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**EV HOUSTON**

# MEDIA KIT 2018

**The Venezuelan** Newspaper

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Preferred

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by the **Community**

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[www.ev-houston.com](http://www.ev-houston.com)



**Print**  
EV Houston  
Newspaper

**Online**  
www.ev-houston.com

**Email**  
Newsletter  
Promo eBlast

**Social Media:**  
BOOST  
Management

**Events**  
Mixer  
Sponsorships

## ABOUT US

EV Houston is a multi-communication platform informing Hispanics in Houston and surrounding areas since 2010. We deliver local and international news, business, culture, social activities, food, among others. Our innovative, creative, highly effective and Latin essence has enabled us to position our media as a reference in the market.

## OUR CONTENT

- Local news
- International news
- Politics & Opinion
- Immigration
- Social Events
- Profiles
- Finance
- Sports
- Local activities
- Auto
- Food
- Technology

## WHY HISPANICS

“Brands that are authentic and make a conscious effort to understand the uniqueness and differences among Hispanics are going to be more successful in creating meaningful and real connections with this group”

The Nielsen Company Hispanics purchasing power has been growing at 33% inter annual rate and it's expected to continue to grow 44% every year. Source: 2015 IHS Economics – Hispanic Market Monito

	Harris	Fort Bend	Montgomery
Population	4,538,028	716,087	537,559
Hispanic or Latinos	42%	24%	23%
Owner-Occupied housing unit rate	55.7%	78.7%	72.5%
Average Value of Owner occupied housing units	\$133,400	\$189,500	\$169,800
Average Household Income	\$53,822	\$86,407	\$68,840

US Census Bureau (2015 Projection)

**91%**  
of Hispanics speak Spanish & 70% prefer receiving information and services in Spanish

Source: Jan2016 Nielsen Language Strata

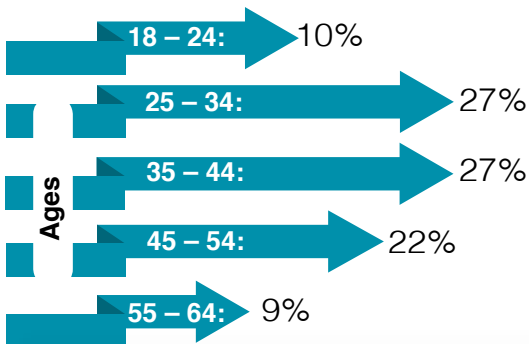
## OUR AUDIENCE (Print & Digital)

**Average Household Income:**  
\$90,000

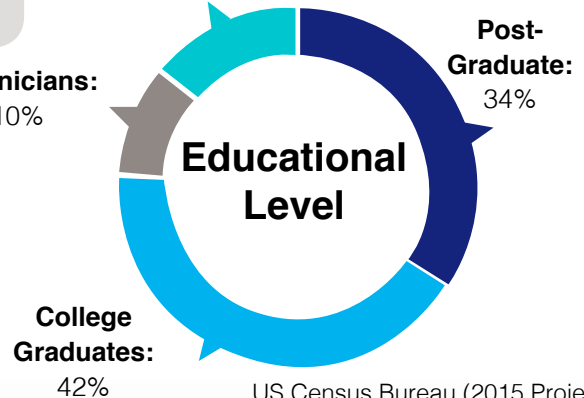
**Women:**  
57%



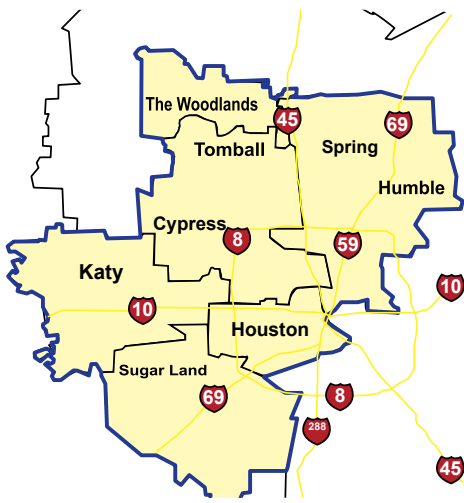
**Married:**  
62%



**Students:**  
14%



US Census Bureau (2015 Projection)



PRINT



**25K**  
Issues printed  
bi-weekly

**1.500**  
Distribution  
Points

**110 Mil**  
Readers

- Consulates
- Colleges & Universities
- Restaurants & Coffee Shops
- Banks
- Spa & Beauty Salons
- Gyms & more

## Distribution Points

Check online our updated list of drop points at  
[www.ev-houston.com/localizador](http://www.ev-houston.com/localizador)  
 and search your zip code



