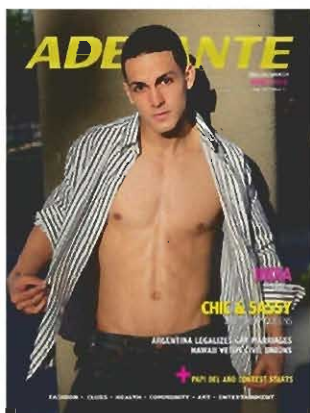


NOW ON ALL GLOSSY PAPER

# ADELANTE

THE GAY LATINO MAGAZINE



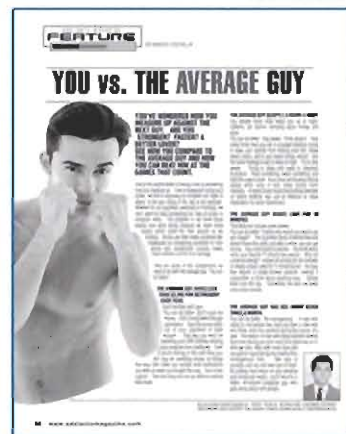
**ADELANTE** is the premier Latino Gay magazine. Produced monthly, it is distributed free of charge from more than 400 different locations. With distribution primarily concentrated in **Los Angeles and Southern California, San Francisco, San Jose, San Diego,** **ADELANTE** is based in the heart of the Latino/Hispanic Community.

**ADELANTE** has an estimated monthly readership of more than 80,000 and growing.

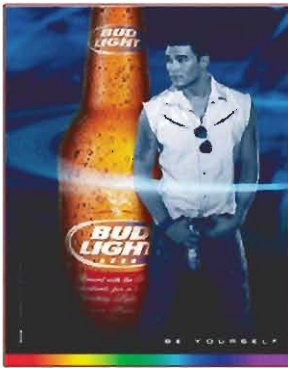
**ADELANTE** completed twelve successful years of publication in 2010 and has an average of 70 different monthly advertisers promoting their establishments, services and products to the gay Latino market.

**ADELANTE** features diverse editorial content. Considered the magazine of "record" for the gay Latino community, **ADELANTE** is the most comprehensive gay Latino magazine in the United States. Monthly issues feature interviews with well-known celebrities, music reviews, current events, health and fitness and nightlife. From its sizzling fashion pages to interviews with elected officials and community leaders, **ADELANTE'S** diverse content is good for our advertisers.

**Health and Well-Being, Features, Night Guide, Arts and Entertainment, News and Current Events, HIV/AIDS Medical Information, Classifieds, Fashion, Political View Points & Immigration Facts.**



ADELANTE MAGAZINE  
media kit  
A 2011



**ADELANTE** has a strong and increasing base of local, regional and national advertisers. Among these are:

**HBO, Picture This!, Better World Advertising, Coors Brewing Company, Busch Media Group, LaBatt USA/Tecate, Ogilvy Public Relations, California Department of Insurance, California Department of Health Services, TLA Releasing.**



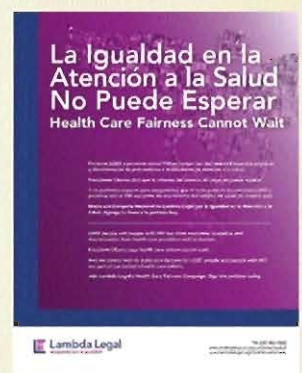
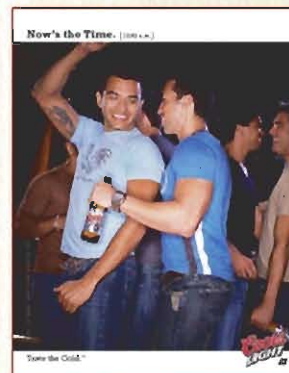
**ADELANTE** has a national subscription base mailed to readers across the U.S. and is also sold in several bookstores.

