



ADVERTISING TARGETING THE HISPANIC MARKET

**MEDIA KIT 2020**  
**AUSTIN**

PRINT PUBLICATION | ONLINE WEBSITE | SOCIAL MEDIA

# WHY USE BUENA SUERTE ADVERTISING?

- Published weekly.
- High quality distribution points throughout Austin.
- An average of 270,000 views monthly on BuenaSuerte.com.
- 10,000 Followers, 19,000 Reach and 11,000 in Engagement on average per month between all our social media channels.



**PRINT COPIES OF  
BUENA SUERTE  
AVAILABLE AT  
HIGH TRAFFIC BUSINESSES  
THROUGHOUT AUSTIN**

# DISTRIBUTION

**Published weekly. Distributed on Fridays at hundreds of high quality locations throughout:**

**AUSTIN**

**CEDAR PARK**

**ROUND ROCK**

**PFLUGERVILLE**

**BUDA**

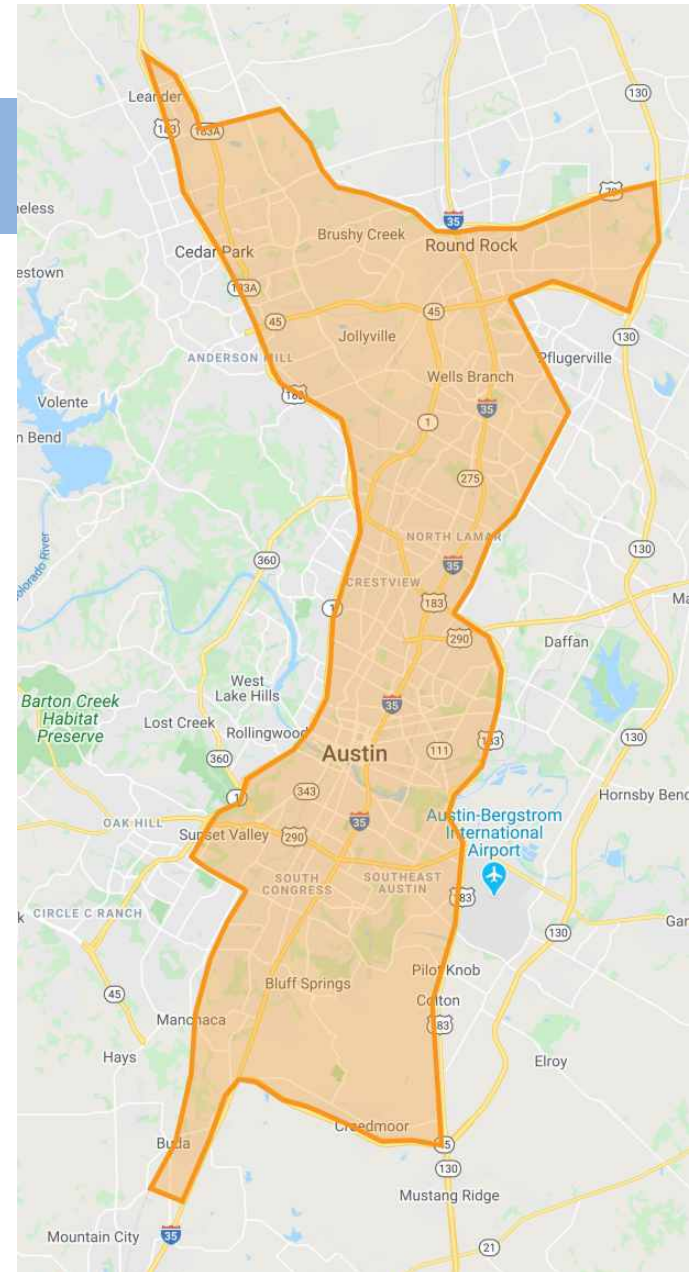
**KYLE**

**SAN MARCOS**

**Deadline\*:**

**• Monday at 12:00 PM**

\* On weeks with holidays, deadlines are moved up one or more business days.



Published Weekly, distributed on Friday.

**512.345.0101**

**ARE YOU GETTING YOUR SHARE OF THE HISPANIC MARKET?**

**HISPANIC HOUSEHOLDS IN THE  
AUSTIN AREA ACCOUNT FOR**

**\$7.9 Billion\***

**IN ANNUAL  
SPENDING**

With 33 years of experience  
in the Hispanic market  
Buena Suerte is your  
best choice for reaching  
this booming market.

*\*Source: U.S. Census Bureau.*

**512.345.0101**

# AD INFO

## SIZES, GROSS IMPRESSION, FREQUENCY

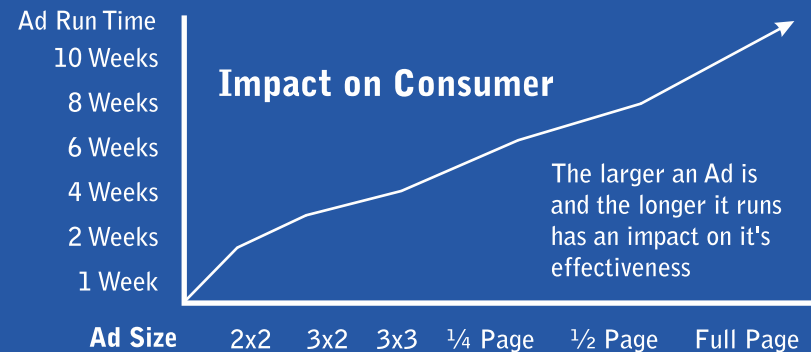
**3 Col. x 2 Inches**  
Wide Tall

**2 Col. x 2 Inches**  
Wide Tall

**3 Col. x 6 1/2 Inches**  
Wide Tall

1 Col. = 1.5 Inches	4 Col. = 6.75 Inches
2 Col. = 3.25 Inches	5 Col. = 8.5 Inches
3 Col. = 5 Inches	6 Col. = 10.25 Inches

### Gross Impression



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