## Publication calendar

### JANUARY 11

Publication Deadline: 01/04  
 Newsletter: 01/13  
 Issue: 193

### JANUARY 25

Publication Deadline: 01/18  
 Newsletter: 01/27  
 Issue: 194

### FEBRUARY 08

Publication Deadline: 02/01  
 Newsletter: 02/10  
 Issue: 195

### FEBRUARY 22

Publication Deadline: 02/15  
 Newsletter: 02/24  
 Issue: 196

*Especial Belleza y Salud*

### MARCH 08

Publication Deadline: 03/02  
 Newsletter: 01/10  
 Issue: 197

### MARCH 22

Publication Deadline: 15/03  
 Newsletter: 24/03  
 Issue: 198

### APRIL 05

Publication Deadline: 03/29  
 Newsletter: 04/07  
 Issue: 199

### APRIL 19

Publication Deadline: 04/12  
 Newsletter: 04/21  
 Issue: 200

### MAY 03

Publication Deadline: 04/26  
 Newsletter: 05/05  
 Issue: 201

### MAY 31

Publication Deadline: 05/10  
 Newsletter: 05/19  
 Issue: 202

### JUNE 31

Publication Deadline: 24/05  
 Newsletter: 02/06  
 Issue: 203

### JUNE 14

Publication Deadline: 06/07  
 Newsletter: 06/16  
 Issue: 204

*Especial Bienes Raíces*

### JUNE 28

Publication Deadline: 06/21  
 Newsletter: 06/30  
 Issue: 205

### JULY 12

Publication Deadline: 07/05  
 Newsletter: 07/14  
 Issue: 206

### JULY 26

Publication Deadline: 07/19  
 Newsletter: 07/28  
 Issue: 207

### AUGUST 09

Publication Deadline: 02/08  
 Newsletter: 11/08  
 Issue: 208

*Especial Abogados*

### AUGUST 23

Publication Deadline: 08/16  
 Newsletter: 08/25  
 Issue: 209

### SEPTEMBER 06

Publication Deadline: 08/30  
 Newsletter: 09/08  
 Issue: 210

### SEPTEMBER 20

Publication Deadline: 09/13  
 Newsletter: 09/22  
 Issue: 211

*Festival Viva Venezuela*

### OCTOBER 04

Publication Deadline: 09/27  
 Newsletter: 10/06  
 Issue: 212

### OCTOBER 18

Publication Deadline: 11/10  
 Newsletter: 20/10  
 Issue: 213

### NOVEMBER 01

Publication Deadline: 10/25  
 Newsletter: 11/03  
 Issue: 214

*Especial Gastronomía*

### NOVEMBER 15

Publication Deadline: 11/08  
 Newsletter: 11/17  
 Issue: 215

### NOVEMBER 29

Publication Deadline: 11/22  
 Newsletter: 12/01  
 Issue: 216

### DECEMBER 13

Publication Deadline: 12/06  
 Newsletter: 12/15  
 Issue: 217

### DECEMBER 27

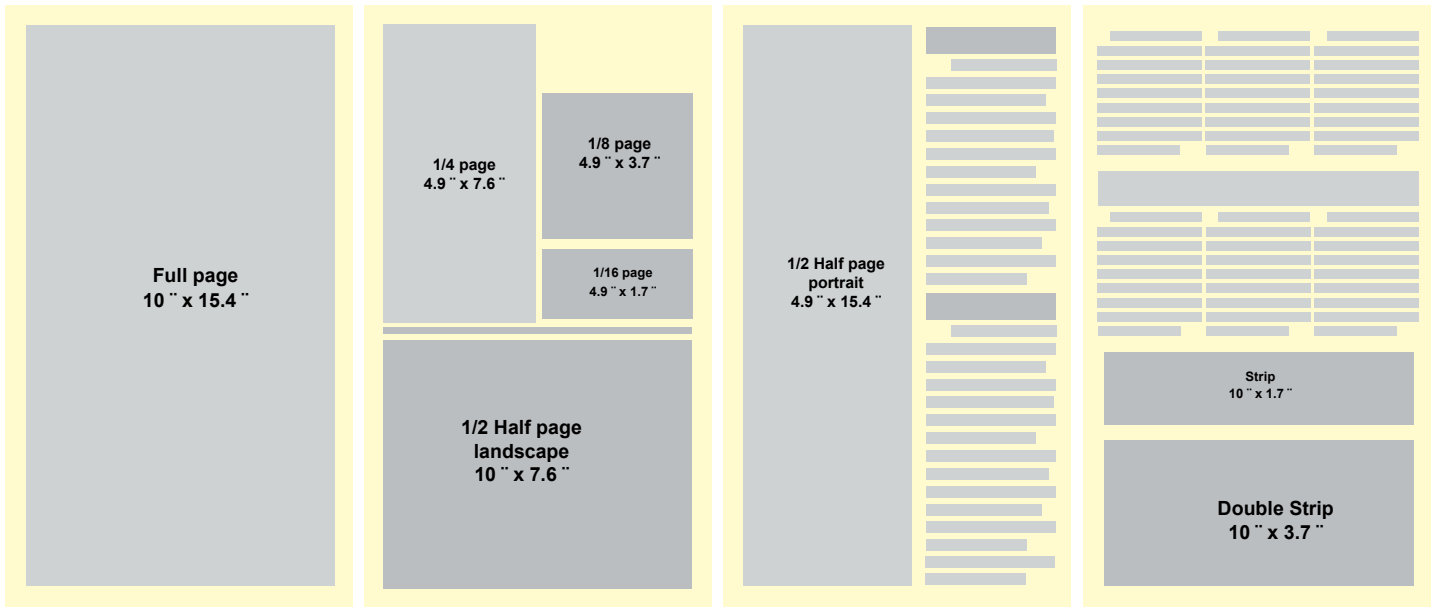
Publication Deadline: 12/20  
 Newsletter: 12/29  
 Issue: 218

