

THE LATINA LIFESTYLE & FASHION AUTHORITY

MODA

MUJER

MEDIA KIT 2026



CULTURE.
INFLUENCE.
PURCHASE POWER.



THE VOICE OF
MODERN
LATINA WOMEN



YOUR BRAND'S
NEXT MOVE
STARTS HERE.

MODAMUJERMAGAZINE.COM



BE PART OF IT **NOW**

JOIN A PREMIUM HISPANIC PUBLICATION



75,000

Copies distributed nationwide



7.2 RPC

Audited by BPA Worldwide

THE GROWTH ENGINE



A COUNTRY WITHIN A COUNTRY



63M

Hispanics in the U.S.



1 IN 5

Americans is Hispanic



1 IN 4

children in the U.S. is Hispanic



ECONOMIC IMPACT

\$2.8T in buying power



Would rank among the world's largest economies if measured independently



Higher per capita income than many global markets



PLUGGED IN



Latinas are **early adopters** of technology and digital platforms



Outpace the general U.S. female population in mobile and social engagement

OUR MISSION

THE VOICE OF MODERN LATINA WOMEN

MODA MUJER is a leading publication where the modern bicultural Hispanic woman finds inspiration and ideas.

Published quarterly and distributed nationwide, MODA MUJER is an avant-garde platform that connects visionary brands with one of the fastest-growing audiences.

The magazine upholds the premium print standards synonymous with Arbol Publishing titles.



INSPIRING

Content that empowers and elevates.



BICULTURAL

Authentically Hispanic. Uniquely modern.



PREMIUM

Luxury editorial experience with high standards.



CONNECTED

Bridging brands with an engaged and loyal audience.





THE U.S. HISPANIC POPULATION

A SNAPSHOT OF GROWTH



SIZE

Over 63 million Hispanics in the U.S.
1 in 5 Americans is Hispanic



GROWTH

Driving over 50% of U.S. population growth
Projected to reach 30% of the population by 2030



MARKET POWER

\$2.8+ trillion in buying power
One of the fastest-growing consumer markets



INCOME & BUSINESS

Over 40% of households earn \$50K+
Entrepreneurship is growing faster than the national average

OUR EDITORIAL PILLARS

Content that inspires, empowers, and connects the modern Latina.



01

FASHION & STYLE

Trends, looks and everything that inspires your style.



02

BEAUTY & SKINCARE

Expert tips, rituals and solutions for a radiant you.

03

WELLNESS & LIFESTYLE

Health, balance and habits for your best life.



04

RELATIONSHIPS & SELF

Real stories, expert advice and content that empowers you.



05

TRAVEL & EXPERIENCES

Destinations, cultural experiences and adventures that enrich your world.



06

FOOD & WELL-BEING

Delicious recipes, nutrition and inspiration for a vibrant life.



OUR HISPANIC READER

THE MODERN LATINA CONSUMER



LANGUAGE & CONNECTION

60% speak Spanish at home

Ads in Spanish perform significantly better



DIGITAL BEHAVIOR

63% are active online

Higher engagement in mobile and video consumption



SHOPPING POWER

More likely to shop online than the general market

Strong influence in purchase decisions



LIFESTYLE

Trendy, culturally connected, and influential

Balancing modern life with strong Latina roots



DIGITAL PRESENCE

EXTENDING OUR REACH BEYOND PRINT



WEBSITE

MODA MUJER online

A dynamic platform featuring editorial content, trends, and digital editions.

www.modamujermagazine.com



NEWSLETTER

Monthly newsletter reaching a highly engaged audience.

