

CONNECTING LEADERS, INSPIRING THE FUTURE

Latino **LEADERS**
MAGAZINE

We know the leaders.

Let us help you find them.

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CALENDAR 2011

ISSUE DATE	FEATURE STORY	PLANNED CONTENT
Feb-March	Healthcare & Medicine	Latinos have made strides in medicine, both as caretakers and behind the scenes. Doctors, scientists and insurance companies all have major leadership roles in the field of healthcare. ALSO: Latinos involved in biotechnology.
April-May	The Power Issue	Latinos are leading some of the most important organizations and companies...in the world. Don't miss our exclusive interviews with these outstanding leaders and learn what it takes to be on top. ALSO: Latina Power – The new leaders: meet the women who are breaking new ground.
June	The 101	Our exclusive compilation of the most influential Latinos in the country, a unique opportunity to set your message among the top thought leaders. Reach out to this segment with infinite potential.
July -Aug.	Board Edition	For the fourth year in a row, Latino Leaders takes you inside the minds of those shaping the panorama of board service. ALSO: Meet the companies who are going the extra mile with their diversity efforts.
September	Education/Youth Movement in Politics	Latinos are taking advantage of higher education opportunities. We talk to the College Presidents, Professors and students making it happen. ALSO: The best supplier diversity opportunities in the country. Empower your business by finding the perfect partner. BONUS FEATURE: Energy: The leaders show us the latest trends and innovations. A special look at the automotive industry.
Oct.-Nov	Empower Your Business	Get advice from the expert business leaders, some of the leading minds in the nation. ALSO: Franchising Opportunities
Dec-Jan.	Art & Design	Music, design, screenwriting – Latinos are doing it all, and leading in many categories. We talk to the artists, show their work, and give some insights into their visions. Featuring top businesses in arts and entertainment.

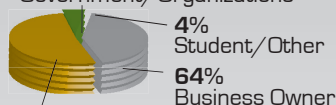
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We know

Demographics

Reader Main Activity

4% Readers holding leadership positions
Government/Organizations

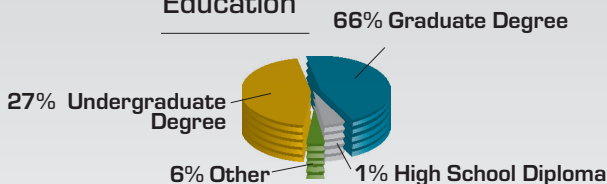


28%
C-Level Executives

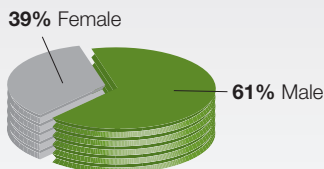
Preferred Language For Reading

- English = 51.45%
- No Preference = 44.35%
- Spanish = 4.2%

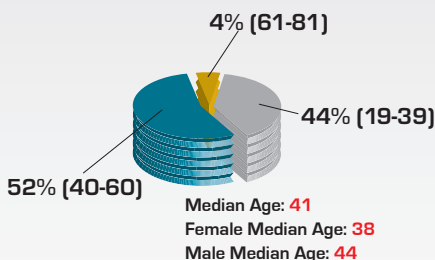
Education



Gender



Age Ranges

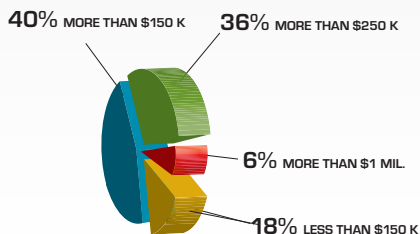


Readers' Socio-Economic Profile

- 68% are business owners
- 76% are key decision makers
- 71% have investment activity
- 68% have entrepreneurial activity
- 10% are non-Latinos
- 92% own a home
- 28% are CEOs and top executives

Annual Household Income

Median Household Income: **\$127,370**



- Frequency: **Seven times a year**
- Total Circulation (IVM 28301): **224,003**
- URL: **www.latinoleaders.com**

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Who reads Latino Leaders?

