
THE LATINA LIFESTYLE & FASHION AUTHORITY
MODA
MUJER
MEDIA KIT 2027
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

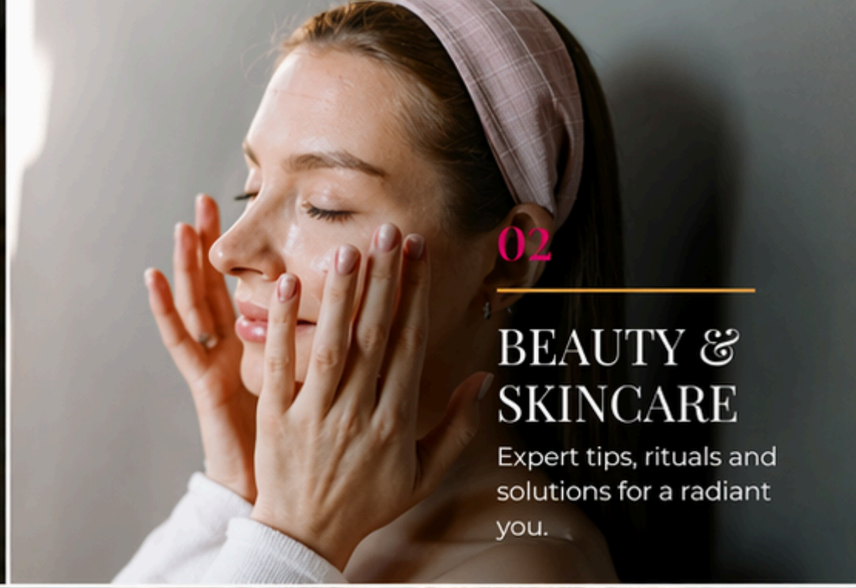
Content that inspires, empowers, and connects the modern Latina.



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.

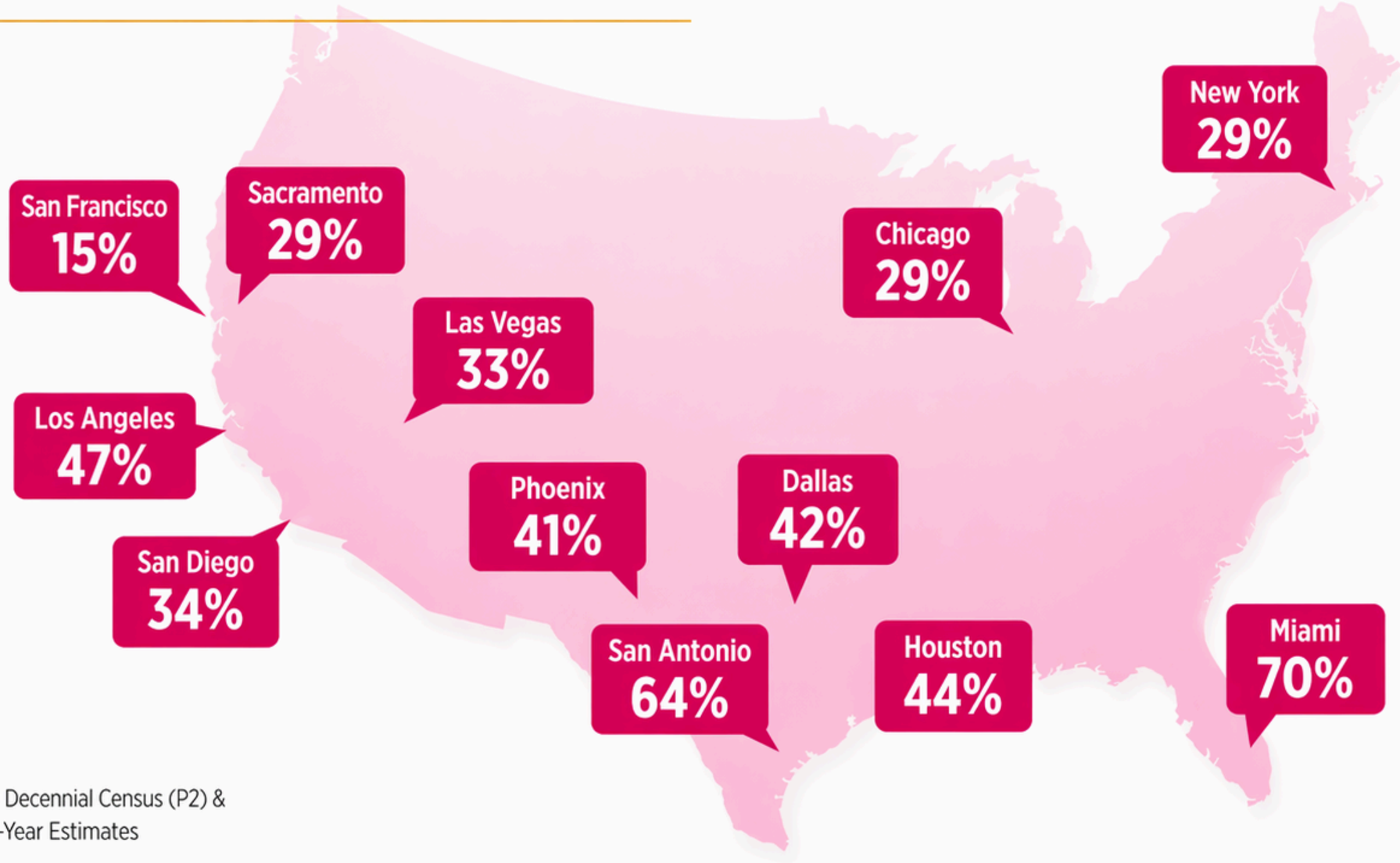
Direct access to a growing community of modern Latina readers.



# 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% |

### 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

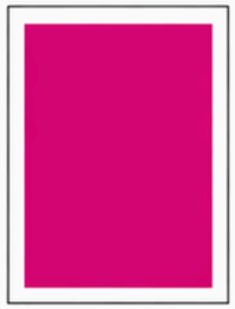
## TERMS

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.

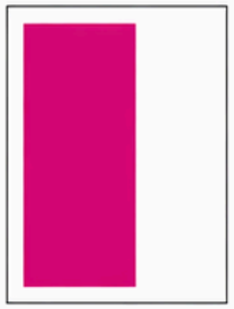
# SPECIFICATIONS



**2 PAGE SPREAD**
17.00 x 11.00



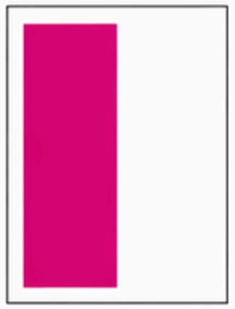
**FULL PAGE**
8.75 x 11.25



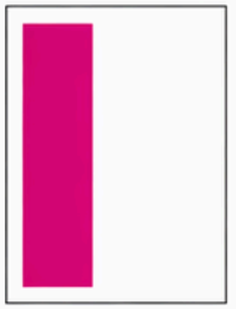
**2/3 PAGE**
5.00 x 10.50



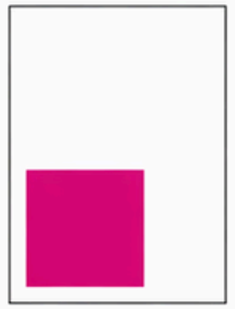
**1/2 PAGE**
7.80 x 4.90



**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


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