

MEDIA KIT 2009 — LingoDocs

Business, Real Estate & Community
BILINGUAL
 Negocios, Bienes Raíces & Comunidad

FREE
 Vol 20, February 2009

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vida
Social
 magazine

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www.myspace.com/VidaSocialMagazine

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Bilingual Business & Real Estate Magazine - Mission Statement:

It is our mission to break down the barriers between the Spanish and English speaking communities in the United States; to lead, educate, raise awareness and ultimately through our publication, guide our readers to make savvy decisions and live comfortably.

Vida Social Magazine – Mission Statement:

It is our mission to break down the language, cultural, and social barriers between the Hispanic and American people in the United States.

Slogan:

“Double Your Market, Double Your Profit”

- **Armando Salgado**
Publisher

Bilingual Business & Real Estate Magazine & Vida Social Magazine

- Custom Bi-Lingual (English/Spanish) Monthly Publications.
- Full Color and Glossy Publication, not another newspaper.
- Eye catching graphics with real interest to the readers.
- A targeted and locally distributed community based Magazines.
- Communication bridge between the Hispanic population and those who wish to serve them.
 - Provides unbiased information.
 - Connects the community with the top local professionals and businesses.
- Serves and educates Hispanics in the overall life of our arena.
- Includes local Real Estate Listings.
- Provides unbiased articles and information useful in all stages of homeownership.
- Highlights businesses who have the capacity and the desire to serve the Hispanic community at a high level.

Contact:

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Reader Profile

Bilingual & Vida Social Magazine Readers and **Most Hispanics are Bi-lingual**

- **75%** of Hispanics speak a language other than English at home.
- **25%** of the Hispanics living in the U.S. cannot function in their daily lives without speaking Spanish.
- **25%** are bilingual and prefer to communicate in English.

25 –30% : Speak only Spanish

25-30% : Bilingual but prefer to speak in Spanish

25-30% : Bilingual but prefer to speak in English Spanglish

Bilingual & Vida Social Magazine Readers and Most Hispanics **Spending Habits**

- Hispanics controlled about \$736 billion in spending power in 2006.
- The average Hispanic household will spend \$30,013 annually.

The **TOP 5 spending** categories for Hispanics Are:

- 1.) Mortgage Rent
 - 2.) Health Care
 - 3.) Food
 - 4.) Clothing
 - 5.) Vehicles
- Source: Latin Business

Bilingual & Vida Social Magazine Readers **Income Is Steadily Increasing**

- Hispanic households earning more than \$100,000 per year grew 126% between 1991 and 2000 compared to 77% for the general American population.

Marketers
Attempting to
Meet the Needs
of the Hispanic
Community
should Keep in
Mind the
Role language
Plays in
Establishing
Trust and
Motivating
Purchase
Intent...

-Hispanic Monitor

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Why Advertise in Bilingual & Vida Social Magazines

Because **Hispanics** are more inclined to **purchase brands** which are **advertised in Spanish**

Custom Publications Succeed

Sales Increase

70% of regular **custom publication readers purchased a product/service** as a result of what they **read**.

Informative

91% of consumers and **94%** of business professionals who read custom publications believe they are an excellent source of information.

Highly Effective Marketing

8 out of 10 people pick up our publications before any newspaper.

Our **high quality printing** and **graphic design** quickly **attracts the eye** of the **readers** and the direct and informative advertising keeps them from going somewhere else.

These two magazines are the **ONLY ONES of their kind in our area.**

High Reader Interest

64% of consumers and **67%** of business professionals who are regular readers of a custom publication **consume the content**, meaning they **read** the book **cover-to-cover** or some pages in detail, and pick it up an average of two times before finishing it.

Nearly **40%** of readers either **retain it or pass it along** to additional readers, another key indication of the high value a reader place on any magazine or newsletter.

(Custom Publishing council; Hispanic Business Weekly)

60% of readers feel custom publications make them feel closer to the sponsor...

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Magazine Details

Bilingual & Vida Social Magazines Content & Logistics

The Bilingual Business & Real Estate Magazine provides the community with local information on:

- Real Estate Listings
- Un-Biased articles informing of the Current Real Estate Market
- Community Events
- Local Businesses
- Bi-lingual Business Directory
- Many educational articles
- And much more...

The Vida Social Magazine provides the community with local information on:

- Local social life content, including...
- Community Events
- Night Life
- Dining
- Local Businesses
- Community services news
- And much more...

Free Graphic Design Service

Both magazines provide a full service graphics department. This service is free for any paid advertiser. The graphics department has access to a wide selection of stock photography as well as a free Spanish translation service.

Sponsorship Pages

Sponsorship pages are available. Check with your sales agent regarding sponsorship articles and options.

On-Line

Vida Social Magazine: www.VidaSocialMagazine.com. Free to Advertising client on 6 to 12 month contracts.

Bilingual Business & Real Estate Magazine: www.BilingualNebraska.com. Free to Advertising client on 6 to 12 month contracts.

Distribution:

Both Magazines are circulated monthly, in highly concentration Spanish and English speaking areas in the Omaha , Council Bluffs, Fremont, Schuyler, Columbus, and Lincoln.

Quantity:

Bilingual Business & Real Estate Magazine: 10,000 Hard Copies and over 5,000 E-mail newsletters where readers can also see the publication on-line. An average of 15,000 to 16,000 readers per month.

Vida Social Magazine: 5,000 Hard Copies and readers can also view magazine on-line. An average of 5,000 to 6,000 readers a month.

NOTE:

We live in a melting pot full of many cultures, ethnicities, and languages. It's a fact of life and its here to stay. If we all spoke the same language and understood each other's culture, life would be easier. If you want your business to be successful, you know that catering to your customer's needs, earns their trust and business. Bilingual Business & Real Estate Magazine and Vida Social Magazine can help you reach the two largest markets so you can have double the advertisement power and double the profit potential.

Ask about
having
Bilingual and
Vida Social
magazines
distributed in
your location
FREE
every month...