



ADVERTISING TARGETING THE HISPANIC MARKET

MEDIA KIT 2024
DALLAS / FORT WORTH

PRINT PUBLICATION | ONLINE WEBSITE | SOCIAL MEDIA

WHY USE BUENA SUERTE ADVERTISING?

- Published weekly.
- High quality distribution points throughout the Metroplex.
- 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.

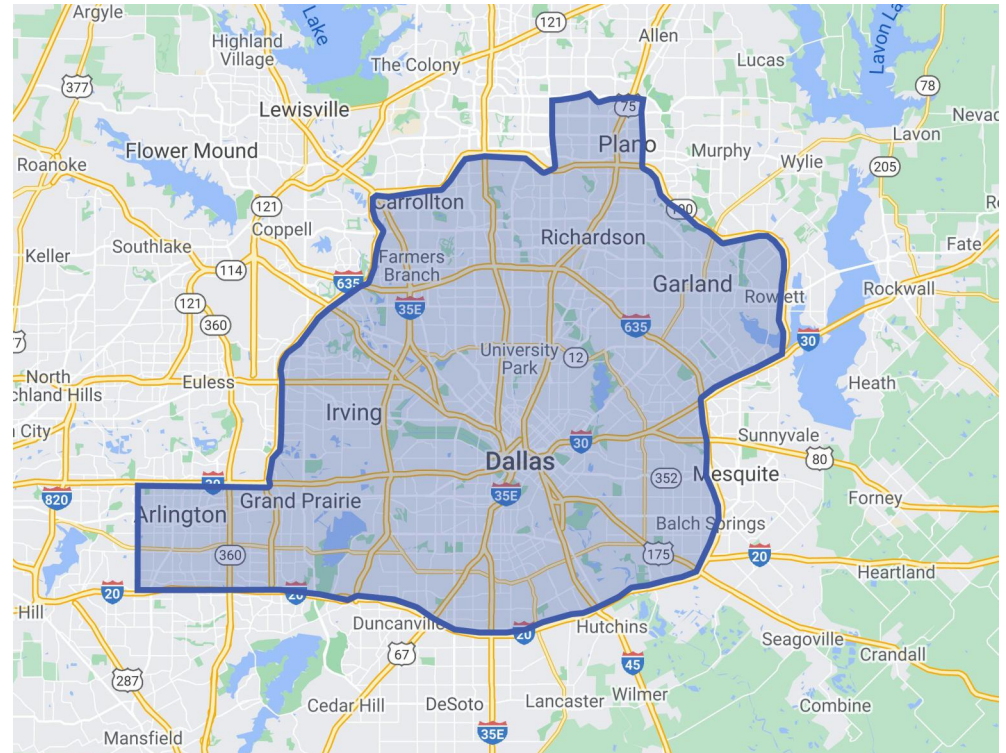


**PRINT COPIES OF
BUENA SUERTE
AVAILABLE AT
HIGH TRAFFIC BUSINESSES
THROUGHOUT THE METROPLEX**

DISTRIBUTION

Distributed weekly in:

Addison	Highland Park
Arlington	Irving
Balch Springs	Love Field
Carrollton	Mesquite
Cockrell Hill	Oak Cliff
Garland	Plano
Grand Prairie	Richardson



HIGH QUALITY DISTRIBUTION POINTS THROUGHOUT THE METROPLEX

85% of Print Circulation is Through Retail Outlets

Deadline*:

- Monday at 12:00 PM

ARE YOU GETTING YOUR SHARE OF THE HISPANIC MARKET?

HISPANIC HOUSEHOLDS IN THE DALLAS
FORT WORTH METROPLEX ACCOUNT FOR

\$30 Billion*

IN ANNUAL SPENDING

Median
Household Income
\$40,921

Per Capita
Income
\$22,183

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.*

214.272.2122