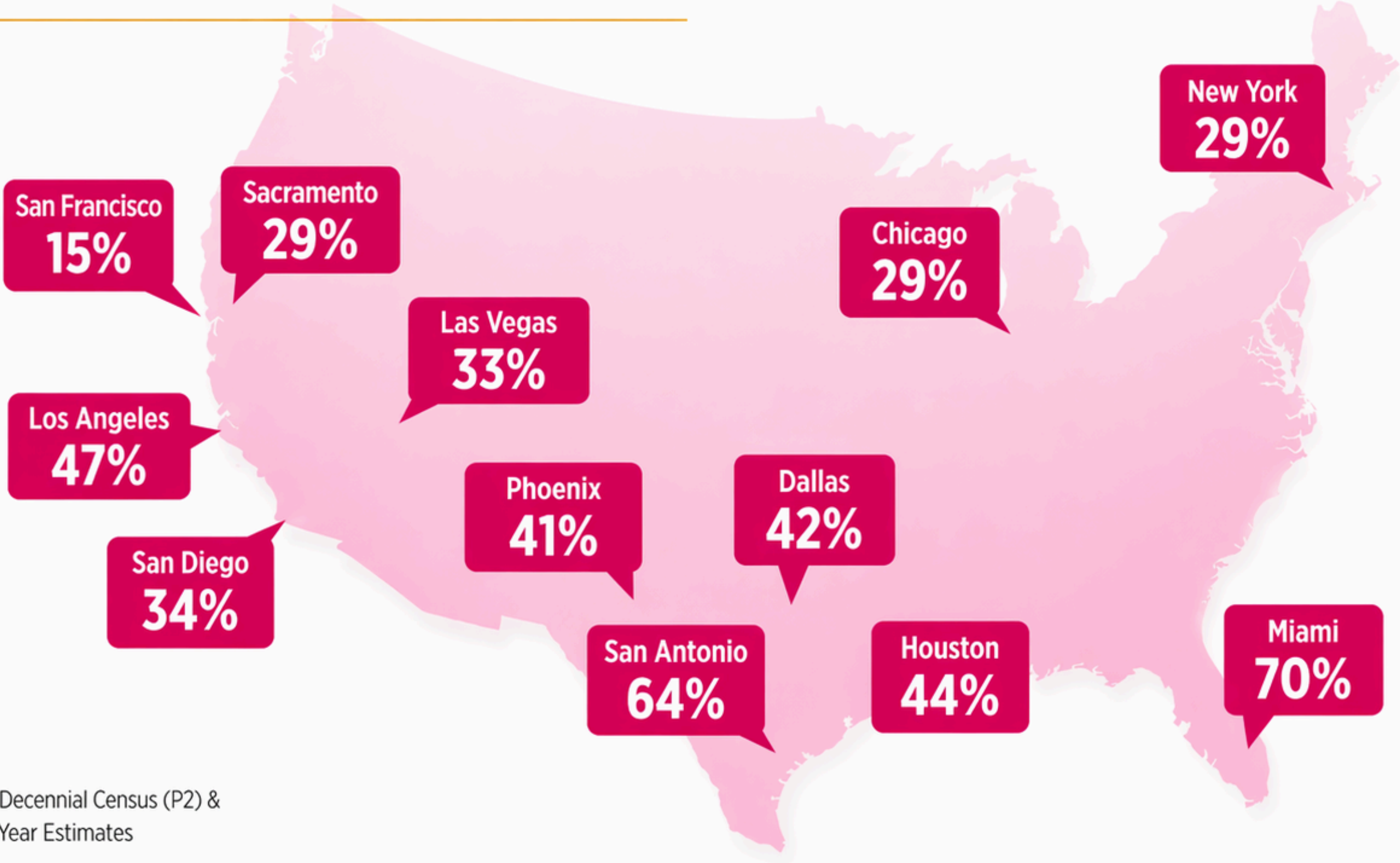
Direct access to a growing community of modern Latina readers.



