



2017 Media Kit

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 by age 12-17	2,531
Average HH size	4.2
Any college	2,545
Employed	4,090
Median HHI	\$41,516
HHI \$50,000+	2,909
HHI \$75,000+	1,573

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.

Reaching 1 in 4 U.S. Hispanics

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.



Direct  Action
MEDIA

5 West 37th Street Suite 302
New York, NY 10018
www.DirectActionMedia.com



2017 Media Kit

Artwork/Digital Requirements

- Files must be flattened PDFx1a 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.com](ftp://directactionmedia.com)

User: damads

Password: Action2010

Rates

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"



TO ADVERTISE: 1.800.938.4660 or email sales@directactionmedia.com

Direct Action
MEDIA

5 West 37th Street Suite 302
New York, NY 10018
www.DirectActionMedia.com