**YOUR ADS WILL LOOK GREAT IN OUR ALL GLOSS PAGE MAGAZINE**

**DISTRIBUTION SITES:**

- Nightclubs & Bars
- Video and Bookstores
- Restaurants
- HIV Medical Clinics
- Coffee Houses
- Movie Theaters
- AIDS Service Organizations
- Gay and Lesbian Centers
- Hair Salons
- Health Clubs & Spas
- News Stands
- Record Stores

ADELANTE MAGAZINE  
media kit  
**A2011**



# ADELANTE

THE GAY LATINO MAGAZINE

Latinos in  
California:  
11 million



**ADELANTE** is the best way to reach gay Latinos. The general Latino population in the United States is the fifth largest Hispanic market in the World. With more than \$325 billion in aggregate buying power, companies targeting the Latino market have benefited from this enormous buying power.

The U.S. Census 2000 documents that Latinos represented **12.3%** of the U.S. population or roughly **33.9** million people. Latinos are now the largest minority group in the U.S. The largest concentration of Hispanic persons is in Los Angeles County with **6.9** million persons. San Francisco/San Jose has **1.4** million and San Diego **1.0** million.

Of California's **34** million residents, **11** million are of Latino decent. Approximately **1/3** of the entire U.S. Hispanic/Latino population lives in California.

## GAY LATINO DEMOGRAPHICS IN DISTRIBUTION AREA

Just as Los Angeles and California are home to **1/3** of the Hispanic/Latino population, they are also home to a proportionate number of gay Latinos. Our market research suggests that Latinos represent approximately **35%** of the gay and lesbian market in California.

From a local & national perspective, the best way to reach gay Latinos is through **ADELANTE**.

**ADELANTE** Was a major publication that participated in the 2008 National Gay Consumer Index Survey, conducted by Community Marketing Inc.

**About Our readers:**

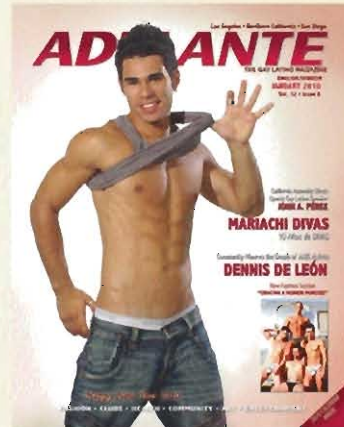
- \*80% - Go to a Bar or Nightclub weekly
- \*59% - Go to a Movie at least once per month
- \*51% - Dine out at least once per week

**Each Week, our readers spend:**

- \* 18 Hours on the Internet for Personal Use
- \* 9 Hours Watching TV
- \* 11 Hours Listening to Music

**In 2008, % of our readers who made these purchases:**

- \* 5% - Bought a home or primary residence
- \* 19% - Bought an automobile
- \* 63% - Bought Cell Phones
- \* 14% - Bought A Television
- \* 19% - Bought An HDTV
- \* 18% - Bought Stocks or Bonds
- \* 32%- Bought A Personal Computer



**GENERAL DEMOGRAPHICS**



**Age:**  
 21-29 = 40%  
 30-39 = 30%  
 40-49 = 15%  
 50-59 = 10%  
 60+ = 5%

**Gender:**  
 Male = 95%  
 Female = 5%

**Sexual Orientation Identification:**  
 Gay or Lesbian = 80%  
 Bisexual = 14%  
 Transgender = 2%  
 Heterosexual = 4%

**Household Income:**  
 Under \$25,000 = 14%  
 \$25,000 - \$50,000 = 30%  
 \$50,000 - \$75,000 = 27%  
 \$75,000 - \$100,000 = 14%  
 \$100,000 + = 15%

