



ADVERTISING TARGETING THE HISPANIC MARKET

MEDIA KIT 2024

HOUSTON

PRINT PUBLICATION | ONLINE WEBSITE | SOCIAL MEDIA

WHY USE BUENA SUERTE ADVERTISING?

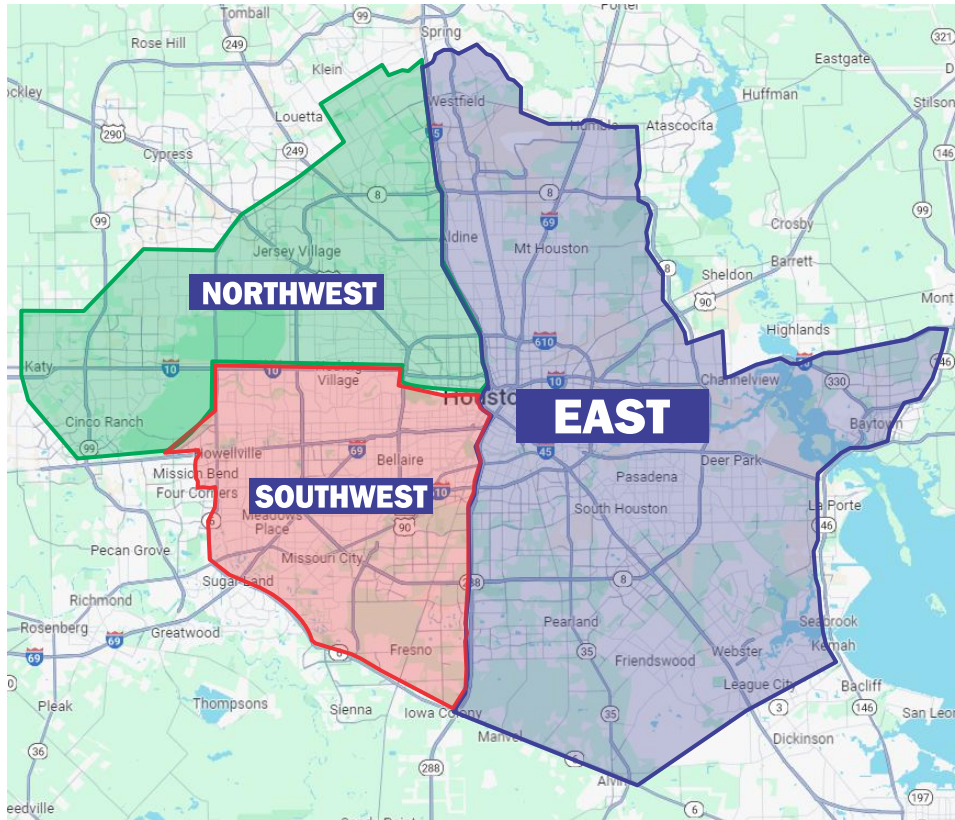
- Audited circulation of over 42,000 print copies published weekly.
- 1,500+ high quality distribution points throughout the Houston area.
- Distributed in more grocery store than any other Hispanic publication.
- Advertising campaign can be targeted by zip codes or areas.
- An average of 270,000 views 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 HOUSTON**

DISTRIBUTION

COUNTIES: Harris, Ft. Bend, Brazoria, Montgomery, Galveston



Distributed weekly in:

ALVIN
BAYTOWN
CONROE
TOMBALL
HUMBLE
KATY
MISSOURI CITY

PASADENA
PEARLAND
SUGARLAND
STAFFORD
WEBSTER
and more to come.

**OVER 1,500 DISTRIBUTION POINTS
IN THE HOUSTON AREA**

85% of Print Circulation is Through Retail Outlets

Deadlines*:

- **Friday at 2:00 PM East**
- **Monday at 2:00 PM Northwest & Southwest**

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

Choose from 3 Areas in Greater Houston.

Published weekly, distributed on Wednesday (East),
Thursday (Northwest) and Friday (Southwest).

713.272.0101

ARE YOU GETTING YOUR SHARE OF THE HISPANIC MARKET?

By 2022, Hispanic Spending in the Region Could top \$80 Billion*

**HOUSTON
HISPANICS
CONSUME
MORE THAN**

\$54 Billion*

*Source:



Houston Hispanic
Chamber of Commerce

- Houston Hispanics currently spend more than \$54 billion a year.
- By 2022, Hispanic spending in the region could top \$80 billion – more than 25% of spending in the region.
- More than 53% of Hispanics in the region own their own home.
- The Hispanic community represents 1/4th of the region's residential market.
- Hispanics are two times more likely to start a business than other demographic groups.
- Hispanics represent 25% of all auto sales in the region.
- Hispanic-owned small businesses represent more than 42% of the small businesses owned in the region.
- 27% of Hispanics in Houston own some kind of an investment.
- The number of Hispanic entrepreneurs in the region outnumbers all other demographic groups 2 to 1.

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

*<https://www.houstonhispanicchamber.com/hispanic-impact-summit.html>

713.272.0101

www.BuenaSuerte.com Rate Card

All Ad Buys Include a 1 Page Basic Website in Spanish

(Please see below for website options)

PRINT	1 Week	26 Weeks	36 Weeks	Web Banner	Facebook	Instagram	Instagram Reels
2X2	\$32	\$24	\$20	1	✓	✓	
3X2	\$48	\$36	\$30	1	✓	✓	
3X3	\$75	\$54	\$45	1	✓	✓	
1/4 Page	\$156	\$98	\$78	1+	✓	✓	✓
1/2 Page	\$312	\$195	\$156	1+	✓	✓	✓
Full Page	\$672	\$420	\$336	1+	✓	✓	✓



ALL WEBSITES INCLUDE

1. Link to your BuSu webpage or your website.
2. Google map.
3. Google analytics report.
4. Two liner web word ads (Valued at \$20 weekly).

Prime Spot Rates: 3x the Regular Ad Rate

Includes same size AD under section.

WEB BANNER SIZES 250 x 120 AND 250 x 250 PIXELS

COLUMN DIMENSIONS

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

