



BUENA·SUERTE 

ADVERTISING TARGETING THE HISPANIC MARKET

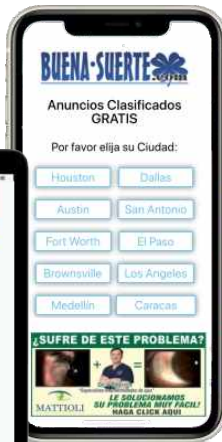
MEDIA KIT 2020

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 THESE
HIGH TRAFFIC STORES**



DISTRIBUTION

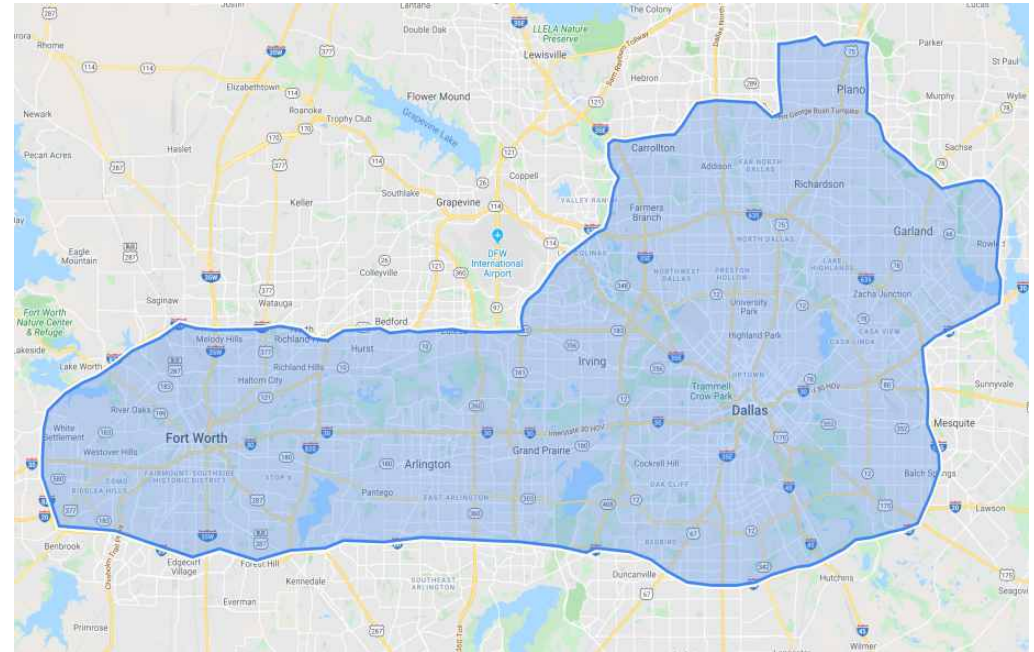
Distributed weekly in:

Addison
Arlington
Balch Springs
Carrollton
Cockrell Hill,
Fort Worth
Garland
Grand Prairie

Highland Park
Irving
Love Field
Mesquite
Oak Cliff
Plano
Richardson

Deadline*:

- Tuesday at 12:00 PM



**HIGH QUALITY DISTRIBUTION POINTS
THROUGHOUT THE METROPLEX**

85% of Print Circulation is Through Retail Outlets

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

AD INFO

SIZES, GROSS IMPRESSION, FREQUENCY

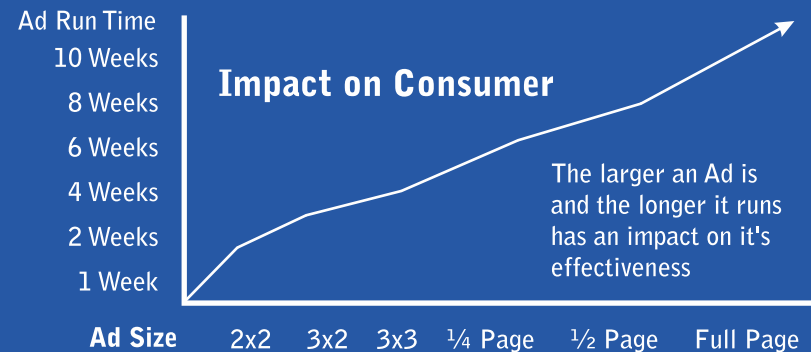
3 Col. x 2 Inches
Wide Tall

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



Deadline*:

- Tuesday at 12:00 PM

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

214.272.2122