**Living Situation:**  
 Own = 35%  
 Rent = 65%

**English/Spanish Literacy:**  
 Read Both (Bilingual) = 65%  
 Read English only = 15%  
 Read Spanish only = 20%

**Cultural Background:**  
 Latino = 75%  
 White = 16%  
 African American = 2%  
 Asian Pacific Islander = 2%  
 Other = 5%

**Relationship Status:**  
 Single = 42%  
 In Relationship/  
 Living with Partner = 30%  
 In Relationship/  
 Not Living with partner = 20%  
 Married/Civil Union = 8%

*For a complete copy of the survey, please call us.*

ISSUE	SPACE RESERVATION DATELINE	ARTWORK DELIVERY DATELINE	STREET DATE
<b>JANUARY 2011</b> Health & Fitness Edition	12/14/10	12/17/10	1/1/11
<b>FEBRUARY 2011</b> Food Issue Valentine's Edition	1/14/11	1/17/11	2/1/11
<b>MARCH 2011</b> Spring Fashion Review	2/15/11	2/18/11	3/1/11
<b>APRIL 2011</b> Travel Edition Website Review Edition	3/15/11	3/18/11	4/1/11
<b>MAY 2011</b> Swimsuit Edition Cinco de Mayo/ Mother's Day Edition	4/15/11	4/18/11	5/1/11
<b>JUNE 2011</b> Gay Pride Edition	5/16/11	5/19/11	6/1/11
<b>JULY 2011</b> Fun Spots In The City Automobile Reviews	8/14/11	8/17/11	7/1/11
<b>AUGUST 2011</b> Home Décor and Real Estate Edition	7/15/11	7/18/11	8/1/11
<b>SEPTEMBER 2011</b> The Culture Issue Mexican Independence/ Latin American Independence	8/15/11	8/18/11	9/1/11
<b>OCTOBER 2011</b> Halloween Edition Latino Awareness Month	9/15/11	9/18/11	10/1/11
<b>NOVEMBER 2011</b> Thanksgiving Edition Holiday Decorating	10/14/11	10/17/11	11/1/11
<b>DECEMBER 2011</b> Gift Ideas/ World AIDS Day, Christmas & New Years Edition	11/15/11	11/18/11	12/1/10

## RATE CARD INFORMATION - LOCAL

### REGULAR PAGE ADS

	12x	6x	3x	1x
Bus Card b/w	\$65	\$70	\$75	\$80
Sixth Page - b/w	\$90	\$110	\$120	\$130
Sixth Page - color	\$145	\$155	\$165	\$175
Quarter - b/w	\$165	\$175	\$185	\$195
Quarter - color	\$185	\$195	\$215	\$235
Half Page - b/w	\$255	\$275	\$290	\$295
Half Page - color	\$295	\$320	\$345	\$355
Full Page b/w	\$425	\$450	\$475	\$495
Full Page - color	\$495	\$520	\$560	\$595

ALL GLOSS PAGES

### PREMIUM PAGE ADS

	12x	6x	3x	1x
Pages 1 to 7	\$685	\$720	\$755	\$795
Inside B Cover	\$950	\$1050	\$1150	\$1250
2-Page Center	\$985	\$1025	\$1150	\$1250
Inside F Cover	\$1150	\$1250	\$1350	\$1450
Back Cover	\$1450	\$1550	\$1650	\$1750

