



ADVERTISING TARGETING THE HISPANIC MARKET

MEDIA KIT 2024

LOS ANGELES

ONLINE WEBSITE | SOCIAL MEDIA

WHY USE BUENA SUERTE ADVERTISING?



- More than 33 years in the market.
- Offering coverage in all fields and for all people.
- Encompassing a market that changes and evolves every day, a viral market with infinite reach towards a new generation.
- Greater amount of information for your ad.
- Use of keywords from the top online search engines for greater reach
- An average of 270,000 monthly visits to BuenaSuerte.com

ARE YOU GETTING YOUR SHARE OF THE HISPANIC MARKET?

The Hispanic population grew, in the last decade, four times more than that of the country as a whole. California is the state where more Latinos live with more than 15 million people. It is followed by the states of Texas and Florida with 10.41 and 4.78 million Latinos respectively.

The City of Los Angeles is now the preferred market. Of the more than 4 million inhabitants, 2 million are Latino and the percentage increases if certain sectors of the city are taken into account. For example, in East Los Angeles 97% of the population is Latino.

AD INFO



Web Banner

250 x 120 Pixels
Wide Tall

Social Media

3.25 Inches x 2 Inches
Wide Tall

- 1 FULL-COLOR banner on our website in your section.
- 1 EMPLOYMENT AD AT ANYTIME DURING THE SCHEDULED YEAR, WHEN YOU NEED STAFF
- Mini Website.
- Ads on Social Networks.
- Changes to your ad art throughout the year at no additional charge.
- Personalized attention throughout your campaign.
- Published for 52 weeks.

Deadline*:

- **Wednesday at 2:00 PM.**

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

Prices vary by season.
For more information call 323-471-4100