser and/or their advertising agency.
4. Position of advertisement is subject to the Publisher's discretion except when specific preferred positions are available and covered by contract.
5. Maximize Exposure with our Translation Services. Our Advertising Dept. can translate and/or create your advertisement.

SPECIFICATIONS



MECHANICAL SPECIFICATIONS:

Moda Mujer Magazine will only accept advertisements in the following formats:

- Quark or InDesign documents with hi-resolution elements and fonts
- TIFF, PSD, EPS, PDF (must be supplied at exact size, position with hi-resolution images. Send layered files with fonts if the ad is going to be translated)

SALES

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www.arbolpublishing.com