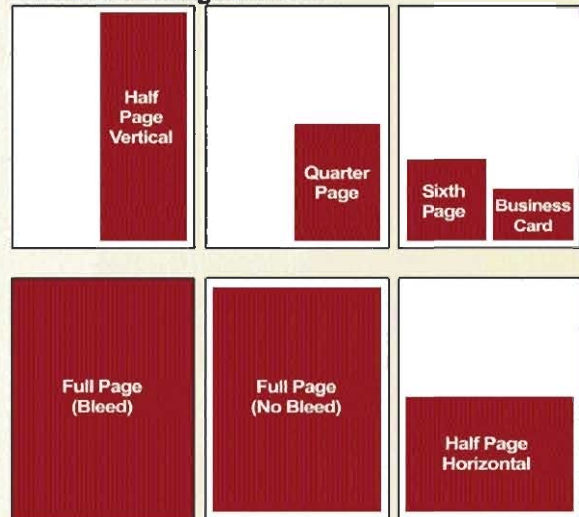
ALL COLOR - ALL GLOSS PAGES

### AD DIMENSIONS

Full Page/Bleed:	6.625 x 10.875
Full Page Trim:	8.125 x 10.375
Full Page Live Area:	7.375 x 9.625
Half Page Vertical:	3.6 x 9.625
Half Page Horizontal:	7.375 x 4.650
Quarter Page:	3.575 x 4.625
Sixth Page:	3.575 x 3.150
Business Card:	3.5 x 2.0

WEB Advertisement and E-mail blasts available, call for information.

View the whole magazine on-line  
[www.adelantemagazine.com](http://www.adelantemagazine.com)



## MECHANICAL REQUIREMENTS

High Resolution PDF Files; (300 DPI) JPEG, TIFF, Mac or PC Format. Files should be placed on CD or e-mailed to [readelante@aol.com](mailto:readelante@aol.com). Only e-mail PDF or JPEG files. Mail CD to: ADELANTE, P.O. Box 41-1059, Los Angeles, CA 90041. Call for overnight mail address.

All ads should have a color or black and white proof sheet. Please label all media with the company's name and address. QUARK Xpress files not accepted. Please call for technical assistance from ADELANTE Magazine, Free of Charge at (323) 256-6639.



# CUSTOMER AGREEMENT



Customer Name \_\_\_\_\_ Date: \_\_\_\_\_ Local \_\_\_\_\_ Regional \_\_\_\_\_ National \_\_\_\_\_

Contact Name \_\_\_\_\_ or \_\_\_\_\_

Telephone No. \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_ Federal ID \_\_\_\_\_

Address \_\_\_\_\_ Suite #. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Start Month/Year: \_\_\_\_\_ End Month/Year: \_\_\_\_\_ Ad Size: \_\_\_\_\_

Mention if Premium Pages \_\_\_\_\_ Specifications: \_\_\_\_\_ Color Ad \_\_\_\_\_ Black & White Ad \_\_\_\_\_ Deadline: All ads must be received by the 17th of the month before the publication, or by the 15th if the magazine will design the ad. Extra charges apply for ad design.

Monthly Rate: \$ \_\_\_\_\_ No. of Months: \_\_\_\_\_ Total: \$ \_\_\_\_\_

Applicable Discounts: 10% discount for non-profit organizations. Other discounts apply for organizations placing an ad for three, six or twelve consecutive months (please see the Rate Card for details, can't combine discounts). Discount if applicable \_\_\_\_\_ % \$ \_\_\_\_\_

New Total: \$ \_\_\_\_\_

Payment Terms: All Payments are due on the first day of the month in which the ad is published. A cancellation must be received in writing thirty days prior to the next publication date. A fee of \$20.00 will be charged for all returned checks. Advertiser will be billed separately for all ad builds and production.

Bill Me \_\_\_\_\_ Charge Credit Card \_\_\_\_\_ Monthly \_\_\_\_\_ Total \_\_\_\_\_

GUARANTEE: Visa \_\_\_\_\_ Master Card \_\_\_\_\_ AE \_\_\_\_\_ Discover \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

I understand and agree that any billing remaining unpaid after thirty days will be charged to the above credit card. If advertising agreement is not fulfilled, a cancellation fee of \$100 will be assessed and the frequency discount will be forfeited resulting in all prior printed ads being back-billed at the non-discounted open rate. \* First time advertisers need to pay first month's advertisement with a credit card

Customer Signature: \_\_\_\_\_ Account Executive: \_\_\_\_\_

Please complete and **FAX** this form to: **(323) 550-8786. Thank You**