

[hispanic]
market works.ORG

The Art of Reaching Hispanics Since 1997

Our mission is to help marketers reach Hispanic consumers by informing and educating them on the power of the U.S. Latino marketplace. Through HMW, they stay ahead of the game and keep their finger on the latest trends and strategies to connect with Hispanics.

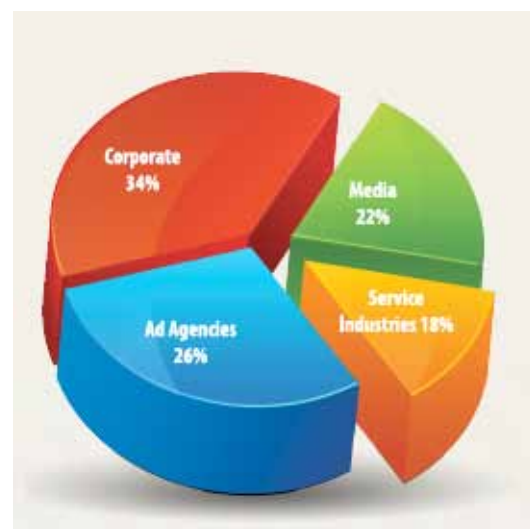
Hispanic Market Works is delivered across multiple digital platforms.

“Three things I need first thing Monday morning: coffee, our corporate financial report, and HMWorks, the best recipe to start the week.”

Manuel Machado CEO of MGSCOMM

- Hispanic Market Works,Org is a product of Hispanic Market Weekly, the leading authority on news, insights and trends moving the U.S. Hispanic market.since 1977
- HMWorks is a member-only organization featuring the unparalleled expertise of its members and the power of the Internet to bring its readers in-depth coverage of the intelligence that influence the U.S. Latino market.
- For the past 18 years, Hispanic Market Weekly has offered professionals exclusive information, research and analysis while providing them with a clearer picture of market behavior. That’s why today’s marketing leaders make HMWorks their publication of choice.
- Hispanic Market Works’ weekly Focus ON platforms offer our members incredible possibilities to get information on the Hispanic market with the fully searchable Hispanic Market Weekly archive.
- Our advertising partners benefit from the high levels of reader engagement and uncluttered layout

- Hispanic Market Works offers its advertising partners unrivaled reach and value for their BtoB marketing dollars. No other publication gives marketers direct access to these key players to maximize their return on investment.
- If they pay to read HMWorks, they are paying attention to the BtoB messages of our advertising partners.
- Because we are member funded, our readers are serious about Hispanic marketing.

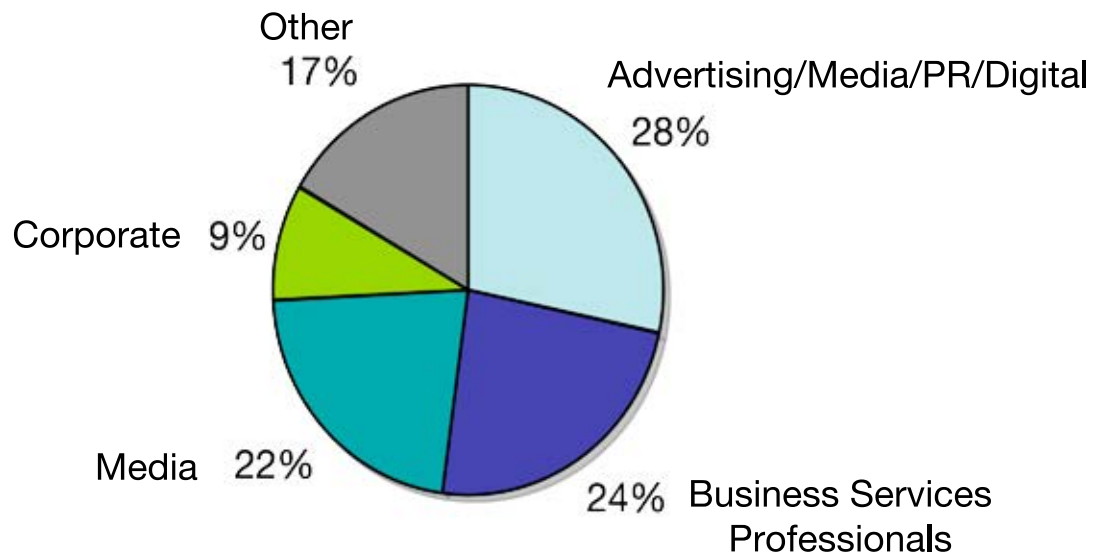


- 91% of our members are principals, vice presidents, directors or managers: the people who make purchasing decisions.

- 32% of our members are C-suite executives

- Hispanic Market Works members include the largest Hispanic Media companies, with sales over \$1B.
- Hispanic Advertising Agencies that subscribe to HMW place over \$221M in Spanish language media in 2014.
- Hispanic Media Agency members placed an estimated \$490M in Hispanic media in 2014.
- Hispanic Market Works serves a wide array of Business professionals immersed in the Art of Reaching Hispanics.

HMW Membership Profile



- No other publication delivers the intelligence, insights, trends and meaningful information HMWorks does.
- Hispanic Market Works generates original and unique content with members native input plus dedicated writers and journalists.
- HMWorks respects its members and readers and doesn't take over their inbox with unnecessary e-blasts.
- It is in this environment that HMWorks provides an excellent medium to present your brand message within relevant, targeted and engaging content.
- Our advertising partners can direct their buys within the platforms best suited for their trade marketing efforts.