6% OF OUR READERS

- Median Age: **54**
- Gender: Male = **81.8%**; Female = **18.2%**
- Annual Household Income = **\$4M**
- Business Owners = **92%**

32% OF OUR READERS

- Median Age: **44**
- Gender: Male = **74.1%**; Female = **25.9%**
- Annual Household Income = **\$250,000**
- Business Owners = **69%**

44% OF OUR READERS

- Median Age: **38**
- Gender: Male = **80.1%**; Female = **19.9%**
- Annual Household Income = **\$150,000**
- Business Owners = **42%**

21% OF OUR READERS

- Median Age: **25**
- Gender: Male = **81.8%**; Female = **18.2%**
- Annual Household Income = **\$102,000**
- Business Owners = **1.3%**

Web Activity

- **68%** Have Digital Handhelds or Smart Phones
- **37%** View Web Publications

Pass Along Rate: 3.7

- Work: **57%**
- Friends: **18%**
- Family: **12%**
- Other: **13%**



CIRCULATION

Total Circulation : 224,003

N	State	Total	% of Circ.
1	California	46,345	20.69%
2	Texas	37,853	16.90
3	Florida	23,888	10.66%
4	New York	20,127	8.99%
5	Illinois	15,242	6.80%
6	Nevada	14,837	6.62%
7	New Mexico	12,005	5.38%
8	Washington	8,671	3.11%
9	Arizona	6,964	2.85%
10	Washington DC	5,964	2.66%
11	North Carolina	5,783	2.58%
12	Georgia	5,749	2.57%
13	New Jersey	3,064	1.37%
14	Colorado	2,526	1.13%
15	Michigan	1,676	.75%
	Other	13,259	5.92%
	TOTAL	224,003	100%

ABOUT US

Latino Leaders Magazine was founded in 2000 by brothers Raul and Jorge Ferraez. LLM's content is driven by stories of leaders in different disciplines and fields, guaranteeing its claim as the national magazine of the successful Latino. In 2005, LLM began hosting various events around the country, exposing thousands to its mission of celebrating Latino leadership.

EVENTS

MAESTRO AWARDS GALA

Since 2005, Latino Leaders Magazine has hosted its annual dinner celebration. Beginning in Dallas, the Maestros have grown to include three prominent cities, allowing LLM to highlight award and award local and national leaders around the country.

2011 Maestro Award Cities and Dates

- San Antonio — March
 - San Francisco — June
 - Chicago — August
 - Dallas — October
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CLUB LEADERS OF THE FUTURE

Club Leaders of the Future is the newest of the Latino Leaders events package. In an effort to engage the young leaders, LLM is building elite, intimate events of 20-30 leaders in various fields for discussion, networking and a unique experience.

2011 CLF Cities and Dates

- Miami — February
 - New York City — April
 - Los Angeles — June
 - Washington DC — September
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Latino LEADERS live!

For one day, Latino Leaders personifies its pages live and on stage. Local, regional and national leaders help LLM promote and educate attendees on the latest and most important issues facing the Latino community.

- Dallas
-

PRIVATE EVENTS

Trying to reach a select group of leaders can be a difficult task. Unless you already know the leaders. Latino Leaders can plan small, effective business meetings designed to each company's needs.

Why advertise with Latino Leaders Magazine?

Latino Leaders Magazine is the only publication that caters to the most influential leaders. LLM remains the only Hispanic magazine that gives you direct access to the top Latinos in the U.S.

MATERIAL DATES

ISSUE	ON-SALE	SPACE RESERVATION	MAT. CLOSE
Feb-March	Feb. 15	Jan. 15	Feb. 1
April-May	April 15	March 15	April 1
June	June 15	May 15	June 1
July-Aug	July 15	June 15	July 1
September	Sept. 15	Aug. 15	Sept. 1
Oct.-Nov.	Oct. 14	Sept. 15	Sep.30
December	Dec. 15	Nov. 15	Dec. 1

TRIM SIZE 8.375"



SPECS & RATE CARD

PAGES	RATES (GROSS)
Full Page	\$12,300
One Half	\$9,700
One Third	\$7,100

COVERS	
2nd	\$15,200
3rd	\$14,100
Back	\$19,600

SPREAD	
Gatefold	\$38,500
Full	\$23,000
Half	\$14,200

BLEED 11.125"

TRIM SIZE 10.875"

Material Requirements

Send all material in PDF, TIFF or JPEG formats in High-Res (300 pixels)

FTP Upload

1. Access site at [ftp://latinoleaders.com](http://latinoleaders.com)
2. Enter username and password provided by sales representative.
3. Place ad in folder.

SIZES

MATERIAL DATA	TRIM SIZE WxH	BLEED AREA WxH	LIVE AREA/NON BLEED WxH
FULL PAGE	8.375" x 10.875"	8.625" x 11.125"	8.125" x 10.625"
SPREAD	16.75" x 10.875"	17.25" x 11.375"	16.25" x 10.375"
1/2 PAGE	8.375" x 5.4375"	8.625" x 5.6875"	8.125" x 5.1875"

*Facing Pages (Spread)

Type or illustrative matter on facing pages should not be closer than 2mm to the spine on each page which provides 4mm total separation. Any image exceeding this area could possibly be lost in the center, producing an unsatisfactory result.