HISPANICS IN MAJOR U.S. CITIES

20%

OF THE U.S.
POPULATION
IS HISPANIC



SOURCE: U.S. Census Bureau, 2020 Decennial Census (P2) & 2023 American Community Survey 1-Year Estimates

RATES & TERMS

RATES

MODA MUJER Rates based on 105,000 copies

| Ad Size | 1X | 3X | 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% |



** 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

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 |

TERMS

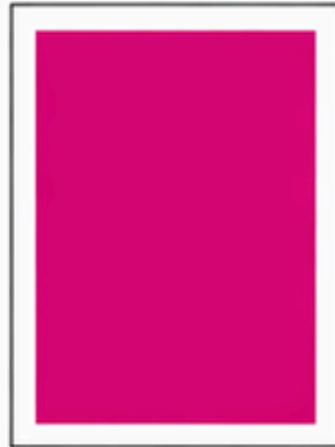
1. Contract signed before insertion. Service Charge of 5% added to invoice over 30 days for each month or portion thereof.
2. Inserts, Special position rates are available upon request.
3. Liability for content (text and work) of all advertisements is assumed by the advertiser and/or their advertising 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



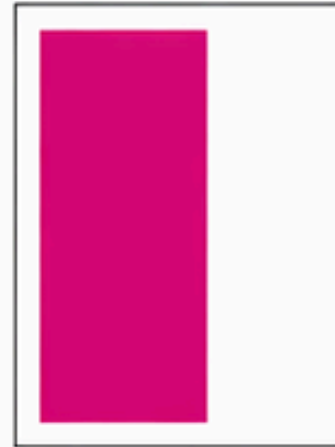
2 PAGE SPREAD

17.00 x 11.00



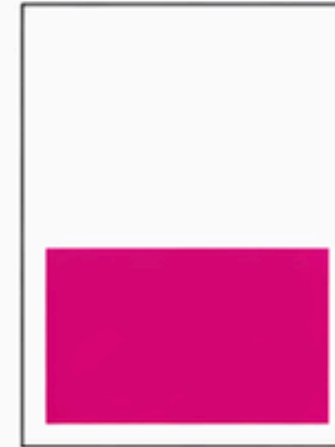
FULL PAGE

8.75 x 11.25



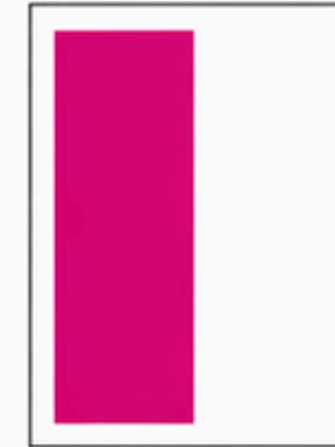
2/3 PAGE

5.00 x 10.50



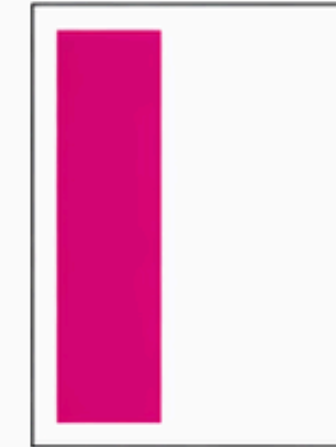
1/2 PAGE

7.80 x 4.90



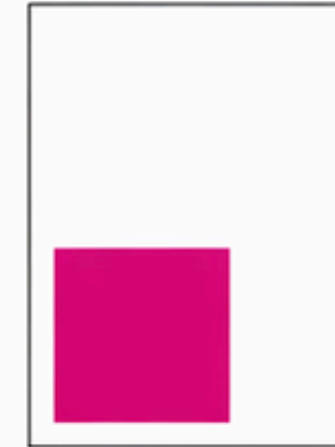
1/3 PAGE

2.55 x 10.5



1/4 PAGE V

3.80 x 4.90



1/4 PAGE H

3.80 x 4.90



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

Moda Mujer

880 West First St. Suite #310

Los Angeles, CA 90012

Ph: 213.621.2188

Fx: 213.620.6255

publisher@arbolpublishing.com



SEND DIGITAL ART TO:

publisher@arbolpublishing.com

CONTACT INFORMATION

Edgardo Iorio

PUBLISHER

C: 310.429.0250 | P: 213.621.2188

publisher@arbolpublishing.com

THIS IS THE **ARBOL PUBLISHING** FAMILY:



WWW.ARBOLPUBLISHING.COM

ARBOL
PUBLISHING