- Our flagship publication, sent every Monday morning before 9:00am containing all the news, analysis, research and other information which will impact our reader's work week.
 - Advertising, Agencies, Arriba y Abajo, Breaking News, Campaigns, Conferences, Marketing.
- The downloadable PDF issue has high pass along readership and is a confirmed favorite of HMWorks readers.
- PDF display ad spaces include cover, full and half pages.
- Custom layouts/space available with prior arrangement.



- HMWorks' website features additional and complimentary content to the Monday Newsletter with our signature analysis and blogs
- The FocusON Insights sections keep readers on the site.
- Agency directory, Cerebro Series Webinars, Hispanic TV Guide, Magazine Data, Market Snapshots, and Media Guide are reference tools used by Hispanic marketers in all categories.
- Video highlights showcase breaking creative.
- Ad space opportunities include homepage takeovers, ROS banners as well as sponsorship by section and platform.
- Custom digital creative placements are available by prior arrangement.



- When major news happens, our exclusive. Breaking News alerts bring our members the freshest information.
- Ratings of the most popular shows on Hispanic broadcast and cable networks are featured every Wednesday in our FocusON Entertainment platform.
- Because we don't bombard our readers with tons of e-blast, HMWorks e-blasts are opened and read with the utmost attention.
- Advertising space includes banner insertion.
- Our advertising partners can also take advantage of HMW's highly targeted e-mail list.
- Solo e-mails are sent to 100% of our members on any day of the week with client provided creative.
- We respect our readers privacy. HMWorks does not sell its e-mail list to third parties or outside concerns.

HMWorks' editorial team, in concert with our members' blogging unit, identifies specific subjects that are covered in special reports during the year.

Advertising partners use these reports to showcase their four-color display ads in our PDF deliveries.

For an updated list of these special reports with a brief description of their content, please send your request directly to publisher

Arturo Villar at avillar@hispanicmarketworks.org

	1x	6x	12x	24x	51x
Page	\$2,500	\$2,335	\$2,106	\$2,047	\$2,000
1/2 page vertical	\$1,772	\$1,707	\$1,677	\$1,664	\$1,652
1/3 page vertical	\$1,417	\$1,365	\$1,340	\$1,330	\$1,321
1/2 page horizontal	\$1,772	\$1,707	\$1,677	\$1,664	\$1,652
1/4 page	\$1,010	\$973	\$956	\$948	\$942
Horizontal strip	\$1,010	\$973	\$956	\$948	\$942
Front cover/Splash	\$3,697	\$3,562	\$3,498	\$3,471	\$3,447
Half cover vert.	\$2,588	\$2,493	\$2,448	\$2,430	\$2,413

Weekly	Weekly	4-Weeks
Hispanic Market Weekly.com	\$555	\$2,000
Focus On Platform	\$667	\$2,400

ROS	ROS	Home Page	Section
Page Views <1,900	\$1,600	\$2,000	\$1,860
Page Views >1,900	\$1,520	\$1,900	\$1,672

Takeovers	Mon	Tue	Wed	Thu	Fri/Sat/Sun
Home page takeover	\$1,110	\$1,110	\$1,110	\$962	\$962

	Full Banner (468x90)	Double Full Banner (468x120)	100% SOV
Monday Morning (Mon. x 4)	\$2,000	\$3,814	\$4,753
Breaking News (Mon-Fri x 4)	\$2,353	\$4,488	\$5,592
News Updates (Mon-Fri x 4)	\$2,353	\$4,488	\$5,592
FocusON*	\$2,176	\$4,150	\$5,173

***Millennial, Digital, Entertainment, Events, Healthcare, Policy, Radio, Strategy, Sports**

Email	Mon	Tue	Wed	Thu	Fri/Sat/Sun
All HMWorks members*	\$2,176	\$2,176	\$2,176	\$2,000	\$1,900

***Custom lists considered upon case by case basis**

- Special events, symposia, workshops, appearances can be considered on case by case basis.

- PDF Display ad Specs:
 - Full page: 10 x 7.5 inches (Landscape)
 - Half page vertical: 5 x 7.5 inches
 - Half page horizontal: 10 x 3 inches
 - Third page vertical: 7.5 x 3 inches
 - Third page horizontal: 10 x 2.25 inches
 - Quarter page: 5 x 3 inches

- Banner Specs
 - GIF or JPEG: 40K
 - Flash/Rich Media: 50K
 - Animation Length: 15 sec
 - Max. Loops: 3
 - Leader board: 728x90
 - Full Banner: 468x60
 - Double Full Banner: 468x120
 - Anchor: 970x90
 - Tile: 300x250
 - Skyscraper: 160x600
 - Note: Flash banners only on dedicated ad zones and not on ROS schedules.

- Email newsletter banner ads (GIF/JPEG only)
 - Full Banner: 468x60
 - Double Full Banner: 468x120
 - Max. File Size Dimensions Static GIF or JPEG 22K
 - Note: Flash is not accepted for newsletter banner ads.

- Email message specifications
 - Email subject line
 - Link (URL or email address)
 - Creative:
 - Either standalone HTML file or an image file (JPEG, PNG, or TIFF; RGB)
 - 700x750 pixels
 - Note: Animation not accepted in email

Please contact :

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Publisher

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