

2017 Media Kit

The Voice of Hispanic Culture

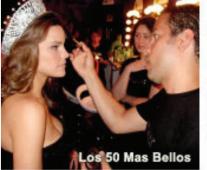
Engaging, entertaining and inspiring Hispanics for 15 years, we celebrate their unique identity by covering the celebrities, style and stories that reflect their world, while speaking in their own voice. People en Español's quality editorial content continues to be in high demand with subscribers and at newsstand, making us the #1 Hispanic magazine.



Edit Calendar

Whether at home or on-the-go, we engage consumers with the content they crave. See below for a calendar of specially-themed print features and digital specials.











Demographics

Demographics				
ADULTS	People en Español			
Total Audience (000)	6,920			
Female	4,471			
Male	2,448			
Median age	40.9			
Age 18 - 24	937			
Age 25 - 34	1,406			
Age 35 - 49	2,560			
Age 50+	2,017			
Own home	3,371			
Married	4,166			
Have children	4,600			
Kids < 6yrs.	1,977			
Kids 6-17 yrs.	3,810			
Presence of Children	2,531			
by age 12-17				
Average HH size	4.2			
Any college	2,545			
Employed	4,090			

\$41,516

2,909

1.573



Median HHI

HHI \$50,000+

HHI \$75,000+

www.DirectActionMedia.com











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Artwork/Digital Requirements

- Files must be flattened PDFxla or TIFF format.
- All images should be 300dpi or higher at 100% of finished size. (No web images)
- All images should be saved in CMYK mode, not RGB.
- All text should be saved at 100% Black.

AD SUBMISSIONS

8MBs or less email to ads@directactionmedia.com or uploaded at www.directactionmedia.com/upload-ads/

8+MBs send via FTP ftp.directactionmedia.co m

Password: Action2010

Rates

User: damads

Please contact your media specialist for more information.

Cancellations or changes must be submitted in writing and received by Direct Action Media on or before closing date. No cancellations will be accepted after the closing date. Failure to fulfill this contract will result in short rating. This means that in the event of an early termination, the cost of all space used from the effective date of the contract shall revert to the standard rate for the terms actually fulfilled. i.e., a twelve time rate used only six issues before cancellation incurs the six time ad rate.

2017 Production Calendar

Issue	Close	On Sale
February	11/14/16	12/23/16
March	12/26/16	2/3/17
April	1/23/17	3/3/17
May	2/20/17	4/7/17
June	3/27/17	5/5/17
July	4/24/17	6/2/17
August	5/22/17	6/30/17
September	6/26/17	8/4/17
October	7/24/17	9/1/17
November	8/28/17	10/6/17
December	9/25/17	11/3/17

Ad Specs

 Size
 Width
 Height

 Full Page
 6 7/8" x 9 3/8"

 Half (H) Page
 6 7/8" x 4 5/8"

 Half (V) Page
 3 3/8" x 9 3/8"

 Three Eighths
 3 3/8" x 7"

 Quarter Page
 3 3/8" x 4 5/8"

 Eighth Page
 3 3/8" x 2 1/4"