### JANUARY 10

Publication Deadline: 01/04  
 Newsletter: 01/13  
 Issue: 219

### JANUARY 24

Publication Deadline: 01/17  
 Newsletter: 01/26  
 Issue: 220



## Rates per Issue

- Cover page ads available upon request
- Premium ad location will have a 25% surcharge

	1 – 11 Issues	12 – 23 Issues	+24 Issues
Back Cover	\$ 1,100	\$ 900	\$ 890
Full Page	\$ 900	\$ 810	\$ 730
1/2 Page	\$ 520	\$ 470	\$ 420
1/4 Page	\$ 320	\$ 290	\$ 260
Double Strip	\$ 320	\$ 290	\$ 260
1/8 Page	\$ 180	\$ 160	\$ 145
Strip	\$ 180	\$ 160	\$ 145
1/16 Page	\$ 100	\$ 90	\$ 80

## Insertions Service

### Insertions

Prices up to 24 pages  
24 to 50 Pages  
booklets will have a  
25% surcharge

Qty	Cost per thousand	Total
Entire circulation (25k copies)	\$35	\$875
20,000 Copies	\$35	\$700
15,000 Copies	\$40	\$600
10,000 Copies	\$45	\$450
5,000 Copies	\$55	\$275
1,000 Copies	\$70	

\*Insert prices do not include design and print

### Print Specs:

**Format:**  
PDF, TIFF, JPEG

**Resolution:**  
300 dpi

**Colors:**  
CMYK

# Digital



**Over 18K Followers**  
on Social Media

**15K**  
Monthly Unique Visitors\*  
\*Google Analytics

**500K**  
Monthly Views\*

**More than 25K**  
Subscribers to our Newsletter

Online

[www.ev-houston.com](http://www.ev-houston.com)

**Issue:**  
**28,892**  
readers – **78,932**  
Impressions

## Website Rates

### Top Banner :

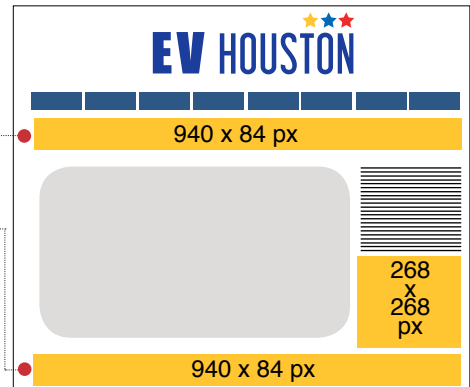
940 x 84 px  
12 months: \$2,520 (\$210 p/m)  
\$300 monthly

### Side Banner :

268 x 268 px  
12 months: \$2,040 (\$170 p/m)  
\$210 monthly

### Lower Banner :

940 x 84 px  
12 months: \$1,800 (\$150 p/m)  
\$250 monthly



Non animated Banners must be delivered in JPEG, GIF or PNG at 72DPI.

Animated Banners must meet GIF or SWF (Flash) format.

File size not higher than 200KB.

### E-mail



### Newsletter

Biweekly email with highlights from our newest publication.  
Banner (544px x 181px): **\$ 250** per issue

### Promo eBlast

Boost and grow your business using our database.  
Banner (574px x 870px ): **\$ 500** per issue

### Social Media



### Social Media BOOST

We create a calendar to deliver your message across our followers.  
**\$ 300** monthly

### Social Media Management

Setup, development and management of Social Media.  
**\$300** monthly (Per profile)

¡Follow us!

[@elvenezolanohou](https://www.instagram.com/elvenezolanohou)

